



**MES Garware College of Commerce, Pune, India  
(Autonomous)**

**Affiliated to  
Savitribai Phule Pune University, Pune**

**Choice Based Credit System - CBCS  
(2021 Pattern)  
With effect from Academic Year 2021-22**

**Degree Programme of  
Bachelor of Business Administration – International Business (BBA-IB)**

**Course Contents  
Semester I**

<b>Sr. No.</b>	<b>Course Code</b>	<b>Name of the Course (Paper / Subject)</b>	<b>Pg. No.</b>
1	B3- 21/101	Principles of Management	3
2	B3-21/102	Business Communication Skills	6
3	B3- 21/103	Business Accounting	10
4	B3- 21/104	Business Economics ( Micro )	13
5	B3- 21/105	Business Mathematics	16
6	B3- 21/106	Business Demography	19
7	B3-21/107	Information Communication Technology (ICT)-Level-I	22
8	B3-21/108	Physical Education (Physical Education, Sports and Yoga)	24

<b>Course Code:</b> <b>B3- 21/101</b>	<b>Subject: Principles of Management</b>	<b>Marks: 100</b> <b>Credits: 3</b>
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To understand the fundamentals of Management</li> <li>2. To study &amp; understand management thoughts of different management thinkers .</li> <li>3. To understand &amp; examine the use of major management functions.</li> <li>4. To explore &amp; study recent trends of Management.</li> </ol>		
<b>Course Outcome:</b>		
<p>After completing the course, the student shall be able to</p> <p>CO1: Understand the Fundamentals of Management.</p> <p>CO2: Understand the thoughts of different Management thinkers.</p> <p>CO3: Understand the importance of major management functions.</p> <p>CO4: Understand the recent developments in management concepts such as Management of change &amp; Management of Crisis</p>		

<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>
<b>I</b>	Nature of Management	<ol style="list-style-type: none"> <li>1.1 Meaning, Importance &amp; Functions of Management</li> <li>1.2 Role of Managers, Qualities of Manager.</li> <li>1.3 Management as an Art, Science, Profession and a Social System</li> <li>1.4 Concept of Management, Administration, Organization.</li> </ol>
<b>II</b>	Evolution of Management thoughts	<ol style="list-style-type: none"> <li>2.1 Concept of Managerial thoughts</li> <li>2.2 Contributions of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker, Applications of Management Theories,</li> <li>2.3 Indian Management ethos.</li> <li>2.4 Different Styles of Indian Management leaders examples (Ratan Tata, Dhirubhai Ambani, N. R. Narayana Murthy, Verghese Kurien)</li> </ol>
<b>III</b>	Major Managerial Functions	<ol style="list-style-type: none"> <li>3.1 Forecasting: Meaning, Need Types, Methods, Advantages, Limitations,</li> <li>3.2 Planning: Meaning, Need, Types, Process, Methods, Advantages, Disadvantages.</li> </ol>

		<p>3.3 Organizing: Meaning, Concept,</p> <p>3.4 Delegation of Authority: Meaning, Importance</p> <p>3.5 Decentralization: Concepts, Meaning and, Importance</p> <p>3.6 Decision Making: Types, Process, and Techniques</p> <p>3.7 Directions: Nature and Principles.</p> <p>3.8 Motivation: Meaning &amp; Importance.</p> <p>3.9 Controlling :Meaning, Needs, Process &amp; Techniques</p> <p>3.10 Other Management functions.</p>
<b>IV</b>	Recent trends in Management	<p>4.1 Management of Change,</p> <p>4.2 Management of Crises,</p> <p>4.3 Total Quality Management, JIT &amp; Kaizen,</p> <p>4.4 Stress Management: Principles &amp; Merits</p> <p>4.5 Knowledge Management, 4.6 Outsourcing Meaning, Merits &amp; Demerits</p>

#### Suggested Readings:

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Management Concepts and Strategies	J.S. Chandan	Vikas Publishing House Pvt. Ltd.	--	New Delhi
2	Principles of Management	Harold Koontz , Heinz Wehrich , A. Ramachandra Arysri	McGraw hill companies	--	New Delhi
3	Management A Global and Entrepreneurial Perspective	Heinz Wehrich , Mark V. Cannice , Harold Koontz	McGraw hill companies	--	New Delhi
4	Management – 2008 Edition	Robert Kreitner , MamataMohapatra	Biztantra – Management For Flat World	--	New Delhi
5	Introduction to Management	John R. Schermerhorn	Wiley India Pvt. Ltd.	--	New Delhi

Sr No	Name of the Book	Author	Publication	Edition	Place
6	Principles of Management	P.C. Tripathi , P.N. reddy	McGraw hill companies	--	New Delhi
7	Management Text and Cases	R. SatyaRaju , A. Parthasarthy	PHI learning Pvt. Ltd	--	New Delhi
8	Management (Multi-Dimensional Approach )	H. R. Appannaiah , G. Dinakar , H.A. Bhaskara	Himalaya Publishing House	--	Mumbai
9	Principles of Management	L M Prasad	Himalaya Publishing House	--	Mumbai

#### Suggested Web/E-learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/Case studies
1	Nature of Management	<a href="#">Courses</a> Principles of Management By Prof. Susmita Mukhopadhyay, Prof. S. Srinivasan by IIT Kharagpur on Swayam. (This is an AICTE Approved Course ) <a href="https://youtu.be/BGKYsrnmGRg">https://youtu.be/BGKYsrnmGRg</a>	--	Journal of Managerial Issues Published By: Pittsburg State University
2	Evolution of Management thoughts	<a href="https://www.youtube.com/watch?v=vIf_YEkuGug">https://www.youtube.com/watch?v=vIf_YEkuGug</a> Lecture by CEC	<a href="https://ugcportal.com/raman-files/Development-of-Management-Thoughts.pdf">https://ugcportal.com/raman-files/Development-of-Management-Thoughts.pdf</a>	<a href="https://nptel.ac.in/content/storage2/courses/122106031/slides/1_2s.pdf">https://nptel.ac.in/content/storage2/courses/122106031/slides/1_2s.pdf</a>
3	Major Managerial Functions	<a href="https://www.youtube.com/watch?v=aCi3pBHvYBE">https://www.youtube.com/watch?v=aCi3pBHvYBE</a> Lecture by NPTEL HRD	--	--
4	Recent trends in Management	<a href="https://youtu.be/xjjdBeK7JVg">https://youtu.be/xjjdBeK7JVg</a> Lecture by School of Distance Education University of Calicut.	--	--

<b>Course Code:</b> <b>B3-21/102</b>	<b>Subject : Business Communication Skills</b>	<b>Marks : 100</b> <b>Credits : 3+1</b>
<b>Course Objectives :</b>		
<ol style="list-style-type: none"> <li>1. To understand the role of communication in personal, social and economic system.</li> <li>2. To understand methods and various types of communication.</li> <li>3. To develop proficiency required in business correspondence.</li> <li>4. To understand recent trends in communication.</li> </ol>		
<b>Course Outcome :</b>		
<p>After completing the course, the student shall be able to</p> <p>CO1: Demonstrate the understanding of concept, principles and role of communication.</p> <p>CO2: Demonstrate the concepts of various types of communication</p> <p>CO3: Write concise business letters and show proficiency in other types of business correspondences</p> <p>CO4: Use recent platforms for the purpose of communication.</p>		

<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>
<b>I</b>	Introduction to Communication	<ol style="list-style-type: none"> <li>1.1 Concept of Communication</li> <li>1.2 Process of Communication</li> <li>1.3 Role of Communication in Personal, social and economicsystem</li> <li>1.4 Need for effective communication, meaning and definition</li> <li>1.5 Principles of effective communication</li> <li>1.6 Barriers to communication and over comings</li> </ol>
<b>II</b>	Methods of Communication	<ol style="list-style-type: none"> <li>2.1 Verbal Communication, Non-verbal Communication, Formal Communication, Informal Communication.</li> <li>2.2 Oral communication- Objectives, Functions, Advantages and Disadvantages. Types of Oral Communication.</li> <li>2.3 Written communication, Forms of written communication. Qualities, difficulties in written communication, Constraints in developing effective</li> </ol>

Unit	Unit Title	Contents
		written communication. 2.4 Non-Verbal Communication- Objectives, Functions, Advantages and Disadvantages. Forms of Non-Verbal Communication.
III	Business Correspondence	3.1 Concept ,need and functions of Business Correspondence 3.2 Essentials of Business Letter 3.3 Types of Business letters 3.4 Layout/Drafting of business letter. 3.5 Business Correspondence: Enquiry Letter, Reply to enquiry, Purchase Order, Credit & Status enquiry, Sales Letter, Complaint letter, circulars. 3.6 Report Writing and Internal Correspondence: Report-Meaning, Need & Importance, Types. Notices, memos, business promotion, leave application and resignation letter.
IV	Recent trends in Communication	4.1 Email- Types, Components, Do's and Dont's. 4.2 Digital Communication Platforms- Zoom, Google meet, Webex, Microsoft Teams, etc. 4.3 Social Media Communication: Facebook, Instagram, Linkedin, Twitter, Whatsapp.

### Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Business Communication	Meenakshi Raman , Prakash Singh	Oxford
2	Business Communication	HomaiPradhan , N.S. Pradhan	Himalaya
3	Business Communication	R.K. Madhukar	Vikas
4	Business Communication and personality Development	BiswajitDas .ipswtaSatpathy	Excel Books

Sr. No	Title of Book	Author/s	Publication
5	Business Communication – Concepts , Cases and applications	P.D Chaturvedi , MukeshChaturvedi	Dorling Kindersley
6	Business Communication – Connecting at work	HorySankarMukerjee	Oxford
7	Business Communication Today	Courtland L. Bovee , John V. Thill , AbhaChatterjee	Pearson
8	Hand Book of internal Communication	Eileen Scholes	Infinity Books

**Suggested Web/E learning Resources:**

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Introduction to Communication	1. <a href="https://www.youtube.com/watch?v=DLpINabdbRI">https://www.youtube.com/watch?v=DLpINabdbRI</a> 2. <a href="https://www.youtube.com/watch?v=Mqvg2vLfbgg">https://www.youtube.com/watch?v=Mqvg2vLfbgg</a> 3. <a href="https://www.youtube.com/watch?v=gFNQ-aZIakM">https://www.youtube.com/watch?v=gFNQ-aZIakM</a> 4. <a href="https://www.youtube.com/watch?v=glnMChrjU_8">https://www.youtube.com/watch?v=glnMChrjU_8</a>		1. <a href="http://ndl.iitkgp.ac.in/document/MD15cHdNUUInd0lnZHNoQXlvOG5IUENRNG5vb25FV0xOK2VrYVBKTXpYWT0">http://ndl.iitkgp.ac.in/document/MD15cHdNUUInd0lnZHNoQXlvOG5IUENRNG5vb25FV0xOK2VrYVBKTXpYWT0</a>
2	Methods of Communication	1. <a href="https://www.youtube.com/watch?v=2nJAiNgTzKM">https://www.youtube.com/watch?v=2nJAiNgTzKM</a> 2. <a href="https://www.youtube.com/watch?">https://www.youtube.com/watch?</a>		1. <a href="http://ndl.iitkgp.ac.in/document/MD15cHdNUUInd0lnZHNoQXlvOG5IRkVqVHJBQkczb2Qz">http://ndl.iitkgp.ac.in/document/MD15cHdNUUInd0lnZHNoQXlvOG5IRkVqVHJBQkczb2Qz</a>



SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
		<a href="#">v=0bepN- VKRE</a>		<a href="#">MWxya2swK3p0VT0</a>
3	Business Correspondence	1. <a href="https://www.youtube.com/watch?v=L_ogawqybWU">https://www.youtube.com/watch?v=L_ogawqybWU</a> 2. <a href="https://www.youtube.com/watch?v=6NADEFjOVNo">https://www.youtube.com/watch?v=6NADEFjOVNo</a>		1. <a href="http://ndl.iitkgp.ac.in/document/MD15cHdNUUInd0lnZHNoQXlvOG5lQmh0ZlY5aEtDcVFXcHdWZGlIOFpjND0">http://ndl.iitkgp.ac.in/document/MD15cHdNUUInd0lnZHNoQXlvOG5lQmh0ZlY5aEtDcVFXcHdWZGlIOFpjND0</a>
4	Recent trends in Communication			

<b>Course Code:</b> <b>B3- 21/103</b>	<b>Subject: Business Accounting</b>	<b>Marks : 100</b> <b>Credits : 3</b>
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To study &amp; understand basic accounting concepts, conventions &amp; accounting standards.</li> <li>2. To understand accounting procedure in detail &amp; preparing financial statements. (Preparation of Trading Account, Profit &amp; Loss A/C, &amp; Balance sheet of Sole Proprietorship).</li> <li>3. To understand computerized accounting software like Tally.</li> </ol>		
<b>Course Outcome:</b>		
<p>After completing the course, the student shall be able to</p> <p>CO1: Understand accounting concepts, conventions &amp; accounting standards.</p> <p>CO2: Apply the knowledge of accounting process of any business.</p> <p>CO3: Prepare Financial Statements of Sole Proprietorship.</p> <p>CO4: Apply accounting software like Tally.</p>		

<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>
<b>I</b>	Introduction to Business Accounting	<ol style="list-style-type: none"> <li>1.1 Business Accounting-Definition, Scope, &amp; Objectives</li> <li>1.2 Accounting Concepts- Business Entity Concept, Going Concern Concept, Money measurement Concept, Accounting Period Concept, Dual aspect Concept, Matching Concept, Realization Concept</li> <li>1.3 Accounting Conventions- Conservatism, Consistency, Materiality, Full Disclosure</li> <li>1.4 Accounting Standards -AS1, AS2, AS3, AS10</li> <li>1.5 Classification of accounts (Personal, Real &amp; Nominal Account)</li> </ol>
<b>II</b>	Accounting Transactions	<ol style="list-style-type: none"> <li>2.1 Voucher system;</li> <li>2.2 Accounting Process- Journal (Golden rules of Journal Entries), Ledger, Subsidiary books, Cash book, Trial balance,</li> <li>2.3 Bank Reconciliation</li> </ol>

Unit	Unit Title	Contents
		(Problems on Journal Entries, Cash Book & BRS)
<b>III</b>	Preparation of Final Accounts of Sole Proprietorship	3.1 Preparation of Trial Balance 3.2 Final Accounts of Sole Proprietorship (Trading and Profit & Loss Account and Balance Sheet- Introduction of Vertical Format)-  (Problems on preparation of Final Account of Sole proprietorship)
<b>IV</b>	Computerized Accounting	4.1 Role of computers and Financial application, 4.2 Accounting Software Packages. (Tally)

#### Suggested Readings:

SR NO	Title of the Book	Author/S	Publication	Place
<b>1</b>	Advanced Accounting Vol- I	S.N. Maheshwari, S.K. Maheshwari	Vikas	New Delhi
<b>2</b>	Advanced Accounting Vol- I	M.C. Shukla, T.C. Grewal, S.C. Gupta	S. Chand	New Delhi
<b>3</b>	Accountancy Vol- I	S.Kr. Paul	Central Education Enterprises Pvt Ltd	Kolkata
<b>4</b>	Accounting (Text & Cases)	Robert N. Anthony, David F.Hawkins, Kenneth A.Merchant	McGraw Hill Companies	New Delhi
<b>5</b>	Advanced Accounting Vol- I	R.L. Gupta, M. Radha Swamy	Sultan Chand & Sons	New Delhi

**Suggested Web/E-learning Resources:**

<b>SR NO</b>	<b>Topic</b>	<b>Lectures (Available on YouTube/Swayam/MOOCs etc.)</b>	<b>Films</b>	<b>Journals/Articles/Case studies</b>
1	Introduction to Financial Accounting	1. <a href="http://eclm.unipune.ac.in/">http://eclm.unipune.ac.in/</a> 2. <a href="https://www.coursera.org/projects/introduction-Financial-Accounting">https://www.coursera.org/projects/introduction-Financial - Accounting</a> 3. <a href="https://www.udemy.com/course/introduction-to-financial-accounting-course/">https://www.udemy.com/course/introduction-to- financial-accounting-course/</a> 4. <a href="https://youtu.be/Hs-U3jAvqo4">https://youtu.be/Hs- U3jAvqo4</a>		1. <a href="https://www.icai.org/category/e-journal">https://www.icai.org/category/e- journal</a>
2	Accounting Transactions	<a href="https://youtu.be/Hs-U3jAvqo4">https://youtu.be/Hs-U3jAvqo4</a>		
3	Preparation of final accounts of Sole proprietorship	<a href="https://youtu.be/Hs-U3jAvqo4">https://youtu.be/Hs-U3jAvqo4</a>		
4	Computerized Accounting	<a href="https://www.udemy.com/course">https://www.udemy.com/course</a>		

<b>Course Code:</b> <b>B3- 21/104</b>	<b>Subject: Business Economics (Micro)</b>	<b>Marks: 100</b> <b>Credits: 3</b>
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To understand the role of economics and its influence on business and society.</li> <li>2. To make students aware about demand analysis, supply analysis, elasticity and production analysis.</li> <li>3. To have conceptual understanding of revenue and cost</li> <li>4. To make students aware about different market structures</li> </ol>		
<b>Course Outcome:</b>		
<p>After completing the course, the student shall be able to</p> <p>CO1: Understand the role &amp; purpose of economics for business and society.</p> <p>CO2: Know the concept of demand analysis, supply analysis, elasticity and production analysis.</p> <p>CO3: Relate to the role and function of revenue in different economic decisions and understand factors determining revenue and cost.</p> <p>CO4: Understand the concept of market structures, different forces affecting it and correlate these with economic circumstances.</p>		

<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>
<b>I</b>	Concept of Business economics.	<ol style="list-style-type: none"> <li>1.1 Importance of economics in life, scope, forms of economy, economic activities, economic problems, circular flow of income in between firms and households</li> <li>1.2 Meaning and definition of business economics, scope , importance and limitations of Business Economics</li> <li>1.3 Basic economic problems</li> <li>1.4 Market forces in solving economic problems.</li> </ol>
<b>II</b>	Demand and Supply Analysis	<ol style="list-style-type: none"> <li>2.1. Introduction to the Law of Demand, determinants of demand, individual demand, market demand, exceptions to the Law of demand</li> <li>2.2. Elasticity of demand, types of elasticity of demand. Significance and applicability of</li> </ol>

Unit	Unit Title	Contents
		elasticity of demand. Methods of measuring elasticity of demand. 2.3. Introduction to the Law of supply, determinants of supply, elasticity of supply, types of elasticity of supply
III	Revenue and Cost Analysis	3.1. Concept and types of revenue, Importance of revenue, methods of calculation of revenue. 3.2. Interrelationship between marginal, total, and average revenue 3.3. Various concepts of cost, types of cost, short run and long run cost 3.4. Concept of profit maximizing equilibrium
IV	Pricing under various market conditions	4.1 Price and output determination under different market forms 4.1.1 Perfect Competition 4.1.2. Imperfect Competition - Monopoly, Duopoly, Oligopoly, Monopolistic Competition

### Suggested Readings:

Sr. No.	Title of the Book	Author name	Publication	Place
1	Business Economics	Andrew Gillespie	Oxford Press	New Delhi.
2	Business Economics	Rob Dransfield	Vikas Publishing House	
3	Business Economics – Theory and Applications	Dr. D.D. Chaturvedi , Dr. S. L. Gupta	International Book House Pvt. Ltd	New Delhi
4	Economics for management – Text and Cases Mumbai	S,K. Sarangi	Himalaya Publishing House	Mumbai

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author name</b>	<b>Publication</b>	<b>Place</b>
5	Economics Principles and Applications.	N. Gregory Mankiw	Cengage Learning India Pvt. Ltd.	New Delhi
6	Microeconomics	H.L Ahuja	Chand Publication	New Delhi
7.	Elements of Economics	R.G. Lipsey	Pearson	New York
8.	Microeconomics	M.L. Jhingan	Vrinda	New Delhi

<b>Course Code:</b> <b>B3- 21/105</b>	<b>Subject: Business Mathematics</b>	<b>Marks: 100</b> <b>Credits: 3</b>
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To develop the basic understanding of numbers &amp; their operations.</li> <li>2. To understand the concept of Commercial Mathematics, competitive aptitude &amp; Numerical Ability.</li> <li>3. To understand the concept of Determinants, Matrix &amp; Combinatorics.</li> <li>4. To develop logical and analytical approach towards data.</li> </ol>		
<b>Course Outcome:</b>		
<p>After completing the course, the student shall be able to</p> <p>CO1: Understand numbers &amp; their operations with ratio and proportion.</p> <p>CO2: Develop Mathematical competence for various interest related transactions and other commercial calculations.</p> <p>CO3: Understand the Determinants, Matrices, Permutations &amp; Combinations in business.</p> <p>CO4: Understand the concept and application of Linear Programming Problems.</p>		

<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>
<b>I</b>	Introduction to Mathematics	1.1 Numbers & Their Operations. 1.2 HCF & LCM. 1.3 Equations & Their Solutions. 1.4 Factorisation of a Quadratic Equation ( $ax^2 + bx + c$ ). 1.5 Ratio & Continued Ratio. 1.6 Proportion – Continued Proportion, Direct Proportion, Inverse Proportion. 1.7 Variation – Direct & Inverse Variation, Joint Variation. 1.8 Percentage. 1.9 Average.
<b>II</b>	Commercial Mathematics	2.1 Profit and Loss – Terms and Formulae, Trade Discount, Cash Discount, Problems involving Cost Price, Selling Price, Trade Discount and Cash Discount. 2.2 Introduction to Commission, Brokerage and Premium,



Unit	Unit Title	Contents
		Problems on Commission, Brokerage and Premium. 2.3 Simple and compound Interest.
III	Determinants, Matrix & combinatorics	3.1 Determinants. 3.2 Definition of Matrices, Types of Matrices, Algebra of Matrices, Adjoint of Matrix, Inverse of Matrix, System of Linear equations, Solution of System of Linear Equation by Adjoint Method (Up to 3 Variables Only). 3.3 Permutation and Combination.
IV	Linear Programming Problem	4.1 Linear Programming Problem – Concept of LPP, Formulation of LPP and solution of LPP by graphical method.

#### Suggested Readings:

Sr. No.	Name of Book	Author	Publication	Edition	Place
1	A Textbook of Business Mathematics	Dr. Padmalochan Hazarika	S. Chand	Fourth	New Delhi
2	Business Mathematics: Theory & Applications	J. S. Sharma	S. Chand	Second	New Delhi
3	Business Mathematics	Dr. Amarnath, Dikshit & Dr. Jinendra kumar	Himalaya	First	New Delhi
4	Schaum's Outline of Linear Algebra	Seymour Lipschutz, Marc Lipson	Mc-Graw Hill	Sixth	New Delhi
5	Operation Research	J. K. Sharma	S. Chand	Fifth	New Delhi

**Suggested Web/E-Learning Resources:**

<b>Sr. No.</b>	<b>Topic of the lectures</b>	<b>Lectures (Available on YouTube/Swayam/MOOCs etc)</b>	<b>Films</b>	<b>Journals/Articles/Case Studies</b>
1	Introduction to Mathematics	<a href="https://youtube.com/c/IcaiOrgtube">https://youtube.com/c/IcaiOrgtube</a>		College e-library: <a href="https://sites.google.com/mespune.in/mesgarwarecollegeofcommerce/f-y-bba?authuser=0">https://sites.google.com/mespune.in/mesgarwarecollegeofcommerce/f-y-bba?authuser=0</a>
2	Commercial Mathematics			
3	Determinants, Matrix & combinatorics			
4	Linear Programming Problem			

<b>Course Code:</b> <b>B3- 21/106</b>	<b>Subject : Business Demography</b>	<b>Marks : 100</b> <b>Credits : 3+1</b>
<b>Course Objectives :</b>		
<ol style="list-style-type: none"> <li>1. To understand the concept of demography in modern economic setup.</li> <li>2. To study how population and its structure impact business and quality of life.</li> <li>3. To develop clarity of concept regarding socio-economic process, urbanization, and its influence on society with respect to availability of resources.</li> </ol>		
<b>Course Outcome :</b>		
After completing the course, the student shall be able to		
CO1: Understand the concept of demography, analysis and effects on business and society at large.		
CO2: Understand how population growth influences aspects on society and develop understanding regarding growth process and socio-economic changes.		
CO3: Understand the various determinants of urbanization and migration.		
CO4: Understand how urbanization affects the resource allocation and resource planning.		

<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>
<b>I</b>	Concept of Demography	1.1 Meaning, importance and need of demography. 1.2 Demography as an essential discipline of socio-economic change. 1.3 Scope and components of Demography. 1.4 Factors affecting mortality, fertility rate. 1.5 Methods to calculate fertility and mortality rate.
<b>II</b>	Distribution of Population and Population Growth	2.1 Density and population distribution. 2.2 Concept of over and under population. 2.3 Method of assessment of population growth.
<b>III</b>	Population as Resource	3.1 Importance of human resource for the development of nation. 3.2 Concept of literacy and its importance in modern society. 3.3 Concepts of sex ratio, age and sex pyramid. 3.4 Concepts of working and dependent population.

Unit	Unit Title	Contents
IV	Urbanization and its Implications	4.1 Rural population and concept of urbanization. 4.2 Factors affecting urbanization. 4.3 Features, importance, drawbacks of urbanization and probable solutions. 4.4 Behavioral and demographic structure of urban population. 4.5 Various factors responsible for urbanization. 4.6 Recent trends in India.

**Suggested Readings:**

Sr. No.	Title of the Book	Author/s	Publication
1	The Methods and uses of anthropological Demography	Alaka M. Basu	Columbia university press
2	The demographic dividend – A new perspective on the Economic consequences of Population Change	David E. Bloom, David Canning	Rand Corporation
3	The Continuing Demographic Transition	G.W. Jones, R.M. Douglas	Clarendon Press
4	Demographics :A casebook for business and Government	Hallie J. Kintner, Thomas W. Merrick	R. Corporation
5	Population, Ethnicity and Nation Building	By Calvin C. Goldscheider	Calvin Publication
6	Population Dynamics :A new Economic Approach	C.Y. Cyrus Chu	Oxford

**Suggested Web/E-learning Resources:**

<b>SR NO</b>	<b>Topic</b>	<b>Lectures (Available on YouTube / Swayam / MOOCS etc.)</b>	<b>Films</b>	<b>Journals/Articles/Case studies</b>
1	Concept of Demography	-	-	<a href="https://www.nationalgeographic.org/encyclopedia/demography/">https://www.nationalgeographic.org/encyclopedia/demography/</a>
2	Distribution of Population and Population Growth	-	-	<a href="https://ncert.nic.in/textbook/pdf/legy102.pdf">https://ncert.nic.in/textbook/pdf/legy102.pdf</a>
3	Population as Resource	-	-	<a href="https://ncert.nic.in/ncerts/l/hess406.pdf">https://ncert.nic.in/ncerts/l/hess406.pdf</a> <a href="http://iegindia.org/prc/Population-and-Human-Resources">http://iegindia.org/prc/Population-and-Human-Resources</a>
4	Urbanization and its Implications	-	-	<a href="https://www.un.org/en/development/desa/population/theme/urbanization/index.asp">https://www.un.org/en/development/desa/population/theme/urbanization/index.asp</a>

<b>Course Code:</b> <b>B3-21/107</b>	<b>Subject : Information Communication Technology (ICT)-Level-I (Compulsory Add-On Course)</b>	<b>Marks : 50 Credits : 02</b>
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**Course Objective:**

1. To develop conceptual understanding of ICT
2. To learn application of ICT tools in modern business and education
3. To develop the understanding of concept of Internet & cyber security

**Course Outcome:**

After the completion of the add-on course the student shall be able to-

1. Understand the basic concepts of ICT and fundamentals of computer hardware and software.
2. Apply the knowledge of basic ICT tools in business and education.
3. Understand the concept of internet, security attacks and security management practices.

**Course Content:**

**Module 1: Introduction to ICT**

- 1.1 Role of ICT in business and education
- 1.2 Significance of ICT
- 1.3 Limitations of ICT
- 1.4 Fundamentals of computer
- 1.5 Fundamentals of computer hardware and software

**Module 2: MS Office**

- 2.1 Introduction to MS Office
- 2.2 Applications of MS Word and Google doc
- 2.3 Application of MS PowerPoint and Google slide
- 2.4 Application of Spreadsheet software (MS Excel, Google Sheet)
- 2.5 Application of Google form for data collection

### **Module 3: Introduction to Internet & cyber security**

- 3.1 Advantages and limitations of internet
- 3.2 World Wide Web
- 3.3 Search engines
- 3.4 Information security overview
- 3.5 Types of Security Attacks
- 3.6 ICT Act 2000
- 3.7 Security Management Practices

<b>Course Code:</b> <b>B3-21/108</b>	<b>Subject: Physical Education</b> <b>(Physical Education, Sports and Yoga)</b>	<b>Marks : 25</b> <b>Credit : 1</b>
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To develop awareness regarding the importance of physical fitness in every individual.</li> <li>2. To bring the overall awareness of values with regard to personal health and fitness.</li> <li>3. To inculcate among students the desired habits and attitudes towards health to raise their health status.</li> <li>4. To develop interest in exercise, sports and games for self-satisfaction and make it a part of life.</li> </ol>		
<b>Course Outcome:</b>		
<p>After completing the course the student shall be able to:</p> <p><b>CO1:</b> Students will achieve and maintain a health-enhancing level of physical fitness.</p> <p><b>CO2:</b> A commitment to exercising safely and effectively for the benefit of personal health and wellness.</p> <p><b>CO3:</b> Student will understand that physical activity provides opportunities for enjoyment, challenge and self-expression.</p> <p><b>CO4:</b> Student will be able to relate and develop a positive attitude towards physical fitness and sports that will help to improve physical, mental, social, emotional and spiritual health.</p>		

<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>
<b>I</b>	Physical Fitness	1.1 The Importance of Physical Fitness 1.2 Personal Fitness Program <ol style="list-style-type: none"> <li>1.2.1 Daily Activities</li> <li>1.2.2 Diet</li> <li>1.2.3 The Habit of Exercise</li> <li>1.2.4 Exercise Session</li> </ol> 1.3 Principles of Fitness



<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>
		1.4 Progressive Overload 1.5 Variety 1.6 Rest and Recovery 1.7 Reversibility 1.8 Consistency
<b>II</b>	Exercise Scientific Approach	2.1 Exercise 2.2 Importance of Warm Up 2.3 Cooling Down 2.4 Importance of Regular Exercises 2.5 Effect of Exercise and Training on Various Body Systems
<b>III</b>	Diet	3.1 Need of Diet and Nutrition 3.2 Classification of Nutrients 3.3 Balanced Diet 3.4 Water Balance in the Body 3.4 Better Health through Diet 3.5 Diet and Behavior
<b>IV</b>	Yoga & Pranayama	4.1 Ashtanga of Yoga 4.1.1 Yama 4.1.2 Niyama 4.1.3 Aasanas 4.1.4 Pranayama 4.1.5 Pratyahara 4.1.6 Dharana 4.1.7 Dhyana 4.1.8 Samadhi 4.2 Benefits of Yoga 4.3 Need of Yoga 4.4 Pranayama 4.5 Basics of Breathing 4.6 Pranayama

Unit	Unit Title	Contents
		4.7 Suryanamaskar
V	Active Lifestyle	5.1 Know yourself 5.2 Increase Physical Fitness 5.3 Make good use of your free time 5.4 Active during Weekly holidays 5.5 Know the Value of Efforts

### Suggested Readings :

Sr.	Title of the Book	Author/s	Publication	Place
1.	Foundation of Physical Education, Exercise Science and Sports.	Bucher, C. A., &Wuest, D. A.	Tata McGraw Hill Education Private Limited	New Delhi
2.	Textbook of Applied Measurement Evaluation & Sports Selection.	Kansal, D. K.	Sports & Spiritual Science	New Delhi
3.	Advanced Fitness Assessment and exercise prescription	Hayward, V	Human Kinetics,	USA.
4.	Physical Activity and Health Guidelines	Rahl, R. V	Human Kinetics.	USA
5.	Light on Yoga	Iyengar, B.K.	Orient Longman Pvt. Ltd.	Mumbai
6.	Light on Astanga Yoga	Iyengar, B.K.	Alchemy Publishers.	New Delhi
7.	Guidelines for Yogic Practices	Gharote, M. L.	The Lonavla Yoga Institute	Pune

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