

**Shree Guru Gobind Singh Tricentenary University
Budhera, Gurgaon (Haryana)**



**ORIDANCE
SYLLABI & SCHEME OF EXAMINATION
of
BACHELOR OF BUSINESS ADMINISTRATION (Analytics)
For
1st to 6th Semester
w.e.f. 2018-19**

[Signature]
Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

ORDINANCE OF
BACHELOR OF BUSINESS ADMINISTRATION (ANALYTICS)
COURSE CODE: 0617

1. Duration of the Course

- (I) The duration of the BBA (Analytics) Course shall be of three academic years. Each year shall be divided into two semesters. Thus, the course shall comprise of 6 semesters.
- (II) A candidate can complete BBA (Analytics) within a maximum period of 5 years.

2. Eligibility for Admission

Admission to the First Semester of the Bachelor of Business Administration (Analytics) course will be opened to candidates who have passed:

- (I) Senior Secondary Examination (10+2) with 40% marks in aggregate from a recognized Board of School Education from any stream with Economics, Mathematics, Commerce as one of the subjects.
- (II) An equivalent examination from the education Board in India and from abroad.
- (III) In case of SC/ST, the applicant should have secured 35% marks.

3. Admission Schedule and Receipt of Fees

The admission schedule along with last date for the receipt of admission form and fees shall be fixed by the vice-chancellor from time to time.

4. Eligibility For Appearing in Ist Semester Examination

The Ist Semester's Examination shall be open to a regular student who;

- (a) bears a good moral character
- (b) has been on the rolls of the College during the first semester;
- (c) has attended not less than 75% of the lectures in the semester.

5. Eligibility For Appearing in 2nd to 6th Semester Examination

2nd to 6th semesters examinations shall be open to a regular student who:-

- (I) bears a good moral character.
- (II) has attended not less than 75% of lectures in the respective semester;
- (III) has been on rolls of the College during the semester preceding the respective semester examinations;

[Handwritten signature and blue circular stamp of the Faculty of Commerce & Management, SGT University, Gurgaon, Haryana]

6. Criteria for Promotion to Higher Semester

A candidate shall be promoted to 2nd, 4th and 6th Semester automatically without any condition of passing minimum number of papers. For promotion from 2nd to 3rd Semester the candidate shall have to clear at least 50% papers of 1st and 2nd Semesters taken together. For promotion from 4th to 5th Semester the candidate shall have to clear at least 50% papers of 3rd and 4th Semesters taken together.

7. The medium of the instruction and the examination

The medium of the instruction and the examination shall be English only.

8. Pass Percentage

The minimum percentage of marks to pass the examination in each semester will be:

- (I) 35% in each written paper and internal assessment Jointly;
- (II) 35% in external and internal evaluation in case of Training Report;
- (III) 35% in Viva-Voce Examination;
- (IV) 35% in the aggregate in each semester examination.

9. Scheme of Examination

- (I) The last date for receipt of Examination forms and fees shall be fixed by the Vice Chancellor from time to time.
- (II) The examination for the 1st, 3rd, and 5th, semesters shall ordinarily be held in the month of December and of the 2nd, 4th, and 6th semesters in the month of May or on such dates as may be fixed by the Vice-Chancellor
- (III) The supplementary examinations for the first, third, and fifth semester's examination will be held along with their regular first, third and fifth semester's examinations in December and second, and fourth semesters examinations will be held along with regular second, and fourth semester's examinations which will be held ordinarily during the months of May. However, the reappear examination for 6th semester may be held in the month of December along with odd semester examinations. A candidate on the rolls of Faculty or an ex-student shall submit his / her application for admission to an examination on the prescribed form with the requisite certificate duly countersigned by the dean, commerce and management or a senior member of the teaching staff nominated by him / her.
- (IV) The dean of the faculty shall forward to the Controller of Examinations, at least two weeks before the commencement of the examinations of each semester, a list of the students who have satisfied the requirement of rules and are eligible to appear in the examinations.
- (V) Each candidate shall be examined in the subject(s) as laid down in the syllabi prescribed by the Academic Council from time to time.
- (VI) The examiner will set the question paper as per the criteria laid down in the scheme of examination for the concerned programmes.


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

10. Internal Assessment

- (i) 25% marks in each written paper, excluding Training Report, Project Report and Viva-Voce, shall be assigned for Internal Assessment. This internal assessment will be done in different course
 - (a) 5 Marks be allotted for attendance,
(01 mark if the attendance is 76%-80%, 02 marks if the attendance is 81-85%, 03 marks if the attendance is 86-90%, 04 marks if the attendance is 91-95% and 05 marks if the attendance is 96-100%.
 - (b) 10 Marks will be allotted for two mid semester test. In each course, there will be two mid-semester test which would be arranged by the concerned faculty.
 - (c) 05 marks for Seminar Presentation and
 - (d) 05 marks for Assignment.
- (II) The internal assessment awards of a re-appear student in any semester examination be carried forward to the next examination of the same semester provided that the candidate has obtained the pass marks in the internal assessment.
- (III) The concerned teacher shall preserve records on the basis of which the internal assessment awards have been awarded and shall make the same available to the controller of examinations whenever required.
- (IV) The Principal/Head/ Director of the college/Department/Institute shall forward the internal assessment to the Controller of the Examinations, at least two weeks before the commencement of the examinations of each semester.
- (V) The internal assessment / training report/ project report/practical/viva voce award of a candidate who fails in any semester/paper (s) shall be carried forward to the next examination(s).

11. Project Work

- (I) The Project work wherever specified, shall be pursued by student under the supervision of one internal supervisor to be appointed by the Dean of the Faculty from among the Faculty Members handling the various BBA courses. It shall be evaluated jointly by the Internal Supervisor and the External Examiner. The External Examiner shall be appointed by the University.
- (II) For this purpose the candidate shall submit two copies of the Project Report to the Head of the Faculty at least fifteen days before the date of commencement of the end term examination.

12. Viva-voce

The Viva- Voce Examinations will be based on the courses prescribed in the respective semesters. These shall be conducted by a Board of Examiners to be appointed by the University. Each of such Board shall be comprised of Head of the Faculty or his nominee and one external experts, preferably be from the corporate world.

13. Practical examination

Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

The practical examinations of the courses relating to IT / Computer wherever specified shall be conducted by the following Board of Examiners:

- (I) One Internal faculty to be nominated by Dean of the Faculty
- (II) One External Examiner to be nominated by Vice- Chancellor/Nominee on the recommendation of the chairman, Board of studies concerned.
- (III) A candidate who fails to obtain pass marks in practical shall be allowed to reappear before the Board of Examiner.

14. Evaluation of Answer Books

The answer books will be examined by the internal/ external examiner.

15. Declaration of Result

- (I) As soon as possible, after the termination of the semester examination, Controller of Examinations shall publish a list of the candidates who have passed the semester examination
- (II) A candidate whose result is declared late without any fault on his/her part may attend classes for the next higher semester provisionally at his /her own risk and responsibility, subject to his /her passing the concerned semester examination. In case, a candidate fails to pass the concerned semester examination, his/her attendance/internal assessment in the next higher semester in which he / she was allowed to attend classes provisionally will stand cancelled.
- (III) The practical examination of Computer Paper shall be conducted jointly by the internal and external examiners.
- (IV) The list of successful candidates after the 6th semester examination shall be arranged, as under in four divisions on the basis of the aggregate marks obtained in his / her Bachelor's Degree of B.Com (Pass)
 - (a) those who obtain 75% or more marks First Division with distinction
 - (b) those who obtain 60% or more marks First Division but less than 75%
 - (b) those who obtain 50% or more marks Second Division but less than 60%
 - (c) Those who obtained less than 50% Third Division(s)

16. Other Provision

- (I) Nothing in the Ordinance shall debar the University from amending the ordinance and the same shall be applicable to all the students whether old or new.
- (II) Any other provision not contained in the ordinance shall be governed by the rules and regulations framed by the university from time to time.
- (III) The programme listed in clause 1 of this ordinance will be governed by the respective scheme of examination.


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

SCHEME OF EXAMINATION


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA- Analytics

Paper Code	Nomenclature	Internal	External	Total	Credits	Remarks	Year
FIRST SEMESTER							
6170101	English Language	40	60	100	3		2018
6170102	Management Concept	40	60	100	3		2018
6170103	Financial Accounting	40	60	100	4		2018
6170104	Business Economics	40	60	100	3		2018
6170105	Software Foundation - Digital Workforce Skills	40	60	100	4		2018
6170106	Business Mathematics	40	60	100	4		2018
6170107	Business Law	40	60	100	3		2018
SECOND SEMESTER							
6170201	Data Base Management System	40	60	100	4		2018
6170202	Cost Accounting	40	60	100	4		2018
6170203	Business Statistics	40	60	100	4		2018
6170204	Programming with Phyton	40	60	100	4		2018
6170205	Business Communication	40	60	100	3		2018
6170206	Business Informatics	40	60	100	4		2018
6170207	Environmental Studies	40	60	100	2		2018
THIRD SEMESTER							
6170301	Business Environment	40	60	100	3		2018
6170302	Management Accounting	40	60	100	4		2018
6170303	Business Ethics	40	60	100	3		2018
6170304	Marketing Management	40	60	100	3		2018
6170305	Management Information System	40	60	100	3		2018
6170306	Foundation in Predictive Analytics using IBM SPSS	40	60	100	4		2018
6170307	Data Visualization (Changing Business with Data Insight + Watson Analytics)	40	60	100	4		2018
FOURTH SEMESTER							
6170401	Organisational Behaviour & Management	40	60	100	3		2018

6170402	Financial Management ✓	40	60	100	4		2018
6170403	Mathematical Optimization	40	60	100	4		2018
6170404	E-Commerce	40	60	100	3		2018
6170405	Business Research Methods	40	60	100	3		2018
6170406	Social Media Analytics	40	60	100	4		2018
6170407	Corporate Tax	40	60	100	4		2018

**FIFTH
SEMESTER**

6170501	Public Relations and Corporate Image	40	60	100	3		2018
6170502	Operation Management	40	60	100	4		2018
6170503	Banking and Insurance	40	60	100	3		2018
6170504	Design Thinking	40	60	100	4		2018
6170505	Behavioral Science	40	60	100	3		2018
6170506	Managerial Skills	40	60	100	3		2018
6170507	Human Resource Management	40	60	100	3		2018
6170508	Summer Internship Report	40	60	100	1		2018

**SIXTH
SEMESTER**

6170601	Strategic Management	40	60	100	3		2018
6170602	Entrepreneurship Development	40	60	100	3		2018
6170603	Family Business	40	60	100	3		2018
6170604	Event Management	40	60	100	3		2018
6170605	Cross Cultural Management	40	60	100	3		2018
6170606	Big Data Analytics	40	60	100	4		2018
6170607	Weather in Business (16 Hours)	40	60	100	4		2018
6170608	Dissertation & Viva	40	60	100	1		2018

Handwritten Signature
 Faculty of Commerce & Management
 SGT University
 Budhera, Gurugram

SYLLABUS


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA(Analytics) 1st semester
Language - English
Paper Code – 6170101

Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: To enhance listening-speaking skills

3. Syllabus:

Unit-I Listening Comprehension

- Speeches
- Interviews
- audio-video clippings followed by exercises

Unit-II Conversation Skills

- Greetings and Introducing oneself
- Framing questions and answers
- Role play
- Buying: asking details etc.

Unit-III Reading Comprehension

- Simple narration and Stories
- Simple Passages
- Newspaper and articles clippings

Unit-IV Pronunciation


- Pronunciation
- Syllable and Stress

Unit-V Writing Comprehension

- Correct the sentences
- Note Making
- Letters
- Précis
- Paragraph
- Report

4. Suggested Readings

1. Spoken English with CD, Jayashree Balan, Tata McGraw Hill 2010
2. Fluency in English-II, Department of English, Delhi University, Oxford University Press
3. Murphy's English Grammar with CD, Murphy, Cambridge University Press
4. English Vocabulary in Use (Advanced), Michael McCarthy and Felicity, CUP
5. Learning Spoken English by Lynn Lundquist-ASIN: B0094XNOPW
6. Essential English Grammar: A Self-Study Reference and Practice Book for Elementary


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) First Semester
Management Concepts -6170102

1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: This course is an introduction to the management function. It will focus on the theory and fundamental concepts of management including planning, organization, staffing, directing and controlling.

3. Syllabus:

Unit-1

Concept of Management: Nature, Process & Significance, Functions of management, Management V/s Administration, Principles of Management, Scientific Management, Management Thought - The Classical School, the Human Relations School, Systems Theory, Contingency Management, **Developing Excellent Managers. Cross cultural issues in management**

Unit-2

Planning: Nature and Purpose of Planning, The Planning Process, Principles of Planning, Types of Planning, Advantages, and Limitations of Planning. Organizing: Nature and Purpose of Organizing Span of Management, Determinants of Span of Management, Line and Staff Relationship, Line-Staff Conflict, Delegation, Kinds of Delegation and Decentralization, Methods of Decentralization

Unit-3

Staffing: Concept, Nature and Importance of Staffing; Motivation, Nature and Importance of Motivation: Types of Motivation; Leadership: Meaning and Importance, Traits of a leader. Controlling: Nature and Scope of Control, Types of Control, Process of Controlling, Controlling Techniques, Effective Control System

Unit-4

Concept and Nature of Objectives: Types of Objectives, Importance of Objectives, Setting Objectives, Management by Objective (MBO), Benefits and Weaknesses of MBO. Strategies and Policies: Concept of Corporate Strategy, Formulation of Strategy, Types of Strategies. The Strategic Planning Process, Types of Policies, Principles of Formulation of Policies, Decision Making Process, Individual Decision Making Models.

4. Suggested Readings:

1. Koontz & Weihrich, Essentials of Management. McGraw Hill
2. C.B. Gupta, Business Organization and Management. Mayur paperbacks.
3. Rao and Narayan; Principles and Practice of Management.
4. Parsad, L. M, Principles and Practice of Management. Sultan Chand, New Delhi
5. Druker, Peter F. Management Challenges for the 21st century. Butter worth Heinemann, New Delhi
6. Nirmal Singh, Principles of Management, Deep & Deep Publications Pvt. Ltd., New Delhi.
7. Gupta & Chaturvedi, Organisation & Management, Shree Mahavir Book Depot.
8. P. Subha Rao, Management & Organisational Behaviour, Himlya Publishing House.
9. Harold Koontz & Heinz Weihrich, Essentials of Management, Tata Mcgraw Hill.
10. Stephen F. Robbins, Mary Coulter, Management, Prentice Hall of India Pvt. Ltd.


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA(Analytics) First Semester
Financial Accounting (6170103)

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

3. Syllabus:

Unit-1

Introduction: Meaning, Objectives, Process, Limitations and Basic Terms of Accounting; Generally Accepted Accounting Principles; Journalizing, Posting and Preparation of trial balance.

Unit-2

Capital and Revenue Items; Reserves and Provisions; Depreciation: Meaning, Causes, Accounting Procedure; Methods of Computing depreciation, Straight line method and Diminishing balance method, Change of method.

Unit-3

Final Accounts with adjustments; Rectification of errors.

Unit-4

Accounting for Non-Profit organizations; Accounts from incomplete records.

4. Suggested Readings :

1. Gupta, R.L., Radha Swami, M., Financial Accounting, Sultan Chand and Sons., New Delhi.
2. Monga J.R., Ahuja, Girish, Sehgal, Ashok: Financial Accounting, Mayur Paper Back, Noida.
3. Shukla, M.C., Grewal, T.S. and Gupta, S.C.; Advanced Accounts, S. Chand and Company, New Delhi.
4. Goel, D.K., Financial Accounting, Arya Publications, New Delhi.

asdr
Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

B.B.A(Analytics) First Semester
Business Economics (6170104)

1. Assessment:

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The paper seeks to equip the students with the analytical tools of Economics and apply the same to rational managerial decision-making. It further seeks to develop economic way of thinking in dealing with practical business problems and challenges.

3. Syllabus

Unit- 1

Scope and nature of microeconomics, Law of demand, Demand curve, Law of supply, Supply curve, Market equilibrium, Elasticities of demand and supply: Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply, Indifference curves, budget line, consumer equilibrium, price effect, substitution effect, income effect for normal, inferior and Giffen goods, Price consumption curve, Income consumption curve, Engels curve

Unit- 2

Production with one variable input, Total, Average and Marginal Product, Law of Diminishing Marginal Returns, Production function with two variable inputs: Isoquant curvess, iso-cost line, producer's equilibrium, Economic region of production, Economies of scale, Expansion path, Economies of scope, Short-run Total, Average and Marginal Cost, Short-Run Cost Curves and their relationships, Long-Run Average and Marginal Cost Curves

Unit- 3

Concept of Total, Average and Marginal Revenue; Nature of Revenue Curves in Various Markets and their Curves; Relationship between Average and Marginal Revenue Curves in different Market Situations, Price determination under different market situations- perfect competition, monopoly, monopolistic competition and oligopoly.

Unit- 4

Factor market: Marginal productivity theory of distribution, Determination of rent; quasi rent; alternative theories of interest and wages

4. Suggested Readings:

1. D.N Diwvedi, Economic Theory and Applications, Pearson Education, Delhi
2. H. L. Ahuja, Business Economics. S. Chand Publication
3. Petersen, Craig H., W. Chris Lewis and Sudhir K. Jain, Managerial Economics, Pearson Education, Delhi
4. Keat, Paul G. and Philip K.Y. Young, Managerial Economics, Economic tools for Today's Decision Makers. Pearson Education, Delhi

as an
Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

B.B.A(Analytics) First Semester
Software Foundation-Digital Workforce Skills (6170105)

Course Rationale: This course is aimed at imparting candidates for Spreadsheet Modelling and aims at building the following key competencies amongst the Student.

Syllabus:

Unit I:

Introduction to spreadsheets, reading data, manipulating data. Basic spreadsheet operations and functions.

Unit II:

Introduction to some more useful functions such as the IF, nested IF, String Functions, VLOOKUP and HLOOKUP functions in Excel. Introduction to Excel Solver. Using excel solver for business decisions.

Unit III:

Using Conditional Formatting; Using Conditional Formatting with Multiple Cell Rules; Using Color Scales and Icon Sets in Conditional Formatting; Creating New Rules and Managing Existing Rules.

Unit IV:

Sorting Data A-Z and Z-A; Using Filters to Sort Data; Advance Filtering Options

Unit V:

Introduction to the Data filtering capabilities of Excel, the construction of Pivot Tables to organize data and introduction to charts in Excel. Constructing various Lines, Bar and Pie charts. Using the Pivot chart features of Excel. Understanding and constructing Histograms and Scatter plots. Basics

Reference Books:

1. Microsoft Excel 2013: Data Analysis and Business Modeling , PHI (Wayne L Windson)
2. Management Information Systems – A Global Digital Firm Perspective – Tata McGraw-Hill Education, 4th/ 5th Edition (Waman S Jawadekar)



Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) First Semester
Business Mathematics 6170106

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

Unit- 1

Set theory and its real life practical applications, Series and Sequence: Arithmetic Progression (A.P.), Geometric Progression (G.P.), and Harmonic Progression (H.P.) with simple practical applications in real life business environment.

Unit-2

Matrices: definition; types of matrices; algebra of matrices, adjoint of a matrix, Inversion of matrices, elementary row operations; solution of a system of linear equations having unique solution and involving not more than three variables using matrix method, Determinants: solution of Linear simultaneous equations using Cramer's Rule, Real life applications of matrices and determinants

Unit - 3

Permutations and Combinations, Probability and Probability distribution: concepts of basic probability, including conditional probability, Bayes' Formula and the notion of independence of two or more events, Poisson, Binomial, and Normal Probability distribution, simple real life business applications of probability

Unit-4

Real number systems, constants and variables, functions; Graphical representations of functions, limits and continuity of functions, Derivations of simple algebraic functions and application of derivatives in Economic and Commerce, Maximum and Minimum, Integration as anti derivative process; Standard forms; Integration by substitution, Definite integration and its real life applications- consumer's and producer's surplus

Books:

- 1) Allen, RGD: Basic Mathematics: Macmillan, New Delhi.
- 2) Dowling, E.T. Mathematics for Economics: Schaum Series, McGraw Hill, London.
- 3) Vohra, N.D.: Quantitative Techniques in Management: Tata McGraw Hill, New Delhi.
- 4) Soni, R.S.: Business Mathematics: Pitamber Publishing House, Delhi
- 5) Bhardwaj, R.S.: Mathematics for Economics and Business, Excel Books
- 6) Sancheti, D.C. and Kapoor, V.K. : Business Mathematics, Sultan Chand & Sons (P) Ltd, New Delhi

[Signature]
Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA(Analytics) First Semester
Business Law (6170107)

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
	End Term Marks: 60	Time : 3 Hours	
40			100

2. Objective: This course seeks to enable the students to gain understanding of basic legal terminologies and various rights and duties of an individual under various types of contracts.

3. Syllabus

Unit- 1

The Indian Contract Act 1872: Contract – meaning, Characteristics and Kind of contracts, Essentials of valid contract, Proposal, Acceptance and Revocation. Contractual capacity of parties, free consent of parties. Lawful consideration and object. Agreement expressly declared as void.

Unit- II

Performance and Discharge of contract. Implied, Quasi or Constructive contracts. Breach of contract. Contract of Indemnity and guarantee. Contract of bailment.

Unit-III

Indian Partnership Act 1932: Nature of Partnership firm, Relations of partners to third parties, Duties and rights of partners, Minor as a partner, Registration of firms.

Limited Liability Partnership Act, 2008: Introduction, Features, Governance, Formation and Incorporation, Partners and their relations in LLP, Conversion to LLP, Winding up and Dissolution of LLP.

Unit-IV

Sale of Goods Act 1930: Contract of Sale, Condition and Warranties, Transfer of Property or Ownership, Performance of the Contract – Delivery and Payment, Unpaid Seller and Suits for breach of Contract.

4. Suggested Readings:

1. Sharma, A., *Business Regulatory Framework*, V.K. Publications.
2. Kapoor, N.D., *Business Law*. Sultan Chand & Co., New Delhi.
3. Kuchhal, M.C., *Business Laws*, Sultan Chand & Co., New Delhi.


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (ANALYTICS) 2ND Semester

Database Management Systems (6170201)

L	T	P	Cr
4	-	-	4

External Marks: 60

Internal Marks: 40

Time Duration: 3 Hrs.

Total Marks: 100

NOTE: Ten questions are to be set in all by the examiners by taking three questions from each unit and one compulsory question having 05 short answer type questions from all the units. Students will be required to attempt six questions in all including compulsory Question i.e. question No. 1 and by selecting not more than two questions from each unit.

Objectives

- To learn the fundamentals of data models and to conceptualize and depict a database system using ER diagram
- To make a study of SQL and relational database
- To know the fundamental concepts of transaction processing- concurrency control techniques and recovery procedure.

UNIT-1

Introduction: Overview of Database Management System: Various views of data Models, Schemes and Introduction to database Languages & Environments, Advantages of DBMS over file processing systems, Responsibility of Database Administrator. Three level architecture of Database Systems: Introduction to client/Server architecture. Data Models: E-R Diagram (Entity Relationship), mapping Constraints, keys, Reduction of E-R diagram into tables.

UNIT- 2

Network & Hierarchical Models, File Organization: Sequential File, index sequential files, direct files, Hashing, B-trees Index files, Inverted Lists., Relational Models, Relational Algebra & various operations (set operations, select, project, join, division).

UNIT-3

Integrity constraints, functional dependencies & Normalization, 1st, 2nd, 3rd and BCNF.

Introduction to Distributed Data processing, Concurrency control: Transactions, Time stamping, Lock-based Protocols, Serializability and Recovery Techniques.

Unit-IV

Data base security- Threats and security issues, firewalls and database recovery; techniques of data base security; distributed data base.

Reference Books:

1. Fundamentals of Database Systems by R.Elmasri and S.B.Navathe, 3rd Edition, Pearson Education, New Delhi.
2. An Introduction to Database Systems by C.J. Date, 7th Edition, Pearson Education, New Delhi.
3. A Guide to the SQL Standard, Data, C. and Darwen, H.3rd Edition, Reading, Addison-Wesley Publications, New Delhi.
4. Introduction to Database Management system by Bipin Desai, Galgotia Pub, New Delhi.
5. Database System Concepts by A. Silberschatz, H.F.Korth and S.Sudarshan, 3rd Edition, McGraw-Hill, International Edition.
6. SQL / PL/SQL, by Ivan Bayross, BPB Publications.

Daan
Faculty of Commerce & Management
University
Surugram

BBA (Analytics) Second Semester
Cost Accounting (6170202)

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The purpose is to expose the students to the costing process and how cost information could play a significant role in Management of Organisations.

3. Syllabus:

Unit-1

Meaning, objectives and advantages of cost accounting, Difference between financial, cost, and management accounting. Cost concepts and classifications. Preparation of cost sheet

Unit-2

Material (inventory) Control: Concept of Material Cost, Meaning and objectives of material control, Accounting and control of purchases, storage and issue of materials, Methods of pricing of material issues, Fixation of inventory levels - minimum level, maximum level, danger level and methods of valuing material issues, Replacement, treatment of material losses.

Unit-3

Labour Cost Control: Meaning and Computation of Labour cost. Concept, objectives and importance of labour cost control, Time keeping and book keeping, Concept and treatment of labour turnover, idle time, overtime and fringe benefits, Wage payment: time wage system, piece wage system, incentive wage plans – individual plans and group plans.

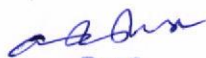
Unit-4

Concept, classification, allocation, apportionment and absorption of overheads, Under-absorption and over-absorption, Capacity costs, Treatment of certain items in costing: interest on capital, packing expenses, research and development expenses. Activity based costing.

Methods of costing : unit costing, job costing, contract costing, process costing (process losses, valuation of work in progress, joint and by-products), service costing (only transport).

4. Suggested Readings:

1. Cost Accounting by M.L Aggarwal, Sahitye Bhawan Publications.
2. Cost Accounting by SP Gupta, VK Publication.
3. Cost accounting by Asish Bhattacharyya, PHI Publication



Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics)Second Semester
Business Statistics (6170203)

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The overarching objective of Business Statistics is for students to describe data and make evidence based decisions using inferential statistics that are based on well-reasoned statistical arguments.

3. Syllabus:

Unit -1

Meaning and Definition of Statistics, Classification and Tabulation of Primary and Secondary data, Presentation of data, Graphic diagrammatic presentation, Mean Median, and Mode, Functions & Limitations of Statistics, Geometric Mean, Harmonic Mean

Unit -2

Range, Inter Quartile Range, Quartile Deviation, Mean Deviation and Standard Deviation, Coefficient of variation, Lorenz Curve, Skewness and its Measures, Graphical Measure of Dispersion, Kurtosis, Moments, Time series analysis

Unit -3


Co-relation co-efficient, regression lines and equations, Regression coefficients, Methods of Simple Regression Analysis, Coefficient of Correlation by Concurrent Deviation Method, The coefficient of Determination

Unit -4

Probability: Concept, Addition and Multiplication laws, Expectation. Probability distributions: Binomial, Poisson, Normal, Baye's Theorem

4. Suggested Readings:

1. Dr.S.P.Gupta, Statistical methods, S.Chand & Co., New Delhi.
2. D.N.Elhance, Veena Elhance, B.M.Aggarwal, Fundamentals of Statistics, Kitab Mahal.
3. N.P.Aggarwal, Quantitative Techniques, Ramesh Book Depot., Jaipur.
4. R.P.Hooda, Statistics for Business and Economics, Mcmillan India Ltd., New Delhi.


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Second Semester

Programming with Python (6170204)

Course Objectives:

The course will enable students to:

1. Learn the syntax and semantics of Python Programming Language
2. Write Python functions to facilitate code reuse and manipulate strings.
3. Illustrate the process of structuring the data using lists, tuples and dictionaries
4. Demonstrate the use of built-in functions to navigate the file system
5. Appraise the need for working on web scraping

Syllabus

Unit-1

Introduction, Python Basics: Entering Expressions into the Interactive Shell, The Integer, Floating-Point, and String Data Types, String Concatenation and Replication, Storing Values in Variables, Your First Program, Dissecting Your Program. Flow control: Boolean Values, Comparison Operators, Boolean Operators, Mixing Boolean and Comparison Operators, Elements of Flow Control, Program Execution, Flow Control Statements, Importing Modules, Ending a Program Early with `sys.exit()`.

Unit-2

Functions: `def` Statements with Parameters, Return Values and `return` Statements, The `None` Value, Keyword Arguments and `print()`, Local and Global Scope, The `global` Statement, Exception Handling. The List Data Type, Working with Lists, Augmented Assignment Operators, Methods.

Unit-3

Dictionaries and Structuring Data: The Dictionary Data Type, Pretty Printing, Using Data Structures to Model Real-World Things. Manipulating Strings - Working with Strings, Useful String Methods

Unit-4

Pattern Matching with Regular Expressions: Finding Patterns of Text without Regular Expressions, Finding Patterns of Text with Regular Expressions, More Pattern Matching with Regular Expressions, Greedy and Nongreedy Matching, The `findall()` Method, Character Classes, Making Your Own Character Classes, The Caret and Dollar Sign Characters, The Wildcard Character, Review of Regex Symbols, Case-Insensitive Matching, Substituting Strings with the `sub()` Method, Managing Complex Regexes, Combining `re.IGNORECASE`, `re.DOTALL`, and `re.VERBOSE`. Reading and Writing Files: Files and File Paths, The `os.path` Module, The File


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

Reading/Writing Process, Saving Variables with the shelve Module, Saving Variables with the pprint.pformat() Function. Organizing Files: The shutil Module, Walking a Directory Tree, Compressing Files with the zipfile Module

Unit-5

Web Scraping: Project: MAPIT.PY with the web browser Module, Downloading Files from the Web with the requests Module, Saving Downloaded Files to the Hard Drive, HTML. Working with Excel Spreadsheets: Excel Documents, Installing the openpyxl Module, Reading Excel Documents, Project: Reading Data from a Spreadsheet, Writing Excel Documents, Project: Updating a Spreadsheet, Setting the Font Style of Cells, Font Objects, Formulas, Adjusting Rows and Columns, Charts

Reference Books:

1. Allen B. Downey, "Think Python: How to Think Like a Computer Scientist", 2nd Edition, Green Tea Press, 2015, ISBN: 978-9352134755.
2. Charles Dierbach, "Introduction to Computer Science Using Python", 1st Edition, Wiley India Pvt Ltd. ISBN-13: 978-8126556014.
3. Wesley J Chun, "Core Python Applications Programming", 3rd Edition, Pearson Education India, 2015. ISBN-13: 978-9332555365.
4. Roberto Tamassia, Michael H Goldwasser, Michael T Goodrich, "Data Structures and Algorithms in Python", 1st Edition, Wiley India Pvt Ltd, 2016. ISBN-13: 978-8126562176.
5. ReemaThareja, "Python Programming using problem solving approach", Oxford University press, 2017. ISBN-13: 978-0199480173
6. Charles R. Severance, "Python for Everybody: Exploring Data Using Python 3", 1 st Edition, Shroff Publishers, 2017. ISBN: 978-9352136278.

adha
Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

Business Communication (6170205)

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The objective of the course is to help the students to acquire the basics of interpersonal communication, corporate communication and soft skills, so as to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world. Students will learn to analyze, understand and write clear and concise business communication statements and strengthen their oral presentation competence.

3. Syllabus:

Unit-1

Basics of Communication, Seven C's of Effective Communication, Nature and Process of Communication, Types of Communication: verbal and non-verbal. Different forms of communication. Barriers to Communication: Linguistic, psychological, interpersonal, cultural, organizational etc.

Unit-2

Letter Writing, presentation, inviting quotations, sending quotations, and social correspondence, Office Memos, Notices, Agenda, Minutes of Meetings, Report Writing, types of business reports, structure of reports, E-mail Writing

Unit-3

E-Correspondence, Viewing and Reviewing of Books and Forms of Writing (C.V and Job Application)

Unit-4

Applied Grammar – Structure of Sentences, Importance of Vocabulary, Antonym & Synonyms, Homophones Writing Bibliography/ Citations/References, Brochures, Spoken English, Presentation of Plans, Speech, Preparation, Mode of Delivery of presentations; Addressing the Audience.

4. Suggested Readings:

1. Kaul, Asha, Business Communication, PHI, New Delhi
2. Kaul, Asha, Effective Business Communication, PHI, New Delhi
3. Chaturvedi, P.D., and Mukesh Chaturvedi, Business Communication, Pearson Education
4. McGrath, E.H., Basic Managerial Skills for All, PHI, New Delhi
5. Rai, U., & Rai, S. M. (2015). Business communication. Himalaya Publishing House.
6. Verma, S (2014). Business Communication: Essential strategies for 21st Century Managers
7. KoneraArun, Professional Communication, Tata McGraw Hill, New Delhi.

[Signature]
Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Second Semester
Business Informatics -6170206

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: To offer exposure of essential computer skills to students and developing these skills in the students.

3. Syllabus:

Unit- 1

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.).

Unit- 2

MS Office 1- 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- 3

MS Office 2-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- 4

Information Technology- Introduction to IT and its development, Impact and Future of IT in Business Organisation, Overview of the following: 4 GL, Image processing, Virtual Reality, Video Conferencing, Decision Support System, Expert System, Artificial Intelligence, and Information Super Highways.

4. Suggested Readings:

1. Balagurusamy Fundamentals of Computer, 1e, Tata Mac-Graw Hill
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

adhar
Dean

Faculty of Computer Science & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Second Semester
Environmental Studies-6170207

Theory:60 Marks
Internal Assessment:40 Marks

Contents

Unit 1:

The Multidisciplinary nature of environmental studies

- Definition, scope and importance.
- Need for public awareness.

Natural Resources

Renewable and non-renewable resources: Natural resources and associated problems.

- Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.
- Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies.
- Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Unit 2:

Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.

Biodiversity and its conservation

- Hot-spots of biodiversity.
- Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit 3:

Environmental Pollution

Definition, causes, effects and control measures of:-

- a. Air pollution
- b. Water pollution
- c. Soil pollution

Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear hazards
- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Fireworks, their impacts and hazards
- Pollution case studies.
- Disaster management: floods, earthquake, cyclone and landslides.

Unit 4:

Social Issues and the Environment

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions.
- Consumerism and waste products.
- Environmental Legislation (Acts and Laws)
- Issues involved in enforcement of environmental legislation

Human Population and the Environment

- Population growth, variation among nations with case studies
- Population explosion – Family Welfare Programmes and Family Planning Programmes
- Human Rights.
- Value Education.
- Women and Child Welfare.

Internal Assessment

- Seminar on Environmental issues (10 Marks)
- Assignments (10 Marks)
- Attendance (10 Marks)
- Internal exams and tests (10 Marks)

References:

- The Perspectives in Environmental Studies: A. Kaushik and C. P. Kaushik
- Environmental Science: G. Tyler Miller
- Environmental Laws: Universal Law Series

aan
 Dean
 Faculty of Commerce & Management
 SGT University
 Budhera, Gurugram

**BBA (Analytics) Third Semester
Business Environment -6170301**

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
	End Term Marks: 60	Time : 3 Hours	
40			100

2. Objective: The present course aims at familiarizing the participants with various aspects of economic, social, political and cultural environment that impacts the business enterprises in India. This will help them in gaining an understanding of the environmental factors influencing Indian business organizations. The objective is also to facilitate the interface with business enterprises, small and big, so that actual practices in business are learnt by the students.

3. Syllabus:

Unit-1

Business Environment-Meaning, Importance, Environmental Factors including social and cultural elements, Recent Political Environment, Recent Economic and Financial Environment, Planning in India-Planning commission, Liberalisation and Planning, NITHI AAYOG, Industrial Policy: Agenda of Development; Public-Private Partnership.

Unit-2

Indian Financial System: Monetary And Fiscal Policy, Role of regulatory institutions in Indian financial system – RBI and SEBI, Foreign Trade and Balance of Payment. Human Development, Rural Development, Problems of Growth; Redefining Value Proposition to MSMEs

Unit-3

Direct & Indirect Taxes (MODVAT), (CENVAT), VAT, GST; Competition Law, Corporate Governance, Liberalisation, International Business Environment, World Trade Organisation (WTO)

UNIT-4

Social Responsibility of business enterprises, EXIM policy, FDI policy, Global Competitiveness, Technology and Competitive Advantage

4. Suggested Readings:

1. Shaikh & Saleem - Business Environment, Pearson Publications
2. Francis Cherunilam – Business Environment, Text and Cases, Himalaya Publishing House
3. Mittal - Business Environment, Excel Books
4. V. Neelamegam – Business Environment, Vrinda Publications
5. Fernando-Business Environment, Prentice hall
6. Mishra S K & Puri V K - Economic Environment of Business, Himalaya Publishing House

[Signature]
Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

**BBA (Analytics) Third Semester
Management Accounting -6170302**

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
	End Term Marks: 60	Time : 3 Hours	
40			100

2. Objective: The purpose is to expose the students with the basic concept and tools in management accounting concepts and their applications in managerial decision making.

3. Syllabus:

Unit-1

Management Accounting: Meaning, nature, scope, objective, functions and techniques. Financial Accounting vs. Cost Accounting vs. Management Accounting, Management Accountant-Role-Essential qualities Budgetary Control: Managerial Control Process; Benefits; Limitations; Installation of the System; Classification of the Budgets; Preparation of different types of Budgets: Cash Budget, Sales Budget and Master Budget.

Unit-2

Definition, Significance and Applications of Standard Costing, Various Types of Standards, Installation of Standard Costing System for- Material, Labour and Overhead

Unit-3

Introduction to Marginal Costing: Meaning, application, advantages, limitations. Fixed and Variable cost, Contribution, Cost- Volume- Profit Analysis, Break even analysis and profit volume graph.. Marginal costing and important management decisions (Problems on decision making only).

Unit-4

Financial Statements: Nature, Attributes, Objectives, Importance & Limitations, Recent Trends in Presenting Financial Statements; Financial Statements Analysis: Types, Methods, Objectives and Limitations; Ratio Analysis: Accounting, Uses, Classifications, Advantages and Limitations

4. Suggested Readings:

1. Charles T. Horngern, Gary L. Sundem, Introduction to Management Accounting, Prentice Hall of India Pvt. Ltd.
2. Kaplan, S. Robert, Anthony A. Atkinson, Management Accounting, Pearson Education.
3. Kishore M. Ravi, Cost and Management Accounting, Taxman Publication.
4. Holman, Louderbock, Management Accounting, Cenage Publication.
5. Khan and Jain, Management Accounting, Tata McGraw Hill Publication
6. Pandey, I M, Management Accounting, Vikas Publication
7. Chandra, Prasana, Management Accounting, Tata McGraw Hill Publication

abdn
Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Third Semester
Business Ethics -6170303

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
	End Term Marks: 60	Time : 3 Hours	
40			100

2. Objective: Business ethics constitutes moral principles or rules of behaviour which should govern the conduct of business enterprises. It sets the guidelines for judging what is right and what is wrong in the behaviour of businessman. It implies just and fair conduct on the part of a businessman which goes beyond observing laws and government regulations. Hence the need of studying Business ethics.

3. Syllabus:

Unit-1

Thinking conceptually about Politics: Liberty, Equality, Justice, Rights and Recognition, The idea of a good society. Concept of Business Ethics and Corporate Social Responsibility. Drivers of CSR, ISO 26000

Unit-2

Domain of Politics and ethics: Democracy and Welfare State, Market and Globalization. Approaches to Moral Reasoning: Consequentialism, Deontology, Teleological reasoning.

Unit-3

Politics and Ethics in Business: Corporate Code of Ethics.

- (a) Environment
- (b) Accountability
- (c) Responsibility
- (d) Leadership
- (e) Diversity

Corporate Social Responsibility, Arguments For and Against; Strategic Planning and Corporate Social Responsibility; Corporate Philanthropy

Unit-4

Corporate scandals- Maxwell communication, Enron, WorldCom, Anderson worldwide, Satyam computers. Whistle Blowing, Insider Trading, Discrimination, Discriminative and affirmative action, Advertising and marketing: False or deceptive advertising, consumer rights and safety. Common governance problems noticed in various corporate failures.

4. Suggested Readings:

1. Christine A Mallin, Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
2. Andrew Crane Dirk Matten, Business Ethics (Indian Edition), Oxford University Press, New Delhi.
3. J. P. Sharma, Corporate Governance, Business Ethics & CSR, Ane Books Pvt. Ltd., New Delhi.
4. Bhanu Murthy, K. V. and Usha Krishna, Politics Ethics and Social Responsibilities of Business, Pearson Education, New Delhi
5. Hugh La Follette, Theorizing about Ethics' in Ethics in Practice: An Anthology, Blackwell.
6. Michael F. Wagner, A Historical Introduction to Moral Philosophy, Prentice Hall.

abher
Dean
Faculty of Commerce & Economics
SGT University
Budhera, Gurugram

BBA (Analytics) Third Semester
Marketing Management -6170304

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective:

1. To identify core concepts of marketing and the role of marketing in business and society.
2. Inculcate ability to develop marketing strategies based on product, price, place and promotion objectives.
3. Ability to create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.
4. Ability to apply knowledge and skills to real-world experiences in an internship.

3. Syllabus:

Unit -1

Introduction to marketing, difference between marketing and selling, Evolution of marketing concepts, Marketing Mix, Marketing process, Marketing environment

Unit- 2

Determinants of consumer behavior, consumer purchase decision process; market segmentation-concept, importance and bases, Target marketing, Differentiation and positioning, Product differentiation v. market segmentation

Unit- 3

Product and Product line decisions; Branding, Packaging and Labelling decisions, Product life cycle, New Product Development; Pricing decisions; Pricing policies and strategies.

Unit- 4

Marketing Channels, Retailing, Wholesaling, Warehousing and Physical distribution, Conceptual introduction to supply chain management, conceptual introduction to customer relationship marketing; Promotion Mix and factors affecting promotion mix, Types of Marketing- Tele Marketing, E-Marketing- service Marketing, Rural Marketing- features and importance, suggestion for improvement of Rural Marketing.

Project work

1. Supply Chain for various consumer goods e.g. fast-selling and perishable goods.
2. Promotional methods and strategies of on line retailers and fixed place retailers in contrast; of automobile companies, of fresh food chains etc.

4. Suggested Readings:

1. Kotler, Keller, and Jha, Marketing Management, Pearson Education
2. Zikmund and D'Amico, Marketing, Thomson Learning
3. Etzel, Walker, Stanton & Pandit, Marketing Concepts and Cases.
4. Arun Kumar, Meenakshi, Marketing Management, Vikas Publishing House.
5. Saxena, Rajan, Marketing Management, Mc Graw Hill
6. Chhabra and Grover: Marketing Management, Dhanpat Rai


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Third Semester
Management Information System -6170305

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. **Objective:** The objective of this paper is to acquaint the students with management information system are of great importance for business decision-making.

3. Syllabus:

Unit-1

Data vs Information, Importance of Information, Types of Information System, Transaction Processing System, Decision Support System, Group Decision Support System, Executive Information System.

Unit-2

Management Information System: Concept, Information System Requirements at Different Management Levels, Decision Making and Information System, Decision Making Process, Decision Making Model, Problem Solving and System Approach to Problem Solving.

Unit-3

System Analysis and Design, SDLC, Role of System Analyst, Functional Information System: Production Information System, Marketing Information System, Financial Information System, Human Resource Information System

Unit-4

Information System Resources, Ethical and Social Issues in Managing Information System Resources, Cyber Crime, Information Security and Cyber Laws, Audit of Information System

4. Suggested Readings:

1. Management Information Systems, Mudrick & Ross, Prentice Hall of India
2. Management Information Systems, Sadagopan, Prentice Hall of India
3. Management Information Systems, CSV Murthy, Himalaya publications.
4. Management Information system, O'Brien Marakas, Tata Mc Grew hill (9th Edition, 2010)
5. Management Information system, L M Prasad, Sultan Chand Publishing House(2nd Edition ,2011)
6. Information system concepts for Management, Lucas,H.C, Tata Mc Grew Hill (1st Edition, 1986)
7. Managing Information system in the digital Firm, Loudon K.C, Prentice Hall of India (2006)

Dr. Anurag
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Third Semester

Foundation in Predictive Analytics using IBM SPSS (6170306)

Course Outcomes:

1. Students' familiarity with the tool box of statistical software.
2. Capacitating students in analyzing complex information with the help of statistical software – Statistical Package for Social Sciences (SPSS).
3. A strong theoretical and empirical foundation in statistical analysis

Syllabus

Unit-1

SPSS Environment: data editor, output viewer, syntax editor – Data view window – SPSS Syntax – Data creation – Importing data – Variable types in SPSS and Defining variables – Creating a Codebook in SPSS..

Unit-2

Computing Variables - Recoding (Transforming) Variables: Recoding Categorical String Variables using Automatic Recode - Rank Cases - Sorting Data - Grouping or Splitting Data.

Unit-3

Descriptive Statistics for Continuous Variables - The Explore procedure - Frequencies Procedure – Descriptives - Compare Means - Frequencies for Categorical Data.

Unit-4

Inferential Statistics for Association: Pearson Correlation, Chi-square Test of Independence – Inferential Statistics for Comparing Means: One Sample t Test, PairedSamples T Test, Independent Samples T Test, One-Way ANOVA

Reference Books:

1. IBM 2016, IBM Knowledge Center: SPSS Statistics, IBM, viewed 18 May 2016, <https://www.ibm.com/support/knowledgecenter/SSLVMB/welcome/>
2. HOW TO USE SPSS ® A Step-By-Step Guide to Analysis and Interpretation, Brian C. Cronk, Tenth edition published in 2018 by Routledge.
3. SPSS for Intermediate Statistics: Use and Interpretation, Nancy L. Leech et. al., Second edition published in 2005 by Lawrence Erlbaum Associates, Inc.
4. Using IBM SPSS statistics for research methods and social science statistics, William E. Wagner, Fifth edition published in 2015 by SAGE Publications, Inc.


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Third Semester

Data Visualization(Changing Business with Data Insight+ Watson Analysis -6170307

Unit	Title	Details of Topic
Unit 1	Story telling with Data in Excel	This unit will introduce the concept of story telling with data. students will learn the basic principles of handling data and some basic tools of visualizing data
Unit II	Building text based and tables -based dashboards and reports in Excel	The unit will equip the students with skills of creating text-based dashboards and tables in Excel.
Unit III	Charting your data	This unit will equip students with skills for creating powerful and visualization using charts in Excel
Unit IV	Working with Powerview	Understand the Powerview system requirements, create charts, matrices, cards, tables and maps in Power View
Unit V	Working with Power BI	In this Unit, we will cover how to author reports, create and share dashboards, leveraging custom visuals in Power BI

Books Recommended: (Title, Author, Publication, Edition and Year, etc.)

1. Balanced Scorecards and Operational Dashboards with Microsoft Excel, 2nd Edition; Ron Person; ISBN: 978-1-118-61084-8
2. Applied Microsoft Business Intelligence (Author- Patric Leblanc)
3. Visualize This: The Flowing data Guide to Design, Visualization and Statistics (Author-Nathan Yau)
4. Excel Dashboards & Reports for Dummies, 2ed (Author - Michael Alexander (Frisco); ISBN: 978-1-118-84242-3
5. Excel Data Analysis: Your visual blueprint for creating and analyzing data, charts and PivotTables, 3rd Edition; Denise Etheridge, ISBN: 978-1-118-03623-5


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Fourth Semester
Organizational Behaviour (6170401)

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: To gain a solid understanding of human behaviour in the workplace from an individual, group, and organizational perspective. This course deals with human behaviour in organizations. Conceptual frameworks are applied to course topics which include: motivation, learning and development, group dynamics, leadership, communication, power and influence, change, diversity, organizational design, and culture.

3. Syllabus:

Unit -1

Changing paradigm of management—Contingency and contemporary Approach to Management, Management of strategic Change, Knowledge Management, Learning Organization. Foundations of Individual Behaviour: The organization and the individual: Personality: Determinants and Attributes, Job Attitudes, Learning and Learning Theories, Perception, Cross cultural issues.

Unit -2

Motivation: Definition and concept, theories of motivation- Maslow's Hierarchy of Needs, Herzberg's Two Factor theory, ERG theory, Vroom's Expectancy theory, Equity theory, Reinforcement theory and Behaviour Modification.

Unit -3

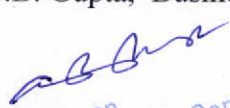
Foundations of Group Behaviour: Defining and Classifying Groups, stages of group development, Group Structure, Group Processes, Group Dynamics, Group v/s Team, Team Effectiveness, Group and Inter-group Relations

Unit -4

Leadership: Nature and Significance of leadership, leadership in different cultures, leadership theories and styles: Trait theories, Behavioural theories, Contingency theories, Situational theory, Path Goal theory, emotional intelligence and leadership effectiveness, Recent developments in Leadership Theory.

4. Suggested Readings:

- 1) Griffin, Ricky W, Organizational Behaviour, Houghton Mifflin Co., Boston.
- 2) Hellreigel, Don, John W. Slocum, Jr., and Richards W. Woodman, Organizational Behavior, South Western Faculty Publishing, Ohio.
- 3) Hersey, Paul, Kenneth H. Blanchard and Dewey E Johnson, Management of Organisational Behaviour, Utilizing Human Resources, Prentice Hall, New Delhi.
- 4) Ivancevich; John and Micheel T. Matheson, Organisational Behaviour and Management, Tata McGraw, New Delhi. Hill
- 5) C.B. Gupta, Business Organization and Management, Mayur paper backs


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Fourth Semester
Financial Management -6170402

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The objective of the study is to expose the student to analytical framework guiding financial decision making within the business firm. Emphasis is placed on financial analysis, the evaluation of investment opportunities available to the firm, working capital management, and the analysis of alternative means of financing the firm. To be effective in finance, student must understand how supply and demand interact to determine prices and interest rates and how changes in national economic variables affect industries and firms within that economy.

3. Syllabus:

Unit-1

Financial Management: Meaning, concept, significance, objectives and scope; financial decisions. Time value of money, Risk and Return Analysis.

Unit-2

Financial Planning: Concept and theories. Capitalization: meaning, types (over capitalization, undercapitalization and optimum capitalization). Financial forecasting: Meaning, purpose, process, types, methods and theories. Sources of finance

Unit-3

Capital Structure: Concept, patterns, point of indifference, theories, sound capital mix, capital gearing, financial distress and pecking order theory. Leverages: Meaning and types (financial leverage, operating leverage, composite leverage).

Cost of Capital: Concept, significance, computation of cost of capital (cost of debt, Inflation adjusted cost of debt, cost of preference capital, cost of equity share capital and CAPM, cost of retained earnings and weighted average cost of capital).

Unit-4

Capital Budgeting: Nature, significance and techniques. Risk and uncertainty in capital budgeting; risk adjusted discounting rate, certainty equivalent method, sensitivity technique, probability technique, standard deviation technique, co-efficient of variation method and decision tree analysis.

Management of Cash and Marketable Securities: Objectives of Cash Management, Factors Determining Cash Needs, Receivables Management: Meaning, Objectives, Credit Policies. Inventory Management: Introduction, Objectives, Techniques.

4. Suggested Readings:

1. Gupta, S.K.. & Sharma, R.K., Financial Management: Theory and Practice. Sultan Chand and Sons
2. Goel, D. K., Goel, R., & Goel, S., Accounting for Management and Financial Management. Avichal Publishing Company.
3. Pandey, I. M., Essentials of Financial Management, 4th Edition. Vikas Publishing House.
4. Maheshwari, S. N., Financial Management: Principal and Practices. New Delhi, Sultan Chand.


Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Fourth Semester

Mathematical Optimization (6170403)

Course Objectives:

1. Improve their ability to rigorously prove mathematical statements.
2. Cultivate an ability to analyze the structure of and mathematically model various complex systems occurring in industrial and engineering applications.
3. Develop knowledge of the mathematical structure of the most commonly used deterministic, continuous and discrete, linear and conic linear optimization models

Syllabus

Unit - I

Operations Research: Evolution, methodology and role in managerial decision making. Linear programming: Terminology; Properties and assumptions; Formulation of LP problems; Graphical method; Simplex method (Upto three variables), special cases in LPP, concept of duality.

Unit - II

Integer Programming:

Introduction, Pure and mixed integer programming problem, Gomory's All- IPP method, Construction of Gomory's constraints, Fractional cut method.

Unit - III

Introduction to Game theory, terminology, two – person zero sum game, maximin- minimax principle, determination of saddle point, graphical solution, dominance property, arithmetic method for $n \times n$ games

Unit - IV

PERT/CPM: Network construction, Difference between PERT and CPM, calculating Floats, probability considerations in PERT.

Unit - V

Introduction to Markov Analysis, Markov process, state and transition probabilities, characteristics of a Markov process, construction of a state- transition matrix, n - step transition probabilities

Reference Books:

1. Paneerselvam, Operations Research, Prentice Hall of India, N. Delhi.
2. Taha, Operations Research: An Introduction, Prentice Hall of India, N. Delhi.
3. Kapoor, V.K., Operations Research, Sultan Chand & Sons, New Delhi.
4. Sharma, J.K., Operations Research: Theory and Applications, Macmillan India Ltd, New Delhi.
5. S. Kalavathy, Operations Research, Vikas Publishing House, New Delhi.
6. Vohra, N.D.; Quantitative Techniques in Management; Tata McGraw Hill Publishing Company Ltd., New Delhi. Arora, S. R. and Kavita Gupta, Business Mathematics and Statistics, Taxmann

[Signature]
Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

E- Commerce -6170404

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: Student will become familiar with mechanism for conducting business transactions through electronic means. Student will able to explain various aspects of E-Commerce.

3. Syllabus:

Unit-1

Introduction: Meaning, nature, concepts, advantages and reasons for transacting online, categories of E-Commerce. Planning Online Business: Nature and dynamics of the internet, pure online vs. brick and click business; assessing requirement for an online business designing, developing and deploying the system, one to one enterprise.

Unit-2

Technology for Online Business: Internet, IT Infrastructure, Middleware, contents: Text and Integrating E-business applications. Mechanism of making payment through internet: Online payment mechanism; Electronic Payment systems; payment Gateways; Visitors to website; tools for promoting websites; Plastic Money: Debit Card, Credit Card;

Unit- 3

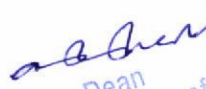
Laws relating to online transactions: Salient Features. Applications in E-Commerce: E-commerce applications in manufacturing, wholesale, retail and service sector.

Unit- 4

Virtual existence: Concepts, working, advantages and pitfalls of Virtual organization, workforce, work zone and workspace and staff less organization. Designing an E-Commerce Model for a middle level organization: The conceptual design, giving description of its transaction handling, infrastructure and resources required and system flow chart. Security in E-Commerce: Digital Signatures, Network security, Data encryption with secret keys, data Encryption public keys.

4. Suggested Readings:

1. Amor, Daniel. E Business R, Pearson
2. Greenslein & Feinman. Electronic Commerce. TMH
3. David Whiteley. E-Commerce: Strategy, Technologies and Applications. TMH.
4. Joseph, P.T. E-Commerce- A Managerial Perspective. PHI.
5. Elias M. Awad. Electronic Commerce: from vision to fulfilment. PHI.


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics)Fourth Semester
Business Research Methods -06040405

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The course provides basic knowledge on research methods that equips one to make decisions based on actual business conditions. At the end of this course, students will be able to demonstrate knowledge in different types of research methods and techniques; display skill in performing statistical and research analysis and compose structured reports that reflect in appropriate decision making.

3. Syllabus:

Unit - 1

Meaning, Purpose, Characteristics and Managerial Value of Business Research, Criteria for a good Business Research Study, Types of Business Research Studies, Business Research Methods and Research Methodology, Organizing Business Research Function, **Characteristics of a Good Report on Research Study, Role of Business Research in Making Decisions, Issues and Trends in Business Research, Role of Computers in Business Research,** Business Research Process, Business Research Problem.

Unit 2

Definition of Business Research Design, Type of Business Research Design, Statistical/Formal Experimental Design, Sampling, Sampling Process, Type of Sampling Methods, Characteristics of a Good Sample Design, Scale Classification, Business Measurement Scales, Scaling Techniques, **Comparative & Non-Comparative Scaling Techniques**

Unit 3

Methods of Data Collection- Questionnaire and Schedules, Processing of data, Preliminary Analysis: Statistical Average, Measures of Dispersion, Simple Correlation and Regression

Unit 4

Meaning of Hypothesis Testing, standard error Hypothesis Testing- Student t-test, z-test on one variable

4. Suggested Readings:

1. CR Kothari, Research Methodology methods and techniques ,New Age international Pvt Ltd
2. SL Gupta and Hitesh Gupta, Business Research Methods, McGraw Hill Education Pvt. Ltd.
3. Deepak Chawla & Neena Sondhi, Research Methodology, Vikas Publishing House Pvt. Ltd.
4. TN Srivastava & Shailaja Rego, Business Research Methodology, Tata McGraw Hill Education Pvt. Ltd.

[Signature]
Faculty of Commerce & Management
SGT University
Bachra, Gurugram

BBA (Analytics) Fourth Semester

Social Media Analytics (6170406)

Course Objective

Familiarize the students with the concept of social media analytics and understand its significance. Familiarize the students with the tools of social media analytics. Enable the learners to develop skills required for analyzing the effectiveness of social media for business purposes.

Syllabus

Unit-I

Introduction to Social Media Analytics (SMA): Social media landscape, Need for SMA; SMA in Small organizations; SMA in large organizations; Application of SMA in different areas

Network fundamentals and models: The social networks perspective - nodes, ties and influencers, Social network and web data and methods. Graphs and Matrices- Basic measures for individuals and networks. Information visualization.

Unit-II

Making connections: Link analysis. Random graphs and network evolution. Social contexts: Affiliation and identity.

Web analytics tools: Clickstream analysis, A/B testing, online surveys, Web crawling and Indexing. Natural Language Processing Techniques for Micro-text Analysis

Unit-III

Facebook Analytics: Introduction, parameters, demographics. Analyzing page audience. Reach and Engagement analysis. Post- performance on FB. Social campaigns. Measuring and analyzing social campaigns, defining goals and evaluating outcomes, Network Analysis.(LinkedIn, Instagram, YouTube Twitter etc. Google analytics. Introduction. (Websites)

Unit- IV

Processing and Visualizing Data, Influence Maximization, Link Prediction, Collective Classification, Applications in Advertising and Game Analytics, Introduction to Python Programming, Collecting and analyzing social media data; visualization and exploration.

Unit-V


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

Practical: Students should analyze the social media of any ongoing campaigns and present the findings.

Suggested Readings

1. Matthew Ganis, Avinash Kohirkar; Social Media Analytics: Techniques and Insights for Extracting Business Value Out of social media, Pearson, 2016.
2. Jim Sterne; Social Media Metrics: How to Measure and Optimize Your Marketing Investment, Wiley.
3. Oliver Blanchard; Social Media ROI: Managing and Measuring Social Latest edition Media Efforts in Your Organization (Que Biz-Tech), Que Publishing, latest edition


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Fourth Semester
Corporate Tax (6170407)

Course Objective

This course aims at making students conversant with the concept of the corporate tax planning and Indian tax laws, as also their implications for corporate management.

Syllabus

Unit-I

Nature and Scope of Tax Planning and Management, Income from Salary, Tax Planning-Salary, Income from House Property and Tax Planning, Profits and Gains from Business or Profession, Tax Planning and Profits and Gains from Business or Profession.

Unit-II

Income from Capital Gains and Tax Planning, Income from Other Sources and Tax Planning, Assessment of Individuals and Firms, Set off and Carry Forward of Losses and Clubbing of Income, Corporate Tax in India, Computation of the amount of corporate tax liability, Minimum Alternate Tax

Unit-III

Tax Planning and Corporate Strategies, Tax Planning and Managerial Decisions, Corporate Tax Planning in India, Tax Planning and Financial Decisions, Tax Planning for New Business

Unit- IV

Special Tax Provisions, Tax Planning in respect of amalgamation or de-merger of companies, Corporate failure and contraction, Tax implication of foreign collaboration agreements, Tax Management, Non-Resident Taxation and Tax Management.

Suggested Readings

1. E.A. Srinivas, Corporate Tax Planning, Tata McGraw Hill.
2. Vinod K. Singhania, Taxmann's Direct Taxes Planning and Management.
4. V.S. Sundaram, Commentaries on the Law of Income- Tax in India, Law Publishers, Allahabad.
5. A.C. Sampath Iyengar, Law of Income Tax, Bharat Publishing House, Allahabad.
6. Taxman, The Tax and Corporate Law Weekly.
7. Bhagwati Prasad, Direct Taxes Laws Practice, Wishwa Prakashan


Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Fifth Semester
Public Relation and Corporate Image -6170501

Unit I: Public Relations:

Definition – Meaning – Importance – Objectives – Scope and Functions – Organization of Public Relations of Corporate Bodies – Internal Organization – Seeking Consultancy Service -Role of Public Relations for Corporate Internal Security in managing Delegates and Visitors – Qualities of Good Public Relations Personnel – Selection, Training and Development of Public Relations Staff – Importance of Mannerisms and Body Language in Public Relations.

Unit II: Public Relations Strategy:

Meaning – Importance – Strategy for Marketing – Tangible & Service Products, Marketing Strategy for Creating Corporate Image – Strategy for Promoting Social Awareness & Public Education for National Integrity, Social Reforms, Health & Education – Strategy for Damage Control – Meaning and Importance – Case Study of Corporates in India – Public Relation Activities Before, During & After General Meetings of Corporate Bodies – Public Meetings – Event Management

Unit III: Public Relations Communications:

Meaning, Importance, Process for Customer Care & Complaint Handling, Process to Collect Dues & keep the Customer, Communication with Aids to Trade- Bankers, Insurance Agents and Local Bodies, Public Relations Materials & its Importance, Organizing Press Conferences, Electronic Media Coverage, Sales Promotion Campaign, Participation in Trade Fairs & Trade Exhibitions, Essentials in Presentations in Seminars / Conferences, Dress code, Audio Visual Aids, Communication Skills, Contents of Presentation, Time Management, Feedback Analysis, Information Management- Sources, Importance in Public Relations Management

Unit IV: Public Relations Management-Ethics:

Do's & Don'ts in Public Relations Management, Customers & Investors Education, Selection & Importance of Brand Ambassadors, Public Relations Functions in the light of: Right to Information, Consumerism, NGO Activism, Code of Conduct in Advertisement, Outsourcing of Public Relations – Importance, Selection & Control.

Recommended books:

1. Public relations for your business, Frank Jefkins, Jaico Publishing House
2. Hand Book of Public Relations and Communications, Philip Lesly, Jaico Publishing House
3. Public Relation: the Profession and the Practice, Baskin Oits, Aronoff Craig, Lattimore Dan, McGraw Hill
4. This is PR- The Realities of Public Relations, Newson, Turk, Kruckeberg, Wadsworth – Thomson Learning
5. Practice of Public Relations, Fraser .P. Seitel, Prentice Hall
6. Principles of Public Relations, C. Rayendu & K.R. Balan, Himalaya
7. Effective Public Relations Management – A Guide to Corporate Survival, Winer Park, Jaico
8. Handbook of Public Relations in India, Mehta. D. , Allied Publishing, Delhi
9. Public Relations Disasters – Inside Stories & Lessons Learnt, Gerry McCusker, Tailspin, Kogan Page



Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Fifth Semester
Operation Management -6170502

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The course is designed to make the students familiar with different types of Production, plant layout and material handling, operations planning and control, inventory management, quality management etc. and to acquaint them with appropriate tools and techniques needed for understanding the operational situation.

3. Syllabus:

Unit-1

Production/Operations Management- Introduction, evaluation, objectives, difference between products and services (from POM view point), difference between manufacturing and operation.

Production Systems- Types, production to order and production to stock, role of production manager.

Unit-2

Plant location- Factors affecting locations and evaluating different locations.

Plant layout- Meaning, objectives, characteristics and their types, materials handling.

Unit-3

Production Planning and Control- Meaning, objectives, advantages and PPC elements, Production planning techniques- sequencing and assignment problems.

Work study- meaning, objectives, prerequisites and procedure and tools of work study, Procedure and techniques of work measurement.

Unit-4

Inventory Control- Objective, advantages and techniques (EOQ model and ABC analysis). Quality control - meaning and importance, inspection, quality control charts for variables and attributes and acceptance sampling.

4. Suggested Readings:

1. Singh, S. P., Production & Operation Management, Vikas Publication
2. Aswathappa, K., G. Sudarsana Reddy, B. Krishna Reddy, Production & Operation Management, Himalaya Publishing House
3. Mahadevan. B, Operations Management, 2010, Pearson Education.
4. Stevenson J. William, Operations Management, 2009, 9th Ed. Tata McGraw-Hill.
5. James R Evans, David A. Collier, Operations Management, 2007, Cengage Learning.
6. Danny Samson and Prakash J. Singh, Operations Management-An integrated approach, 2009, 1st Ed. Cambridge Press.
7. Kanishka Bedi, Production and Operations Management, 2007, 2nd Ed. Oxford University Press.
8. Everett. Adam, Jr. and Ronald J. Elbert, Production and Operations Management Concepts, Models and Behaviour, 2003, Prentice Hall of India, 5th Ed.

Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Fifth Semester
Banking And Insurance -6170503

Objective: This subject aims to provide general exposure of the financial system pertaining to banking and insurance.

Unit I:

Structure of India Financial System, Major issues in Indian Financial System, Financial Sector reforms in India, RBI, Monetary Policy, Credit Control

Unit II:

Commercial Banking, Management of assets & liabilities of Commercial Banking, Regulatory Environment for Commercial Banking in India, Operating Aspects of Commercial Banking.

Unit III:

Life Insurance Organizations, Regulatory framework, Management of Life insurance business, Nature & types of Life Insurance Policies, Operating Aspects of Life Insurance Companies.

Unit IV:

General Insurance Organizations, Regulatory Framework , Management of General Insurance Business, Nature & types of General Insurance Policies, Operating Aspects of General Insurance Companies.

Suggested Readings:

- 1) Sundaram & Varshney, "Banking, Theory Law and Practice" Sultan Chand & sons; 2004
- 2) Chaturvedi D.D., Anand Mittal, "Business Economics-II", Brijwasi Book Distributors; 2005
- 3) Varshney & Malhotra, "Principles of Banking", Sultan Chand & Sons, 2005.
- 4) Gupta P.K., "Insurance and Risk Management", Himalaya Publishing House; 2004
- 5) Mishra M.N., "Principles and Practices of Insurance", S. Chand and Co; 2004
- 6) Panda G.S., "Principles and Practices of Insurance" Kalyani Publications, 2004


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Fifth Semester

Design Thinking (6170504)

Course Objective

This course will equip students into the world of innovation as a systematic process of tackling relevant business and/or social problems. This course will provide a social and thinking space for the recognition of innovation challenges and the design of creative solutions that will help them to solve complex real-world problems in for decision support.

Syllabus

Unit 1: ENTERPRISE DESIGN THINKING – HISTORY, CASE STUDY

Understand what came before Design Thinking, identify who did what to bring it about, Learn how it built upon previous approaches, See how design thinking is introduced in an organization, Understand the transformation required, What outcomes are possible.

Unit 2: ENTERPRISE DESIGN THINKING – OVERVIEW, 7 KEY HABITS

Get an overview of the whole approach to design thinking, understand the principles, loop and keys, determine what is most important, learn 7 key habits of effective design thinkers, Avoid common anti-patterns, Optimize for success with these habits

Unit 3: ENTERPRISE DESIGN THINKING – THE LOOP, USER RESEARCH

Understand the importance of iteration, Learn how to observe, reflect, & make, Get ready to drill down & do tomorrow, Understand the importance of user research, Appreciate empathy through listening, Learn key methods of user research.

Unit 4: ENTERPRISE DESIGN THINKING – MAKE, USER FEEDBACK

Understand how Make fits into the Loop, Learn how to leverage Observe information, Learn Ideation, Storyboarding, & Prototyping, Understand user feedback and the Loop, Learn the different types of user feedback, Learn how to carry out getting feedback.

Unit 5: ENTERPRISE DESIGN THINKING – TEACHING, LOGISTICS, APPLICATION

Alan
Dean

Faculty of Commerce & Management
SGT University
Budhera, Gurugram

Understand the challenges of teaching EDT, Learn valuable hints and tips, Getting ready to teach the course, Understand what type of room you need, Learn what materials and supplies you need, Learn how to set up the room, Understand the domains that are applicable, Learn about digital versus physical, Explore some technology specializations.

Suggested Readings:

1. The Art of Innovation by Tom Kelley.
2. Creative Confidence: Unleashing the Creative Potential Within Us All by David and Tom Kelley.
3. Change by Design: How Design Thinking Books Transform Organizations by Tim Brown
4. Designing for Growth: A Design Thinking Tool Kit for Managers by Jeanne Liedtka
5. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm by Tom Kelley
6. The Design of Business: Why Design Thinking is the Next Competitive Advantage by Roger L. Martin

adme
Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Fifth Semester

Behavioural Science (6170505)

Course Objective

This course aims at imparting:

- Understanding self & process of self exploration
- Learning strategies for development of a healthy self esteem
- Importance of attitudes and its effective on personality
- Building Emotional Competence

Syllabus

Unit 1: Self: Core Competency

Understanding of Self, Components of Self – Self identity, Self concept, Self confidence, Self image.

Unit 2: Techniques of Self Awareness

Exploration through Johari Window, Mapping the key characteristics of self, Framing a charter for self, Stages – self awareness, self acceptance and self realization

Unit 3: Self Esteem & Effectiveness

Meaning and Importance, Components of self esteem, High and low self esteem, Measuring your self esteem.

Unit 4: Building Positive Attitude


Meaning and nature of attitude, Components and Types of attitude, Importance and relevance of attitude.

Unit 5: Building Emotional Competence

Emotional Intelligence – Meaning, components, Importance and Relevance, Positive and Negative emotions, Healthy and Unhealthy expression of emotions.

Suggested Readings:

1. Organizational Behaviour, Davis, K.
2. Hoover, Judith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
3. Dick, McCann & Margerison, Charles: Team Management, 1992 Edition, viva books.
4. Bates, A. P. and Julian, J.: Sociology - Understanding Social Behaviour.


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Fifth Semester
Managerial Skills - (6170506)

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

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

3. Syllabus:

Unit- 1

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

Unit-2

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.

Unit-3

Building relationship Skills for developing positive interpersonal communication, importance of supportive communication, coaching and counselling, defensiveness and disconfirmation, principles of supportive communications, Personal interview management

Unit-4

Team building: Developing teams and team work, advantages of team, leading team, team membership, Empowering and delegating: Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works.

4. Suggested Readings:

1. V.S.P.Rao Managerial Skills Excel Books, 2010, New Delhi
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 Students,Oxford,2010
5. Krishnamohan & Meera Banerjee, 1998. Developing Communication Skills, New Delhi: McMillan India Ltd.
6. Ragendra Pal & Korlahali J.S. 1996. Essentials of Business Communication, New Delhi: 1996: Sultan Chand & Sons.


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

**BBA (Analytics) Fifth
Semester
Human Resource Management-6170507**

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

- 2. Objective:** The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization in order to achieve business objectives. In this course, students will learn the basic concepts of HRM, various parts of HRM, such as HR policy, organizational structure, HR systems (recruitment, selection, placement, training evaluation, compensation and development) and organizational culture.

3. Syllabus:

Unit- 1

Nature of Human Resource Management-Concepts, Objectives and Functions; HRD-Concept and Mechanisms; Role and status of HR Manager; Organization of HR Department; HR Policies; HRM in globally competitive environment; Strategic Human Resource Management.

Unit- 2

Acquiring Human Resource: Human Resource Planning, Job analysis and job design, employee involvement, flexible work schedules, Recruitment and Selection-new trends; Placement and induction; Right sizing.

Unit- 3

Developing human resource: Employee training, training need assessment, Training methods and evaluation, cross cultural training, Designing executive development programme, Techniques of Executive development, Career planning and development.

Unit- 4

Enhancing and rewarding performance: Establishing Performance Management system; Performance Appraisal-Techniques of appraisal; Potential Appraisal and employee counselling; Establishing reward and pay plans-job evaluation, wage and incentive plans, employee benefits, ensuring safety and healthy work environment.

Project Work:

1. Recruitment and Selection Policies of known companies in the neighbourhood with special reference to executives at three levels—entry level, middle level and top level, of technical hands, professionals and managerial executives.
2. Training and development programmes in different companies—manufacturing companies, service companies, IT companies etc. for different levels of employees—goals, contents, techniques and renewals.

4. Suggested Readings:

1. Dessler, Human Resource Management, Prentice Hall
2. Decenzo & Robbins, Fundamentals of Human Resource Management, Wiley India.
3. Werther and Davis: Human Resource Management, Prentice Hall
4. Chhabra, T.N., Human Resource Management, Dhanpat Rai & Co., Delhi.
5. Gupta, C.B., Human Resource Management, Sultan Chand & Sons, Delhi.


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Fifth Semester
Summer Internship report-6170508


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Sixth Semester
Strategic Management 6170601

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The objective of the course is to develop a holistic perspective of an organization and to enable the students to analyse the strategic situation facing the organization, to access strategic options available to the organization and to implement the strategic choices made by it.

3. Syllabus:

Unit-1

Strategic Management: Strategy concept, levels of approaches to strategic decision making, process of strategic management, roles of strategist, strategic intent- mission, objectives, and strategic business unit.

Unit-2

Environment and Organization Appraisal: Environment concept and components, ETOP and PESTEL, SWOT analysis, BCG matrix, SPACE approach

Unit-3

Strategy Formulation and Implementation: Corporate level and Business level strategies, behavioural implementation - leadership, value and ethics, functional strategies- plans and policies

Unit-4

Strategic Evaluation and Control: an overview of strategic evaluation and control, techniques of strategic evaluation and control

4. Suggested Readings :

1. Kazmi, Azhar, Business Policy and Strategic Management, Tata McGraw Hill Publishing Company Ltd., New Delhi
2. Gerry Johnson, Kevan Scholes, Richard Whittington, "Exploring Corporate Strategy", 2009, Pearson Edition Ltd, United Kingdom, 2nd Edition.
3. Arthur A Thompson Jr, Strickland A.J., John E. Gamble and Arun K. Jain, "Crafting and Executing Strategy - The Quest for Competitive Advantage - Concepts and Cases", Tata McGraw Hill Education Private Limited, New Delhi.
4. Michael Hitt, Ireland, Hoskission, "Strategic Management", 2010, Cengage Learning, New Delhi.
5. Fred R. David, "Strategic Management- Concepts and Cases", 2010, PHI Learning, New Delhi.
6. Loizos Heracleous, "Strategy and Organisation" 1st Edition, 2009, Cambridge

Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Sixth Semester
Entrepreneurship Development -6170602

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
	End Term Marks: 60	Time : 3 Hours	
40			100

2. Objective: Study of this subject provides an understanding of the scope of an entrepreneur, key areas of development, financial assistance by the institutions, methods of taxation and tax benefits, etc.

3. Syllabus:

Unit-1

Entrepreneur, Types of Entrepreneurs, Difference between Entrepreneur and Intrapreneur, Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth, Entrepreneur Vs. Professional Manager, Major Motives Influencing an Entrepreneur, Achievement Motivation, Training, Entrepreneurship Development Programs- Need, Objectives

Unit-2

Medium Enterprises , Small Enterprises – Definition, Classification – Characteristics, Ownership Structures; Sickness in small business – concept, magnitude, causes and consequences, Corrective measures. Government Policy for Small Scale Enterprises. Micro, Small & Medium Enterprises (MSMEs) Policy in India

Unit-3

Steps involved in setting up a Business – identifying, selecting a Good Business opportunity, Market Survey and Research, Techno Economic Feasibility Assessment – Preparation of Preliminary Project Reports – Project Appraisal

Unit-4

Sources of finance, Term loans, Financial institutions, Capital structure, Management of working Capital, Costing. Break Even Analysis.

Institutions for Entrepreneurial Development; Role of Banks and Financial Institutions and their assistance to entrepreneurs

4.Suggested Readings:

1. S.S.KHANKA, Entrepreneurial Development, S.Chand & Co, New Delhi, 1999
2. Hisrich R D and Peters M P, Entrepreneurship, Tata McGraw-Hill
3. Vasanta Desai, Dynamics of Entrepreneurial Development and Management.
4. Balakrishnan, Financing of Small Scale Enterprises
5. Rabindra N. Kanungo, Entrepreneurship and innovation, Sage Publications, New Delhi


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Sixth Semester
Family Business -6170603

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
	End Term Marks: 60	Time : 3 Hours	
40			100

2. Objective: To make the student understand the competencies and commitment required for a successful career in a Family business.

3. Syllabus:

Unit-1

Defining the family business, Promoting trust among family members and among nonfamily members, family culture, beliefs & values and their impact on business, rediscovering and re-orientating family business for new environment, change management for family businesses, leading the change, understanding the role of role of non-family managers.

Unit-2

Issues, Problems and Unique concerns of family business, involvement in management, family management and control of business, interactions between the family and business systems, Long term success of the family business, Promoting Professionalism in family business, Business ethics, Governance and entrepreneurship, succession planning and effective conflict resolution.

Unit-3

Venture Growth strategies: Venture growth strategic issues, entrepreneurial management, and innovation in family business, professional Management, Estate and ownership planning, acting as a venture capitalist for next generation, Exit Strategies in family business

Unit-4

Family business start-up, licensing, buyout opportunities & franchising, Maintaining competitiveness, Buying new business, expansion of business, Board meetings, communications, Separation of ownership in family business, strategic implications & challenges in separation, Terms and conditions for effective control by the family, legal issues in family business, Legal documentation process.

4. Suggested Readings:

1. Exceptional Entrepreneurship (Real Life Lessons from Business Leaders) by LPP (2006)
2. The Keys to Family Business Success-Leslie, Sam Lane, Joe Paul, Darrell Beck and William Roberts: Aspen Family Business Group
3. Family business in India- Sudipt Dutta, Sage (1997)
4. Make Change Your Family Business Tradition by Aronoff, C. E., & Ward, J. L., Palgrave Macmillan, 2010
5. Developing your Family Business Policies: Your Guide to the Future by Aronoff, C. E., Astrachan, J.H., & Ward. J. L, 1998

a. a. a.
Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Sixth Semester
EVENT MANAGEMENT-6170604

Objective: To make students capable enough to understand the management and operational aspects pertaining to event management.

Unit-I:

Concept, Importance and Advantages, Type of events Cultural, festivals, religious, business etc, Qualities of Event managers, Stakeholders in events, the host organization, the host community, Sponsors

Unit-II:

Perspectives on events: Introduction, The government perspective, The corporate perspective, The community perspective. Event Planning: Concept and Design- purpose of an event, Analysis of need of audience, Process of event planning. Event Planning Tips: 5 W's of event planning & and 1 H, Venue selection and Contracting Event Venue.

Unit-III:

Event Analysis: Market Research, Market Analysis, Competitors Analysis in Event Planning. SWOT Analysis in Event Planning, Project planning and development. Event Marketing: Introduction, Steps involved in creating a promotional campaign.

Unit-IV:

Event promotion: advertising and public relation, formulation of event marketing budget and budget plan, identifying funding resources, Incentives to attract the sponsors: Tactics and methods of successful event marketing, Evaluation of marketing efforts

Suggestive Readings:

- 1) Corporate Events, Sohini Singh
- 2) Event marketing & mgt – Sanjaya Singh Gaur, Sanjay V. Saggere
- 3) Best Practices in Modern Event Management.-Goldblatt-, John Wiley & Sons.
- 4) Allen, J. (2000). Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events. Canada: Wiley.
- 5) Armstrong, J. S. (2001). Planning Special Events. New York : Josse Bass Wiley


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Sixth Semester
CROSS CULTURAL MANAGEMENT-6170605

Objectives: World is now global village. In this globalised world managers of international organizations have to travel across the world. They had to interact, manage people from various cultures. So they need to understand different cultures and respect cross culture differences. This course will help them to understand various cultures and they will learn to manage cross cultural differences.

Unit- I:

Introduction to cross cultural management: Understanding Culture, Culture dimensions, Significance and impact of cross culture on organizations, role of culture in Strategic Decision making, Influence of National Culture on Organizational Culture. Shift in Culture: significance of shift in Culture, Influence of economic factors and foreign intervention on shifts in local cultures.

Unit-II:

Comparing Culture : Cultural and behavioral differences in different countries, various models for comparing cultural- Hofstede , Edward T Hall Study, GLOBE, Kluchohm & Stoodbeck ,Cultural Adaptation through Sensitivity Training, Political, Legal, Economic, Ecological and Technological Facing Business and their Management.

Unit- III:

Cross Cultural Human Resources Management – Staffing and Training for Global Operations Global Staffing Choices – Expatriates or Local Managers, Dynamics of Cross-Cultural leadership, managing and motivating multi culture Teams. Cross –cultural Negotiation & Decision making, Culture and Dispute, Resolution of Conflicts and Disputes in cross culture context.

Unit- IV:

Emerging Models of Strategic Management in International Context, Achieving and Sustaining International Competitive Advantage; International Strategic Alliances, Cross-culture ethics: Ethics values across cultures and Ethics dilemma

Suggested Readings:

- 1) International management: Managing Across Borders And Cultural, 4th Ed, Pearson,
- 2) Thakur, M., Burton & Gene, E (2002). International Management. Tata McGraw Hill.
- 3) Hodgetts, R. and Luthens, F. (2003). International Management. McGraw Hill Inc.
- 4) Esen Drlarry, Rchildress John, The Secret Of A Winning Culture: Building High- Performance Teams, Prentice Hall


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Sixth Semester
Big Data Analytics-6170606

Unit	Title	Details of Topic
Unit 1	Monetizing data to drive business decisions	This unit will establish the significance of the data driven decision making. It will explore the analytical problem-solving approach and process. The unit will also discuss concepts of data, data types and data transformation
Unit 2	Introducing Data Analysis with Excel	This unit will provide students a tour of the Excel Window. It will give an overview of the ribbon and the backstage view and show how to enter data and select cells
Unit 3	Organizing data with Excel	In this unit the student will explore the best practices of formatting a worksheet, organizing worksheet data and structuring an Excel workbook
Unit 4	Performing simple computations and aggregations using Excel	In this unit the student will examine how to use the inbuilt functions and formulas to analyse data. they will also explore some basic financial and statistical functions
Unit 5	Working with pivot tables and charts	The unit will equip the student to summarize, sort and reorganize data with few basic features of pivot tables to summarize. The student will also get hands on with using graphs and charts to describe data

Books Recommended: (Title, Author, Publication, Edition and Year etc)

1. Excel Data Analysis: Your visual blueprint for creating and analyzing data, charts and PivotTables, 3rd Edition; Denise Etheridge; ISBN: 978-1-118-03623-5
2. Monetizing Your Data: A Guide to Turning Data into Profit-Driving Strategies and Solutions; Andrew Roman Wells, Kathy Williams Chiang; ISBN: 978-1-119-35625-7
3. Fundamentals of Business Analytics, 2ed. (Author- R N Prasad)


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Sixth Semester

Weather in Business (6170607)

Course Objective

To enable students to have skills that will help them to solve complex real-world problems for decision support. Understand the scientific method for weather analytics, use cases, and the analytics team key roles.

Course Content:

Unit1: Introduction to Analytics:

Basic Definition of business analytics with real time examples, Importance of business analytics, Top business benefits of analytics, Type of Analytics, common components of business analytics, Example of analytics, How Predictive analytics: Transforming data into future insights. Analytics trends: Past, Present & Future, Towards a Predictive enterprise.

Unit 2: The Power of weather for business intelligence:

Implementing the Whether Business Analytics, Scenario, uploading data, creating a sheet. Creating a Templates. Exploring and viewing underlying data, Changing the columns or members in a visualization, Relinking data source, resolving ambiguous data source, Visualizations Using different visualization types.

Unit 3: Analytics insights- IBM SPSS:

Identify variables, Brief of unit Analysis, Explain the type of data, Integrate data, Role of Relationship between two variables. Methods to enrich/clean data, Method to transform data, Cross-record functions, Sampling and partitioning data, Improving Efficiency.

Unit 4: Weather Analytics Using IBM:

Explore and Prepare Data, Business Understanding, Explore Data, Prepare Data, Understanding Data, Statistics and Representation Techniques, Data Transformation, Represent and transform Unstructured Data, Data Transformation Tools. Data Visualization and Presentation, Decision-centered visualization, Fundamentals of Visualization, Common graphs, Common tools.

Unit 5: Weather in Business Analytics Project:

- Predicting using IBM SPSS
- IBM SPSS with real Case study report.

Suggested Readings

1. <https://medium.com/ibm-watson/introducing-ibm-watson-studio-e93638f0bb47>
2. <https://keyskill-clms.mylearnerportal.com/mod/lesson/view.php%3Fid=2808>
3. <https://www.ibm.com/design/language/experience/data-visualization/>


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

BBA (Analytics) Sixth Semester
Dissertation & Viva -6170608

Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram