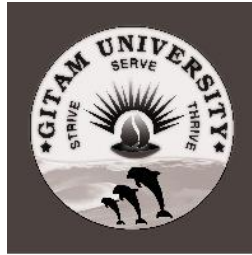


**GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT  
(GITAM)**

**(Deemed to be University, Estd. u/s 3 of UGC Act 1956)**

**\*VISAKHAPATNAM\*HYDERABAD\*BENGALURU\***

**Accredited by NAAC with 'A+' Grade**



**REGULATIONS & SYLLABUS**

**Bachelor of Business Administration (FinTech)**

**A Three Year Full Time Semester Program**

*(w.e.f. 2019-20 Admitted Batch)*

**GITAM INSTITUTE OF MANAGEMENT**

**GITAM UNIVERSITY**

**Gandhi Nagar Campus, Rushikonda**

**Visakhapatnam – 530045**

**Website: [www.gitam.edu](http://www.gitam.edu)**

## **BACHELOR OF BUSINESS ADMINISTRATION (FinTech)**

### **1.0 ADMISSION**

Admission into BBA (Fin Tech) Program of GITAM University is governed by GITAM University regulations.

#### **1.1 PROGRAMME EDUCATIONAL OBJECTIVES**

The program main objective is to develop a student's intellectual ability, technological skills and management skills through an appropriate blending of business and general education. The other objectives are:

- To provide basic knowledge on functional areas of management disciplines.
- To impart the skills required by a student to become a Professional in Financial Technology.
- To deliver composite knowledge on technological and entrepreneurial areas.
- To develop the student into an ethical and responsible financial scientist to serve for the betterment of the society.
- To impart life skills to groom the student as confident individual to live in any part of the world.
- To prepare students for higher education in business at home and abroad.

#### **1.2 PROGRAMME OUTCOME**

- At the end of the three year Bachelors in Business Administration (FinTech) program, students would gain a thorough grounding in the fundamentals of business management.
- The Financial Technology and entrepreneurship oriented curriculum offers a number of specializations and practical exposures which would equip the student to face the contemporary challenges in the field.
- The holistic outlook of the program with a number of value based and personality development courses ensures that students are groomed into up-to-date, assertive and effective business executives with strong leadership skills and social consciousness.

### **2.0 ELIGIBILITY CRITERIA**

- 2.1 A minimum of 50% of marks in Pre-University/Higher Secondary /10+2/ Intermediate examination in any discipline or equivalent from any recognized Board or Council.
- 2.2 Qualified in UGAT or GAT or qualified in GIM Online Test (GOT) conducted by GITAM Institute of Management, GITAM.

### **3.0 CHOICEBASEDCREDITSYSTEM**

The course is introduced with Choice Based Credit System (CBCS) based on the UGC guidelines in order to promote:

- Studentcenteredlearning
- Cafeteriaapproach

- Studentsto learn courses of their choice
- Learn at their own pace
- Inter-disciplinary learning

Learning goals/objectives and outcomes are specified leading to what a student should be able to do at the end of the program.

#### 4.0 STRUCTURE OF THE PROGRAM

##### 4.1 The Program Consists of

- (i) Foundation Courses (compulsory) which give general exposure to a Student in communication and subject related area.
- (ii) Core Courses (compulsory).
- (iii) Discipline centric electives which
  - a) are supportive to the discipline
  - b) give expanded scope of the subject
  - c) give interdisciplinary exposure
  - d) Nurture the student skills
- (iv) Open electives - which are of general nature and unrelated to the discipline to expose the student in areas such as general knowledge, personality development, economy, civil society, governance etc.

Intra Departmental Electives

Inter Departmental Electives

4.2 Each course is assigned a certain number of credits depending upon the number of contact hours (lectures & tutorials) per week.

4.3 In general credits are assigned to the courses based on the following contact hours per week per semester

- 1 credit for each lecture/tutorial hour per week
- 1 credit for 2 hrs of practical per week
- 2 credits for three or more hours of practical per week

##### 4.4 Range of credits

Name of the course	Range of credits
Theory	2 to 6
Practical	2 or 3
Projectwork	1 to 5
Professional competency development	1 or 2
Viva-voce	1 or 2

The BBA (FinTech) program comprises of six semesters spread across three academic years of study. The three year Program consists of fundamental knowledge about business, core courses and skill development courses on Financial Technology (Electives) along with professional competency development courses.

Every course offered as part of the curriculum, has been carefully picked and the course objectives clearly defined, based on the competency outcome that is expected to be delivered by the end of the course. Credits are assigned to a course, depending on the effort that is required to teach the laid out course objectives and the effort expected from students. One credit is represented by 1 hour of contact class interactions per week.

**NOTE:** GITAM Institute of Management reserves the right to change the total credits/courses offered without Prior notice.

**BBA (FIN TECH) PROGRAMME  
COURSE STRUCTURE**

**FIRST SEMESTER**

S. No.	Course Code	Title of the Course	Course Level	Sessions			Credits	Marks		
				T	P	Ttl		I	E	Ttl
1	MBG 101	English	Foundation Compulsory	3	-	3	2	40	60	100
2	MBG109	Indian Business Environment	Foundation Compulsory	3	-	3	2	40	60	100
3	MBG107	Business Mathematics	Core	4	-	4	4	40	60	100
4	MFT101	Financial Accounting and Analysis	Core	4	-	4	4	40	60	100
5	MBG103	Business Economics	Core	4	-	4	4	40	60	100
6	MBG121*	MS Office and IT	Core	4	2	6	4	40	60	100
7	MFT191	Semester-end Viva Voce	Skill Based	-	-	-	1	50	-	50
<b>Total</b>				<b>22</b>	<b>2</b>	<b>24</b>	<b>21</b>	<b>290</b>	<b>360</b>	<b>650</b>

\*100% internal Assessment

**PROFESSIONAL COMPETENCY DEVELOPMENT COURSES**

S.No.	Course Code	Level of Course	Title of the Course	Sessions			Marks			Credits
				Theory	Prac.	Total	CA	SEE	Total	
1	MBG342	Foundation Elective Skill Based	Outbound Training Program (OBT)	-	2	2	50	-	50	1
<b>Total</b>				-	2	2	50	-	50	1

**Note: credits of Professional Competency Development courses will be added in the 6<sup>th</sup> Semester only.**

Prac:Practicals,CA: Continuous Assessment, SEE: semester End Examination

## SECOND SEMESTER

S. No.	Course Code	Title of the Course	Course Level	Sessions			Credits	Marks		
				T	P	Total		I	E	Ttl
1	MBG102/MBG104/MBG106/MBG108	Telugu/Sanskrit/Hindi/Special English (Second Language)	Foundation Compulsory	3	-	3	2	40	60	100
2	MBG110	Principles of Management	Foundation Compulsory	3	-	3	2	40	60	100
3	MFT102	E-Commerce	Core	4	-	4	4	40	60	100
4	MBG112	Business Statistics	Core	4	-	4	4	40	60	100
5	MFT122	Advanced Excel	Core	4	-	4	4	40	60	100*
6	MFT124	R- Programming	Skill Based	4	2	6	4	40	60	100*
7	MFT192	Semester-end Viva Voce	Skill Based	-	-	-	1	50	-	50
<b>Total</b>				<b>22</b>	<b>2</b>	<b>24</b>	<b>21</b>	<b>290</b>	<b>360</b>	<b>650</b>

**\*100% Internal Assessment**

## PROFESSIONAL COMPETENCY DEVELOPMENT COURSES

S.No.	Course Code	Level of Course	Title of the Course	Sessions			Marks			Credits
				Theory	Prac.	Total	CA	SEE	Total	
1	MBG344	Foundation Elective Skill Based	Book review	2	-	2	50	-	50	1
2	MBG346	Foundation Elective Value Based	Introduction to Gandhian Thoughts	2	-	2	50	-	50	1
<b>Total</b>				<b>4</b>	<b>-</b>	<b>4</b>	<b>100</b>	<b>-</b>	<b>100</b>	<b>2</b>

**Note: credits of Professional Competency Development courses will be added in the 6<sup>th</sup> Semester only**

Prac:Practicals, CA: Continuous Assessment, SEE: semester End Examination

### THIRD SEMESTER

S. No.	Course Code	Title of the Course	Course Level	Sessions			Credits	Marks		
				T	P	Ttl		I	E	Total
1		Human Resources Management	Core	4	2	6	4	40	60	100
2		Environmental Management	Core	4	-	4	4	40	60	100
3		Marketing Management	Core	4	-	4	4	40	60	100
4		Financial Management	Skill Based	4	2	6	4	40	60	100
5		Block Chain	Skill Based	4	-	4	4	40	60	100
6		Hadoop	Skill Based	4	2	4	4	40	60	100
7		Semester-end Viva Voce	Skill Based	-	-	-	1	50	-	50
<b>Total</b>				<b>24</b>	<b>6</b>	<b>28</b>	<b>25</b>	<b>290</b>	<b>360</b>	<b>650</b>

### FOURTH SEMESTER

S. No.	Course Code	Title of the Course	Course Level	Sessions			Credits	Marks		
				T	P	Ttl		I	E	Ttl
1		Retail Bank Management	Core	4	-	4	4	40	60	100
2		Business Laws and Ethics	Core	5	-	5	4	40	60	100
3		Cyber Laws and Security	Core	4	-	4	4	40	60	100
4		Financial Markets and Services	Core	4	-	4	4	40	60	100
5		Operations Management	Core	4		4	4	40	60	100
6		MAT LAB	Skill Based	4	2	6	4	40	60	100
7		Semester-end Viva Voce	Skill Based	-	-	-	1	50	-	50
<b>Total</b>				<b>25</b>	<b>2</b>	<b>27</b>	<b>23</b>	<b>290</b>	<b>360</b>	<b>650</b>

### FIFTH SEMESTER

S. No.	Course Code	Title of the Course	Course Level	Sessions			Credits	Marks		
				T	P	Ttl		I	E	Ttl
1		Business Startups and Entrepreneurship	Core	4	-	4	4	40	60	100
2		Relational Data Base Systems	Core	4	-	4	4	40	60	100
3		Risk Management	Core	4	-	4	4	40	60	100
4		International Financial Management	Core	4	-	4	4	40	60	100
5		Bitcoin and Crypto Currency	Skill Based	4	2	6	4	40	60	100
6		Digital Marketing	Skill Based	4	-	4	4	40	60	100
7		Semester-end Viva Voce	Skill Based	-	-	-	1	50	-	50
<b>Total</b>				<b>24</b>	<b>2</b>	<b>26</b>	<b>25</b>	<b>290</b>	<b>360</b>	<b>650</b>

### SIXTH SEMESTER

S. No.	Course Code	Title of the Course	Course Level	Sessions			Credits	Marks		
				T	P	Ttl		I	E	Ttl
1		Python Programming	Skill Based	4	2	6	4	40	60	100
2		Innovative Payment Solutions	Skill Based	4	2	6	4	40	60	100
3		Artificial Intelligence	Skill Based	4	2	6	4	40	60	100
4		Online Course – 1 (Student's Choice)	Skill Based	-	5	5	4	40	60	100
5		Online Course – 2 (Student's Choice)	Skill Based	-	5	5	4	40	60	100
6		Project	Skill Based	-	-	-	4	150	-	150
7		Project Viva Voce	Skill Based	-	-	-	1	50	-	50
8		Comprehensive Viva Voce	Skill Based	-	-	-	1	50	-	50
<b>Total</b>				<b>12</b>	<b>16</b>	<b>28</b>	<b>26</b>	<b>450</b>	<b>300</b>	<b>750</b>



## **5.0 MEDIUM OF INSTRUCTION**

The medium of instruction (including examinations and project reports) shall be in English.

## **6.0 REGISTRATION**

Every student has to register himself/herself for each semester individually at the time specified by the Institute/University.

## **7.0 ATTENDANCE REQUIREMENTS**

7.1 A student whose attendance is less than 75% in all the courses put together in any semester will not be permitted to attend the end-semester examination and he/she will not be allowed to register for subsequent semester of study. He/she has to repeat the semester along with his/her juniors.

7.2 However, the Vice-Chancellor on the recommendation of the Principal/Director of the University College/Institute may condone the shortage of attendance to the students whose attendance is between 66% and 74.99% on genuine medical grounds and on payment of prescribed fee.

## **8.0 EVALUATION**

8.1 The assessment of the student's performance in a theory course shall be based on two components: Continuous evaluation (40 marks) and semester end examination 60marks.

8.2 A student has to secure an aggregate of 40% in the course in the two components put together to be declared to have passed the course, subject to the condition that the candidate must have secured a minimum of 24 marks (i.e.40%) in the theory components at the semester-end examination.

8.3 Practical/project work/industrial training/Viva Voce/Seminars/Professional competency development courses etc. are completely assessed under continuous evaluation for a maximum of 100 marks, and a student has to obtain a minimum of 40% to secure pass grade. Details of the assessment are as follows:

S. No.	Component of assessment	Marks allotted	Type of assessment	Scheme of examination
1	Theory	40	Continuous Evaluation	(i) Mid Semester examination: 15 marks. (ii) One surprise subject related Quizzes: 10 marks. (iii) Class room Seminars and Case Discussion / workshop/ training/ Assignments: 15marks.
		60	Semester-end Examination	The semester-end examination in theory subjects: 60 marks. Note: In respect of courses having practicals and theory examination shall be for 40 marks and practical exam for 20 marks.
	Total	100		
2	100 % internal assessment Courses	100	Continuous Evaluation	i) Forty (40) marks for lab Performance, record and viva-voce. ii) Sixty (60) marks for two tests of 30 marks each (one at the mid-term and the other towards the end of the semester) conducted by the concerned lab Teacher.
3	Viva-Voce at the end of each semester (except VI Semester)	50	Viva-Voce	Viva at the end of each Semester shall be on all courses of that Semester and Industrial visits of that Semester.
4	Company Project Report/Venture Planning / Business Plan (10 weeks) in the end of IV semester	100	Project/plan Evaluation	(i) Project/plan Seminar:50 (ii) Project/plan Evaluation: 50
5	Comprehensive Viva (End of VI Semester)	100	Viva-Voce	Comprehensive Viva on all the Courses of Study, minor project and industrial visits of I to VI semesters.
6	Current Business Affairs	50	Continuous Evaluation	i. Group Discussion: Best two out of three : 20 Marks ii. Online Tests: Best six out of eight: 30 Marks
7	Soft Skills	50	Continuous Evaluation	Objective type tests: Best two scores out of three: Marks 50

**Assessment Procedure Professional competency development courses**

S. No	Course Code	Course	Credits	Marks	Evaluation
1		Out Bound Training	1	50	Will be evaluated by the trainers as per the performance in the training program the parameters are also decided by the trainers.
2		Yoga	1	50	Attendance - 5 Marks Viva - 5 Marks Practical Exercises -40 Marks
3		CBA (Current Business Affairs) Starts from the 3 <sup>rd</sup> Semester	8 (2 Crdts * 4 Sems)	200	GD and Online quizzes
4		Soft Skills	2	100	<b>Class Activity:</b> Class activities will be conducted for 10 marks each and best two out of the three will be taken into consideration (20 marks) <b>Online Test:</b> Online tests will be conducted for 10 marks each and best two out of the three will be taken into consideration(20marks) Classroom participation:5 marks Attendance:5 marks
5		BEC	2	100	As per the British Council norms
		<b>TOTAL</b>	<b>14</b>	<b>500</b>	

**9.0 RE-TOTALING, REVALUATION & REAPPEARANCE**

- 9.1) Re-totaling of the theory answer script of the end semester examination is permitted on request made by the student by paying the prescribed fee within ten days of the announcement of the result.
- 9.2) Revaluation of the theory answer script of the end semester examination is also permitted on a request made by the student by paying the prescribed fee within fifteen days of the announcement of the result.
- 9.3) A Student who has secured 'F' Grade in any theory course / Practical of any semester shall have to reappear for the semester end examination of that course.
- 9.4) A student who has secured 'F' grade in a Practical course shall have to attend Special instruction classes held during summer.
- 9.5) A student who has secured F grade in project work/industrial training etc. shall have to improve his or her report and re appear for viva voce with the juniors for the first two years, whereas the final year student will appear for re-examination at the instant special examination.

## **10.0 SPECIAL EXAMINATION**

A student who has completed the stipulated periods of study for the BBA program and still has failure grade 'F' in not more than **Four theory courses**, excluding practical examination and Project viva, may be permitted to appear for special examinations, which shall be conducted during the summer vacation at the end of the last academic year.

## **11.0 BETTERMENT OF GRADES**

Students who secured second class or pass who wish to improve their grades will be permitted **ONLY ONCE** to improve their grades at the end the program.

- 11.1 Candidates who have passed all the courses of a program within the stipulated period of study and who have obtained a Pass or Second Class only are eligible for Betterment of Grades.
- 11.2 Candidates who have already secured First Class or First Class with Distinction are not eligible for betterment of Grades.
- 11.3 Candidates who have completed the program of study beyond the stipulated period of study i.e. through Special examinations or subsequently, are not eligible for betterment of Grades
- 11.4 Betterment of Grades is permitted only through appearance of the theory examinations.
- 11.5 Betterment of Grades is permitted only once, at the end of the program of study, simultaneously along with Special examinations.
- 11.6 Candidates can appear for betterment at one course, across the semesters, for the number of semesters they have studied. i.e. a Six semester BBA student can appear for betterment in any Six courses of study.
- 11.7 The better Grade secured either in the first or betterment appearance shall be considered as the final Grade.
- 11.8 New Grade Card/PC shall be issued to candidates who have improved their Grades/Class after submitting the old Grade Card/PC.
- 11.9 The date, month and year of the declaration of betterment result shall be printed on the Grade Card/PC
- 11.10 Betterment marks shall not be taken into consideration for award of ranks, prizes, and medals.
- 11.11 Candidates have to pay a betterment fee as prescribed by the University.
- 11.12 The rules & regulations framed by the University from time to time shall be applicable.

## **12.0 GRADINGSYSTEM**

- 12.1 Based on the student performance during a given semester/trimester, a final letter grade will be awarded at the end of the trimester/semester in each course. The letter grades and the corresponding grade points are as given in Table 1.

**Table 1: Grades & Grade Points**

Sl.No.	Grade	Grade Points	Absolute Marks
1	O (Outstanding)	10	90 and above
2	A+ (Excellent)	9	80 to 89
3	A (Very Good)	8	70 to 79
4	B+ (Good)	7	60 to 69
5	B (Above)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	Ab (Absent)	0	-

12.2 A student who earns a minimum of 4 grade points (P grade) in a course is declared to have successfully completed the course, and is deemed to have earned the credits assigned to that course, subject to securing a GPA of 5 for a pass in the semester.

This is applicable to both theory and practical papers. In the case of project Report (dissertation) and Vice-Voce also, the minimum pass percentage shall be 40%.

### 13.0 GRADE POINT AVERAGE

13.1 A Grade Point Average (GPA) for the semester/trimester will be calculated according to the formula:

$$\text{GPA} = \frac{\sum [ C \times G ]}{\sum C}$$

Where

C = number of credits for the course,

G = grade points obtained by the student in the course.

13.2 GPA is awarded to those candidates who pass in all the subjects of the semester/trimester. To arrive at Cumulative Grade Point Average (CGPA), a similar formula is used considering the student's performance in all the courses taken, in all the semesters/trimesters up to the particular point of time.

13.3 CGPA required for classification of class after the successful completion of the program is shown in Table 2.

**Table 2: CGPA required for award of Class**

Distinction	≥ 8.0*
First Class	≥ 6.5
Second Class	≥ 5.5
Pass	≥ 5.0

\* In addition to the required CGPA of 8.0, the student must have necessarily passed all the courses of every semester in first attempt.

## **14.0 ELIGIBILITY FOR AWARD OF THE BBA DEGREE**

### **14.1 Duration of the program:**

A student is normally expected to complete the BBA program of six semesters within three years. If due to some unavoidable circumstances that is not possible, a student may extend and complete the program in not more than five years including study period.

14.2 However, the above regulation may be relaxed by the vice chancellor in individual cases for cogent and sufficient reasons.

14.3 A student shall be eligible for award of the BBA degree if he or she fulfills the following conditions.

- i) Registered and successfully completed all the courses and projects.
- ii) Successfully acquired the minimum required credits as specified in the curriculum within the stipulated time.
- iii) Has no dues to the Institute, Hostels, Libraries, NCC/NSS, etc. and,
- iv) No disciplinary action is pending against him/her

14.4 The degree shall be awarded after approval by the Academic Council

## **15.0 PEDAGOGY**

The class room pedagogy is customized by individual faculty to enhance the learning experience, which is dependent on the course and the degree of absorption by students. It has been proven that the degree of absorption is directly proportional to self-learning or preparedness before the classroom sessions and the interactions during the classes. Knowledge thus gained builds a strong long-lasting foundation. Typically class room pedagogy ranges from instructions, simulations, case discussions, role plays, etc. Simulations and case discussions are adopted extensively across the curriculum, to supplement class room instructions/lectures.

### **15.1 Experiential Learning**

Rather than giving cut flowers to students, at GITAM Institute of Management we would prefer to teach them how to grow their own plants. Practical field-based experiential learning enhances class-room instructions and links theory to practice, which is highly emphasized in this curriculum. Outbound Program, NGO Projects, Summer Internship, Social & Rural Projects and Industry Visits are integral parts of the field-based program, some of which are listed below.

### **15.2 Interaction with CEOs**

Classrooms can teach how a bee looks, but to taste honey one should venture into the fields. At GITAM Institute of Management we endorse this learning philosophy by inviting senior leaders from the business arena and by conducting industrial visits, which can help connect and reinforce class work with real world solutions.

### **15.3 Guest and Visiting Faculty**

Senior executives from corporate are invited periodically to serve as guest and visiting faculty. Attendance for guest lectures is mandatory. Students are required to submit a reflective report about each guest lecture to their respective faculty member.

## 16.0 SEMESTER END EXAMINATIONS

### 16.1 Examinations

Examinations are not the end, but a launching platform into a brighter future. The knowledge gained during the semester is tested through the semester end-examinations. Violation of norms regarding behavior in the examination hall will attract severe penalty. Students found copying in the examination halls will have one grade point less or asked to leave the programme basing on the consequences.

### 16.2 Examination Duration

The duration of each semester end-examination shall be for 3 hours. In case of courses having practicals, the duration of the theory exam shall be for 2 hours and the practical for an additional hour.

The medium of semester end examination for all the courses shall be English with the exception of languages (other than English)

### 16.3 Examination pattern

- A. The following shall be the structure of the question papers of different courses with case Analysis

S. No.	Pattern	Marks
1.	<b>Section A :</b> Five one page answer questions (Five out of Eight to be answered).	5 X 2 = 10 marks
2.	<b>Section B :</b> Five Essay type questions (either or choice Questions from each unit)	5 X 8 = 40 marks
3.	<b>Section C : One Case let</b> (not more than 200 words)	1 X 10 = 10 marks
	<b>Total</b>	<b>60 marks</b>

- B. The following shall be the structure of question paper for courses with numerical problems.

S. No.	Pattern	Marks
1.	<b>Section A :</b> Five questions ( both theory / problems) (Five out of Eight to be answered).	5 X 4 = 20 marks
2.	<b>Section B : Problems/Theory</b> (either or choice Questions from each unit)	5 X 8 = 40 marks
	<b>Total</b>	<b>60 marks</b>

C. The following shall be the structure of question paper for all the other theory courses

S.No.	Pattern	Marks
1.	<b>Section A</b> : Five one page answer questions (Five out of Eight to be answered).	5 X 3= 15 marks
2.	<b>Section B</b> : Five Essay type questions (either or choice Questions from each unit)	5 X9 = 45 marks
	<b>Total</b>	<b>60 marks</b>

#### 16.4 Viva Voce

The Composition of Viva-Voce Board for Semester end/Year end consists of:

Program Coordinator : Chairman  
One Senior Faculty from the Institute / Practitioner : Member

The Comprehensive Viva-Voce Board consists of:

Principal / Vice Principal : Chairman  
One Senior Faculty from the Institute : Member  
Program Coordinator : Convener



## FIRST SEMESTER

S. No.	Course Code	Title of the Course	Course Level	Sessions			Credits	Marks		
				T	P	Ttl		I	E	Ttl
1	MBG 101	English	Foundation Compulsory	3	-	3	2	40	60	100
2	MBG109	Indian Business Environment	Foundation Compulsory	3	-	3	2	40	60	100
3	MBG107	Business Mathematics	Core	4	-	4	4	40	60	100
4	MFT101	Financial Accounting and Analysis	Core	4	-	4	4	40	60	100
5	MBG103	Business Economics	Core	4	-	4	4	40	60	100
6	MBG121*	MS Office and IT	Core	4	2	6	4	40	60	100
7	MFT191	Semester-end Viva Voce	Skill Based	-	-	-	1	50	-	50
<b>Total</b>				<b>22</b>	<b>2</b>	<b>24</b>	<b>21</b>	<b>290</b>	<b>360</b>	<b>650</b>

\*100% internal Assessment

## PROFESSIONAL COMPETENCY DEVELOPMENT COURSES

S.No.	Course Code	Level of Course	Title of the Course	Sessions			Marks			Credits
				Theory	Prac.	Total	CA	SEE	Total	
1	MBG342	Foundation Elective Skill Based	Outbound Training Program (OBT)	-	2	2	50	-	50	1
<b>Total</b>				-	2	2	50	-	50	1

**Note: credits of Professional Competency Development courses will be added in the 6<sup>th</sup> Semester only.**

Prac:Practicals,CA: Continuous Assessment, SEE: semester End Examination

## **MBG101: ENGLISH**

### **INTRODUCTION**

Literature is the study of human nature. Reading of literature influences human emotions and behavior. There is more to a person than what is displayed on the exterior. Literature also allows one to question prominent beliefs and examine lives, giving them deeper meaning. Literature is said to be the mirror of a person's behavior. Reading literature sensitizes students to major issues facing society and the world through reading of literary pieces in relation to their milieu.

### **OBJECTIVES**

- 1) To enable students to read and appreciate various forms of literature and to critically interact with them from different perspectives using appropriate literary strategies
- 2) To read literature using appropriate listening strategies
- 3) To pinpoint how far literature or language deviates from ordinary language
- 4) To unravel the hidden meaning in a text.

### **LEARNING OUTCOMES**

At the end of this course the student –

- 1) Learns to employ basic English L,S,R,W skills more effectively in day-to-day life
- 2) Learns to identify various genres of prose and poetry
- 3) Learns the special use of language for various purposes
- 4) Realizes the importance of literature in enabling self-expression, creating awareness about and finding solutions to personal, professional and societal problems (especially in the era of globalization), thus emerging as a well-integrated individuals

### **SYLLABUS**

#### **Unit I: Poetry**

- |                                 |                |
|---------------------------------|----------------|
| 1. Father Returning Home        | Dilip Chitre   |
| 2. The Walrus and the Carpenter | Lewis Carroll  |
| 3. One Day I wrote Her Name     | Edward Spenser |
| 4. On killing a Tree            | Gieve Patel    |
| 5. Ode to Autumn                | John Keats     |

#### **Unit II: Prose**

- |  |                      |
|--|----------------------|
| 1. War Minus shooting                  | George Orwell        |
| 2. A Dilemma-A Layman Looks At Science | Raymond Fosdick      |
| 3. You and Your English                | G.B. Shaw            |
| 4. Humanities vs. Science              | Dr. S. Radhakrishnan |
| 5. Mother Teresa                       | Khushwant Singh      |

#### **Unit III: Short Stories**

- |                              |                 |
|------------------------------|-----------------|
| 1. After Twenty Years        | O'Henry         |
| 2. Selvi                     | R K Narayan     |
| 3. A Spark Neglected         | Leo Tolstoy     |
| 4. The Beautiful white Horse | William Saroyan |
| 5. Snapshot of a Dog         | James Thurber   |

#### **Unit IV: Literature and Globalization**

- |  |                   |
|--|-------------------|
| 1. Fighting Indiscriminate Globalization | Vandana Siva      |
| 2. Riches                                | Ramachandra Guha  |
| 3. Sharing the World                     | Amartya Sen       |
| 4. Vinoba –A Portrait Sketch             | Hallam Tennyson   |
| 5. In Celebration of being Alive         | Christian Barnard |

#### **Unit V: Book Review**

- |                          |                 |
|--------------------------|-----------------|
| 1. Diary of a Young Girl | Anne Frank      |
| 2. Wings of Fire         | APJ Abdul Kalam |

#### **TEXT BOOK**

Material collected from Standard Books

#### **REFERENCE BOOKS**

1. Gupta Nilanjana (2011), *English for All*, New Delhi: MacMillan Publishers India Limited.
2. Gunter Gerngross and Herbert Puchta (2013), *Playway to English*, Cambridge University Press.

#### **JOURNALS**

1. Research journal of English Language and Literature KY Publications
2. GITAM Journal of Management, GITAM University, Visakhapatnam

## **MBG109: INDIAN BUSINESS ENVIRONMENT**

### **INTRODUCTION**

The business environment in India is undergoing a dynamic change; what was looked upon as an underdeveloped nation is now regarded as a potential economic power, struggling to take strides in the service industry, providing multinational companies with unparalleled opportunities. With liberalization and privatization taking place in almost all major sectors of the economy, the nature and extent of the role of the state is undergoing fundamental changes; these are excellent portents. In this changing environment of search gigantic dimensions, this course is aimed at sensitizing the students to the value of implications of environment on business in general. Though any business is an economic activity, business ethics and social responsibilities of business are introduced in this course.

### **OBJECTIVES**

- 1) To make the students understand different facets of Indian Business Environment.
- 2) To enable them to apply the unique advantages offered by Indian Business Environment and improve upon its shortcomings.

### **LEARNINGOUTCOMES**

- 1) To familiarize students with the nature of business environment and its components.
- 2) To facilitate students to develop conceptual framework of business environment and generate interest in Indian business.

### **SYLLABUS**

**UNIT – I : Indian Business Environment** – meaning and definition- salient features- significance of business and Environment-Internal factors and external factors of business environment- Political environment- Economic environment-Social environment-Technological environment

**UNIT – II : Planning in India and Industrial Policy:** Objectives of Planning in India – Eleventh Five Year Plan (2007-12) – Meaning and Objectives of Industrial Policies – New Trade Policy of 1991 – LPG in India: Meaning of Liberalization – Concept, Meaning, and Objectives of Privatization – Disinvestment Strategies – salient aspects of Globalization.

**UNIT–III : India's Monetary and Fiscal Policy** - Concept and Meaning of Monetary Policy - Objectives of the Monetary Policy - Meaning of CRR and SLR - Impact of the Monetary Policy - RBI's Monetary Policy Measures - Fiscal Policy and Economic Development – Techniques of Fiscal Policy – Differences between Monetary Policy and Fiscal Policy

**UNIT–IV : Social & Technological Environment-Poverty:** Concept, Meaning, and Definition of Poverty – Causes of Poverty in India –Unemployment: Concept, Meaning, and Types of Unemployment – Factors Responsible for Unemployment - Human Development - Rural Development - Problems of growth-Impact of Technology on Business.

**UNIT–V : Ecological and Legal Environment – Global Warming, Industrial Pollution and its Regulation – FERA-FEMA-Competition Act.**

**TEXTBOOK**

1. Pual, Justin, Business Environment Text and Cases, Tata McGraw Hill, NewDelhi Worthington, Ianand Britton, Chris, "The Business Environment", Pearson Education Ltd, NewDelhi.
2. A.C. Fernando, Indian Economy, Pearson Education Ltd, New Delhi, 2016.

**REFERENCEBOOKS**

1. Cherunilam, Francis, "Business Environment – Text & Cases", Himalaya Publishing House, New Delhi.
2. K.Aswathappa, "Essentials of Business Environment", Himalaya Publishing House, NewDelhi.
3. Dutt, Ruddra and Sundaram, K.P.M., "Indian Economy", S.Chand & Co. Ltd., New Delhi.

**BBA(Fintech) - I SEMESTER**  
**MBG107: BUSINESS MATHEMATICS**

**INTRODUCTION**

The course is designed to understand and acquire knowledge and skills in Basic Mathematics for solving business problems

**OBJECTIVES**

- 1) To provide practice in the handling of business problems that deal with day-to-day transactions encountered by business administrators
- 2) To use the results of mathematical calculations to help evaluate various options in reaching financial decisions, whether personal or business-related.

**LEARNING OUTCOMES**

Upon completion of the course the students will be –

- 1) Familiarized with the nature of business problems
- 2) Able to analyze and take business decisions in day to day transactions.

**SYLLABUS**

**UNIT-I:**Basic Mathematics - Theory of Indices: Definition, types of indices, properties of indices, basic problems on indices. Equations: Types of equations, solving linear simultaneous equations and Quadratic equations with one variable. Permutations and Combinations: Definition, basic problems on permutations and combinations.

**UNIT-II:**Matrix Algebra - Definition, types of matrices, Scalar Multiplication of Matrix, Equating of Matrices, Matrix operations: Addition, Subtraction and Multiplication; Transpose of Matrix, Determinant of matrix, Inverse of Matrix, Solving of Equations by Cramer's Rule, Matrix Inversion method, Rank of Matrix.

**UNIT-III:**Elementary Calculus - Differentiation: Definition, rules of differentiation, logarithmic differentiation, partial differentiation of first and second order, maxima & minima. Integration: Definition, some standard rules of integration, integration by substitution, integration by parts.

**UNIT-IV:**Application of Calculus - Elasticity of demand, Average revenue, Marginal revenue, Average cost, Marginal cost, Total cost, Consumer's surplus, Supply curve of short period and long period in perfect competition, Maximum

revenue, Minimum Cost, Maxima & Minima in perfect competition and monopoly, Effects of taxation and subsidy on monopoly.

**UNIT-V:**Mathematics of Finance - Simple interest, Compound interest, Annuity, Concept of present value and amount of sum types of annuities, present value and amount of an annuity including the cases of continuous compounding, problems relating to sinking fund.

**Problems will be given from all the units.**

**Note:**

1. Proofs of theorems and derivations of formulae are excluded.
2. Trigonometric functions, Inverse Trigonometric functions and Hyperbolic functions are excluded.

### **TEXT BOOK**

RCJoshi (2013),*Business Mathematics*, Jalandhar: New Academic Publishing Co.

### **REFERENCE BOOKS**

1. J.K Singh(2013),*Business Mathematics*, Mumbai:Himalaya Publishing House.
2. Dr.AmarnathDikshit&Dr.JinendraKumarJain(2011),*Business Mathematics*, Mumbai: Himalaya Publishing House.
3. Dr.C.Sancheti and V.K.Kapoor(2012),*Business Mathematics*, New Delhi: Sultan Chand & Sons.

### **JOURNALS**

1. American Journal of Mathematics (Johns Hopkins U, Baltimore MD, USA)
2. IMA Journal of Mathematics Applied in Business and Industry (Oxford Univ. Press)
3. Asian Journal of Mathematics (International Press)
4. Canadian Journal of Mathematics (CMS, Ottawa)

## **MFT 101: FINANCIAL ACCOUNTING AND ANALYSIS**

### **INTRODUCTION**

In an economy, every manufacturing & trading entity inherently has financial transactions. These financial transactions form the backbone of accounting framework, which is as important as technical or legal framework. Knowledge in Financial Accounting enables managers understand and interpret financial reports which is essential for financial decision making & problem solving. A manager should be competent to understand the accounting framework to effectively manage the business.

### **LEARNING OBJECTIVES**

- To understand the basic concepts of Accounting
- To analyse the components and prepare financial statements
- To analyse the main features, create and maintain a firm's accounting information using Tally software.
- To analyse the financial statements of a company.

### **LEARNING OUTCOMES**

On completion of this course, Student should be able to

1. Understand preparation of Journals and Ledgers.
2. prepare Trail Balance with adjustment.
3. prepare Final Accounts of trading concern.
4. understand the features of tally
5. analyse financial statements using ratio analysis.

### **COURSE SYLLABUS**

**UNIT-I:** Introduction to Accounting: Introduction, need, meaning & definition of Accounting, importance of Accounting, users of Financial Accounting records, Accounting concepts and conventions - Accounting Equation - Basics of IFRS

**UNIT-II:** Preparation of Journal and Ledgers -Types of Subsidiary books- preparation of Triple Column Cash Book - Trial balance - Definition - Importance and methods of preparation. (NP)

**UNIT-III:** Preparation of Final Accounts : Objective and need for preparation of Income Statements- Form and contents of income statements - Preparation of Trading Account, Profit and Loss Account with adjustments.

Preparation of Balance Sheet - Objectives and need for balance sheet - form and contents of balance sheet-Preparation of balance sheet with Adjusting Closing Entries relating to Depreciation on Fixed Assets (Straight Line Method and Written Down Value Method), outstanding expenses, prepaid expenses, Income received in advance, accrued income, debtors, creditors and closing stock. (NP)



**UNIT- IV:** Financial Statement Analysis- : Funds flow analysis - Statement of funds from operations -Preparation of Funds flow statement. Cash flow analysis - Statement of cash from operations -preparation of Cash Flow Statements (NP)

**UNIT-V:** Ratio Analysis: Meaning and types of ratios: Return on Capital Employed; Gross and Net Profit Margins; Asset Turnover; Trade Receivables Collection Period and Trade Payables Payment Period; Current and Quick Ratios; Inventory Turnover; Capital Gearing Ratio. (NP)

*(A workshop on Application of Tally Accounting Software will be organized for a week by external agencies. It will be assessed for 15 marks as a part of internal assessment)*

### **TEXT BOOK**

Maheswari S. N., and Maheswari S. K., "Accounting for Management", Vikas Publishing House, New Delhi, 2014.

### **REFERENCES**

1. S.P. Jain & Narang, "Financial Accounting – I", Kalyani Publishers, 2014
2. Hanif and Mukarjee, "Financial Accounting", Tata McGraw Hill Ltd., New Delhi, 2011
3. Tulsian P.C., "Financial Accounting", Volume I, Pearson Education, New Delhi: 2013
4. Narayanaswamy, R., "Financial Accounting - A Management Perspective", PHI, New Delhi, 2013.

## **MBG103: BUSINESS ECONOMICS**

### **INTRODUCTION**

In today's competitive business environment, effective managerial decision making requires use of economic concepts and tools. Business efficiency depends on minimization of cost and maximization of production which requires perfect understanding of the economic concepts like demand, supply, production, cost and market conditions. Managerial economics uses economic concepts and principles by emphasizing on demand analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy.

### **LEARNING OBJECTIVES**

- To understand the key economic concepts which are used for effective decision making.
- To understand and apply demand and supply analysis to business decisions.
- To know the basics of market morphology and identify the different market structures.
- To understand basic macroeconomic concepts which are relevant to business environment.

### **LEARNING OUTCOMES**

#### **On completion of this course the student**

1. Will be able to apply Economic Concepts for Business Decision Making
2. Would be able to apply the market forces in Decision Making
3. The student will get acquainted with the Different Markets and the Pricing Decisions.
4. To illustrates how macro economics contributes to business management.

### **COURSE SYLLABUS**

**UNIT-I:**Economics - Introduction, Managerial Economics scope, importance of Managerial Economics.

**UNIT-II:** Demand and Supply Analysis: Demand, meaning, determinants, Law of Demand, demand schedule, supply - meaning, determinants of supply, determination of equilibrium using demand and supply, elasticity of demand, types of elasticity, demand forecasting, Methods of demand forecasting.

### **UNIT-III:**

UNIT-III: Production and Cost Analysis: Production function, Laws of Production - Short run - one variable production function, Long run – Iso-quants, Iso-cost line, producer equilibrium, expansion path, Law of returns to scale. Cost - Cost concepts, Cost output relation - short run cost output relation, long run cost output relation. Economies of scale.

**UNIT-IV:** Market Structure - Basis for classification of market power, kinds of competitive market, price and output decisions in perfect competition and imperfect market, Monopoly, Monopolistic, Oligopoly market- Market Failures and Externalities.

**UNIT-V:** Macroeconomics- National Income-Concepts of national income, methods of calculating national income- Monetary Policy- Fiscal Policy- Inflation-causes-demand pull and cost push inflation, measures to control inflation, business cycles -phases of business cycles and measures to control business cycles.

### **REFERENCES**

1. Geetika, P.Ghosh, P.R.Choudhury, Managerial Economics, McGraw Hill Education Private Limited, New Delhi, 2018.
2. Dominick Salvatore, ,SeventhEdition,Adapted Version, Oxford Publication New Delhi, 2017
3. Paul G. Keat, Phili K. Y. Young, Sreejata Banerjee, “Managerial Economics”, Pearson,New Delhi, 2012.

### **JOURNALS**

1. Economic and Political Weekly,SameeshaTrust,Mumbai
2. GITAM Journal of Management,GITAM Institute of Management, GITAM (Deemed to be University), Visakhapatnam
3. Indian Journal of Economics,AcademicFoundation,New Delhi

## **MBG131: MS OFFICE AND IT**

### **INTRODUCTION:**

MS Office refers to all tools and methods that are applied to office activities which make it possible to process written, visual and sound data in a computer aided manner. MS Office is intended to provide elements which make it possible to simplify improve, and automate the organization of the activities of a company or a group of people.

### **OBJECTIVES:**

The objectives of this course are:

1. To acquaint the students with the fundamentals of information technology
2. To give basic understanding of working with MS Office.

### **LEARNING OUTCOMES:**

On completion of this course, students should be able to:

1. Understand the different elements of Information Technology
2. Understand the importance of MS Office in carrying out organizational activities.
3. Get hands on experience in working with MS Office

## **COURSE SYLLABUS**

### **UNIT – I**

**Introduction to Information Technology:** Definition, Elements of IT – Computer System – Characteristics, Classification of Computers, Components of Computer – Input Devices, Output Devices, Types of Memories, Software – System Software, Application Software, Networking – Definition, Types of Networks – LAN, MAN, WAN, Internet and its applications

### **UNIT – II**

**Introduction to MS Office and MS Word:** Components of MS Office, Applications of MS Office, MS Word – Working with MS Word Documents, Text Formatting, Working with Tables, Spelling and Grammar, Adding Graphics to document, Mail Merge.

### **UNIT – III**

**MS Excel:** Working with MS Excel Workbook, Worksheet Management, Formulae and Functions, Inserting Charts, Sorting, Filters, Printing in Excel

### **UNIT – IV**

**MS Access:** Basic database concepts – Definition, Advantages, Integrity Constraints and Keys, Creating database in MS Access, Creating Forms in MS Access, Creating Reports in MS Access, Working with Queries

**UNIT – V:**

**MS PowerPoint:** MS PowerPoint – Creating Presentations, Working with Slides - Slide Design and Slide Layout, Working with Animation, Working with Graphics – Pictures, ClipArt, Audio Clips, Video Clips

**TEXT BOOK:**

Gary B Shelly, Thomas J Cashman, Misty E Vermaat (2010), *Microsoft Office 2007*, New Delhi: Cengage Learning India Limited.

**REFERENCE BOOKS:**

1. Bandari Vinod Babu (2012), *Fundamentals of Information Technology*, New Delhi: Pearson Education.
2. ITL ESL (2011), *Fundamentals of Computers*, New Delhi: Pearson Education.

**JOURNALS:**

1. Information Technology, New Delhi,
2. Data Quest, New Delhi
3. Computers Today, New Delhi

## SECOND SEMESTER

S. No.	Course Code	Title of the Course	Course Level	Sessions			Credits	Marks		
				T	P	Total		I	E	Ttl
1	MBG102/MBG104/MBG106/MBG108	Telugu/Sanskrit/Hindi/Special English (Second Language)	Foundation Compulsory	3	-	3	2	40	60	100
2	MBG110	Principles of Management	Foundation Compulsory	3	-	3	2	40	60	100
3	MFT102	E-Commerce	Core	4	-	4	4	40	60	100
4	MBG112	Business Statistics	Core	4	-	4	4	40	60	100
5	MFT122	Advanced Excel	Core	4	-	4	4	40	60	100*
6	MFT124	R- Programming	Skill Based	4	2	6	4	40	60	100*
7	MFT192	Semester-end Viva Voce	Skill Based	-	-	-	1	50	-	50
<b>Total</b>				<b>22</b>	<b>2</b>	<b>24</b>	<b>21</b>	<b>290</b>	<b>360</b>	<b>650</b>

**\*100% Internal Assessment**

## PROFESSIONAL COMPETENCY DEVELOPMENT COURSES

S.No.	Course Code	Level of Course	Title of the Course	Sessions			Marks			Credits
				Theory	Prac.	Total	CA	SEE	Total	
1	MBG344	Foundation Elective Skill Based	Book review	2	-	2	50	-	50	1
2	MBG346	Foundation Elective Value Based	Introduction to Gandhian Thoughts	2	-	2	50	-	50	1
<b>Total</b>				<b>4</b>	<b>-</b>	<b>4</b>	<b>100</b>	<b>-</b>	<b>100</b>	<b>2</b>

**Note: credits of Professional Competency Development courses will be added in the 6<sup>th</sup> Semester only**

Prac:Practicals, CA: Continuous Assessment, SEE: semester End Examination

## MBG102: TELUGU

### INTRODUCTION

This course contains a rich selection from Telugu language and literature.

### OBJECTIVES

- 1) To enlighten students about the richness and value of the regional language
- 2) To offer working knowledge of Telugu to the students.

### LEARNING OUTCOMES

- 1) The student learns reading and writing Telugu
- 2) Understands and learns proper use of Grammar
- 3) Develops communication Skills.

### ప్రాచీన కవిత్వం

1. నన్నయ - గంగాశంతనుల కథ  
అంద్రమహాభారతం - ఆదిపర్వం - నాల్గవ అశ్వాసం  
(120-165) “నరవరుడగు శంతనునకు” నుండి  
“దివ్యభూషణాలంకృత” వరకు
2. తిక్కన - మూషిక మార్జాల వృత్తాంతం  
అంద్రమహాభారతం - శాంతిపర్వం - మూడవ  
అశ్వాసం (202-242) అడవిలో నొకమట్టి.....  
నుండి సౌఖ్యము బొందెన్.
3. అల్లసాని పెద్దన - హంసీచంక్రవాక సంవాదం  
మనుచరిత్రము - ఆవర అశ్వాసం (62-88)  
“గంగాతరంగిణి” నుండి “జంభారి భిదుర  
సంరంభంబు” వరకు
4. తరిగొండ వెంగమాంబ - ఎఱుకత  
శ్రీ వేంకటాచల మహాత్మ్యం - ఐదవ అశ్వాసం  
(4-51) “పకుళను నేనా వివాహ ప్రయత్నంబు”  
నుండి “అనియిట్లు” వరకు

## ఆధునిక కవిత్వం

5. గరిమెళ్ళ సత్యనారాయణ - మాకొద్దీ తెల్లదొరతనము
6. శ్రీశ్రీ - మహాప్రస్థానం
7. జుషువ - ముపాసురులు
8. పుట్టవర్తి నారాయణాచార్యులు - మేఘదూతము

## కథానికలు

9. పాలగుమ్మి పద్మరాజు - గాలివాన
10. కొలకలూరి ఇనాక్ - ఆకలి
11. కేతు విశ్వనాథ రెడ్డి - సమ్మకున్న నేల
12. పొట్లపల్లి రామారావు - జైలు

## వ్యాకరణం

1. సంధులు - సవర్ణదీర్ఘ గుణ, యణాదేశ, వృద్ధి, త్రిక, గ.స.డ.దవాదేశ, రుగాగమ, టుగాగమ, ఆప్రేడిత, అత్యసంధి మొదలైనవి.
2. సమాసాలు - తత్పురుష, కర్మధారయ, ద్వంద్వ, ద్విగు, బహువ్రీహి మొదలైనవి.



## MBG104: SANSKRIT

### INTRODUCTION

This course contains a rich selection from Sanskrit language and literature.

### OBJECTIVES

- 1) To enlighten students about the richness and value of the classical language
- 2) To offer working knowledge of Sanskrit to the students.

### LEARNING OUTCOMES

- 1) The student learns reading and writing Sanskrit
- 2) Understands and learns proper use of Grammar
- 3) Develops communication Skills.

### SYLLABUS

POETRY :	Lesson No. 1	Saranagathi From Valmiki Ramayanam Yuddhakanda 17 <sup>th</sup> Canto Slokas 11 – 68
	Lesson No. 2	Ahimsa Paramodharmah From Srimadbharatam, Adiparva 8 <sup>th</sup> chapter Sloka 10 – to the end of 11 Chapter
	Lesson No. 3	Raghoh Audaryam From Raghuvamsa 5 <sup>th</sup> Canto 1 – 35 Slokas
PROSE :	Lesson No. 4	Mitrasampraptih From Pancatantra – Ist Story (Abridged)
	Lesson No. 5	Modern prose Chikroda katha Andhra Kavya Kathah By Sannidhanam Suryanarayana Sastry
	Lesson No. 6	Computer Yanthram By Prof. K.V. Ramakrishnamacharyulu

## GRAMMAR

### DECLENSIONS

#### Nouns ending in Vowels:

Deva, Kavi, Bhanu Dhatr, Pitr, Go, Rama, Mati, Nadee, Tanu, Vadhoo,  
Matr, Phala, Vari & Madhu

### SANDHI

Swara Sandhi : Savarnadeergha, Ayavayava, Guna, Vrddhi,  
Yanadesa

Vyanjana Sandhi : Scutva, Stutva, Anunasikadvitva, Anunasika,  
Latva, Jastva

Visarga Sandhi : Visarga Utva Sandhi, Visargalopa Sandhi, Visarga  
Repha Sandhi, Ooshma Sandhi

### SAMASA

- |                         |                         |
|-------------------------|-------------------------|
| (1) Dwandwa             | (2) Tatpurusha (Common) |
| (2a) Karmadharaya       | (2b) Dwigu              |
| (2c) Paradi Tatpurusha  | (2d) Gatitaturusha      |
| (2e) Upapada Tatpurusha | (3) Bahuvrihi           |
| (4) Avyayibhava         |                         |

### CONJUGATIONS

- Ist Conjugations – Bhoo, Gam, Shtha, Drhs Labh, Mud,  
IInd Conjugation – As ( )  
IIIrd Conjugation – Yudh,  
IV th Conjugation – Ish  
VIIIth Conjugation – Likh, Kri ( )  
IXth Conjugation – Kreen ( )  
Xth Conjugation – Kath, Bhash, Ram, Vand

## MBG106: HINDI

### INTRODUCTION

This course contains a rich selection from Hindi poetry and prose. Grammar and translations from official language are also included.

### OBJECTIVES

- 1) To enlighten students about the richness and value of the national language
- 2) To offer working knowledge of Hindi to the students.

### LEARNING OUTCOMES

- 1) The student learns reading and writing Hindi
- 2) Understands and learns proper use of Grammar
- 3) Develops communication Skills.

#### गद्य विभाग (Prose Detailed Text)

- |                                 |                                |
|---------------------------------|--------------------------------|
| 1. बाजार दर्शन                  | - जीनेन्द्र कुमार              |
| 2. ईर्ष्या: तू न गयी मेरे मन से | - रामधारी सिंह 'दिनकर'         |
| 3. आपने मेरी रचना पढ़ी?         | - आचार्य हजारी प्रसाद द्विवेदी |
| 4. भारतीय साहित्य की एकता       | - नन्ददुलारे वाजपेयी           |
| 5. अतिथि                        | - रामविलास शर्मा               |
| 6. मेरी रुमाल खो गई             | - विद्यानिवास मिश्र            |
| 7. कवि और कविता                 | - महावीर प्रसाद द्विवेदी       |
| 8. सोना हिरणी                   | - महादेवी वर्मा                |
| 9. कफन                          | - प्रेमचंद                     |

#### उपवाचक विभाग (Non-Detailed Text)

- |                     |                              |
|---------------------|------------------------------|
| 1. पुरस्कार         | - जयशंकर प्रसाद              |
| 2. हार              | - श्रीमती मन्मू भण्डारी      |
| 3. सदाचार का ताबीज़ | - हरिशंकर परसाई              |
| 4. आदमी का वध्या    | - यशपाल                      |
| 5. हार की जीत       | - सुदर्शन                    |
| 6. ठाकुर का कुआँ    | - प्रेमचन्द                  |
| 7. उसने कहा था      | - श्री चन्द्रधर शर्मा गुलेरी |
| 8. रोज              | - श्री अज्ञेय                |
| 9. चीफ की दावत      | - भीष्म साहनी                |

#### व्याकरण भाग

- I. निर्देश के अनुसार वाक्यों को बदलकर लिखिए।

(Rewriting of sentences as directed)

1. कारक (Case)

2. लिंग (Gender)
  3. वचन (Number)
  4. काल (Tense)
  5. वाच्य (Voice)
- II. शुद्ध कीजिए (Correction of Sentences)
- क) 'चाहिए' प्रयोग
  - ख) लिंग और वचन संबंधी
- III. वाक्य प्रयोग (Make your Own Sentences)
- IV. कार्यालय हिन्दी : प्रशासनिक  
शब्दावली / परनाम (Karyalay Hindi : Administrative terminology)
- क) कार्यालयों के नाम
  - ख) पद नाम
- V. संधि विच्छेद (Sandhi Vichchhed)
- VI. विलोम शब्द (Antonyms)
- VII. पत्र लेखन (Letter Writing)
- VIII. गद्यांश के आधार पर दिये गये प्रश्नों का उत्तर देना चाहिए।
- VIII. निबंध

#### Text Book

1. Prose Text: Dr. Ajaya Kumar Patnaik, **Gadya Gaurav**, Sonam Prakashan, Badamdadi, Cuttak.
2. Non, Detailed Text: Dr. Gulam Moinuddin Khan, **Charchit Kahaniyan**, Shabnam Pustak Mahal, Badamdadi, Cuttak. Text: Dr. T. Nirmala & Dr. S. Mohan, Padya Manjari, Rajkamal Prakashan, New Delhi.\* Latest Editions

## **MBG108: SPECIAL ENGLISH**

### **INTRODUCTION**

Linguistics is the scientific study of human language. It has got several branches. Phonetics is that branch of linguistics which deals with the study of speech sounds or phonemes in general. Phonemes are smallest units of speech sounds. They are not meaningful by themselves. But they can bring about change in meaning. Phonemes are combined into larger meaningful units called morphemes.

### **OBJECTIVES**

- 1) To enable students to get familiarized with the sounds and symbols of English.
- 2) To enable students to apply the basics of phonetics and grammar for effective conversation.

### **LEARNING OUTCOMES**

- 1) The student learns the basics of English phonetics and pronunciation, speech rhythm and intonation
- 2) The student also grasps the essentials of grammar and vocabulary, leading to effective communication skills.

### **SYLLABUS**

**UNIT-I:** Basics of Phonetics

**UNIT-II:** Word Stress

**UNIT-III:** Intonation

**UNIT-IV:** Applied grammar and usage –Subject Verb agreement-Correct uses of tenses-types of clauses -Tag questions-Correct usage of punctuation marks

**UNIT-V:** Vocabulary - The importance of vocabulary in language.-2)Word formation techniques (3) Technical words, phrasal verbs, idiomatic usages, one word substitutions, homonyms, homophones, eponyms .

### **TEXT BOOK**

Text Book will be prepared by GIM faculty

### **REFERENCE BOOKS**

1. Mark Hancock (2013), *English in Use*, Cambridge University Press.
2. Gunter Gerngross and Herbert Puchta (2013), *Playway to English*, Cambridge University Press.

### **JOURNALS**

1. International Journal of English Linguistics, Canadian Center for Science and Education.
2. Journal of English Linguistics, Sage Journals.

## **MBG 110: PRINCIPLES AND PRACTICE OF MANAGEMENT**

### **INTRODUCTION**

One of the most important human activities is managing. Management, in fact can be traced back to the ancient times whenever there was large scale endeavor like great pyramids in Egypt, Great Wall of China, Taj Mahal in India. All these required a large number of people working in groups in a better coordinated way to achieve a well defined target over a period of time.

In the present context, of globalization, because of increasing role of large and complex organizations for the development of economy, the concept of management has become very significant for managing the business efficiently.

### **OBJECTIVES**

- 1) To enable the students to understand the fundamental principles of management
- 2) To enable students to apply the practices of management

### **LEARNING OUTCOMES**

- 1) After completing the course the student will be able to understand and explain the concept of management and its managerial perspective.
- 2) It will equip students to map complex managerial aspects arising due to ground realities of an organization.
- 3) They will gain knowledge of contemporary issues in management and various approaches to resolve those issues

### **SYLLABUS**

#### **UNIT-I:**

**Management:** Nature, Concept, Scope and Significance; Functions; Management: Art or Science or Profession, Organization Vs. Administration Vs. Management, Schools of Management: Contributions of F.W. Taylor, Henry Fayol, Elton Mayo; Roles of Managers; Social Responsibility and Business Ethics.

#### **UNIT-II:**

**Planning:** Concept, Objectives, Types, Steps and Techniques; Making Planning Effective; Decision Making: Steps in Decision Making and Types; Management by Objectives (MBO).

#### **UNIT -III:**

**Organizing:** Structure, Nature, Types of Organisations, Principles of Organising, Departmentalisation, Delegation, and Decentralisation of Authority, Span of Control - Line and Staff Functions. Staffing: Concept, Significance and Functions.

**UNIT-IV:**

**Leading:** Introduction, Characteristics of a Leader, Functions of a Leader, Leadership and Management, Principles of Leadership, Styles of Leaders

**UNIT-V:**

**Controlling:** Introduction, Concept of Controlling, Purpose of Controlling, Types of Control, Steps in Controlling, Techniques in Controlling

**Case Analysis** (Not exceeding 250 words).

**TEXT BOOK**

Harold Koontz & Heinz Weirich (2012), *Management, a Global and Entrepreneurial Perspective*, New Delhi: Tata McGraw Hill Publishing company.

**REFERENCE BOOKS**

1. Dipak Kumar Bhattacharyya (2012), *Principles of Management Text and Cases*, New Delhi: Pearson.
2. Balasubrahmanian. N. (2012), *Management Perspectives*, New Delhi: Mac Millian India Ltd.
3. Charles Hill, Steven Mc Shane (2012), *Principles of Management*, New Delhi: Tata McGraw Hill.
4. Ricky W. Griffin . (2012), *Management*, New Delhi: Cengage Learning.
5. Terry and Franklin. (2011), *Principles of Management*, New Delhi: AITBS Publishers.
6. Robert Kreitner. (2012), *Principles of Management*, New Delhi: Cengage South-Western 12 E

**JOURNALS**

1. Vikalpa, Indian Institute of Management
2. Journal of General Management., Mercury House Business Publications, Limited
3. Harvard Business Review, Harvard Business School Publishing Co. USA
4. Indian Management, AIMA, New Delhi
5. IJBMT Global Business Innovation, SPIRI
6. GITAM Journal of Management, GIM, GITAM (Deemed to be University) .

## **MBG304: E-COMMERCE**

### **INTRODUCTION**

By the help of the flexibility offered by computer networks and the availability of the Internet, E-commerce develops on traditional commerce. E-commerce creates new opportunities for performing profitable activities online. It promotes easier cooperation between different groups: businesses sharing information to improve customer relations; companies working together to design and build new products/services; or multinational company sharing information for a major marketing campaign.

### **OBJECTIVES**

- 1) To make the students understand the various concepts related to Electronic Business
- 2) To enable them to understand and exploit its role in providing strategic advantage.

### **LEARNING OUTCOMES**

- 1) Understand the concept of E-Commerce and its significance
- 2) Understand how social media is playing a vital role for the promotion of a business
- 3) Understand the concept and usage of MCommerce

### **SYLLABUS**

**Unit I: Introduction to E-Commerce** – Definitions - Types of E-commerce, Benefits of E-commerce - Limitations of E-commerce - Impact of E-commerce – Electronic Market Structure – Business Models of E-Commerce, Electronic Marketplaces – Types of E-Marketplaces, Electronic stores and Malls, Electronic Catalogues, E-Shopping Cart, Online Auctioning.

**Unit II: B2C and Advertising in Ecommerce** – Retailing in E-Commerce – E-Tailing Business Models, Online Purchase Decision Aids, Online Consumer Behavior Model –Consumer Purchasing Decision Making Process– Internet Marketing Methods – Web Advertising - Advertisement Methods – Advertisement Strategies and Promotions

**Unit III: B2B E-Commerce** - Characteristics of B2B EC – Models of B2B - Purchasing, Logistics and Support Activities, Electronic Data Interchange (EDI), Electronic Supply Chain Management.



**Unit IV: Electronic Payment Systems and Security**– Electronic Payment and Protocols – Electronic Credit Card system – Electronic Fund Transfer and Debit Cards - Security schemes in Electronic Payment Systems, Fraud Protection.

**Unit V: Mobile and Social Commerce:** Attributes and Drivers of M-Commerce, Mobile Financial Applications, Mobile Marketing and Advertising, Mobile Entertainment, Web 2.0, Virtual Communities, Online Social Networking, Business and Enterprise Social Networks, Advertising in Social Networks.

### **Internet based Exercises related to different concepts of Ecommerce**

#### **TEXT BOOK**

Efraim Turban, David King, Jae Lee, Dennis Viehland (2014), *Electronic Commerce: Managerial and Social Networks Perspective*, New Delhi: Pearson Education.

#### **REFERENCE BOOKS**

1. Hanson Ward (2012), *Internet Marketing and Ecommerce*, New Delhi: Cengage Learning .
2. Elias M Awad (2012), *Electronic Commerce: From Vision to Fulfillment*, New Delhi: Prentice Hall of India.
3. P.T.S.J. Joseph (2012), *E-Commerce: An Indian Perspective*, New Delhi: Prentice Hall India.
4. Karabi Bandopadhyay (2012), *Mobile Commerce*, New Delhi: Prentice Hall India.

## **MBG112: BUSINESS STATISTICS**

### **INTRODUCTION**

The course is designed to understand and acquire knowledge and skills in statistics for solving business problems.

### **OBJECTIVES**

- 1) To familiarize the students with the basic concepts of statistics
- 2) To provide them statistical techniques which are useful in business decisions

### **LEARNING OUTCOMES**

- 1) Student will be able to understand the measurement systems variability, control processes (as in statistical process control or SPC), for summarizing data.
- 2) Student will be able to make data-driven decisions.

### **SYLLABUS**

**Unit I:** Social & Economic Surveys - Meaning, Definition and Need - Techniques of Conducting Surveys - Survey Design - Sources of Data - Methods of Primary Data Collection - Sampling - Different types of Sample Design - Data Analysis and Presentation.

**Unit II:** Measures of Central Tendency: Mean, Median, Mode. Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation, Variance, Coefficient of Dis-persion, Coefficient of Variation, Combined Arithmetic Mean and Combined Standard Deviation.

**Unit III:** Correlation and Regression Analysis: Meaning of Correlation, Types of Correlation, Methods of Computation of Correlation Coefficient : Karl Pearson and Spearman's Rank; Meaning of Regression, Types of Finding the Regression Equations : Least Square Principle and Using Regression Coefficient Methods, Prediction Using the Regression Equations.

**Unit IV:** Probability: Introduction, Definitions of Various Terms, Definition of Probability and Basic Problems in Probability. Index Numbers: Definition, Uses of Index Numbers Types of Index Numbers – Laspyre, Paasche's, Fisher's, Cost of Living Index Numbers.

**Unit V:** Time Series Analysis: Definition, Components of Time Series, Measurement of Trend : Least Square Method, Moving Average Method, Report writing - Significance of Report Writing - Steps in Report Writing - Layout of the Research Report.

**Note:** Proofs of theorems and derivations of problems and distributions are excluded.

### **TEXT BOOK**

J.K Sharma (2013), *Business statistics*, New Delhi: Pearson Education.

### **REFERENCE BOOKS**

1. S.C. Gupta & Indra Gupta (2012), *Business Statistics*, Hyderabad: Himalaya Publishing House.
2. David M. Levine, David Stephan Timothy C. Krehbiel, Mark L Berenson (2012), *Statistics for managers using Microsoft Excel*, New Delhi: Prentice Hall India Pvt.
3. Amir D. Aczel, Jayavel Sounderpandian (2011), *Complete Business Statistics*, New Delhi: Tata McGraw Hill.
4. S.P. Gupta & M.P. Gupta (2012), *Business Statistics*, New Delhi: Sultan Chand & Sons.

### **JOURNALS**

1. American Statistician, American Statistical Association, USA.
2. Journal of the American Statistical Association, American Statistical Association, USA
3. Journal of Mathematics and Statistics, Science Publications, USA

## MFT 122 : **ADVANCED EXCEL**

**Unit – I: Preparation of Excel Sheet:** Balance Sheet, Profit and Loss Statement, Cash Flow Statement, Budget preparation, Calculate Expected Values, Calculate Weighted Grades, Calculate Budget Income statement, Variable Tax or Commission Calculation

**Unit – II: Financial Functions - I:** Future Value (FV), FVSCHEDULE, Present Value (PV), Net Present Value (NPV), PMT, PPMT, Internal Rate of Return (IRR)

**Unit – III: Financial Functions - II:** Modified Internal Rate of Return (MIRR), XIRR, NPER, RATE, EFFECT, NOMINAL, SLN, DB

**Unit – IV: Analysis Toolpack Finance Add-in:** ACCRINT, ACCRINTM, CUMIPMT, CUMPRINC, DISC, EFFECT, INTRATE, NOMINAL, XIRR, XNPV, YIELD

**Unit – V: Accounting and Financial Calculations:** Compound Interest, Depreciation, Amortization, Financial Analysis – Present Value of Single Cash Flow, Present Value of an Annuity, Present Value of a Perpetuity, Future Value of a Single Cash Flow with constant interest rate, Future Value of a Single Cash Flow with a Variable Interest Rate, Future Value of an Annuity, Analysis of Single Cash Flow, Analysis of an Annuity

## MFT 124: INTRODUCTION TO R

### INTRODUCTION

R is an open source programming language for statistical computing and graphics. R has found huge acceptance from the data scientists' community and is being widely used by the statisticians and data miners for data analysis.

### OBJECTIVES

- 1) Understand the programming concepts of R
- 2) Gain hands on experience in working with R

### LEARNING OUTCOMES

- 1) Write basic programs in R language
- 2) Use built in packages to enhance the program
- 3) Perform data visualization with R

### SYLLABUS

- UNIT – I** : **Introduction to R:** Concept of R, Installing R, IDE of R, Getting help from R, Mathematical Operators and Vectors, Assigning Variables, Special Numbers, Logical Vectors, Classes, Different types of numbers, Changing classes, Examining Variables, The workplace
- UNIT – II** : **Elements in R:** Vectors – Sequences, Lengths, Names, Indexing Vectors, Vector Recycling and Repetition, Matrices and Arrays – Creating Arrays and Matrices, Rows, Columns, Dimensions, Indexing Arrays, Combining Matrices, Array Arithmetic, Lists – Creating lists, Automatic and recursive variables, List dimensions and arithmetic, indexing lists, Conversion between vectors and lists, Combining lists, NULL, Pairlists, Data Frames – Creating Data Frames, Indexing Data Frames, Basic Data Frame Manipulation
- Unit – III** : **Functions, Strings and Factors:** Environments, Functions – Creating and Calling Functions, Passing functions, variable scope, Strings – Constructing and printing strings, Formatting numbers, Special characters, Changing case, Extracting Substrings, Splitting Strings, File paths, Factors – Creating, factor levels, ordered factors, conversion of variables
- Unit – IV** : **Flow Controls:** Conditional – if and else, Vectorized if, Multiple Selection, Loops – repeat loops, while loops, for loops, Advanced looping – replication, looping over lists, looping over arrays, Multiple – Input Apply, Instant vectorization, Split-Apply-Combine
- Unit – V** : **Packages and Visualization:** Loading packages, search path, libraries and installed packages, installing packages, maintaining packages, Visualization – The three plotting systems, Scatterplots – base graphics, lattice graphics, ggplots, Line Plots, Histograms, Box Plots, Bar Charts, Other plotting packages and systems

## **TEXT BOOK**

Gardener, M (2013), Beginning R, New Delhi: Wiley India.

## **REFERENCE BOOKS:**

1. Teetor, P. (2014), R Cookbook, Mumbai: O' Reilly India / Shroff Publishers.
2. Cotton, R. (2014), Learning R, Mumbai : O' Reilly India / Shroff Publishers.

## **JOURNALS**

1. Information Technology, New Delhi
2. Computers Today, New Delhi