

**Agenda for Board of Studies meeting for the
Master of Business Administration Programme (M.B.A Business Analytics) of
Department of Commerce & Business Administration
24-03-2023**

1. To evaluate and recommend the programme structure for newly proposed MBA(Business Analytics) under Choice Based Credit System with effect from academic year 2023-2024 under R 22 Regulations.
2. To discuss about the modalities of internships / projects.
3. To assess the compatibility of practical courses with theory courses.
4. To approve the list of examiners and paper setters of all the courses.
5. Any other matter with the permission of chair.

RESOLUTIONS

1. It is resolved and recommended to introduce the New Programme '**Master of Business Administration**' (**Business Analytics**) from the academic year 2023-2024 by taking the required permissions from Krishna University and AICTE.
2. It is resolved and recommended to introduce the '**Programme Structure**' for Master of Business Administration Programme(Business Analytics) under '**Choice Based Credit System**' (**CBCS**) for the batch of students admitted in 2023-2024 and onwards in line with '**KRU R-2022 Regulations**' For the syllabus and model question paper refer **Annexure A**.

**MBA Analytics
Course Structure**

SEMESTER – I

Course Code	Title of the Course	Instruction Hours per week			Credits	CORE / IDC/DSE/ SEC/OEC/ MOOCS	Evaluation		
		L	T	P			CIA	SEE	
								MAR KS	MAR KS
GENERIC CORE COURSES									
23 BA101	Management Process & Organizational Behavior	4	1	1	4	Core	30	70	3 Hrs
23 BA102	Accounting for Managers	4	1	1	4	Core	30	70	3 Hrs
23 BA103	Marketing Management	4	1	1	4	Core	30	70	3 Hrs
23 BA104	Statistics for Business Analytics	4	1	1	4	Core	30	70	3 Hrs
23 BA105	Essentials of Business Analytics	4	1	1	4	Core	30	70	3 Hrs
23 BA106	Business Economics	4	1	1	4	Core	30	70	3 Hrs
22PG101	Personality Development Through Life Enlightenment Skills	3	1	0	3	Core	30	70	3 Hrs
LAB/PRACTICAL/FIELD WORK									
22BA 1L1	Spread Sheet & Accounting Packages	0	4	0	2	Core	30	70	--
TOTAL FOR FIRST SEMESTER		29							

SEMESTER – II

Course Code	Title of the Course	Instruction Hours per week			Credits	CORE / IDC/DSE/ SEC/OEC/ MOOCS	Evaluation		
		L	T	P			CIA MARKS	SEE	
								MARKS	DURATION
GENERIC CORE COURSES									
23 BA201	Econometrics and Business Forecasting	4	1	1	4	Core	30	70	3 Hrs
23 BA202	Financial Management	4	1	1	4	Core	30	70	3 Hrs
23 BA203	Data Base Management System	4	1	1	4	Core	30	70	3 Hrs
23 BA204	Operations Research	4	1	1	4	Core	30	70	3 Hrs
23 BA205	Advanced Production and Operations Management	4	1	1	4	Core	30	70	3 Hrs
22PG201	Research Methodology & IPR	3	1	0	3	Core	30	70	3 Hrs
DOMAIN SPECIFIC ELECTIVE COURSES (CHOOSE ANY TWO)									
23 BA 206(I)	Data Warehousing and OLAP	4	0	0	4	DSE	30	70	3Hrs
23 BA 206(II)	Design Thinking	4	0	0	4	DSE	30	70	3Hrs
23 BA 206(II)	Machine Learning and Data Mining	4	0	0	4	DSE	30	70	3Hrs
LAB/PRACTICAL/FIELD WORK									
22BA2L1	Data Visualization	0	0	4	2	Core	30	70	--
Total Credits							33		
<p>At the end of 2nd semester, every student must undergo summer Internship/ Apprenticeship/Project work/Industrial Training/Research based Project work for Six weeks and must prepare a report concerned as per approved project guidelines and submit the same to the University 14 days before the commencement of third semester end examinations.</p>									

SEMESTER III

Course Code	Title of the Course	Instruction Hours per week			Credits	Evaluation		
		L	T	P		CIA MARKS	SEE	
							MARKS	DURATION
GENERIC CORE COURSES								
23 BA301	Strategic Management	4	1	1	4	30	70	3 Hrs
23 BA302	Project Management	4	1	1	4	30	70	3 Hrs
23 BA303	Predictive Analytics	4	1	1	4	30	70	3 Hrs
23 BA304	Text, Social Media & Web Analytics	4	1	1	4	30	70	3 Hrs
23 BA305	Supply Chain Management Analytics	4	1	1	4	30	70	3 Hrs
LAB/PRACTICAL/FIELD WORK								
22BA3L1	Big Data Analytics	0	4	0	2	30	70	3 Hrs
OPEN ELECTIVE (INTER DISCIPLINARY/MULTIDISCIPLINARY) COURSES (CHOOSE ANY TWO)								
23 BA 306(I)	Marketing Analytics	3	1	1	4	30	70	3Hrs
23 BA306(II)	Financial Analytics	3	0	0	4	30	70	3 Hrs
23 BA306(III)	Human Resource Analytics	3	0	0	4	30	70	3 Hrs
20GE10	MOOCS: NPTEL/SWAYAM/edX/Coursera/ Stanford Online/Udacity/ OpenClassrooms/ Open2Study/ ALISON/ Khan Academy/ NSE- NCFM/IRDA/NISM/ Any course related to MBA from the authentic sources with prior permission.	1	1	1	2	50	-	
Total Credits					32			

SEMESTER IV

Course Code	Title of the Course	Instruction Hours per week			Credits	Evaluation		
		L	T	P		CIA MARKS	SEE	
							MAR KS	DURATIO N
Generic Core Course								
23 BA401	Project Work	4	1	1	16	30	70	3 Hrs
20BA461	Comprehensive Viva-voce	-	-	-	4	-	100	
	OPEN ELECTIVE	4	1	1	4	30	70	3 Hrs
Total Credits					24			


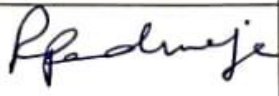



Total Number of Credits: (29+33+32+24=118)



PARVATHANENI BRAHMAYYA
SIDDHARTHA COLLEGE OF ARTS & SCIENCE: VIJAYAWADA-10
(An Autonomous college under the jurisdiction of Krishna University)
Reaccredited at the level 'A+' by the NAAC

DEPARTMENT OF BUSINESS ANALYTICS

Minutes of the meeting of Board of Studies for M.B.A (Business Analytics) held on 24/03/2023 at 11.30 AM in the Department of Business Analytics. The following members were present.

Members Present		
Name of the Member	Role	Signature
Prof. Rajesh. C. Jampala, Dean, (Academics & Administration) PBSCAS	Chairman	
Dr.R. Padmaja, Krishna University, Machilipatnam Ph : 9440532444	University Nominee	
Dr B. Raja Sekhar, Professor, School of Management Studies University of Hyderabad, Hyderabad. Ph : 9866699983 brsms@uohyd.ernet.in ; b_rajasekhar@yahoo.com	Subject Expert	
Dr. Pramod Kumar Mishra Assistant Professor, School of Management, University of Hyderabad, Gachibowli, Telangana- 500 046 Ph : 8142279454 Email: pramod.mishra@uohyd.ac.in	Subject Expert	
Mr Ravi Teja Tallam Manager-HR (Data & Analytics), Trigyn Technologies Ltd., Vijayawada. M : 7680822227 Email: ravi.t@trigyn.com ravitejatallam@yahoo.com	Industrialist	
Mohammed Asgar Hussain Mobile No: 9248424246 S/O Mohammed Sabar Hussain DNO.42-56-7 Telgu Baptist Church Road Ajith Singh Nagar, Vijayawada - 520 010 E-Mail id: asgareee@gmail.com	Alumnus	

23 BA 101: MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOR

Course Code	23 BA101	Course Delivery Method	Class Room / Blended Mode
Credits	04	CIA Marks	30
No. of Lecture Hours / Week	05	Semester End Exam	70
Total Number of Lecture Hours	75	Total Marks	100

Course Outcomes:

CO-1 To explain the importance & role of management in the business organizations.

CO-2 To analyze knowledge on the importance of planning and organizing.

CO-3 To identify various leadership styles and their suitability to the situation.

CO-4 To apply organizational behaviour theories and concepts to individual work experiences.

CO-5 To know how to work more effectively in a team environment.

Course Content

UNIT-I

Introduction to Management: Concept, Definition and Nature of Management – Evolution of Management thought – Purpose, Functions, Principles, and Levels of Management – Management and Environment–Social and Ethical Responsibilities of Managers – Recent Trends in Management Practices in the wake of Globalization.

(15Hours)

UNIT-II

Planning: Nature, Purpose, Process of Planning, and Types of Plans – Decision Making - Concept Process and Rationality in Decision – Management by Objectives - Organizing: Process –Formal and Informal Organizations – Departmentation – Span of Control – Delegation Vs Decentralization–Staffing.

(15Hours)

UNIT-III

Leading–concept, scope, significance – Motivation - Significance, Process-Theories of Maslow, Herzberg, Mc Clelland, Porter and Lawler - Leadership: Trait Approach, Leadership Styles,– Communication. Controlling: Basis-Control Process, Pre-Requisites, and Requirements of adequate Control - Techniques of control

(15Hours)

UNIT-IV

Organizational Behavior–Importance-Historical Background-Fundamental concepts of OB- Different models of OB – Understanding Individual Behavior – Perception- Concept– Process-Learning-Concept – Theories of learning - Personality –Concept-Personality traits.**(15 Hours)**

UNIT-V

Group dynamics – Concept, importance, types of groups, group formation, group development, group composition, group performance factors; Organizational conflict, Resolution of conflicts; Culture and determinants of Organizational Culture; Organizational Change, Concept, Need for change, resistance to change; Theories of planned change; Organizational Development-Concept

of OD.(15Hours)

CaseStudy (NotExceeding 300words)

PRACTICALCOMPONENTS:

- ✓ Studyingorganizationalstructuresofanyfivecompaniesandclassifyingthemintodifferent types of organizations and justifying why such structures are chosen by thoseorganizations.
- ✓ Identifying any five organizations and group them into different types of organizationsbasedon Management atwork place.
- ✓ Studying organizational group dynamics of any three companies and identify the bestmethodofmanaginggroup dynamics.
- ✓ Studyanythreecompanies followingODinterventions andIdentifyeffectivetechnique.
- ✓ Note:Facultycaneitheridentifytheorganizations/leaders/jobsofstudentscanbeallowedto choosethe same.

REFERENCETEXTBOOKS:

1. Heinz Weihrich, Harold Kuntz,Management:AGlobalPerspective,10/e TMH
2. Stoner, Freeman and Gilbert.Jr. Management, Pearson Education, New Delhi.
3. Clegg,S.,Kornberger,M.,andPitsis,T.,Managingandorganizations:AnintroductiontoTheoryand practice, Sage, London, 2011.
4. RickyGriffin,GregoryMoorhead,OrganizationalBehavior:ManagingPeopleandOrganizations, CengageLearning, 2009.
5. GraemeMartin,ManagingPeopleandOrganizationsinChangingContexts,Rutledge,2006.
6. Knights,D.&Willmott,H.Introducingorganizationalbehaviorandmanagement,Thompson,London, 2006.
7. Luthans.F.Organizational Behaviour,TMH.
8. Robbins,Management,7/e,PearsonEducation.
9. John F.Wilson, The Makingof Modern Management, Oxford University Press.

23 BA 102: ACCOUNTING FOR MANAGERS

Course Code	23 BA102	Course Delivery Method	Class Room / Blended Mode
Credits	04	CIA Marks	30
No. of Lecture Hours / Week	05	Semester End Exam Marks	70
Total Number of Lecture Hours	75	Total Marks	100

Course Outcomes:

By the end of the course, students will be able:

- CO-1 To explain fundamental accounting concepts along with the elements of financial statements and basic accounting vocabulary.
- CO-2 To explain and use the accounting equation in basis financial analysis and explain how the equation is related to the financial statements.
- CO-3 To understand the meaning and various sources along with the applications of funds, cash flow statement analysis.
- CO-4 To calculate various ratios and inter-relationship of ratio.
- CO-5 To explain and use various cost management techniques

Course Content

Unit-I

Accounting: Basics, Definition, Forms of Business Organizations, Advantages & Disadvantages. **(15Hours)**

Unit-II

Accounting cycle: Journalizing - Ledger posting – Subsidiary books – Trial Balance – Financial Accounts – Accounting Equation. Understanding Financial Statements – Income Statement – Balance Sheet – Funds Flow – Statement – Company Accounts – Special characteristics – Final Accounts **(15Hours)**

Unit-III

Basic postulates of Accounting: Concepts and Conventions. Analysis of financial statements – Ratio Analysis: Analysis of Financial Statements – Common size Analyze – Comparative statements – Trend Analysis – Inter –firm Comparison Industry Analysis. **(15Hours)**

Unit-IV

Profit Planning: Cost – Volume - Profit Analysis – Break-even point – Profit planning – Unit & Multiproduct Firm **(15Hours)**

Unit-V

Profit Planning: Budgeting – Operational – Cash – Master Budgets – Fixed and Flexible Budgets. **(15Hours)**

Suggested Readings:

1. Jain & Narang (1998) Advanced Accounts. New Delhi: Kalyani Publishers
2. Pandey I.M. (1995) Financial Management . New Delhi: Vikas Publishing House
3. Libby, Robert (1998) Financial Accounting. Boston : Mc Graw Hill
4. Tulsani, P.C. (1998) Financial Accounting. New Delhi: Mc Graw Hill
5. Needles, Belerd E (1997) Financial Accounting. Chennai: India Publishers.

23 BA 103: MARKETING MANAGEMENT

Course Code	23 BA103	Course Delivery Method	Class Room / Blended Mode
Credits	04	CIA Marks	30
No. of Lecture Hours / Week	05	Semester End Exam Marks	70
Total Number of Lecture Hours	75	Total Marks	100

Course Outcomes: By the end of the course, students will be able

- CO-1 To understand the role of marketing in underpinning the success of business organizations and to know the changing context of marketing environment.
- CO-2 To understand the role of marketing mix elements in the successful implementation of marketing strategies to satisfy target customer.
- CO-3 To understand the product management and pricing methods.
- CO-4 To understand the challenges of channel management and to know the various forms of effective marketing communications.
- CO-5 To know the types of marketing organizations and to understand the set of criteria to control the marketing plan.

UNIT I:

Introduction: Basic marketing concepts -Understanding Customers - Company Orientation towards Marketing - Transaction Vs Relationship Marketing - Analyzing Markets and Customers- Integrated Marketing Concept - Defining and Delivering Customer Value and Satisfaction-Value Chain - Marketing Environment: Macro and Micro Components and their Impact on Marketing Decisions - Marketing Research and Information - Adapting Marketing to New Liberalized Economy - Digitalization and Customization - Changing Marketing Practices: e-marketing, Tele Marketing, Societal Marketing, Rural Marketing, Green Marketing. **(15Hours)**

UNIT II:

Strategic Marketing Planning: Buyer Behaviour - Consumer vs. Organizational Buyers - Market Segmentation and Targeting - Positioning and Differentiation Strategies - Marketing Mix -*Product Decisions:* Concept of a Product, and Classification of Products - Product Mix and Line Decisions - Product Life Cycle - Strategic Implications - New Product Development and Consumer Adoption Process. **(15Hours)**

UNIT III:

Price Setting: Objectives, Factors and Methods, Price Adapting Policies, and Initiating and Responding to Price Changes. *Marketing Channel System:* Functions and Flows - Channel

Design - Channel Management -Selection, Training, Motivation, and Evaluation of Channel Members - *Channel dynamics*: VMS, HMS. (15Hours)

UNIT IV:

Marketing Communication: Concept, Definition, and Importance - Marketing Communication Mix - Promotion Decisions - Integrated Marketing Communication - IMC Planning Process -Integrated Communications Strategy - Recent trends in Marketing Communications (15Hours)

UNIT V:

Marketing Organization and Control: Types of Marketing Organization Structures, and Factors Affecting Marketing Organization - Control of Marketing Efforts: Annual Plan Control, Efficiency Control, Profitability Control and Strategic Control - Marketing Audit - *Consumerism* - Consumer Rights and Marketers' Responsibilities. (15Hours)

Case Study (Not Exceeding 300 words)

Practical Components:

- Analyze different needs and wants of consumers in your locality or region
- Analyze the prevalent marketing environment in your locality or region.
- Analyze Product Life Cycle of few Products like consumer durables (ex., Electronic goods, Computers, etc.).
- Analyze Packaging strategies used by FMCG companies
- Analyze Marketing strategies/planning used by automobile cosmetic and FMCG companies

REFERENCE BOOKS:

1. AparnaTembulkar, Marketing Management, 2nd Edition. (2014) NiraliPrakashan, Pune.
 2. Kazmi S H, marketing Management: Text and Cases, 1st Edition, (2007), Excel Books, New Delhi.
 3. Philip Kotler, Kevin Lane Keller, Marketing Management –Global Edition,15thEdition. (2016) Pearson India Education Services PvtLtd.
 4. RajanSuxsena, Marketing Management, 5th Edition.(2017) McGraw Hill Education (India) Private Limited.
 5. Ramaswamy, Namakumari, Marketing Management: planning, Implementation & Control, 6th Edition, (2018), Sage Publisher, New Delhi.
 6. Sherlekar S.A, Marketing Management, 13th Edition, (2008), Himalaya Publishing House, Mumbai
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BA 104: STATISTICS FOR BUSINESS ANALYTICS

Course Code	23 BA104	Course Delivery Method	Class Room / Blended Mode
Credits	04	CIA Marks	30
No. of Lecture Hours / Week	05	Semester End Exam Marks	70
Total Number of Lecture Hours	75	Total Marks	100

Course Outcomes: By the end of the course, students will be able

CO-1 To define data, statistics, information and its applicability in business analytics.

CO-2 To explain data management issues in statistics and elucidate how quality improvement in data can take place through data management.

CO-3 To explain various statistical techniques like correlation, regressions, testing of hypotheses etc. in statistical models.

CO-4 To calculate and apply various statistics using empirical data and their applicability in statistical models.

CO-5 To compare and contrast statistical models using forward, backward regressions (in multivariate) statistical models.

Course Content

1.	Introduction to the course
2.	Data collection, editing and classification
3.	Data processing and presentation
4.	Diagrammatic and graphical representation of data
5.	Measures of central tendency
6.	Measures of central tendency
7.	Measures of dispersion: mean and quartile deviation
8.	Measures of dispersion: standard deviation
9.	Measures of dispersion: moments
10.	Measures of dispersion: skewness

11.	Measures of dispersion: kurtosis
12.	Introduction to probability
13.	Rules of probability
14.	Bayes' theorem

References:

1. Albright, S. C., & Winston, W. L. (2015). *Business analytics: Data analysis and decision making*. New Delhi: Cengage Learning.
2. Levin, R. I., & Rubin, D. S. (2008). *Statistics for management*. New Delhi: Pearson Education.

23BA105: ESSENTIALS OF BUSINESS ANALYTICS

Course Code	23 BA105	Course Delivery Method	Class Room / Blended Mode
Credits	04	CIA Marks	30
No. of Lecture Hours / Week	05	Semester End Exam Marks	70
Total Number of Lecture Hours	75	Total Marks	100

Course Outcomes: By the end of the course, students will be able

CO-1 To equip with types business analytics, types of machine learning, various tools and techniques used in machine learning.

CO-2 To understand various concepts in business analytics like data mining, business intelligence supervised and unsupervised machine learning, data visualization, big data etc.

CO-3 To apply the business analytics process life cycle to real life scenarios. Apply the techniques of ML to various data sets.

CO-4 To analyze the differences supervised and unsupervised machine learning procedures.

CO-5 To evaluate and interpret the datasets and the related analytics solutions to the business problem at hand.

Course Content

Unit- I

Introduction to Business Analytics: Types of data, Integrating Analytics with business, Business Analytics for Competitive Advantage, Descriptive, Predictive, and Prescriptive Analytics, Dashboards. **(15Hours)**

Unit -II

Business Analytics Process Cycle **(15Hours)**

Unit-III

Machine Learning; Supervised Learning and Unsupervised Learning, Regression, Clustering & Segmentation, Data Reduction, Visual Analytics and Data Visualization. **(15Hours)**

Unit -IV

Affinity/ Association Analysis, (Market basket Analysis) Text Analytics, Spreadsheet Modelling **(15Hours)**

Unit -V

SUGGESTED READINGS:

1. Analytics at Work by Thomas H. Davenport, Jeanne G.Harris and Robert Morison, Harvard Business Press, 2010.
2. Getting Started with Business Analytics: Insightful Decision – Making by David Hardoon, GalitShmueli, Chapman & Hall/CRC, 2013.
3. Essentials of Business Analytics by Jeffrey Ohlmann, James J. Cochran, Michael Fry, Jeffrey D. Camm, David Anderson, Thomas Arthur Williams, Dennis Sweeney, South Western 2015.
3. Business Intelligence: A Managerial Approach by Efraim Turban, Ramesh Sharda, DursunDelen and Daid King, Pearson Publication, 2012.
4. Business Intelligence Making Decision through Data Analytics, Jerzy Surma, Business Expert Press, 2011.
5. Successful Business Intelligence: Secrets to Making BI a Killer App by Cindi Howson, Tata McGraw Hill Edition 2012.
6. R for Everyone: Advanced Analytics and Graphics, Jared Lander, Addison Wesley.



23 BA 106: BUSINESS ECONOMICS

Course Code	23 BA106	Course Delivery Method	Class Room / Blended Mode
Credits	04	CIA Marks	30
No. of Lecture Hours / Week	05	Semester End Exam Marks	70
Total Number of Lecture Hours	75	Total Marks	100

Course Outcomes: By the end of the course, students will be able

- CO-1 To understand the economic concepts include economic principles, role of managerial economist that is useful in business decision making.
- CO-2 To Apply the various business situations with the help of theory of demand, production concepts and various economic concepts.
- CO-3 To analyze the application of modern principles and methods of microeconomics to real-world business problems in different contexts like production, cost analysis as well as theories of profit.
- CO-4 To analyze the pricing strategies that result from different market situations and understand how and why firms come to be price takers, price makers or price shapers in the business world.
- CO-5 To articulate the macroeconomic concepts, role and consequences of government policy in a market economy.

Course Content

UNIT – I

Introduction to Business Economics: Economics and Business Decision Making – Scarcity and Choice – Normative and Positive Economics – Economic and Business Environment (15Hours)

UNIT – II

The Market System- I: Understanding demand – Price and Demand – Shifts in demand – Concept of Elasticity and its applications – Consumer Behaviour – Consumer surplus. (15Hours)

UNIT – III

The Market System – II: The supply curve – Shifts in supply – The short run and long run – Types of costs – Economies of scale – Revenue and profit – Producer surplus (15Hours)

UNIT – IV

The Market System – III: Different types of markets – Equilibrium – Perfect competition – Monopoly – Price discrimination – Imperfect competition – Market failures (15Hours)

UNIT- V

Macroeconomic issues: Introduction to Aggregate demand and aggregate supply – Unemployment – Inflation – Introduction to Monetary and Fiscal policy – Trade and Growth (15Hours)

References:

1. Mankiw N. Gregory, Mark P. Taylor, Andrew Ashwin, *Business Economics*, 2nd Edition, 2016, Cengage
2. Gillespie Andrew, *Business Economics*, 2nd Edition, 2013, Oxford University Press
3. Hirschey Mark, *Managerial Economics*, 12th Edition, 2013, Cengage Learning

**22PG101: PERSONALITY DEVELOPMENT THROUGH LIFE ENLIGHTENMENT
SKILLS**

Course Code	22PG101	Course Delivery Method	Class Room / Blended Mode
Credits	04	CIA Marks	30
No. of Lecture Hours / Week	04	Semester End Exam Marks	70
Total Number of Lecture Hours	60	Total Marks	100

Course Outcomes: By the end of this course the students should be able to:

CO-1 : Understand their Personality and achieve their highest Goals of Life.

CO-2: Learn to build Positive Attitude, Self-Motivation, enhancing Self-Esteem and Emotional Intelligence.

CO-3: Analyze and Develop Time management, Team management, Work ethics, Good manners and personal and professional Etiquettes.

CO-4 :Lead the nation and mankind to peace , prosperity and practice emotional self-regulation

CO-5 : Learn to develop coping mechanism to manage Stress through Yoga and meditation Techniques and develop a versatile personality.

Course Content

UNIT-I

Introduction to Personality Development: The concept of personality - Dimensions of Personality – Theories of Personality development(Freud & Erickson) – The concept of Success and Failure – Factors responsible for Success –Hurdles in achieving Success and Overcoming Hurdles — Causes of failure – Conducting SWOT(Strengths, Weaknesses, Opportunities and Threats)analysis. **(15 Hours)**

UNIT - II

Attitude, Motivation and Self-esteem: Conceptual overview of Attitude – Types of Attitudes – Attitude Formation – Advantages/Disadvantages of Positive/Negative Attitude -Ways to Develop Positive Attitude Concept of motivation: Definition and Nature of Motivation/Motive – Internal and external motives – Theories of Motivation – Importance of self- motivation- Factors leading to de- motivation. Self-esteem - Definition and Nature of self-esteem – Do's and Don'ts to develop positive self- esteem – Low self-esteem - Personality having low self-esteem - Positive and negative self-esteem.**(15 Hours)**

UNIT -III

Other Aspects of Personality Development: Body language - Problem-solving - Conflict Management and Negotiation- Decision-making skills - Leadership and qualities of a successful leader – Character building -Team-work – Time management - Work ethics – Good manners and etiquette – Emotional Ability/Intelligence – Dimensions of Emotional Intelligence – Building Emotional Intelligence. **(15 Hours)**

UNIT – IV

Neetisatakam-Holistic Development of personality: Verses- 19,20,21,22 (wisdom) – Verses- 29,31,32 (pride and heroism) – Verses- 26,28,63,65 (virtue)Personality of Role Model – Shrimad BhagwadgeetaChapter2-Verses 17 – Chapter 3-Verses 36,37,42 – Chapter 4-Verses 18, 38,39 – Chapter18 – Verses 37,38,63**(15 Hours)**

UNIT –V

Yoga & Stress Management: Meaning and definition of Yoga - Historical Perspective of Yoga - Principles of Astanga Yoga by Patanjali – Meaning and Definition of Stress - Types of Stress - Eustress and Distress –Stress Management – Pranayama- Pranayama: Anulom and Vilom Pranayama - Nadishudhi Pranayama Kapalabhati-Pranayama - Bhramari Pranayama - Nadanusandhana Pranayama – Meditation techniques: Om Meditation - Cyclic meditation : Instant Relaxation technique (QRT), Quick Relaxation Technique (QRT), Deep Relaxation Technique (DRT) **(Theory & Practical),(15 Hours)**

REFERENCETEXTBOOKS:

- 1) Hurlock,E.B. Personality Development,28thReprint.NewDelhi:TataMcGrawHill,2006.
- 2) Gopinath,RashtriyaSanskritSansthanamP,Bhartrihari”sThreeSatakam,Niti-sringar-vairagya, New Delhi, 2010
- 3) SwamiSwarupananda,Srimad Bhagavad Gita, Advaita Ashram, Publication Department,Kolkata, 2016.
- 4) Lucas,Stephen. Art of PublicSpeaking.NewDelhi.Tata -Mc-GrawHill.2001
- 5) Mile,D.J Power of positive thinking.Delhi.RohanBookCompany, (2004).
- 6) Pravesh Kumar.AllaboutSelf-Motivation.NewDelhi.GoodwillPublishingHouse.2005.
- 7) Smith,B.BodyLanguage.Delhi:RohanBookCompany.2004
- 8) YogicAsanasforGroupTraining-Part-I:JanardhanSwamiYogabhyasiMandal,Nagpur.
- 9) Rajayoga or Conquering the Internal Nature by Swami Vivekananda, Advaita Ashrama(Publication Department), Kolkata.
- 10) Nagendra H.Rnad NagaratnaR, Yoga Perspective in Stress Management, Bangalore.

22BA1L1: SPREAD SHEET & ACCOUNTING PACKAGES

Course Code	22BA1L1	Course Delivery Method	Class Room / Blended Mode
Credits	04	CIA Marks	30
No. of Lecture Hours / Week	04	Semester End Exam Marks	70
Total Number of Lecture Hours	60	Total Marks	100

Course Outcomes: By the end of this course the students should be able to:

- CO-1 To familiarize Students with basic to intermediate skills for using Excel in the classroom vis-à-vis Business Applications
- CO-2 To provide students hands-on experience on MS-Excel in different versions of Microsoft OS.
- CO-3 To gain proficiency in creating solutions for Data Management and Reporting.
- CO-4 To learn about Tally Software and gain proficiency in creating and exporting data and reports obtained in Tally Software.
- CO-5 To impart knowledge in Tally and to provide practical application for using tally in organization.

Course Content

UNIT-I

Introduction: Understanding Excel's Files, Ribbon and Shortcut– Create a workbook– Enter data in a Worksheet – Format a Worksheet, Format Numbers in a Worksheet – Create an Excel Table–Filter Data by using an Auto Filter, Sort Data by using an Auto Filter–Essential Worksheet Operations using Help(F1), Key Board Shortcuts–Working with Cells and Ranges: Formatting Cells, Name Manager – Visualizing Data Using Conditional Formatting: Apply Conditional Formatting – Printing Your Work: Print a Worksheet , Using Print Preview &Other Utilities.
(12Hours)

UNIT-II

Lab based Evaluation-1: Working with Dates and Times & Text: Working with Dates & Time, Creating Formulas that Manipulate Text – Upper, Proper, Lower, Concatenate, Text to Column–Creating Formulas
(12Hours)

UNIT-III

Lab based Evaluation-2: Creating Formulas for Financial Applications: Introduction to Formulas e.g. PV, PMT, NPER, RATE, Creating Balance Sheet, Investment Calculations, Depreciation Calculations – Creating Charts and Graphics: Chart Your Data, Creating Spark line Graphics, Using Insert Tab Utilities–using Custom Number Formats:RightClick, Format Cells Window– Using Data Tab and Data Validation: Getting external Data, Remove Duplicates, Apply Data Validation & using Utilities from Data Tab – Analyzing Data with the Analysis Tool Pak: Correlation, Covariance, Descriptive Statistics, Histogram, Rank and Percentile, Regression, t-Test, Z Test.
(12Hours)

UNIT-IV

Computers and Accounting: Fundamentals of Computerized Accounting–Computerized Accounting Vs Manual Accounting–Features of Tally–Procedure for Creating a New Company – Directory Name / Mailing Name / Address / Groups Creation – Editing and Deleting Groups – Display of Predefined Vouchers – Voucher Creations and Alteration of Vouchers while or after Entering Transaction – Types of Vouchers – Payment Voucher – Receipt Voucher –Sales Voucher–Purchase Vouchers.
(12Hours)

UNIT-V

Accounting Tally: Ledger – Groups in Tally – Primary Groups, Sub-groups, Creation of Ledger -process of Creation of Ledger – Balance Sheet at the Gateway of Tally – Method of Showing Trading, Profit and Loss account and Balance Sheet Creation of Inventory Reports – Creation of Stock Categories – Stock Items– Stock Groups
(12Hours)

REFERENCETEXTBOOKS:

1. Tally– Accounting software S.Palanivel –Marghan Publications
2. Computer Applications in Business–Dr.Raj Kumar
3. Text Books Excel 2010 Bible [With CDROM]by John Walkenbach, John Wiley & Sons, 2010Edition
4. Reference Books Excel 2007 for Dummies by Greg Harvey New Perspectives on Microsoft OfficeExcel2007
5. Supplementary Reading
Materialwww.hrdiap.gov.in/Downloads/04.MS%20Excel.pdfwww.stern.nyu.edu/~jsimonof/classes/1305/pdf/excelreg.pdfwww.goodwin.edu/computer_resources/pdfs/excel_2010_tutorial.pdfwww.microagecs.com/apps/training/courseware/excel.pdf
