

# **LECTURE PLAN**

**BBA**

**SEMESTER II**

**FOR PRIVATE CIRCULATION**

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# **LECTURE PLAN**

## **COST ACCOUNTING**

**BBA - 102**

**COURSE OUTLINE  
COST ACCOUNTING  
BBA - 102**

**OBJECTIVES:**

The primary objective of the course is to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.

**INTERNAL ASSESSMENT AND ASSIGNMENT 25 marks**

- |                                  |          |
|----------------------------------|----------|
| 1. Class Test-I - (Written Test) | 15 marks |
| 2. Class Assessment + Attendance | 10 marks |

**COURSE CONTENTS:**

**UNIT 1:**

**1. Meaning, Nature and Scope of Cost Accounting:**

- Basic cost objectives and scope of Cost Accounting,
- Cost centres and cost units,
- Difference between Financial, Cost and Management accounting.
- Basic cost concepts- Cost classification and elements of cost.

**2. Material Control:**

- Meaning, Steps involved,
- Materials and Inventory,
- Techniques of Inventory/Inventory control (EOQ, FSDN, ABC, stock Levels, VED)
- Valuation of Inventory (FIFO, LIFO, Weighted average);
- Practical questions of EOQ,
- Stock levels, (Maximum Level, Minimum Level and Reorder Level

**(14 Hours)**

**UNIT 2:**

**3. Labour Cost:**

- Attendance and payroll procedures,
- Overtime, idle time & incentives,
- Direct and indirect labour,
- Remuneration systems and incentives schemes (Halsey, Rowan, Merrick, Taylor, Bedaux, Emerson Plans practical examples).

**4. Overheads: Functional Analysis**

- Factory, administration, selling, distribution, research and development
- Fixed, variable, semi-variable and step cost;
- Factory Overheads, administrative overheads and selling & distribution overheads in brief
- (Overhead rate, Machine rate, Under & over absorption practical examples to be taught)

**(14 Hours)**

**UNIT 3:**

5. **Cost Sheet:**

- Preparation of cost sheet (Simple problems).

6. **Process Costing:**

- Meaning & computation of normal profits, abnormal effectives, and abnormal loss.

**(14 Hours)**

**UNIT 4:**

7. **Contract Costing:**

- Contract meaning, types,
- Job & Batch costing,
- Preparation of contract accounts,
- Escalation clause, calculation of work-in progress, accounting for material, accounting for Plant used in contracts,
- Contract profit & loss, balance sheet

8. **Operating Costing**

- (Basic problem examples to be taught).

**(14 Hours)**

## STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of Cost Accounting and students are advised to go through the material for thorough understanding of the subject:

### MAIN TEXT BOOK

1. **Author's Name(s):** Maheshwari & Mittal (ibid 1)  
**Title:** Elements of Cost accounting  
**Edition:** 1<sup>st</sup> **Year:** 2020  
**Publisher:** A Mahavir Publication
2. **Author's Name(s):** Arora M N (ibid 2)  
**Title:** Cost Accounting –Principles & Practice  
**Edition:** 10<sup>th</sup> **Year:** 2009  
**Publisher:** Vikas Publication
3. **Author's Name(s):** Jain & Narang (ibid 3)  
**Title:** Practical Problems in Cost Accounting  
**Edition:** 14<sup>th</sup> **Year:** 2008  
**Publisher:** Kalyan Publications

### JOURNALS

1. The Accounting Review
2. Journal of Accounting and Finance
3. The Chartered Accountant
4. The Management Accountant
5. The IUP Journal of Accounting Research and Audit Practices
6. The International Journal of Accounting
7. The Journal of Accounting, Auditing, and Finance (JAAF)
8. Indian Journal of Accounting
9. Journal of Commerce and Accounting Research

### WEBSITES & LINKS:

- Dr. L. Kailasam, “Activity Based methods for Purely Financial items”, The Management Accountant, Volume52, No. 5, May 2017, pg. 22-27.
- Kalyani Karna, “Application of Activity Based Costing in Indian Railways-Mission Beyond Book-Keeping”, The Management Accountant, Volume52, No. 5, May 2017, pg. 28-36.
- Sreenivas Garimella, “Pivoting Business Growth with Activity Based Budgeting”, The Management Accountant, Volume52, No. 5, May 2017, pg. 37-41.
- <http://researchjournals.in/documents/published/2230.pdf>.
- <http://www.krepublishers.com/02-Journals/JSS/JSS-23-0-000-10-Web/JSS-23-2-000-10-Abst-PDF/JSS-23-2-135-10-704-Adeyemi-S-L/JSS-23-2-135-10-704-Adeyemi-S-L-Tt.pdf>
- <http://www.shrm.org/education/hrededucation/pages/thompsontechnologyacasestudyinc ontrollinglaborcosts.aspx>

- <http://www.google.co.in/url?sa=t&rct=j&q=research%20article%20on%20absorption%20of%20overheads&source=web&cd=1&cad=rja&ved=0CCoQFjAA&url=http%3A%2F%2Fwww.iiste.org%2FJournals%2Findex.php%2FRJFA%2Farticle%2Fdownload%2F2396%2F2395&ei=wi68UfXAYaYrAf2j4C4Cw&usg=AFQjCNFRXplfLhaXWIEiIspFbyCeT8S4A&bvm=bv.47883778,d.bmk>
- <http://eprints.hud.ac.uk/139/>.

## **LECTURE 1 -2**

### **INTRODUCTION TO COST ACCOUNTING**

#### **OBJECTIVE:**

Cost accounting is the process of accounting for cost. Cost accounting primarily deals with collection, analysis of relevant cost data for interpretation and presentation for various problems of management. This lecture aims to discuss the fundamentals of cost accounting.

#### **CONTENTS:**

- Cost Accounting
- Distinction between Financial Accounting and Cost Accounting
- Costs, Expenditure or Loss
- Difference between Cost Accounting and Management Accounting

#### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS: Q1, Q2**

**LONG ANSWER TYPE QUESTIONS: Q1**

#### **OTHER ASSIGNMENT:**

1. ibid 1, Page No.38 and 39, Essay Type Q 1,27, 8.

#### **SUGGESTED READINGS:**

#### **TEXT BOOKS:**

1. ibid 1, Chapter 1, Page No.1-9
2. ibid 2, Chapter-1, Page No.1.2-1.7

#### **ARTICLES:**

1. David Douglass, "Amore Enlightened Approach to Cost Control," Financial Executive, May 2012, Vol. 28, No. 4, 64-67.
2. D. K. Acharjee, "Cost Accounting Model for Pricing," The Management Accountant, Vol 47, No. 4, April 2012, Pages 390-391.
3. Natarajan, "Cost Accounting Model for Pricing," The Management Accountant, Vol 47, No. 4, April 2012, Pages 390-391.

## **LECTURE 3-4**

### **ELEMENTS & CLASSIFICATION OF COST**

#### **OBJECTIVE:**

Cost accounting is the process of accounting for cost. Cost accounting primarily deals with collection, analysis of relevant cost data for interpretation and presentation for various problems of management. This lecture aims to discuss the fundamentals of cost accounting.

#### **CONTENTS:**

- Cost Centre
- Cost Unit
- Elements of Cost
- Types of Cost
  - Fixed, variable, semi variable & step costs
  - Product costs & period costs
  - Direct & Indirect costs
  - Shut down & sunk Costs
  - Controllable & uncontrollable costs
  - Escapable & inescapable costs.
  - Differential, incremental or decremental costs
  - Out of pocket cost
  - Opportunity costs
  - Conversion cost
  - Prime cost
  - Factory cost
  - Cost of production
  - Cost of sales

#### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q3, Q4, Q5

**LONG ANSWER TYPE QUESTIONS:** Q2, Q3

#### **OTHER ASSIGNMENT:**

1 ibid 1, Page No. 9-30, Essay Type Q 20, 7, 24.

#### **SUGGESTED READINGS:**

#### **TEXT BOOKS:**

1 ibid 1, Chapter 1, Page No.9-30

2 ibid 2, Chapter 1, Page No. 1.12-1.26



## **ARTICLES:**

1. D.Lalithia Rani & Fitsum Kidane . “A Study on Cost Accounting System And Pricing Policy Of Printing Companies In Ethiopia” Research Expo International Multidisciplinary Research Journal 2.2 (2012): 201-209. <<http://researchjournals.in/documents/published/2230.pdf>.>
2. Zsolt Mogyorosy, Peter Smith, “The Main Methodological Issues In Costing Health CareServices: A Literature Review”,  
[http://www.york.ac.uk/media/che/documents/papers/researchpapers/rp7\\_Methodological\\_issues\\_in\\_costing\\_health\\_care\\_services.pdf](http://www.york.ac.uk/media/che/documents/papers/researchpapers/rp7_Methodological_issues_in_costing_health_care_services.pdf)

## **LECTURE 5-8**

### **MATERIAL CONTROL**

#### **OBJECTIVE:**

Cost information is of utmost importance in analysis of profitability of consumers, products, division, regions etc. so as to advise the management on the most appropriate course of action based on the cost efficiency and capability. For this purpose, it is important to study the different material types and their behavior. This lecture deliberates upon the classification of costs on the basis of nature, relation to cost centre, functions and activities, time and managerial decision making purpose.

#### **CONTENTS:**

- Ordering Cost
- Carrying Cost
- Stock out Cost
- Material Cost Control
  - Issuing of materials
    - Materials requisition
    - Bills of materials
    - Materials returned notes
    - Materials transfer note
  - Maintenance of inventory records
  - Records by the storekeeper
    - Bin cards
    - Stores material control record
  - Records by the costing office
    - Store ledger
- Inventory System
  - Periodic inventory system
  - Perpetual inventory system

#### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q5, Q21, Q14

**LONG ANSWER TYPE QUESTIONS:** Q7

## **OTHER ASSIGNMENT:**

1 ibid 1, Page No.118-119, Essay Type Q 1, 4, 19, Practical Q8-Q10

## **SUGGESTED READINGS:**

### **TEXT BOOKS:**

- 1 ibid 1, Chapter 2 Page No.49-70
- 2 ibid 2, Chapter-2, Page No.2.12-2.24

### **ARTICLE:**

- 1 N. Narsaiah, T. Satyanarayana Chary, “Material Cost Analysis in Pharmaceutical Companies: Traditional Costing Vs. Activity Based Costing”, The Management Accountant, Volume51, Issue 3, March 2016

## **LECTURE 9-15**

### **MATERIAL CONTROL: TECHNIQUES**

#### **OBJECTIVE:**

Cost information is of utmost importance in analysis of profitability of consumers, products, division, regions etc. so as to advise the management on the most appropriate course of action based on the cost efficiency and capability. For this purpose, it is important to study the different material types and their behavior. This lecture deliberates upon the classification of costs on the basis of nature, relation to cost centre, functions and activities, time and managerial decision making purpose.

#### **CONTENTS:**

- Valuation of Materials
  - Based on cost price
    - First In First Out Method
    - Last In First Out Method
  - Derived from cost price
    - Average cost method
    - Market price method
- Comparison between LIFO & FIFO
- Inventory control
  - Steps involved in inventory control
    - Purchasing of materials
    - Receiving of materials
    - Inspection of Materials
    - Storage of materials
    - Issuing of materials
    - Maintenance of inventory records
    - Stock Audit.

- Technique of Inventory Control
- Calculation of levels
  - Maximum level
  - Maximum level
  - Minimum level
  - Reorder level
  - Danger level
  - Safety Level
- Techniques
  - EOQ
  - FSDN
  - JIT
  - VED
  - ABC
- Material losses
- Practical questions:
  - EOQ
  - Stock levels
  - FIFO
  - LIFO
  - Average price method

**ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q13, Q22, Q23

**LONG ANSWER TYPE QUESTIONS:** Q6, Q17, Q18, Q19, Q20

**OTHER ASSIGNMENT:**

1 ibid 2, Page No.2.76-2.79, Essay Type Q 25, 27, Practical Q1, Q4, Q7, Q18

**SUGGESTED READINGS:**

**TEXT BOOKS:**

- 1 ibid 1, Chapter 2, Page No.49-111
- 2 ibid 2, Chapter-2, Page No. 2.33-2.72

**ARTICLE:**

- 1 CMA Satya S Mahasuar, “Cost Excellence: An Advanced Tool”, The Management Accountant, Volume51, Issue 11, November 2016

## **LECTURE 16-18**

### **LABOUR COST: INTRODUCTION**

#### **OBJECTIVE:**

Labor is considered as an essential cost element in any manufacturing organization. Thus, it becomes necessary to learn the optimum utilization of labour. These lectures aim to acquaint the students with the effective utilization of labor to reduce the manufacturing cost of the production.

#### **CONTENTS:**

- Direct and Indirect Labour
- Control Over Labour Cost
- Five Major Departments
  - Personnel Department
    - Labour placement requisition
    - Employee's history card
  - Engineering & Work Study Department
    - Preparation of plans & specification for each job scheduled for production.
    - Supervision of production activities
    - Initiation & supervision of research & experimental work
    - Maintaining safety & efficient working conditions
    - Making time & motion studies
    - Making job analysis
    - Setting piece rates
    - Conducting job evaluation & merit rating
  - Time-Keeping Department
    - Attendance time record (handwritten records, token method, time recording clocks etc.)
    - Job time records.(daily time sheet, weekly time sheet, job card, idle time card, labour cost card, piece work card record)
  - Pay Master Department
    - Pay roll accounting
    - Pay slip
    - Prevention of fraud in wage payment
  - Cost Accounting Department
    - Wages abstract
    - Treatment of holiday pay and overtime Concepts

#### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS: Q1, Q11**

**LONG ANSWER TYPE QUESTIONS: Q1, Q5**

### **OTHER ASSIGNMENT:**

1 ibid 1, chapter 3, Page No. 175, Essay Type Q 4, 5, 6.

### **SUGGESTED READINGS:**

#### **TEXT BOOKS:**

1. ibid 1, Chapter 3, Page No. 125-144
2. ibid 2, Chapter3, Page No.3.1-3.24.

#### **ARTICLE:**

Kalyani Karna, "Vitalising MSMES for the Success of -Make in India", The Management Accountant, Volume52, No. 2, Feb 2017, pg. 25-29.

### **LECTURE 19-21**

### **LABOUR COST: REMUNERATION SYSTEMS AND INCENTIVES SYSTEMS**

#### **OBJECTIVE:**

Labor is considered as an essential cost element in any manufacturing organization. Thus, it becomes necessary to learn the optimum utilization of labour. These lectures aim to acquaint the students with the effective utilization of labor to reduce the manufacturing cost of the production.

#### **CONTENTS:**

- Casual workers
- Idle time
  - Causes of idle time
- Overtime Wages
- Labour Turnover
- Methods of wage payment
- Incentive Plans
  - Halsey and Halsey-weir premium plan
  - Rowan Plan
    - Comparison of Halsey incentive plan and rowan plan.
  - Taylor's differential piece rate
- Some Other Plans
  - Emerson's efficiency plan
  - Merrick Plan
  - Bedeaux or points scheme

## **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q2, Q8, Q9

**LONG ANSWER TYPE QUESTIONS:** Q5, Q19, Q20

## **OTHER ASSIGNMENT:**

1 ibid 1, Page No.177, Essay Type Q 2, 8, 13, Practical Q2-Q7

## **SUGGESTED READINGS:**

### **TEXT BOOKS:**

- 1 ibid 1, Chapter 3 , Page No.145-182
- 2 ibid 2, Chapter 3, Page No.3.25-3.60

## **LECTURE 22-24**

### **INTRODUCTION OF OVERHEADS**

#### **OBJECTIVE:**

Overheads are the indirect costs which cannot be allocated to any specific job or process. Overheads cannot be economically identified with specific saleable cost units. This lecture aims to impart the procedure of classification and allocation of overheads to its respective cost centers.

#### **CONTENTS:**

- Classification of Overheads
  - According to nature
    - Indirect material
    - Indirect labour
    - Indirect Expenses
  - According to normality
    - Normal overheads
    - Abnormal overheads
  - According to controllability
    - Controllable overheads
    - Uncontrollable overheads
  - According to variability
    - Fixed overheads
    - Variable overheads
    - Semi-variable overheads
  - According to functions
    - Factory overheads
    - Administrative overheads
    - Selling & distribution overheads

## **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q13, Q14, Q23, Q24

**LONG ANSWER TYPE QUESTIONS:** Q6, Q7, Q8, Q9, Q17, Q18

## **OTHER ASSIGNMENT:**

1 ibid 1, Page No.242-255, Essay Type Q 1, 9, 23, Practical Q1, Q5

## **SUGGESTED READINGS:**

### **TEXT BOOKS:**

- 1 ibid 1, Chapter 4, Page No.192-209
- 2 ibid 2, Chapter-4, Page No. 4.1-4.90

### **ARTICLE:**

- 1 Guin & Balaji, "Regulatory Requirements and Relevance in Audit of Cost Records", The Management Accountant, Volume52, No. 4, April 2017, pg. 66-77.

## **LECTURE 25-30**

### **CLASSIFICATION OF OVERHEADS**

#### **OBJECTIVE:**

The basic objective of these lectures is to provide the understanding of methods of treating over and under absorption of overheads.

#### **CONTENTS:**

- Stages of overheads distribution
  - Collection and Classification of overheads
    - Numerical method
    - Alphabetical or mnemonic method
    - Alphabetical cum numerical method
  - Departmentalization of overheads
    - Allocation of overheads
    - Apportionment of overheads
  - Absorption of overheads
- Distribution of factory overheads
  - Collection & classification of factory overheads
  - Departmentalization of factory overheads
  - Allocation and Apportionment of Overheads
  - Absorption of factory overheads
- Practical Questions
  - Overhead rate

- Machine-Hour Rate
- Under & Over absorption of overheads

### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q13, Q14, Q23, Q24

**LONG ANSWER TYPE QUESTIONS:** Q6, Q7, Q8, Q9, Q17, Q18

### **OTHER ASSIGNMENT:**

1 ibid 1, Page No. 248-254, Essay Type Q 4,5, Practical Q10-18

### **SUGGESTED READINGS:**

### **TEXT BOOKS:**

- 1 ibid 1, Chapter5 Page No.214-260
- 2 ibid 2, Chapter-4, Page No. 4.1-4.88

### **LECTURES 31-36**

### **CLASSIFICATION OF COSTS& PREPARATION OF COST SHEET**

### **OBJECTIVE:**

Cost information is of utmost importance in analysis of profitability of consumers, products, division, regions etc. so as to advise the management on the most appropriate course of action based on the cost efficiency and capability. For this purpose, it is important to study the different types of cost and their behavior. This lecture deliberates upon the classification of costs on the basis of nature, relation to cost centre, functions and activities, time and managerial decision making purpose.

### **CONTENTS:**

- Types of Cost
  - Fixed, variable, semi variable & step costs
  - Product costs & period costs
  - Direct & Indirect costs
  - Shut down & sunk Costs
  - Controllable & uncontrollable costs
  - Escapable & inescapable costs.
  - Differential, incremental or decremental costs
  - Out of pocket cost
  - Opportunity costs
  - Conversion Cost
  - Prime Cost
  - Factory Cost



- Cost Of Production
- Cost Of Sales
- Practical questions
  - Cost Sheet

**ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q1, Q3, Q4, Q13, Q14, Q15

**LONG ANSWER TYPE QUESTIONS:** Q20, Q21, Q22.

**OTHER ASSIGNMENT:**

1 ibid 1, Page No. 38-44, Essay Type Q 26, Practical Q1-Q7

**SUGGESTED READINGS:**

**TEXT BOOKS:**

- 1 ibid 1, Chapter 1, Page No.12-21
- 1 ibid 2, Chapter-1, Page No.1.23-1.42

**ARTICLE:**

1 Kanstiya surendra, “Role of cost Accountants in Predatory Pricing Cases”, The Management Accountant, Volume52, No. 8, August 2017, pg. 39-43.

**LECTURES 37-40**

**PROCESS COSTING**

**OBJECTIVE:**

The objective of these lectures is enumerating the general principles applicable to process costing and identifying the different types of processing.

**CONTENTS:**

- Difference between Job costing and process costing
- Process losses and wastage
- Abnormal process loss
- Abnormal effectives

**ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q8, Q9, Q10, Q11

**LONG ANSWER TYPE QUESTIONS:** Q20, Q21, Q22

**OTHER ASSIGNMENT:**

1 ibid 1, Page No.401-443

**SUGGESTED READINGS:**

**TEXT BOOKS:**

- 1 ibid 1, Chapter 9, Page No.401-406
- 2 ibid 2,Chapter-9, Page No. 9.1-9.50

**LECTURES 41-45**

**PROCESS COSTING**

**OBJECTIVE:**

The objective of these lectures is enumerating the general principles applicable to process costing and identifying the different types of processing.

**CONTENTS:**

- Work-in progress
- Equivalent or effective production
- By product and joint product

**ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q5, Q6, Q7

**LONG ANSWER TYPE QUESTIONS:** Q23, Q24, Q25

**OTHER ASSIGNMENT:**

1 ibid 1, Essay Type Q 1,2,4, Practical Q1-Q15

**SUGGESTED READINGS:**

**TEXT BOOKS:**

- 1 ibid 1, Chapter 9, Page No.421-443
- 2 ibid 2,Chapter-9, Page No. 9.1-9.50

## **LECTURES 46-49**

### **CONTRACT COSTING**

#### **OBJECTIVE:**

The objective of these lectures is to impart knowledge of contract costing with procedure of preparation of contract accounts.

#### **CONTENTS:**

- Special aspects of contract costing
  - Material
  - Labour
  - Plant
  - Indirect expenses
  - Cost plus contracts
  - Extras
  - Sub-contracts
  - Escalation clauses
  - Work certified and payments
  - Work uncertified
  - Material and stores at site.
  - Work in progress
  - Profit on incomplete contracts
  - Profit on complete contracts
  - Balance sheet
  
- Difference between Job Costing and Contract Costing:
  - Nature
  - Place of Execution
  - Time period
  - Fixation of Price

#### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q10, Q21, Q22, Q23

**LONG ANSWER TYPE QUESTIONS:** Q1, Q9, Q19

#### **OTHER ASSIGNMENT:**

1 ibid 1, Page No.340-349, Essay Type Q 1, 3, 5, Practical Q7-Q20

## **SUGGESTED READINGS:**

### **TEXT BOOKS:**

- 1 ibid 1, Chapter 8, Page No. 348-354
- 2 ibid 2, Chapter 8, Page No. 8.2-8.30

## **LECTURES 50-51**

### **JOB AND BATCH COSTING**

#### **OBJECTIVE:**

Job costing method is applied in manufacturing concerns where production is carried on demand or on order of customers. The objective of this lecture is to understand the procedure of costing for specific jobs.

#### **CONTENTS:**

- Job Costing Reports
  - Report ID
  - Report dates card information.
- Job Closing and Costing
- Questions on Job Costing
- Batch Costing
- JIT (just in time)

#### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q11, Q2, Q3

**LONG ANSWER TYPE QUESTIONS:** Q3, Q16

#### **OTHER ASSIGNMENT:**

1 ibid 1, Page No.341-342, Essay Type Q 1, 2, 7, Practical Q1-Q6

## **SUGGESTED READINGS:**

### **TEXT BOOKS:**

- 1 ibid 1, Chapter 8, Page No.338-346
- 2 ibid 2, Chapter-1, Page No. 7.1-7.22

## **LECTURES 52-56**

### **OPERATING OR SERVICE COSTING**

#### **OBJECTIVE:**

Operating costing is applicable where there is mass and repetitive production conducted through different operations. The objective of these lectures is to understand the computation of operating or service cost.

#### **CONTENTS:**

- Meaning of Operating Costing
- Determination of Unit of Cost
- Collecting of Costing data
- Transport Costing
- Power House Costing
- Canteen Costing
- Cinema Costing
- Illustration discussions

#### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q17, Q24, Q25

**LONG ANSWER TYPE QUESTIONS:** Q18, Q20, Q21, Q28

#### **OTHER ASSIGNMENT:**

1 ibid 1, Page No. 470-485, Essay Type Q 1, 4, 5, Practical Q1-Q10

#### **SUGGESTED READINGS:**

#### **TEXT BOOKS:**

- 1 ibid 1, Chapter 10, Page No.468-472
- 2 ibid 2, Chapter-11, Page No. 11.1-11.30.

# **LECTURE PLAN**

## **QUANTITATIVE TECHNIQUES**

**BBA - 104**

**COURSE OUTLINE  
BBA-II SEMESTER  
QUANTITATIVE TECHNIQUES  
BBA 104**

**OBJECTIVES:**

The primary objective of the course is to familiarize the students with the basic statistics and techniques of operations research which can be applied in business decision making.

<b>1. INTERNAL ASSESSMENT AND ASSIGNMENT</b>	<b>25 marks</b>
1. Class Test-I - (Written Test)	15 marks
2. Class Assessment + Attendance	10 marks

**COURSE CONTENTS:**

**UNIT I**

- Definition of Statistics
- Importance of Statistics
- Limitation of Statistics
- Collection of data
- Source of data collection
- Types of Series
- Frequency Distribution
- Graphic Presentation of Frequency Distribution
- Types of Graphs
- Bar Graphs, Histograms
- Measures of Central Tendency
  - Mean
  - Median
  - Mode
- Partition values
  - Quartiles
  - Deciles
  - Percentiles
- Measures of Variation
  - Range
  - IQR
- Quartile Deviation
- Standard Deviation
- Lorenz Curve

**( 14 Hours)**

## UNIT II

- Meaning of Correlation
- Assumptions of Correlation Analysis
- Coefficient of Determination
- Coefficient of Correlation
- Measurement of Correlation
- Karl Person's Method of Correlation
- Spearman's Rank Correlation
- Concurrent Deviation the correlation Coefficient
- Pitfalls and Limitations of Regression Analysis
- Pitfalls and Limitations of Correlation Analysis
- Applications in Real World using IT Tools

**( 14 Hours)**

## UNIT III

- Linear Programming: Concept
- Assumptions of Linear Programming
- Usage of Linear Programming in Business Decision Making
- Formulation of Linear Programming Problems
- Graphical methods of Solving Linear Programming
- Simplex Method of solving Linear Programming
- Problems with mixed constraints of Linear Programming
- Problem of Duality
- Concept and Significance of Business Decision Making.
- Usage & Application in Business Decision Making.

**(14 Hours)**

## UNIT IV

- General Structure of Transportation Problem
- Different Types Methods for Finding Initial Solution
- North-West Corner Rule Method
- Least Cost Method
- Vogel Approximation Method
- Testing for Optimality
- Assignment Problem
- Hungarian Assignment Model
- Unbalanced Assignment Problems
- Restriction in Assignment
- Travelling Salesman Model

**(14 Hours)**



## STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of Quantitative Techniques and Operation Research in Management and students are advised to go through the material for thorough understanding of the subject:

- **MAIN TEXT BOOKS:**

- 1 **Author's Name(s):** Vohra, N.D.  
**Title:** Quantitative Techniques in Management  
**Edition:** 7<sup>th</sup>, **Year:** 2019  
**Publisher:** McGraw Hill Education (ibid 1)
- 2 **Author's Name(s):** Thukral, J.K.  
**Title:** Quantitative Techniques and Operation Research in Management  
**Edition:** III, **Year:** 2019  
**Publisher:** Maximax Publishing House (ibid 2)

- **REFERENCE BOOKS:**

- 3 **Author's Name(s):** Taha, Hamdy  
**Title:** Operations Research: An Introduction  
**Edition:** X, **Year:** 2018  
**Publisher:** Pearson Education (ibid 3)
- 4 **Author's Name(s):** Render, Barry, Stair, R.M., Hanna, M.E., and Badri  
**Title:** Quantitative Analysis for Management  
**Edition:** XIV, **Year:** 2019  
**Publisher:** Pearson Education (ibid 4)

- **JOURNALS/ MAGAZINES:**

- 1 Teaching Statistics (An International Journal for Teachers)

## LECTURES 1-2

### STATISTICS

#### OBJECTIVE:

The objective of these lectures is to provide basic knowledge about statistics including meaning, functions and limitations of statistics.

#### CONTENTS:

- Definition of Statistics
- Importance of Statistics

- Limitation of Statistics

### **ASSIGNMENTS FROM QUESTION BANK:**

SHORT ANSWER TYPE QUESTIONS: Q 19 to 21

### **SUGGESTED READING:**

### **TEXT BOOK:**

1      ibid 2 - 1.1 to 1.6

### **ARTICLES:**

- 1      Karen Y. Holmes, Brett A. Dodd“Teaching Statistics using classic psychology research: An activities–based approach”, Teaching Statistics (An International Journal for Teachers), Vol XXXIV, Spring 2012, Page No. 13
- 2      Michael D. Earnst, “Active Learning? Not with my syllabus”, Teaching Statistics (An International Journal for Teachers), Vol XXXIV, Spring 2012, Page No. 21

### **LECTURES 3-4**

### **COLLECTION OF DATA:**

### **OBJECTIVE:**

The objective of these lectures is to provide basic knowledge about statistics and making them understand the collection of data.

### **CONTENTS:**

- Collecting and Presenting Data
  - Introduction
  - Basis of classification
  - Raw Data
  - Formation of Frequency Distribution
    - Continuous Data Frequency Tables
    - Categorical Frequency Distribution
    - Ungrouped Frequency Distribution
    - Grouped Frequency Distribution
    - Class Limits Class Boundaries ,Class Width ,Class Mark (Midpoint)
    - Cumulative Frequency
    - Relative Frequency
    - Cumulative Relative Frequency (Relative Cumulative Frequency)
- Source of data collection
  - Primary Sources
  - Secondary Sources
  - Difference between Primary Sources and Secondary Sources

**ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS: Q 25**

**LONG ANSWER TYPE QUESTIONS: Q 3**

**SUGGESTED READING:**

**TEXT BOOK:**

1      ibid 2 – 2.1 to 2.4

**ARTICLES:**

- 1      Chris du Feu, “Class Room Projects – Full Stream Ahead”, Teaching Statistics (An International Journal for Teachers), Vol XXXIV, Spring 2012, Page No. 2
- 2      Amy G. Frodich and W. Robert Stephenson, “How much do M & M’s weigh?”, Teaching Statistics (An International Journal for Teachers), Vol XXXV, Spring 2013, Page No. 14

**LECTURES 5-6**

**GRAPHIC PRESENTATION OF FREQUENCY DISTRIBUTION**

**OBJECTIVE:**

The objective is to have knowledge about formulation and presentation of frequency distribution series.

**CONTENTS:**

- Types of Series
  - Individual Series
  - Discrete Series
  - Continuous Series
- Frequency Distribution

**SUGGESTED READING:**

**TEXT BOOK:**

1      ibid 2- 2.9 to 2.16

## **ARTICLES:**

- 1 Lingyun Zhang and KondaswamyGovindaraju, “Sensitivity Analysis in Statistics Teaching”, Teaching Statistics (An International Journal for Teachers), Vol XXXIV, Spring 2018, Page No. 38
- 2 Laura Ziegler and Joan Garfield, “Exploring Students intuitive ideas of randomness using an iPod shuffle activity”, Teaching Statistics (An International Journal for Teachers), Vol XXXV, Spring 2013, Page No. 2

## **LECTURES 7-9**

### **TYPES OF GRAPHS**

#### **OBJECTIVE:**

The objective is to make them able to make different types of graphs.

#### **CONTENTS:**

- Graphic Presentation of Frequency Distribution
  - Bar Charts
  - Multiple Bar Charts
  - Histogram
  - Percentage Relative Frequency Histograms
  - Frequency Polygon
  - Cumulative Frequency Polygons(Ogive)
  - Pareto Chart
  - Pie Chart
  - Pictograph

#### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS: Q 17**

**LONG ANSWER TYPE QUESTIONS: Q 9**

#### **SUGGESTED READING:**

#### **TEXT BOOK:**

- 1 ibid 2- 2.17 to 2.25

## **ARTICLES:**

- 1 Robert Brooks, “Using Carbon Emissions data to ‘heat up’ descriptive statistics”, Teaching Statistics (An International Journal for Teachers), Vol XXXIV, Spring 2019, Page No. 25

- 2 Lawrence M. Lesser, “Using Context to classify variables”, Teaching Statistics (An International Journal for Teachers), Vol XXXV, Spring 2013, Page No. 29-31

## **LECTURES 10-12**

### **MEASURES OF CENTRAL TENDENCY**

#### **OBJECTIVE:**

The objective of these lectures is to provide knowledge about measures of central tendency and the calculation of these measures in different series.

#### **CONTENTS:**

- Types of averages
  - Arithmetic Mean
  - Simple arithmetic mean for individual observations
  - Simple arithmetic mean for discrete series
  - Simple arithmetic mean for discrete series-Short cut method
  - Simple arithmetic mean for continuous series
  - Simple arithmetic mean for continuous series-Short cut method
  - Simple arithmetic mean for continuous series-Step deviation method
  - Weighted arithmetic mean
  - Correcting incorrect values
  - AM for open –ended classes
- Median
  - For individual observations
  - For discrete series
  - For continuous series
  - Calculation of median when class intervals are unequal
  - Mode
  - For individual observations
  - For discrete series
  - For continuous series
- Partition values
  - Quartiles
  - Deciles
  - Percentiles

#### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS: Q 5, 8, 10, 12, 18**

**LONG ANSWER TYPE QUESTIONS: Q 1, 6, 10, 12**

#### **SUGGESTED READING:**

#### **TEXT BOOK:**

1. ibid 2 – 3.1 to 3.58

## **ARTICLES:**

- 1 Jean Claude Girard, “Statistics in the speed cameras - debate”, Teaching Statistics (An International Journal for Teachers), Vol XXXV, 2019, Page No. 61
- 2 Yonggang Lu, Kevin S.S. Henning, “Are Statistician cold – blooded bosses? A new perspective on the ‘old’ concept of statistical population”, Teaching Statistics (An International Journal for Teachers), Vol XXXV, Spring 2013, Page No. 66

## **LECTURES 13-14**

### **MEASURES OF VARIATION**

#### **OBJECTIVE:**

The objective of these lectures is to provide basic knowledge about measures of variation and deviations.

#### **CONTENTS:**

- Measures of Variation
  - Range
  - IQR
- Quartile Deviation
- Standard Deviation
- Lorenz Curve

#### **ASSIGNMENTS FROM QUESTION BANK:**

LONG ANSWER TYPE QUESTIONS: Q 2,8,20, 22

#### **SUGGESTED READING:**

#### **TEXT BOOK:**

1. ibid 2 – 4.1-4.42

## **ARTICLES:**

1. Dai Treng Le, “Bringing Data to Life into an Introductory Statistics Course with Gapminder”, Teaching Statistics (An International Journal for Teachers), Vol XXXV, Spring 2018, Page No. 114
2. Lisbeth K. Cordann, “Scenarios for motivating the learning of variability: An Example of Finances”, Teaching Statistics (An International Journal for Teachers), Vol XXXV, Spring 2013, Page No. 123

## **UNIT II**

### **LECTURES 15-16**

#### **CORRELATION ANALYSIS :**

##### **OBJECTIVE:**

The objective is to have knowledge about the meaning and the analysis of correlation.

##### **CONTENTS:**

- Correlation Coefficient
- Assumptions of Correlation Analysis

##### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS: Q 1, 2, 7, 8**

**LONG ANSWER TYPE QUESTIONS: Q 22**

##### **SUGGESTED READING:**

##### **TEXT BOOK:**

1. ibid 1 – 5.1-5.46

##### **ARTICLES:**

1. Oliver Knss, “The danger of dichotomizing continuous variables: A visualization” Teaching Statistics (An International Journal for Teachers), Vol XXXV, Spring 2013, Page No. 78
2. Roberto C. Quinino, Edna A. Reis, Luparcio F. Bessegato, “Using the coefficient of determination  $R^2$ ”, Teaching Statistics (An International Journal for Teachers), Vol XXXV, Spring 2013, Page No. 84

### **LECTURES 17-18**

#### **COEFFICIENTS OF DETERMINATION AND CORRELATION**

##### **OBJECTIVE:**

The objective is to make them able to understand about the concept and calculation of Coefficient of Correlation and Determination.

##### **CONTENTS:**

- The Correlation Coefficient
- The Coefficient of Determination

**ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS: Q 8**

**SUGGESTED READING:**

**TEXT BOOK:**

1. ibid 1- 5.34-5.43

**LECTURES 19-21**

**MEASUREMENT OF CORRELATION**

**OBJECTIVE:** The objective is to give them knowledge about the concept and calculation of method of correlation.

**CONTENTS:**

- Karl Person's Method of Correlation
- Spearman's Rank correlation

**ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS: Q 9 to 12**

**LONG ANSWER TYPE QUESTIONS: Q 2, 5, 6**

**SUGGESTED READING:**

**TEXT BOOK:**

- 1 ibid 1- 5.12-5.35

**LECTURES 22-24**

**COEFFICIENTS OF DETERMINATION AND CORRELATION**

**OBJECTIVE:**

The objective is to make them able to understand about the concept and calculation of Coefficient of Correlation and Determination.



## **CONTENTS:**

- The Correlation Coefficient
- The Coefficient of Determination
- Concurrent Deviation the Correlation Coefficient

## **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS: Q 22, 23**

**LONG ANSWER TYPE QUESTIONS: Q 8,9**

## **SUGGESTED READING:**

### **TEXT BOOK:**

1. ibid 1- 5.4-5.5

## **ARTICLES:**

1. MarunKozak, AgnieszkaWnuk , “Including the Tukey Mean – Difference (Bland – Altman) Plot in a Statistics Course”, Teaching Statistics (An International Journal for Teachers), Vol XXXV, Spring 2019, Page No. 83
2. Dustin L. Jones & Stephen M. Scariano , “Measuring the variability of data from other values in the set”, Teaching Statistics (An International Journal for Teachers), Vol XXXV, Spring 2013, Page No. 93

## **LECTURES 25-29**

## **COEFFICIENTS OF DETERMINATION AND CORRELATION**

### **OBJECTIVE:**

The objective is to make them able to understand about the pitfalls, limitations and applications of Coefficient of Correlation and Determination.

### **CONTENTS:**

- Pitfalls and Limitations Associated with Regression Analysis.
- Limitations of Correlation Analysis.
- Applications of Correlation and Regression.

## **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS: Q 24**

**LONG ANSWER TYPE QUESTIONS: Q 1, 2**

## **SUGGESTED READING:**

### **TEXT BOOK:**

1. ibid 1- 6.1-6.36

### **ARTICLES:**

1. Jose Luis Angel Rodriguez Silva, Mario Sanchez Aguilar , “Using context variety and students’ discussions in recognizing statistical situations”, Teaching Statistics (An International Journal for Teachers), Vol XXXVIII, Spring 2016, Page No. 22
2. David Trafimow, “The attention of correlation coefficients: a statistical literacy issue”, Teaching Statistics (An International Journal for Teachers), Vol XXXVIII, Spring 2016, Page No. 25

## **UNIT III**

### **LECTURES 30-33**

### **LINEAR PROGRAMMING**

#### **OBJECTIVE:**

The objective is to make them aware about the concept and usage of assumptions in business decision making.

#### **CONTENTS:**

- Concept of Linear Programming
- Assumptions of Linear Programming
- Usage of assumptions in Business Decision Making
- Formulation of Linear Programming Problem.

#### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q 20, 21

**LONG ANSWER TYPE QUESTIONS:** Q 3

## **SUGGESTED READING:**

### **TEXT BOOK:**

1. ibid 1- 7.1-7.5

## **LECTURES 34-37**

### **SIMPLEX METHOD**

#### **OBJECTIVE:**

The objective is to make them able to handle and analyse Linear Programming Problems formulate earlier with the help of graphical and simplex methods in the presence of mixed constraints as well.

#### **CONTENTS:**

- Graphical Method of Solving Linear Programming
- Simplex Method of Solving Linear Programming
- Simplex Method with mixed constraints

#### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS: Q 1,2,3,11**

**LONG ANSWER TYPE QUESTIONS: Q 4, 5, 6, 7**

#### **SUGGESTED READING:**

#### **TEXT BOOK:**

1. ibid 1- 7.6-7.26

## **LECTURES 38-42**

### **DUALITY IN LINEAR PROGRAMMING**

#### **OBJECTIVE:**

The objective is to make them aware about the concept and usage of assumptions in business decision making.

#### **CONTENTS:**

- Concept of Duality
- Significance of Duality in Linear Programming Problems
- Usage and Application of LPP in Business Decision Making

#### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS: Q 15**

**LONG ANSWER TYPE QUESTIONS: Q 1, 2**

**SUGGESTED READING:**

**TEXT BOOK:**

1. ibid 1- 8.46-8.60

**UNIT IV**

**LECTURES 43-46**

**TRANSPORTATION PROBLEMS**

**OBJECTIVE:**

The objective is to acquaint them with the idea about solving transportation problems and applying different methods of analyzing transportation problems namely North-West Corner Rule, Least Cost Method.

**CONTENTS:**

- General Structure of Transportation Problem
- Concept of solving Transportation Problem
- Methods for Finding Initial Solution by North-West Corner Rule
- Least Cost Method of solving Transportation Problem

**ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS: Q 11 to 14**

**LONG ANSWER TYPE QUESTIONS: Q 21, 23**

**SUGGESTED READING:**

**TEXT BOOK:**

1. ibid 1- 9.1-9.70

**ARTICLE:**

- 1 Kate Richards and Neville Davies, “Cleaning data: guess the olympian”, Teaching Statistics (An International Journal for Teachers), Vol XXXIV, Spring 2019, Page No. 31

## **LECTURES 47-49**

### **ASSIGNMENT PROBLEMS**

#### **OBJECTIVE:**

The objective is to give them knowledge about finding Initial solution by Vogel Approximation Method and teaching them the concept, different methods of solving assignment problem.

#### **CONTENTS:**

- Methods for Finding Initial Solution by Vogel Approximation Method
- Testing for Optimality
- Concept of Assignment Problem
- Solving Assignment Problem
- Different Methods Operations of Assignment Problem

#### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS: Q 1 to 4**

**LONG ANSWER TYPE QUESTIONS: Q 3, 6, 11**

#### **SUGGESTED READING:**

##### **TEXT BOOK:**

1. ibid 1- 9.21-9.64

## **LECTURES 50-54**

### **SCHEDULING**

#### **OBJECTIVE:**

The objective is to keep them upgraded by the knowledge about scheduling problems, Shop Floor Control and Gantt Charts.

#### **CONTENTS:**

- Scheduling Problems
- Shop Floor Control
- Gantt Charts

#### **SUGGESTED READING:**

##### **TEXT BOOK:**

1. ibid 1- 12.1-12.7

## **LECTURES 55-56**

### **JOB SCHEDULING**

#### **OBJECTIVE:**

The objective is to make them aware about principles of work center scheduling, principles of job shop and personnel scheduling .

#### **CONTENTS:**

- Principles of Work Center Scheduling
- Principles of Job Shop
- Scheduling
- Personnel Scheduling.

#### **SUGGESTED READING:**

#### **TEXT BOOK:**

1. ibid 1- 12.8-12.36

# **LECTURE PLAN**

## **E-COMMERCE**

### **BBA-106**

**COURSE OUTLINE**  
**B.COM(H) - VI SEMESTER**  
**E-COMMERCE – BBA 106**

**L - 4 Credits - 04**

**OBJECTIVES:**

The course imparts understanding of the concepts and various application issues of e-commerce like Internet infrastructure, security over internet, payment systems and various online strategies for e-business.

**INTERNAL ASSESSMENT AND ASSIGNMENT** **25 marks**

- |   |          |
|---|----------|
| 1. Class Test-I – (Individual Presentation+ Class Assessment) | 10 marks |
| 2. Class Test-II - (Written Test)                             | 10 marks |
| 3. Attendance   | 05 marks |

**COURSE CONTENTS:**

**1. Introduction to E-Commerce**

- Meaning, Nature and Concepts
- Advantages, Disadvantages and reasons for transacting online
- Electronic Commerce
- Types of Electronic Commerce
- Electronic Commerce Models
- Challenges and Barriers in E-Commerce environment
- Transition to E-Commerce in India
- Indian readiness for E-Commerce
- E-transition challenges for Indian Corporate.

**(14 Hours)**

**2. HTML**

- Elements, tags and basic structure of HTML files
- Basic and Advanced text formatting
- Multimedia components in HTML documents
- Designing a web page: Document Layout
- List, Tables, Hyperlink
- Working with frames, forms and controls

**(14 Hours)**

**3. Electronic Payment System**

- Digital Payment Requirements
- Electronic Payment systems



- Types of Electronic Payment systems
- Concept of E-Money
- Infrastructure issues and risks in EPS
- Electronic Fund Transfer

#### **Security Issues in E-Commerce**

- Needs and concepts
- Electronic Commerce Security Environment
- Security Threats in E-Commerce Environment
- Cryptography
- Basics of Encryption and Decryption

**(14 Hours)**

#### **4. E-Commerce Applications**

- E-Commerce applications in various industries
- Emerging Trends in E-Commerce
- Mobile Commerce
- Technological and Social considerations
- Regulatory and Ethical considerations in E-Commerce

**(14 Hours)**

## STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of E Commerce, and students are advised to go through the material for thorough understanding of the subject:

### ➤ TEXT BOOKS:

1. **Author's Name(s):** Dave Chaffey  
**Title:** E- Business and E- Commerce management- Strategy, Implementation and Practice  
**Edition:** 4th Year 2013  
**Publisher:** Prentice Hall (ibid 1)
2. **Author's Name(s):** Bharat Bhaskar  
**Title:** Electronic Commerce  
**Edition:** 4<sup>th</sup> Year 2014  
**Publisher:** Tata McGraw Hill (ibid 2)

### ➤ REFERENCE BOOKS:

1. **Author's Name(s):** Joseph, P.T. and S.J.  
**Title:** E-Commerce – An Indian Perspective  
**Edition:** 4<sup>th</sup> Year 2013  
**Publisher:** PHI (ibid 3)
2. **Author's Name(s):** Efraim Turban, David King, Dennis Viehland, Jae Lee,  
**Title:** Electronic Commerce – A Managerial Perspective  
**Edition:** 7th Year 2014  
**Publisher:** Tata McGraw Hill (ibid 4)
3. **Author's Name(s):** Elias M. Awad  
**Title:** E-Commerce- From Vision to fulfilment  
**Edition:** 4th Year: 2013  
**Publisher:** PHI Learning (ibid 5)
4. **Author's Name(s):** Anuradha Aggarwal  
**Title:** Computer Applications II(Web technology, HTTP and HTML Concepts  
**Edition:** 4th Year: 2015  
**Publisher:** Scholar and Marshal Publisher (ibid 6)
5. **Author's Name(s):** Dr. Sushila Madan  
**Title:** E-Commerce  
**Edition:** 3rd Year: 2020  
**Publisher:** MKM Publisher Pvt. Ltd. (ibid 7)

## ➤ JOURNALS:

1. International Journal of Research and Development - A Management Review (IJRDMR)
2. International Journal of Advanced Research in Computer Science and Software Engineering
3. IUP Journal of Information Technology
4. International Journal of u- and e- Service, Science and Technology
5. Electronic Commerce Research and Applications
6. International Journal of Computing & Business Research
7. Journal of Management Information System & E-commerce

## ➤ E-BOOKS:

1. **Title:** Impact of E-Commerce on Consumers and Small Firms  
**By :** Gray, Colin; Zappalà, Salvatore. Aldershot, England : Routledge. 2006. eBook.,  
**Database:** eBook Collection (EBSCOhost)
2. **Title:** Applying E-Commerce in Business  
**By:** Tassabehji, Rana. London : SAGE Publications Ltd. 2003. eBook.,  
**Database:** eBook Collection (EBSCOhost)
3. **Title:** Building E-commerce Solutions with WooCommerce : Learn to Transform Your WordPress Website Into a Fully Featured Online Store  
**By:** Ravensbergen, Robbert. Series: Community Experience Distilled. Birmingham, UK : Packt Publishing. 2013. eBook.,  
**Database:** eBook Collection (EBSCOhost)
4. **Title:** E-business Essentials  
**By:** Bontis, Nick. Greenwich, Conn : Information Age Publishing. 2004. eBook., **Database:** eBook Collection (EBSCOhost)

## LECTURES 1 -4

### INTRODUCTION TO E-COMMERCE

#### OBJECTIVE:

The objectives of these lectures is to introduce the students with the whole concept of Electronic Commerce. Since e-commerce involves procurement and selling of services or products using electronic systems like Internet and other computer networks, students would also be given a concise idea of technical aspect.

## **CONTENTS:**

### ➤ **Introduction to E-Commerce:**

- Meaning, nature and concept of Electronic Commerce
- Difference between Electronic Commerce and Electronic Business
- Advantages and Disadvantages of Electronic Commerce
- Reasons for online transaction of Electronic Commerce

## **ASSIGNMENTS FROM QUESTION BANK:**

### **UNIT I**

**SHORT ANSWER TYPE QUESTIONS: Q 1, 2, 3**

**LONG ANSWER TYPE QUESTIONS: Q 4, 7,8**

### **OTHER ASSIGNMENTS:**

- 1 ibid 5, Page No. 58, Q 1-17
- 2 ibid 2, Page No. 42, Review Questions Q 1-4
- 3 ibid 3, Page No. 35, Q1-10

### **SUGGESTED READINGS:**

#### **TEXT BOOKS:**

- 1 ibid 1, Page No. 6-50
- 2 ibid 2, Page No. 2-15

#### **REFERENCE BOOKS:**

- 1 ibid 3, Page No. 1-34
- 2 ibid 4, Page No. 4-25

#### **ARTICLES:**

1. AlkaRaghunath&MurliDharPanga, “Problem and Prospects of E-Commerce” International Journal of Research and Development - A Management Review (IJRDMR) Volume-2, Issue – 1, 2013. Available at [http://www.irdindia.in/Journal\\_IJRDMR/PDF/Vol2\\_Iss1/10.pdf](http://www.irdindia.in/Journal_IJRDMR/PDF/Vol2_Iss1/10.pdf)
2. Shu-Fei Yang, ” An eye-tracking study of the Elaboration Likelihood Model in online shopping”, Elsevier, Electronic commerce- Research and application, December 2014.

- 3 Abdul Gaffar Khan, “Electronic Commerce: A Study on Benefits and Challenges in an Emerging Economy”, Global Journal of Management and Business Research: B Economics and Commerce, Volume 16 Issue 1 Version 1.0 Year 2016.
- 4 Niranjnamurthy, M., Kavyashree, N., Jagannath, S., & Chahar, D. (2013). Analysis of e-commerce and m-commerce: advantages, limitations and security issues. International Journal of Advanced Research in Computer and Communication Engineering, 2(6), 2360-2370.

## **LECTURES 5-7**

### **MODELS OF E-COMMERCE**

#### **OBJECTIVE:**

The first step in the understanding of e-commerce is to identify the e-commerce model. The objective of these lectures is to introduce the students with the whole concept of Electronic Commerce Models. Their application, benefits and limitation would also be given due importance.

#### **CONTENTS:**

- Electronic Commerce Models
  - Storefront Model
  - Click-And-Mortar Model
  - Built to Order Merchant Model
  - Service Provider Model
  - Subscription-Based Access Model
  - Prepaid Access Model
  - Broker Model
  - Advertiser Model
  - Portal Site Model
  - Free Access Model
  - Virtual Mall Model
  - Virtual Community Model
  - Info-mediary Model

#### **ASSIGNMENTS FROM QUESTION BANK:**

#### **UNIT I**

**SHORT ANSWER TYPE QUESTIONS:** Q 9, 10, 11

**LONG ANSWER TYPE QUESTIONS:** Q 12,15,13

### **OTHER ASSIGNMENTS:**

- 1 ibid 1, Page No. 114, Q 1-21
- 2 ibid 3, Page No. 96, Q1-10

### **SUGGESTED READINGS:**

#### **TEXT BOOKS:**

- 1 ibid 1, Page No. 66-105
- 2 ibid 2, Page No. 46-60

#### **REFERENCE BOOKS:**

- 1 ibid 3, Page No. 37-96
- 2 ibid 4, Page No. 26-34

#### **ARTICLES:**

1. Lee, C. S. (2001). An analytical framework for evaluating e-commerce business models and strategies. *Internet Research*, 11(4), 349-359.
2. Mahadevan, B. (2000). Business models for Internet-based e-commerce: An anatomy. *California management review*, 42(4), 55-69.

### **LECTURES 8-9**

#### **CHALLENGES AND BARRIERS IN E-COMMERCE**

##### **OBJECTIVE:**

The objective of these lectures is to introduce the students with Electronic Commerce challenges and Barriers. After getting students acquainted with types of electronic commerce, the various applications of Electronic commerce technologies would be discussed in detail.

##### **CONTENTS:**

- Challenges in Electronic Commerce environment
  - Failure to understand customers
  - Distribution channels
  - Technology
  - Branding
  - Legal issues

- Barriers in Electronic Commerce environment
  - Lack of skilled personnel
  - Cultural and legal impediments
  - Political structures who have not kept up with the technology
  - Lack of information

## **ASSIGNMENTS FROM QUESTION BANK:**

### **UNIT I**

**SHORT ANSWER TYPE QUESTIONS:** Q 20, 21,15

**LONG ANSWER TYPE QUESTIONS:** Q 1, 5, 14

### **OTHER ASSIGNMENT:**

1 ibid 3, Page No. 433, Q 2-3

### **SUGGESTED READINGS:**

#### **TEXT BOOKS:**

1 ibid 1, Page No. 98-107

#### **REFERENCE BOOK:**

1 ibid 3, Page No. 423-428

#### **ARTICLES:**

- 1 Willem Standaert, Steve Muylle, Isabelle Amelinckx,” An empirical study of electronic reverse auction project outcomes”, Elsevier, Elsevier, Electronic commerce- Research and application, December 2014.
- 2 D. K. Gangeshwer, “E-Commerce or Internet Marketing: A Business Review from Indian Context”, International Journal of u- and e- Service, Science and Technology, Vol.6, No.6 (2013), pp.187-194, <http://dx.doi.org/10.14257/ijunesst.2013.6.6.17>.
- 3 Eduard Alexandru Stoica, “New Technologies Shaping the E-Commerce Environment”, Marketing, Commerce and Tourism and a New Paradigm of Change, November 2012.
- 4 Chen, B., & Wang, B. (2017). Location selection of logistics center in e-commerce network environments. American Journal of Neural Networks and Applications, Science Publishing Group, 3(4), 40-48.

## **LECTURES 10-14**

### **ECOMMERCE IN INDIA**

#### **OBJECTIVE:**

The objective of these lectures is to discuss e-commerce in India. The whole concept of Internet and World Wide Web would be explained.

#### **CONTENTS:**

- Transition to E-commerce in India
- Indian readiness for E-Commerce
- E-Transition challenges for Indian corporate

#### **ASSIGNMENTS FROM QUESTION BANK:**

##### **UNIT I**

**SHORT ANSWER TYPE QUESTIONS:** Q 17,18

**LONG ANSWER TYPE QUESTIONS:** Q 2,8,9, 22

#### **OTHER ASSIGNMENTS:**

- 1 ibid 1, Page No. 194, Q 1-10
- 2 ibid 3, Page No. 153, Q 1-5

#### **SUGGESTED READINGS:**

#### **TEXT BOOKS:**

- 1 ibid 5, Page No. 122-162
- 2 ibid 2, Page No. 87-98

#### **REFERENCE BOOK:**

- 1 ibid 3, Page No. 98-137

#### **ARTICLES:**

- 1 Lawal Mohammed Ma'aruf & Khadija Abdulkadir, "An overview of e-commerce implementation in developed and developing country; A case study of United State and Nigeria", International Journal of Modern Engineering Research (IJMER), Vol.2, Issue.5,



Sep.-Oct.. 2012 pp-3068-3080. Available at  
[http://www.ijmer.com/papers/Vol2\\_Issue5/S02530683080.pdf](http://www.ijmer.com/papers/Vol2_Issue5/S02530683080.pdf).

- 2 Petri Parvinen ,Harri Oinas- Kukkonen, Maurits Kaptein, “E-selling: A new avenue of research for service design and online engagement”, Elsevier, Electronic commerce- Research and applications, December 2014.
- 3 Monica Law, Ron & Mark Ng, “An extended online purchase intention model for middle-aged online users” Electronic Commerce Research and Applications, Vol. 20, Pages 132–146, December 2016.
- 4 Ying Yang, Paul Humphreys, Ronan McIvor, (2006) "Business service quality in an e-commerce environment", Supply Chain Management: An International Journal, Vol. 11 Issue: 3, pp.195-201, <https://doi.org/10.1108/13598540610662086>

## **LECTURES 15-18**

### **HTML**

#### **OBJECTIVE:**

This would help the students to build their base of HTML. The elements and tags that are significantly used in creating the webpages.

#### **CONTENTS:**

- HTML Introduction
- HTML Editors
- HTML Basics
- HTML elements
- Nested HTML elements
- Empty elements

#### **ASSIGNMENTS FROM QUESTION BANK:**

### **UNIT II**

**SHORT ANSWER TYPE QUESTIONS:** Q1, 2, 3, 4

#### **SUGGESTED READING:**

#### **TEXT BOOK:**

- 1 ibid 6, Page No. 15-45

## **LECTURES 19-21**

### **BASIC AND ADVANCED TEXT FORMATTING**

#### **OBJECTIVE:**

To learn how to use lesser known HTML elements to markup advanced semantic features.

#### **CONTENTS:**

- HTML Formatting Elements
  - <b> - Bold text
  - <strong> - Important text
  - <i> - Italic text
  - <em> - Emphasized text
  - <mark> - Marked text
  - <small> - Small text
  - <del> - Deleted text
  - <ins> - Inserted text
  - <sub> - Subscript text
  - <sup> - Superscript text

#### **ASSIGNMENTS FROM QUESTION BANK:**

### **UNIT II**

**SHORT ANSWER TYPE QUESTIONS:** Q7, 8, 9, 10, 11

#### **SUGGESTED READING:**

#### **TEXT BOOK:**

1 ibid 6, Page No. 46-52

## **LECTURES 22**

### **MULTIMEDIA COMPONENTS IN HTML DOCUMENTS**

#### **OBJECTIVE:**

The objective of this lecture is to study the various basic and advanced HTML texts and their formatting. This helps the students in adding the content with proper formatting in the webpage document.

## **CONTENTS:**

- Images
- Music
- Sound
- Videos

## **ASSIGNMENTS FROM QUESTION BANK:**

### **UNIT II**

**SHORT ANSWER TYPE QUESTIONS:** Q13, 14, 15

## **SUGGESTED READING:**

### **TEXT BOOK:**

1 ibid 6, Page No. 55-59

### **LECTURES 23-24**

## **DESIGNING A WEB PAGE: DOCUMENT LAYOUT**

### **OBJECTIVE:**

The objectives of this lecture is to study the various basic and advanced HTML texts and their formatting. This helps the students in adding the content with proper formatting in the webpage document.

## **CONTENTS:**

- Basic sections of a document
- HTML for structuring content
- HTML Layouts
- HTML layout Elements

## **ASSIGNMENTS FROM QUESTION BANK:**

### **UNIT II**

**SHORT ANSWER TYPE QUESTIONS:** Q14,18

## **SUGGESTED READING:**

## **TEXT BOOK:**

1 ibid 6, Page No. 15-45

## **LECTURES 25-26**

### **LIST, TABLES, HYPERLINK**

#### **OBJECTIVE:**

The objectives of this lecture is to study the various basic and advanced HTML texts and their formatting. This helps the students in adding the content with proper formatting in the webpage document.

#### **CONTENTS:**

- HTML links
  - Hyperlinks
  - Syntax
  - Local links
  - HTML Link colors
  - The target attributes
  - Image as a link
- HTML Tables
  - Defining HTML table
  - Border
  - Cell padding
  - Border spacing
  - Colspan attribute
  - Rowspan Attribute
  - Adding caption
- HTML lists
  - Ordered List
  - Unordered List
  - Description Lists
  - Nested HTML Lists

#### **ASSIGNMENTS FROM QUESTION BANK:**

#### **UNIT II**

#### **SHORT ANSWER TYPE QUESTIONS: Q23,25**

## **SUGGESTED READING:**

### **TEXT BOOK:**

1. ibid 6, Page No. 53-65

## **LECTURES 27-28**

### **WORKING WITH FRAMES, FORMS AND CONTROLS**

#### **OBJECTIVE:**

The objectives of this lecture is to study the various basic and advanced HTML texts and their formatting. This helps the students in adding the content with proper formatting in the webpage document.

#### **CONTENTS:**

- HTML Forms
  - Form Elements
  - Input types
  - Input Attributes
    - HTML Frames
  - Attributes and description
    - HTML Controls
    - Control Attributes

#### **ASSIGNMENTS FROM QUESTION BANK:**

### **UNIT II**

#### **SHORT ANSWER TYPE QUESTIONS: Q20,21**

## **SUGGESTED READING:**

### **TEXT BOOK:**

- ibid 6, Page No. 66-75

## **LECTURES 29-30**

### **ELECTRONIC MONEY & ELECTRONIC PAYMENT SYSTEMS**

#### **OBJECTIVE:**

The objective of these lectures is to introduce the students with the concept of Electronic Payment System. They would be given detailed idea of how EPS works and also the types of Electronic Money involved.

#### **CONTENTS:**

- Electronic Payment System
- Electronic Money(E-money)
- Types of Electronic Money
  - Identified and Online
  - Identified and Offline
  - Anonymous and Online
  - Anonymous and Offline
- The ACID Test
  - Atomicity
  - Consistency
  - Isolation
  - Durability
- The ICES Test
  - Interoperability
  - Conservation
  - Economy
  - Scalability

#### **ASSIGNMENTS FROM QUESTION BANK:**

#### **UNIT III**

**SHORT ANSWER TYPE QUESTIONS: Q 1, 3,5**

**LONG ANSWER TYPE QUESTIONS: Q 4, 7,9**

#### **OTHER ASSIGNMENTS**

1 ibid 1, Page No. 323, Case Study : Paypal Has Company

## **SUGGESTED READINGS:**

### **TEXT BOOKS:**

- 1 ibid 5, Page No. 306-318
- 2 ibid 2, Page No.263-280

### **ARTICLES:**

- 1 Peter M Ogedebe, Babatunde Peter Jacob “E-Payment: Prospects and Challenges in Nigerian Public Sector” International Journal of Modern Engineering Research (IJMER) Vol.2, Issue.5, Sep.-Oct. 2012 pp-3104-3106. Available at [http://www.ijmer.com/papers/Vol2\\_Issue5/X02531043106.pdf](http://www.ijmer.com/papers/Vol2_Issue5/X02531043106.pdf)
- 2 Tomi Dahlberg, JieGuoa, b, Jan Ondrus, “A critical review of mobile payment research”, Electronic Commerce Research and Applications, Volume 14, Issue 5, September–October 2015, pp. 265–284
- 3 Wright, D. (2002). Comparative evaluation of electronic payment systems. *INFOR: Information Systems and Operational Research*, 40(1), 71-85.
- 4 Singh, S. (2009). Emergence of payment systems in the age of electronic commerce: The state of art. In 2009 First Asian Himalayas International Conference on Internet.

## **LECTURES 31-32**

### **ELECTRONIC MONEY: CHEQUES, DEBIT CARDS, CREDIT CARDS**

#### **OBJECTIVE:**

This part of unit deals with transactions and concept of electronic cash and cheques. The objective of these lectures is to introduce the students with the concept of Electronic Transaction Systems and Types of Electronic Payment Media and their associated security concerns.

#### **CONTENTS:**

- Electronic Transaction Systems
- Secure Electronic Transactions
- Types of Electronic Payment Media
  - National Fund Transfer Related Type
  - Digital cash or Electronic Money
- Electronic Cash
  - Electronic Cash System
  - Security Systems for Electronic Cash
  - Benefits and Risks of Electronic Cash

## **ASSIGNMENTS FROM QUESTION BANK:**

### **UNIT III**

**SHORT ANSWER TYPE QUESTIONS:** Q 10,15,19

**LONG ANSWER TYPE QUESTIONS:** Q 10,12,17

### **OTHER ASSIGNMENTS:**

- 1 ibid 5, Page no: 328, Ques.18
- 2 ibid 2, Page no: 339 Case Study: Online Payment of Railway Tickets

### **SUGGESTED READINGS:**

#### **TEXT BOOKS:**

- 1 ibid 5, Page No. 302-304
- 2 ibid 2, Page No. 497-502

#### **REFERENCE BOOK:**

- 1 ibid 4, Page No. 528-538

#### **ARTICLES:**

1. Shy, O., & Tarkka, J. (2002). The market for electronic cash cards. *Journal of Money, Credit and Banking*, 299-314.
2. Borzekowski, R., Elizabeth, K. K., & Shaista, A. (2008). Consumers' use of debit cards: patterns, preferences, and price response. *Journal of money, credit and banking*, 40(1), 149-172.

### **LECTURES 33-34**

#### **ELECTRONIC PAYMENT SYSTEM: SMART CARDS**

#### **OBJECTIVE:**

The objective of these lectures is to introduce the students with the concept of Smart cards, DigiCash and Electronic Fund Transfer. In electronic payment system smart cards can provide identification, authentication, data storage and application processing. Students would be given a detailed idea of smart cards and its working.



## **CONTENTS:**

- Electronic Cheque System
  - Benefits and Risks of Electronic Cheques
- Credit Cards
  - Benefits and Concern for Credit cards
- Debit Cards
  - Benefits and Concern for Credit cards
- Smart Cards
  - Applications of Smart cards
  - How Smart cards work
  - How does Smart card relate to Internet
  - Future of Smart Cards
- DigiCash
- E-Cash
- E-Wallet
- Electronic Funds Transfer
- Automated Clearinghouse
- Requirement Metrics of a Payment System

## **ASSIGNMENTS FROM QUESTION BANK:**

### **UNIT III**

**SHORT ANSWER TYPE QUESTIONS:** Q 11, 16, 17

**LONG ANSWER TYPE QUESTIONS:** Q 16, 19, 22

### **OTHER ASSIGNMENT:**

1 ibid 5, Page No. 328, Question.19-23

### **SUGGESTED READINGS:**

### **TEXT BOOK:**

1 ibid 5, Page No. 306-308

### **REFERENCE BOOK:**

1 ibid 4, Page No. 520-530

## **ARTICLES:**

- 1 Nisha Chanana, Sangeeta Goele, “FUTURE OF E-COMMERCE IN INDIA”, International Journal of Computing & Business Research ISSN (Online): 2229-6166, Available at <http://www.researchmanuscripts.com/isociety2012/7.pdf>.
- 2 DR.S.Manikandan , J.Mary Jayakodi , “An emprical study on consumers adoption of mobile wallet with special reference to chennai city”, Manikandan et. al., Vol.5 (Iss.5): May, 2017.

## **LECTURES 35-36**

### **INTRODUCTION TO SECURITY IN ECOMMERCE**

#### **OBJECTIVE:**

An ecommerce application is considered sound only if takes care of our the security concerns over internet. The objective of these lectures is to make the students aware of the concept of Security for e-commerce. Also various ways to ensure security would be discussed briefly.

#### **CONTENTS:**

- Introduction to security issues in E-commerce
- Dimensions of E-Commerce Security
  - Integrity
  - Non repudiation
  - Authenticity
  - Confidentiality
  - Privacy
  - Availability

#### **ASSIGNMENT FROM QUESTION BANK:**

#### **UNIT III**

**LONG ANSWER TYPE QUESTIONS:** Q 6, 16, 17

#### **OTHER ASSIGNMENTS:**

- 1 ibid 5, Page No. 328, Q 1-4
- 2 ibid 2, Page No. 233, Q4

## **SUGGESTED READINGS:**

### **TEXT BOOK:**

- 1 ibid 5 , Page No. 257-265

### **REFERENCE BOOKS:**

- 1 ibid 3, Page No. 216-228
- 2 ibid 4, Page No. 499-504

### **ARTICLES:**

- 1 PROF (DR) YASHPAL SINGH BIST, DR CHARU AGARWAL,UTTARABANSAL,"Online Business Frauds: A Case Study of an Online Fraud Survey Company",International Journal of Modern Engineering Research (IJMER),Vol.2, Issue.6, Nov-Dec. 2012 pp-4396-4404. Available at [http://www.ijmer.com/papers/ Vol2\\_ Issue6/CX2643964404.pdf](http://www.ijmer.com/papers/ Vol2_ Issue6/CX2643964404.pdf)
- 2 Zhao Huang, MoradBenyoucef, "From e-commerce to social commerce: A close look at design features", Electronic Commerce Research and Applications,Volume 12, Issue 4, July–August 2013, pp.246–259.
- 3 Xiao Deqin, The Technology and Application of EC Security, South China University of Technology Press, Sept.2003.

## **LECTURES 37-38**

### **SECURITY THREATS IN ECOMMERCE**

#### **OBJECTIVE:**

After students have a basic idea of security, the detailed discussion on various security threats and their possible solutions would be discussed in detail. Both theoretical and practical aspect of the topic would be dealt with.

#### **CONTENTS:**

- Definition of threat
- Types of threat
  - Denial of Service
  - Sniffing, Spoofing
  - Phishing, Evil Twins
  - Spam, Trojans
  - Worms, Virus

- Solutions of threat (Popular Services)
  - Name Servers
  - Password/Key servers
  - Authentication/Proxy servers
  - Firewalls, Anti-virus software

### **ASSIGNMENTS FROM QUESTION BANK:**

### **UNIT III**

**SHORT ANSWER TYPE QUESTIONS: Q 13,15,16**

**LONG ANSWER TYPE QUESTION: Q 14,15**

### **OTHER ASSIGNMENT:**

1 ibid 5, Page No. 328, Q 4-10

### **SUGGESTED READINGS:**

### **TEXT BOOK:**

1 ibid 5, Page No. 266-278

### **REFERENCE BOOKS:**

1 ibid 3, Page No. 229-256

2 ibid 4, Page No. 493-498

### **LECTURES 39-40**

### **E-COMMERCE SECURITY INFRASTRUCTURE**

### **OBJECTIVE:**

The objective of the lectures is to impart students the knowledge on the E-commerce security infrastructure. Also, to let students gain an understanding on the major objectives of E-commerce security.

### **CONTENTS:**

- Meaning of E-commerce security infrastructure
- Objectives of E-commerce security
  - Legitimate access

- Data confidentiality
- Data integrity
- High levels of availability
- Non repudiation of received information
- Virus protection
- Availability of user access

### **ASSIGNMENTS FROM QUESTION BANK:**

#### **UNIT III**

**SHORT ANSWER TYPE QUESTIONS:** Q 5, 6, 19

**LONG ANSWER TYPE QUESTION:** Q 12,14

#### **OTHER ASSIGNMENT:**

1 ibid 5, Page No. 328, Q 10-14

#### **SUGGESTED READINGS:**

#### **TEXT BOOK:**

1 ibid 5, Page No. 279-294

#### **ARTICLES:**

- 1 HimaniGrewal, Shivani “A study of ethical and social issues in e-commerce” International journal of advanced research in computer science and software engineering Volume 2 issue 7, July 2012, pg no – 167- 174[http://www.ijarcsse.com/docs/papers/ July2012 /Volume\\_2\\_issue\\_7/V2I700174.pdf](http://www.ijarcsse.com/docs/papers/July2012/Volume_2_issue_7/V2I700174.pdf).
- 2 Xu Dongwei, Xu De, Research and Realization of A EC Security Solution, The Development of MicroComputer,May.2004.

### **LECTURES 39-41**

#### **CRYPTOGRAPHY**

#### **OBJECTIVE:**

To deal with security issues in an ecommerce application the message (information) is encoded in such a way that eavesdroppers or hackers cannot read it, but authorized parties can. Thus the

objective of these lectures is to make the students aware of the concept of encoding (encryption), Cryptography and Public Key and Private Key Cryptography.

### **CONTENTS:**

- Encryption of messages using Cryptography
- Introduction to Cryptography
- Purpose of Cryptography
- Types
  - Private key encryption / Symmetric key encryption
  - Public key encryption/ Asymmetric key encryption
- Difference between public and private key encryption

### **ASSIGNMENTS FROM QUESTION BANK:**

#### **UNIT III**

**SHORT ANSWER TYPE QUESTIONS:** Q 14,21,25

**LONG ANSWER TYPE QUESTIONS:** Q 21,2,23

#### **OTHER ASSIGNMENT:**

1 ibid 5, Page No. 328, Q 14-20

#### **SUGGESTED READINGS:**

#### **TEXT BOOK:**

1 ibid 5, Page No. 282-284

#### **REFERENCE BOOK:**

1 ibid 4, Page No. 487-490

#### **ARTICLES:**

1. Hua Jonathan Ye, Yuanyue Feng, Ben C.F. Choi,” Understanding knowledge contribution in online knowledge communities: A model of community support and forum leader support”, Elsevier, Electronic Commerce Research and Applications”, November 2014.
2. Rui Tingxian. EC Activity and Information Security, Shanghai University of Finance & Economics Journal, pp. 32-35, 2001.

## **LECTURES 42-43**

### **FIREWALL & SECURITY PROTOCOLS**

#### **OBJECTIVE:**

For secure and sound communication a standard set of regulations and requirements that allow two electronic items to connect to and exchange information with one another has to be followed. The objective of this lecture is to make the students aware of the concept of this standard (Security Protocols) over Public Networks and firewalls as means of security control (brief overview of the concept).

#### **CONTENTS:**

- HTTP
  - Hyper Text Transfer Protocol
  - Definition
- SSL
  - Secure Socket Layer
  - Definition
  - Functionality
- Firewall
  - Designed to prevent unauthorized electronic access
  - Types of firewall techniques(overview)
  - Packet filter
  - Application Gateway
  - Circuit Level Gateway
  - Advantages
  - Disadvantages

#### **ASSIGNMENTS FROM QUESTION BANK:**

#### **UNIT III**

**SHORT ANSWER TYPE QUESTIONS:** Q 11,12, 14, 15

**LONG ANSWER TYPE QUESTIONS:** Q 24, 18

#### **OTHER ASSIGNMENT:**

1 ibid 5, Page No. 328, Q 12

## **SUGGESTED READINGS:**

### **TEXT BOOK:**

1 ibid 5, Page No. 292-293

### **REFERENCE BOOK:**

1 ibid 4, Page No. 491-495

## **LECTURES 44-45**

## **E-COMMERCE APPLICATIONS & STRATEGIES**

### **OBJECTIVE:**

The objective of these lectures is to introduce the students with the concept of E-Commerce Applications & Strategies. Also emerging trends in e-commerce would be discussed concisely.

### **CONTENTS:**

- E-Commerce Applications & Strategies
- Emerging Trends in E-Commerce

### **ASSIGNMENTS FROM QUESTION BANK:**

#### **UNIT IV**

**SHORT ANSWER TYPE QUESTIONS:** Q 1,3,4, 7

**LONG ANSWER TYPE QUESTIONS:** Q 4, 6, 7

### **OTHER ASSIGNMENT:**

1 ibid 2, Page No. 61, Q 1-6

### **SUGGESTED READING:**

### **TEXT BOOK:**

1 ibid 2, Page No. 46-61



## **ARTICLE:**

- 1 R.SrinivasaRajuI.KaliPradeepI.Bhagyasri , “Recommender Systems for E-commerce: Novel Parameters and Issues ”, International Journal of Advanced Research in Computer Science and Software Engineering ,Volume 3, Issue 9, September 2013, Pg No. 249-253. Available at [http://www.ijarcse.com/docs/papers/Volume\\_3/9\\_September2013/V3I9-0165.pdf](http://www.ijarcse.com/docs/papers/Volume_3/9_September2013/V3I9-0165.pdf)
- 2 Xu Dongwei, Xu De, Research and Realization of A EC Security Solution, The Development of MicroComputer,May.2004.

## **LECTURES 46-48**

### **MOBILE COMMERCE**

#### **OBJECTIVE:**

Mobile commerce though an emerging field, but is of due importance. Mobile is no more a luxury but a necessity these days, thus commerce changed its shape to cater mobile audience. Mobile commerce would be discussed in this part of unit. From history to working and finally to current scenario of mobile commerce would be discussed in these lectures.

#### **CONTENTS:**

- Mobile Commerce
  - Definition
  - Why wireless?
  - Brief History
  - Key Benefits.
  - Impact of Location.
  - Key Limitations
  - Critical success Factors.
  - How wireless technology is employed.
  - Wireless application protocol.
  - Products and services available
  - Influence of M-commerce on youth
  - Payment methods

#### **ASSIGNMENTS FROM QUESTION BANK:**

### **UNIT IV**

**SHORT ANSWER TYPE QUESTIONS:** Q 16, 17, 18,25

## **LONG ANSWER TYPE QUESTIONS: Q 6, 8, 9, 12,14**

### **OTHER ASSIGNMENT:**

- 1 ibid 2, Page No.465, Q2-22

### **SUGGESTED READINGS:**

#### **TEXT BOOKS:**

- 1 ibid 5, Page No. 21-22,185-186
- 2 ibid 2, Page No. 376-413

#### **REFERENCE BOOKS:**

- 1 ibid 3, Page No. 434-477
- 2 ibid 4, Page No. 245-260

#### **ARTICLES:**

1. Chin-Lung Hsua, Judy Chuan-ChuanLinb,” What drives purchase intention for paid mobile apps? – An expectation confirmation model with perceived value”,Elsevier, Electronic Commerce Research and Applications, December 2014.
2. Paul Gerhardt Schierza, Oliver Schilkeb, Bernd W. Wirtzc, “Understanding consumer acceptance of mobile payment services: An empirical analysis”, Electronic Commerce Research and Applications, Volume 9, Issue 3, May–June 2010, pp. 209–216.
3. E.W.T.Ngai A.Gunasekaran, “A review for mobile commerce research and applications”, Decision Support Systems, Volume 43, Issue 1, Pages 3-15, February 2007.

## **LECTURES 49-52**

### **ECONOMIC, TECHNOLOGICAL & SOCIAL CONSIDERATIONS**

#### **OBJECTIVE:**

The objective of these lectures is to explain the students about the societal impacts of ecommerce. Also, the lecture would focus on the economic & technological considerations of the Ecommerce.

#### **CONTENTS:**

- Economic Considerations

- Reduction in transaction costs
- Cost savings
- Social Considerations
  - Privacy
  - Security
  - Job creation
  - Social isolation
- Technological Considerations
  - Scalable
  - Easy to use
  - Convenient
  - Responsive Design

### **ASSIGNMENTS FROM QUESTION BANK:**

#### **UNIT IV**

**SHORT ANSWER TYPE QUESTIONS: Q 18,19**

**LONG ANSWER QUESTIONS: Q 15,16,20**

#### **OTHER ASSIGNMENTS:**

- 1 ibid 1, Page No. 542, Q 1-10
- 2 ibid 1, Page No. 535, Case Study: Print the Library Online: Is Google Playing Fair , or Just Out to Make A Buck
- 3 ibid 3, Page No. 532,Q1-4

#### **SUGGESTED READINGS:**

#### **TEXT BOOK:**

- 1 ibid 1, Page No.477-534

#### **REFERENCE BOOKS:**

- 1 ibid 3, Page No. 513-533
- 2 ibid 4, Page No. 655-662

#### **ARTICLES:**

- 1 Shu, G., Ren, T. Z., & Wang, M. H. (2007). Technology and infrastructure considerations for e-commerce in Chinese agriculture. *Agricultural Sciences in China*, 6(1), 1-10.

- 2 Mohammed, Z. A., & Tejay, G. P. (2017). Examining privacy concerns and ecommerce adoption in developing countries: The impact of culture in shaping individuals' perceptions toward technology. *Computers & Security*, 67, 254-265.

## **LECTURES 53-56**

### **REGULATORY & ETHICAL CONSIDERATIONS**

#### **OBJECTIVE:**

The objective of these lectures is to explain the students about the regulatory & ethical considerations of ecommerce. Also, the lecture would focus on the legal implications of the current laws in IT on Ecommerce.

#### **CONTENTS:**

- Regulatory considerations
  - Contract Law
  - Copyright Law
  - Trademark Law
  - Patent Law
  - Tort Law
  - Legal disputes
  - Cyber jurisdiction
- Ethical considerations
  - Web linking disputes
  - Domain name disputes
  - Product Liability Law
  - Privacy invasion
  - False advertising
  - Email spamming

#### **ASSIGNMENTS FROM QUESTION BANK:**

#### **UNIT IV**

**SHORT ANSWER TYPE QUESTIONS:** Q 20,21,22

**LONG ANSWER QUESTIONS:** Q 15,17,19

#### **OTHER ASSIGNMENTS:**

4 *ibid* 1, Page No. 542, Q 1-10

- 5 ibid 1, Page No. 535, Case Study: Print the Library Online: Is Google Playing Fair , or Just Out to Make A Buck
- 6 ibid 3, Page No. 532, Q1-4

**SUGGESTED READINGS:**

**TEXT BOOK:**

- 1 ibid 1, Page No.477-534

**REFERENCE BOOKS:**

1. ibid 3, Page No. 513-533
2. ibid 4, Page No. 655-662

**ARTICLES:**

- 1 Maury, M. D., & Kleiner, D. S. (2002). E-commerce, ethical commerce?. *Journal of Business Ethics*, 36(1-2), 21-31.
- 2 Hamidi, H., & Moradi, S. (2017). Analysis of consideration of security parameters by vendors on trust and customer satisfaction in e-commerce. *Journal of Global Information Management (JGIM)*, 25(4), 32-45.
- 3 Harris, L., Coles, A. M., & Davies, R. (2003). Emerging ethical perspectives of e-commerce. *Journal of Information, Communication and Ethics in Society*, 1(1), 39-48.

# **LECTURE PLAN**

## **BUSINESS COMMUNICATION**

### **BBA-II**

**COURSE OUTLINE**  
**BBA – II SEMESTER**  
**BUSINESS COMMUNICATION**  
**BBA- 110**

**OBJECTIVES:**

The objective of this course is to familiarize students about the dynamics of business language and discourse and train students to enhance their skills in written as well as oral Communication through practical conduct.

**INTERNAL ASSESSMENT AND ASSIGNMENT** **25 marks**

- |  |          |
|--|----------|
| 1. Class Test-I - (Written Test)                                   | 15 marks |
| 2. Class Assessment - (Individual Presentation/Viva-Voice/ Report) | 5 marks  |
| 3. Attendance  | 5 marks  |

**COURSE CONTENTS:**

**Unit I**

- Meaning and significance of communication
- Process of Communication
- Principles of Effective Business Communication
- 7Cs of communication
- How to Improve Command Over Spoken and Written English
- Effective Listening (14 Hours)

**Unit II**

- Communicating in a Multicultural World
- Idea of a global world
- Impact of globalization on organizational and multicultural communication
- Understanding culture for global communication
- Etic and Emic approaches to culture
- The Cross-Cultural Dimensions of Business Communication
- Technology and Communication
- Ethical & Legal Issues in Business Communication
- Overcoming cross cultural communication. (14 Hours)

### Unit III

- Business Letter Writing: Need, Functions and kinds
- Types of letter writing: Persuasive, Request, Sales letters, Complaints and Adjustments
- Departmental communication: Meaning, Need and Types
- Interview letters, Promotion letters, Resignation letters (14 Hours)

### Unit IV

- Departmental Communication: Barriers of Communication
- Meaning, Need and Types
- News Letters and Circulars
- Agenda, Notice, Office Memorandums and Office Orders
- Minutes of the meeting
- Project and Report writing
- How to Make a Presentation
- Various Presentation Tools
- Guidelines of Effective Presentation (14 Hours)

### Study Material for the Subject

Following will be the study material for the subject Personality Development and Communication Skills-1 and students are advised to go through the material for thorough understanding of the subject.

#### MAIN TEXT BOOKS:

1. **Author's Name(s):** Rajendra Pal & J.S. Korlahalli  
**Title:** Essentials of Business Communication  
**Edition:** XIII **Year:** 2013  
**Publisher:** Sultan Chand & Sons (ibid 1)
2. **Author's Name(s):** C.B. Gupta  
**Title:** Personality Development and Communication Skills-1  
**Edition:** 16<sup>th</sup>Year: 2012  
**Publisher:** Sultan Chand and Sons (ibid 2)

#### REFERENCE BOOKS:

1. **Author's Name(s):** Bovee, C.L., Thill, J.V. and Chatterjee, A  
**Title:** Business Communication Today  
**Edition:** III **Year:** 2013  
**Publisher:** Pearson Education (ibid 3)



2. **Author's Name(s):** Wren and Martin  
**Title:** English Grammar and Composition  
**Edition:** IX Year: 2012  
**Publisher:** Sultan Chand and Sons

(ibid 4)

### **JOURNALS:**

1. DIGIT- Back to School
2. HR Magazine
3. Harvard Business Review
4. The IUP Journal of Soft Skills
5. Journal of Human Values
6. Media & Mass Communication
7. Australian Journal of Business and Management
8. Elsevier
9. Journal of Business Communication

### **LECTURES 1-2**

#### **FUNDAMENTAL OF COMMUNICATION**

#### **OBJECTIVE:**

The objective of the lectures is to introduce the subject and to make the students understand the concept, nature and characteristics of business communication, how it is important for business organizations and what are its roles in business organizations.

#### **CONTENTS:**

- Introduction to Business Communication
  - Meaning and Nature
  - Objectives
  - Importance
  - Role

#### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q1, 2

**LONG ANSWER TYPE QUESTIONS:** Q 1, 2

#### **OTHER ASSIGNMENT:**

1. ibid 2, Page no. 7.15-7.16, Q 1-14

## **SUGGESTED READING:**

### **TEXT BOOK:**

1. ibid 1, Page No. EC-1-EC23
1. ibid 2, page no. 7.1- 7.8

### **ARTICLES:**

1. Darics, E. (2018). E-Leadership or “How to Be Boss in Instant Messaging?” The Role of Nonverbal Communication. *International Journal of Business Communication*, 57(1), 3–29. <https://doi.org/10.1177/2329488416685068>
2. Lee, J., & Varon, A. L. (2019). Employee Exit, Voice, Loyalty, and Neglect in Response to Dissatisfying Organizational Situations: It Depends on Supervisory Relationship Quality. *International Journal of Business Communication*, 57(1), 30–51. <https://doi.org/10.1177/2329488416675839>

## **LECTURES 3-4**

### **THE COMMUNICATION PROCESS**

**OBJECTIVE:** The objective of these lectures is to make students understand the process and types of Business Communication.

### **CONTENTS:**

- Process of Business Communication
  - Encoding
  - Transmission
  - Receiver
  - Decoding
  - Feedback
  - Storing
  - Retrieving

### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q1, 2

**LONG ANSWER TYPE QUESTIONS:** Q 3,4,7

### **OTHER ASSIGNMENT:**

1. ibid 2, page no. 7.15-7.16, Q 14-22

**SUGGESTED READING:**

**TEXT BOOKS:**

- 1. ibid 1, Page No. EC24
- 1. ibid 2, page no. 7.8-8.3

**ARTICLE:**

- Lehmberg, D., & Tangpong, C. (2018). Employee Primacy and Corporate Slogans in Japanese and American Firms' Communication in Times of Crisis. *International Journal of Business Communication*, 57(1), 86–112. <https://doi.org/10.1177/2329488416675840>

**LECTURES 5-6**

**FORMS AND TYPES OF BUSINESS COMMUNICATION**

**OBJECTIVE:**

The objective of these lectures is to make students understand the various forms and types of Business Communication.

**CONTENTS:**

- Forms of Business Communication
  - Verbal
  - Non-Verbal
  - Visual
- Types of Business Communication
  - Formal
  - Informal-The Grapevine

**ASSIGNMENTS FROM QUESTION BANK:**

**MULTIPLE CHOICE QUESTIONS:** Q 5, 6, 7, 8, 9, 14

**SHORT ANSWER TYPE QUESTIONS:** Q 6, 7, 8, 25

**LONG ANSWER TYPE QUESTIONS:** Q 6, 7, 8, 19, 21

**OTHER ASSIGNMENT:**

1. ibid 2, page no.7.16-Q 23-30, page 8.9, Q 1-15, page 10.27 Q 1, 2, 3

**SUGGESTED READING:**

**TEXT BOOK:**

- 1 ibid 2, page no. 7.1-10.3

**LECTURES 7-8**

**PRINCIPLES OF EFFECTIVE BUSINESS COMMUNICATION**

**OBJECTIVE:**

The objective of these lectures is to make the students understand the importance of communication in modern day Business Organizations.

**CONTENTS:**

- Effective Business communication
  - Clarity
  - Completeness
  - Conciseness
  - Consideration
  - Correctness
  - Courtesy/politeness
  - Concentration

**ASSIGNMENTS FROM THE QUESTION BANK:**

**MULTIPLE CHOICE QUESTIONS:** Q 10, 11, 12, 17, 20

**SHORT ANSWER TYPE QUESTIONS:** Q 13, 15, 21, 22, 23, 24, 25

**LONG ANSWER TYPE QUESTIONS:** Q 10, 12, 13, 14, 15, 16

**OTHER ASSIGNMENT:**

1. ibid 1, Page No. EC-60 Q1, 2, 3,4,5,6
2. ibid 2, page11.10, Q10-15, page 12.6, Q1-11

## **SUGGESTED READING:**

### **TEXT BOOKS:**

1. ibid 1, page no. EC 50- 55
2. ibid 2, page no. 11.4-12.6

### **ARTICLE:**

1. Pasztor, S. K. (2019). Exploring the Framing of Diversity Rhetoric in “Top-Rated in Diversity” Organizations. *International Journal of Business Communication*, 56(4), 455–475. <https://doi.org/10.1177/2329488416664175>

## **LECTURES 9-10**

### **PRINCIPLES OF EFFECTIVE BUSINESS COMMUNICATION**

#### **OBJECTIVE:**

The objective of these lectures is to make students techniques in improvisation of their command over the language.

#### **CONTENTS:**

- Formal and Informal Communication
  - Meaning
  - Advantages and Disadvantages
  - Effective use of Grapevine

#### **ASSIGNMENTS FROM QUESTION BANK:**

**MULTIPLE CHOICE QUESTIONS:** Q 8, 9, 14

**SHORT ANSWER TYPE QUESTIONS:** Q 7, 8, 25

**LONG ANSWER TYPE QUESTIONS:** Q 8, 19, 21

#### **OTHER ASSIGNMENT:**

1. ibid 1, page no. EC24

2. ibid 2, page no. 7.16-Q 23-30, page 8.9

**SUGGESTED READING:**

**TEXT BOOK:**

1. ibid 2, page no. 7.1-10.3

**LECTURES 11-12**

**PRINCIPLES OF EFFECTIVE BUSINESS COMMUNICATION**

**OBJECTIVE:**

The objective of these lectures is to enable the students to develop techniques for improvisation of their command over the English language.

**CONTENTS:**

- How to make oral communication effective
- How to make written communication effective
- Nonverbal forms of communication
- Sign language

**ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q 9, 10,

**LONG ANSWER TYPE QUESTIONS:** Q 17, 19,

**OTHER ASSIGNMENT:**

1. ibid 2, page no. 7.16-Q 23-30

**SUGGESTED READING:**

**TEXT BOOK:**

1. ibid 2, page no.10.3-10.17

**ARTICLE:**

- Goman Kinsey Carol; “Ten Powerful Body Language Tips”  
<http://www.amanet.org/training/articles/10-Powerful-Body-Language-Tips.aspx>

**LECTURES 13-14****PRINCIPLES OF EFFECTIVE BUSINESS COMMUNICATION****OBJECTIVE:**

The objective of these lectures is to make the students understand that an effective business communication process enables an organization to move towards goal fulfillment.

**CONTENTS:**

- Networks of Formal Communication
- Informal Communication
- Difference between Formal and Informal Communication
- How to make effective use of Grapevine
- Effective listening

**ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q 28, 29, 30

**LONG ANSWER TYPE QUESTIONS:** Q 16, 17, 20

**OTHER ASSIGNMENTS:**

1. ibid 2, page 7.16-Q 23-30, page 8.9, Q 1-15, page 10.27 Q 1, 2, 3

**ARTICLE:**

- Erben, J., Schneider, F. M., & Maier, M. (2019). In the Ear of the Beholder: Self-Other Agreement in Leadership Communication and Its Relationship With Subordinates' Job Satisfaction. *International Journal of Business Communication*, 56(4), 505–529.  
<https://doi.org/10.1177/2329488416672431>

## **SUGGESTED READINGS:**

### **TEXT BOOKS:**

1. ibid 1, page no. OC58-OC67, EC26-EC28
2. ibid 2, page no. 7.1-10.3

### **UNIT-II**

#### **LECTURES 15-16**

#### **COMMUNICATING IN A MULTICULTURAL WORLD**

#### **CROSS CULTURAL AND DIVERSITY ISSUES OF COMMUNICATION**

#### **OBJECTIVE:**

The objective of the lectures is to understand the cross-cultural dimensions of business communication.

#### **CONTENTS:**

- Need for Intercultural Communication
- Communicating in a Multicultural World
- Idea of a global world

#### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q2,

**LONG ANSWER TYPE QUESTIONS:** Q 17

#### **OTHER ASSIGNMENTS:**

1. ibid 1, page no. IC-4, Q (B)1,2,
2. ibid 3, page no. 25, Q 4

## **SUGGESTED READINGS:**

### **TEXT BOOK:**

1. ibid 1, page no. IC1-IC22



**ARTICLE:**

- Levitt, S. R. (2019). Cultural Dialectics in International Teamwork Dynamics. *International Journal of Business Communication*, 56(3), 326–348. <https://doi.org/10.1177/2329488416629094>

**LECTURES 17-19****COMMUNICATING IN A MULTICULTURAL WORLD****OBJECTIVE:**

The objective of the lectures is to understand the cross-cultural dimensions of business communication.

**CONTENTS:**

- Impact of globalization on organizational communication
- Impact of globalization on multicultural communication
- Multi-cultural work force
- Globalization of markets

**ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q2, 3, 4, 5, 6

**LONG ANSWER TYPE QUESTIONS:** Q 3, 4, 5, 6, 7,

**OTHER ASSIGNMENTS:**

1. ibid 1, page no. IC-4, Q (C) 1,2,3,4,5

**SUGGESTED READINGS:****TEXT BOOK:**

1. ibid 1, page no. IC1-IC12

**ARTICLE:**

1. Raquel Moreau, “The Value of Foreign Languages in Business Communication”, [http://scholarsarchive.jwu.edu/cgi/viewcontent.cgi?article=1016&context=mba\\_student](http://scholarsarchive.jwu.edu/cgi/viewcontent.cgi?article=1016&context=mba_student)

## **LECTURES 20-21**

### **UNDERSTANDING CULTURE FOR GLOBAL COMMUNICATION**

#### **OBJECTIVE:**

The objective of the lectures is to understand how culture affects communication at a global level.

#### **CONTENTS:**

- Advantages of Culture Literacy
- Harmony at the work place
- Effectiveness of workers
- Differences in behavior and perceptions
- Cultural issues

#### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q 7, 8, 9

**LONG ANSWER TYPE QUESTIONS:** Q 8, 9, 10

#### **OTHER ASSIGNMENTS:**

1. ibid 1, page no. IC-4, Q (C) 4,5
2. ibid 2, page no. 17.30, Q 1-8

#### **SUGGESTED READINGS:**

#### **TEXT BOOK:**

1. ibid 1, Page No. IC1-IC12
2. ibid 2, page no. 7.9-7.17

## **LECTURES 22-23**

### **THE CROSS-CULTURAL DIMENSIONS OF BUSINESS COMMUNICATION**

#### **OBJECTIVE:**

The objective of the lectures is to understand the cross-cultural issues related to communication.

## **CONTENTS:**

- Components of Culture
- Characteristics of Good Corporate Culture
- Cross cultural communication dimensions
- Etic and Emic approaches to culture,

## **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q 10, 11, 12

**LONG ANSWER TYPE QUESTIONS:** Q 11, 12, 13, 14

## **OTHER ASSIGNMENTS:**

1. ibid 1, page no. IC-4, Q (C) 4,5

## **SUGGESTED READINGS:**

### **TEXT BOOK:**

1. ibid 1, page no. IC5-IC11

### **ARTICLE:**

- Bülow, A. M., Lee, J. Y. H., & Panteli, N. (2019). Distant Relations: The Affordances of Email in Interorganizational Conflict. *International Journal of Business Communication*, 56(3), 393–413. <https://doi.org/10.1177/2329488416633847>

## **LECTURES 24-26**

### **TECHNOLOGY AND COMMUNICATION**

#### **OBJECTIVE:**

The objective of these lectures is to help students understand the role and importance of technology in communication.

#### **CONTENTS:**

- Internet and its Importance
- Business uses Of Internet
- Different Modes of Online Communication

- Threats to The Internet

### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q13, 15, 16, 18, 19

**LONG ANSWER TYPE QUESTIONS:** Q 14,

### **OTHER ASSIGNMENTS:**

1. ibid 1, page no. EL-42, Q (B)1,2,3,4,5,6,7,8,9,10

### **SUGGESTED READINGS:**

### **TEXT BOOK:**

1. ibid 1, Page No. EL1-EL42

### **REFERENCE BOOK:**

1. ibid 3, page no. 100-115

### **ARTICLE:**

- Brunton, M., Kankaanranta, A., Louhiala-Salminen, L., & Jeffrey, L. (2017). Are Strategic Communication Management Competencies and Personal Attributes Global? A Case Study of Practice in Finland and New Zealand. *International Journal of Business Communication*, 56(2), 151–172. <https://doi.org/10.1177/2329488415608846>

### **LECTURES 27-28**

### **LEGAL AND ETHICAL ISSUES IN BUSINESS COMMUNICAITON**

### **OBJECTIVE:**

The objective of these lectures is to help students understand various ethical and legal issues involved in business communication and train them on how to communicate ethically

### **CONTENTS:**

- Ethics
- How to Make Ethical Choices
- Common Ethical Pitfalls in Communication
- Being Ethical While Sending a Communication

## **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q 23, 24, 25

**LONG ANSWER TYPE QUESTIONS:** Q 22, 23, 24, 25

## **OTHER ASSIGNMENT:**

1. ibid 1, Page No. EC-86, Q (C)1,2,3

## **SUGGESTED READINGS:**

### **TEXT BOOK:**

1. ibid 1, Page No. EC80-EC86

### **REFERENCE BOOK:**

1. ibid 3, Page No 11-13

### **ARTICLES:**

- 1 David Ingram, "Legal Aspect of Business Communication", <http://smallbusiness.chron.com/legal-aspect-business-communication-72393.html>
- 2 "Legal Issues & Electronic Business Communications", <http://www.lotsofessays.com/viewpaper/1701043.html>

## **UNIT-III**

### **LECTURES 28-29**

### **BUSINESS LETTER WRITING**

#### **OBJECTIVE:**

The Objective of these lectures is to ensure that the students understand and inculcate in themselves the methodology of writing business letters.

#### **CONTENTS:**

- Business Letters
- Need and Functions
- Essentials
- Structure and Layout

- Importance of Salutation
- Indented form of Business letters
- Full Block Form

**ASSIGNMENTS FROM THE QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS: Q 1, 2**

**LONG ANSWER TYPE QUESTIONS: Q 2**

**OTHER ASSIGNMENT:**

1. ibid 2, page no. 1- 19

**SUGGESTED READING:**

**TEXT BOOK:**

1. ibid 1, page no. BC-4, Q 1, 2, 3,4,5
2. ibid 2, page no. 13.1-13.17

**REFERENCE BOOK:**

1. ibid 3, page no. 86-96

**ARTICLE:**

- Cucchi, C. (2017). National Cultures on European Corporate Homepages in English: A Linguistic Analysis. *International Journal of Business Communication*, 56(2), 198–232. <https://doi.org/10.1177/2329488415604456>

**LECTURES 30-31**

**BUSINESS LETTER WRITING**

**OBJECTIVE:**

The Objective of these lectures is to ensure that the students understand and inculcate in themselves the methodology of writing business letters.

**CONTENTS:**

- Full Block Form
- Modified form
- Semi Block Form
- Hanging Indented Form

- Direct Style of writing a Business Letter
- Indirect Style of writing a Business Letter
- Strategies for Avoiding Bad News Letters

**ASSIGNMENTS FROM THE QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q 10, 11, 12

**LONG ANSWER TYPE QUESTIONS:** Q 11, 12, 13

**OTHER ASSIGNMENT:**

1. ibid 1, page no. BC-27, Q1, 2, 3

**SUGGESTED READING:**

**TEXT BOOK:**

1. ibid 1, page no. 86-96
2. ibid 2, page no. 13.1-13.17

**LECTURES 32-33**

**BUSINESS LETTER WRITING**

**OBJECTIVE:**

The Objective of these lectures is to ensure that the students understand and inculcate in themselves the methodology of writing business letters.

**CONTENTS:**

- The Seven C's of good Communication
- Request Letters
- Meaning and Purpose
- Structure
- Request letters for Enquires
- Hints for drafting a letter of Enquiry
- Replies to enquiry

**ASSIGNMENTS FROM THE QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q 26, 27, 28

**LONG ANSWER TYPE QUESTIONS: Q 2, 4**

**OTHER ASSIGNMENT:**

1. ibid 2, page no. 1-19

**SUGGESTED READING:**

**TEXT BOOK:**

1. ibid 2, page no. 14.1-14.13

**REFERENCE BOOK**

1. ibid3, page no. A 2-A 11

**LECTURES 34-35**

**OBJECTIVE:**

The Objective of these lectures is to ensure that the students understand and inculcate in themselves the methodology of writing Persuasive letters.

**CONTENTS:**

- Persuasive letters
- Purpose and Foundation
- How to write persuasive letters
- Objectives of sales letters
- Elements of a good sales letter
- Functions of sales letters-AIDA strategy
- Essentials of a successful Sales Letter

**ASSIGNMENTS FROM THE QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS: Q 18, 19**

**LONG ANSWER TYPE QUESTIONS: Q 4, 17, 18, 19**

**OTHER ASSIGNMENT:**

1. ibid 2, page no.23-34

**SUGGESTED READING:**



**TEXT BOOK:**

1. ibid 2, page no. 14.13-14.29

**ARTICLE:**

- Sutter, M., & Kieser, A. (2019). How Consultants and Their Clients Collaborate in Spite of Massive Communication Barriers. *International Journal of Business Communication*, 56(2), 249–277. <https://doi.org/10.1177/2329488415613340>

**LECTURES 36-37****OBJECTIVE:**

The Objective of these lectures is to ensure that the students understand and inculcate in themselves the methodology of writing business letters.

**CONTENTS:**

- Collection letters
- Hints for drafting mild reminders
- Hints for drafting strong reminders
- Hints for enquiry and discussion
- Hints for appeal and urgency

**ASSIGNMENTS FROM THE QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q 18, 19

**LONG ANSWER TYPE QUESTIONS:** Q 4, 17, 18, 19

**OTHER ASSIGNMENT**

1. ibid 2, page no.23-34

**SUGGESTED READING:****TEXT BOOK:**

1. ibid 2, page no. 14.13-14.29

- Collection letters
- Hints for drafting mild reminders
- Hints for drafting strong reminders

- Hints for enquiry and discussion
- Hints for appeal and urgency

**ASSIGNMENTS FROM THE QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q 18, 19

**LONG ANSWER TYPE QUESTIONS:** Q 4, 17, 18, 19

**OTHER ASSIGNMENT:**

1. ibid 2, page no.23-34

**SUGGESTED READING:**

**TEXT BOOK:**

1. ibid 2, page no. 14.13-14.29

**LECTURES 38-39**

**TYPES OF BUSINESS LETTERS**

**OBJECTIVE:**

The Objective of these lectures is to make students understand the techniques of writing business letters.

**CONTENTS:**

- Complaints and Adjustments
- Causes
- Writing complaint letters
- Adjustments
- Letters granting adjustments
- Letters refusing adjustments
- Meaning of Circular letter
- Situations that require circular letters
- Distinction between circular and circular letter
- Application letters
- Structure and Contents

**ASSIGNMENTS FROM THE QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q 22, 28

**LONG ANSWER TYPE QUESTIONS: Q 1, 3, 12, 25**

**OTHER ASSIGNMENT:**

1. ibid 1, page no.C13-C21

**SUGGESTED READING:**

**TEXT BOOK:**

1. ibid 2, page no. 14.29-15.3

**LECTURES 40-41**

**TYPES OF BUSINESS LETTERS**

**OBJECTIVE:**

The Objective of these lectures is to ensure that the students are able to understand that letters relating to employment are an important part of business communication and emphasis must be given to letter layout.

**CONTENTS:**

- Structure and Contents of an Application Letter
- Interview letters
- Letters of Appointment
- Confirmation letter
- Promotion letters
- Resignation letters
- Transfer letters
- Sample letters of Appointment
- Sample letters of Transfer
- Sample letters of Resignation

**ASSIGNMENTS FROM THE QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS: Q 8, 9, 19, 20, 21**

**LONG ANSWER TYPE QUESTIONS: Q 12, 13, 14, 20**

**OTHER ASSIGNMENT:**

1. ibid 2, page no.15.12 Q 21-28

## **SUGGESTED READING:**

### **TEXT BOOK:**

1. ibid 2, page no. 15.3-15.11

### **REFERNCE BOOKS**

1. ibid 1, page no. 575-578

### **ARTICLE:**

- Sutter, M., & Kieser, A. (2018). How Consultants and Their Clients Collaborate in Spite of Massive Communication Barriers. *International Journal of Business Communication*, 56(2), 249–277. <https://doi.org/10.1177/2329488415613340>

## **UNIT-IV**

### **LECTURES 42-43**

### **BARRIERS TO COMMUNICATION**

#### **OBJECTIVE:**

The objective of these lectures is to make students understand the various barriers that arise during the communication process.

#### **CONTENTS:**

- Barriers of Communication
  - Physical barriers
  - Semantic barriers
  - Different comprehensions of reality
  - Wrong choice of medium
  - Socio-psychological barriers including cultural barriers

#### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q 1, 2, 3

**LONG ANSWER TYPE QUESTIONS:** Q 1, 2, 3

**OTHER ASSIGNMENTS:**

1. ibid 1, page no. EC-60 Q1, 2, 3,4,5,6

**SUGGESTED READINGS:****TEXT BOOK:**

1. ibid 1, page no. EC 50-60

**LECTURES 44-45****DEPARTMENTAL COMMUNICATION**

**OBJECTIVE:** The objective of these lectures is to make students understand the means of communicating at the departmental level.

**CONTENTS:**

- Departmental Communication
  - Meaning
  - Need
  - Types

**ASSIGNMENTS FROM THE QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q 4, 5, 6

**LONG ANSWER TYPE QUESTIONS:** Q 4, 5, 6, 7

**OTHER ASSIGNMENT:**

1. ibid 2, page no. 20.12 Q 1-12

**SUGGESTED READING:****TEXT BOOK:**

1. ibid 2, page no. 15.13-16.16

## **LECTURES 46-48**

### **DEPARTMENTAL COMMUNICATION**

#### **OBJECTIVE:**

The objective of these lectures is to make students understand the means of communicating at the departmental level.

#### **CONTENTS:**

- News Letters
- Circulars
- Agenda
- Notice
- Office Memorandums

#### **ASSIGNMENTS FROM THE QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q 7, 8, 9, 10

**LONG ANSWER TYPE QUESTIONS:** Q 8, 9, 10, 11, 12

#### **OTHER ASSIGNMENT:**

1. ibid 2, page no. 20.12 Q 1-12

#### **SUGGESTED READING:**

#### **TEXT BOOK:**

1. ibid 2, page no. 15.13-16.16

## **LECTURES 49-50**

### **DEPARTMENTAL COMMUNICATION**

#### **OBJECTIVE:**

The objective of these lectures is to make students understand the techniques of writing various modes of departmental communication

#### **CONTENTS:**

- Office Orders

- Minutes of the meeting
  - Meaning
  - Importance
  - Types
  - Rules to be followed
  - Agenda
  - Minutes of Meeting

### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q 15, 18, 24

**LONG ANSWER TYPE QUESTIONS:** Q 13, 14, 15, 16

### **OTHER ASSIGNMENT:**

1. ibid 2, page no.218; Q1, 3,4,5

### **SUGGESTED READINGS:**

#### **TEXT BOOK:**

1. ibid 1, page no. WC1-WC34; OC30-OC38

#### **ARTICLE :**

- Sollitto, M., & Cranmer, G. A. (2019). The Relationship Between Aggressive Communication Traits and Organizational Assimilation. *International Journal of Business Communication*, 56(2), 278–296. <https://doi.org/10.1177/2329488415613339>

### **LECTURES 51-52**

#### **DEPARTMENTAL COMMUNICATION**

**OBJECTIVE:** The objective of these lectures is to make students understand the techniques of preparing and writing various types of formal reports.

#### **CONTENTS:**

- Report writing
  - Meaning and Nature
  - Importance
- Types of reports

- Characteristics of good report
- Preparation of reports
- Techniques of report writing

#### **ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q 15, 18, 24

**LONG ANSWER TYPE QUESTIONS:** Q 20, 22, 23

#### **OTHER ASSIGNMENT:**

1. ibid 2, page no.218; Q1, 3,4,5

#### **SUGGESTED READINGS:**

#### **TEXT BOOK:**

1. ibid 1, page no. WC1-WC34; OC30-OC38

#### **ARTICLES :**

1. Torracco J. Richard' "Writing Integrative Literature Review- Using the Past and the Present to Explore the Future", Human Resource Development Review, December 2016, Vol. 15, No. 4, pp. 404-428
2. Livingston George, "The Role of Story in Enhancing Critical Thinking and Group Discussion Skills", 'The IUP Journal of Soft Skills, Vol. X, No.1, March 2016, pp 55-71

#### **LECTURES 53-54**

#### **DEPARTMENTAL COMMUNICATION**

#### **OBJECTIVE:**

The objective of these lectures is to make students understand how to prepare and deliver a presentation, the factors and principles to be kept in mind for effective presentation

#### **CONTENTS:**

- Principles of Oral Presentation
- Making the Presentation
- Delivering the presentation
- Factors Effecting Presentation



**ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q 22, 23

**LONG ANSWER TYPE QUESTIONS:** Q 21, 22, 23

**OTHER ASSIGNMENTS:**

1. ibid 1, Page No. OC-67, Q (A) 1, 2, Q (B) 2,3; Q (C) Q1,3

**SUGGESTED READINGS:**

**TEXT BOOK:**

1. ibid 1, Page No. EC61-EC79

**REFERENCE BOOKS:**

1. ibid 2, Page No. 21-27

**LECTURES 55-56**

**DEPARTMENTAL COMMUNICATION**

**OBJECTIVE:**

The objective of these lectures is to make students understand how to prepare and deliver a presentation, the factors and principles to be kept in mind for effective presentation

**CONTENTS:**

- Delivering a presentation
- Audio-visual aids in presentation
- Body language in presentation
- Precautions in oral presentation
- Role of technology in presentation

**ASSIGNMENTS FROM QUESTION BANK:**

**SHORT ANSWER TYPE QUESTIONS:** Q 24, 25

**LONG ANSWER TYPE QUESTIONS:** Q 24, 25

**OTHER ASSIGNMENTS:**

1. ibid 1, Page No. 2,3; Q (C) Q1,3

**SUGGESTED READINGS:**

**TEXT BOOK:**

1. ibid 1, Page No. EC61-EC79

**REFERENCE BOOK:**

1. ibid 2, Page No. 21-27

# **LECTURE PLAN**

## **BUSINESS ENVIRONMENT**

**BBA 112**

**COURSE OUTLINE**  
**BBA- II SEM**  
**BBA 112: Business Environment**

**L - 4 Credits - 04**

**OBJECTIVE:**

To familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions and how the business is influenced by the business environment in respect of India.

**INTERNAL ASSESSMENT AND ASSIGNMENT** **25 marks**

- |   |          |
|---|----------|
| 1. Class Test-I - (Written Test)                                  | 15 marks |
| 2. Class Assessment - (Individual Presentation/Viva-Voice/Report) | 5 marks  |
| 3. Attendance   | 5 marks  |

**Course Contents**

**Unit 1** (14 Hours)

**An Overview of Business Environment:**

- Type of Environment-Internal, External
- Micro and macro Environment
- Socio-Cultural Environment
- Competitive Structure of Industries
- Environmental Analysis and Strategic Management,
- Managing Diversity
- Scope of Business
- Characteristics of Business
- Process and Limitations of Environmental Analysis.

**Structure of Indian Economy:**

- Concept of Economic Growth and Economic Development
- Basic Characteristics of Indian Economy

**Unit II** (10 Hours)

**Planning and Economic Development and Problems in Indian Economy:**

- Industrial Policy-1991
- Disinvestment and Public Enterprises
- Economic Problems: Poverty,
- Inequality,

- Unemployment,
- Concentration of Economic Power,
- Low Capital formation and Industrial Sickness

### **Unit III**

(18 Hours)

Concepts of Macro Economics and National Income Determination:

- Definition, Importance
- Limitations of Macro Economics
- Macro-Economic Variables
- Circular flow in 2 sector and multiplier in 2 sector economy
- Circular flow in 3 sector and multiplier in 3 sector economy
- Circular flow in 4 sector and multiplier in 4 sector economy

#### **National Income:**

- Concepts, Methods of measurement
- National Income in India
- Problems in measurement of National Income
- Precautions in estimation of National Income

#### **Macro-Economic Framework:**

- Theory of Full Employment and Income
- Classical Model and Keynesian Approach
- Consumption Function
- Relationship between Saving & Consumption
- Investment Function

### **Unit IV**

(14 Hours)

#### **Economic Environment:**

- Nature of Economic Environment
- Economic Environment
- Nature & Structure of the Economy
- Monetary and Fiscal Policies
- FEMA
- FDI
- WTO
- GATT

## STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of Business Environment and students are advised to go through the material for thorough understanding of the subject:

The students are expected to actively participate in the discussions in the class, so that they may be able to gain sights and develop skills for handling inter personal and group processes, in addition to familiarizing themselves with concepts and theories.

### ➤ MAIN TEXT BOOKS:

- 1. Author's Name(s):** Gupta. C.B  
**Title:** Business Environment  
**Edition:** X Edition, 2017  
**Publisher:** Sultan Chand & Sons (ibid 1)
- 2. Author's Name(s):** Rosy Joshi & Sangam Kapoor  
**Title:** Business Environment  
**Edition:** XV Edition, 2015  
**Publisher:** Kalyani Publishers (ibid 2)
- 3. Author's Name(s):** P.K. Dhar  
**Title:** Business Environment  
**Edition:** IV, 2012  
**Publisher:** Kalyani Publishers (ibid 3)

### ➤ REFERENCE BOOKS:

- 1. Author's Name (s):** Ridhima sharma, Dr. Isha Narula (ibid 4)  
**Title:** Business Environment  
**Edition:** I Edition, 2019  
**Publisher:** Sun India Publications
- 2. Author's Name (s):** Francis Cherunilam (ibid 5)  
**Title:** Business Environment Text and Cases  
**Edition:** XXV Edition, 2017  
**Publisher:** Himalaya Publishing House
- 3. Author's Name (s):** K. Aswathappa, (ibid 6)  
**Title:** Essentials of Business Environment  
**Edition:** XV Edition, 2019  
**Publisher:** Himalaya Publishing House

### ➤ JOURNALS:

1. International Journal of Trade, Economics and Finance,
2. IUP Journal of Applied Economics

3. International Journal of Business Policy & Economics
4. Harvard Business Review
5. Vision-The Journal of Business Perspective
6. Global Journal of Finance and Management
7. Chartered Secretary, Journal for Corporate Professionals, ICSI, Vol. XLIII, No: 05, May 2013, P.520.
8. RBI Bulletins of all the months of 2019

➤ **E-BOOKS**

- **Title:** .The Past, Present and Future of International Business and Management  
**By :** Tihanyi, Laszlo; Pedersen, Torben; Devinney, Timothy M. Series: Advances in International Management, Vol. 23. Bingley : Emerald Group Publishing Limited. 2010. eBook.,  
**Database:** eBook Collection (EBSCOhost)

**UNIT-I**

**LECTURES 1-4**

**OBJECTIVE:**

The objective is to make the students understand the concept and importance of Business Environment and introduce to the students the various types of Business Environment.

**CONTENTS:**

- Meaning of Business Environment
- Need of Business Environment
- Factors Affecting Business Environment
- Types of Business Environment
  - Internal Environment
    - Important Internal factors:
      - ✓ Value System
      - ✓ Mission and Objectives
      - ✓ Management Structure and Nations
      - ✓ Internal Power Relationships
      - ✓ Human Resources
      - ✓ Company Image and Brand Equity
      - ✓ Physical Assets and facilities
      - ✓ R & D and Technological Capabilities
      - ✓ Marketing Resources
      - ✓ Financial Factors
  - External Environment
    - It consists of
      - ✓ Micro Environment (Task Environment/Operating Environment)

- ✓ Macro Environment (General Environment/Remote Environment)
- Micro Environment
  - ✓ Factors in the company's immediate environment
  - ✓ Affects the performance of the company
  - ✓ Need not necessarily affect all the firms in a particular industry in the same way
  - ✓ Suppliers
  - ✓ Customers
  - ✓ Competitors
  - ✓ Marketing Intermediaries
  - ✓ Financiers
  - ✓ Public
- Macro Environment
  - ✓ Larger societal forces that affect all the factors in the company's micro environment
  - ✓ Generally more uncontrollable than the micro forces
  - ✓ Economic Environment
  - ✓ Political and Regulatory Environment
  - ✓ Social and Cultural Environment
  - ✓ Demographic Environment
  - ✓ Technological Environment

**SHORT ANSWER TYPE QUESTIONS:** Q 2 , 6 , 8 , 10 , 11 , 16 , 21

**LONG ANSWER TYPE QUESTIONS:** Q 5 ,13 , 14 , 26

**SUGGESTED READINGS:**

**TEXT BOOKS:**

1. ibid 1, Page 1.4- 1.16
2. ibid 5, Page 3 to 16
3. ibid 6, Page 5 to 32

**ARTICLES:**

1. Panitch, L., & Gindin, S. (2013). The integration of China into global capitalism. *International Critical Thought*, 3(2), 146-158.
2. PhD Ylvije Borici Kraja Prof.As.Dr. Elez Osmani "Importance Of External And Internal Environment In Creation Of Competitive Advantage To SMEs" *European Scientific Journal* May 2015 edition vol.11, No.13 ISSN: 1857 – 7881 (Print) e - ISSN 1857- 7431.



## **LECTURES 5-9**

### **OBJECTIVE:**

The objective is to make the students understand the concept and importance of business environmental analysis and the importance to be dynamic for sustaining in ever changing Business Environment.

### **CONTENTS:**

- Socio-Cultural Environment
- Competitive Structure of Industries,
- Environmental Analysis
  - -Analysis of various elements of Environment
- Strategic Management,
- Managing Diversity,
- Business
  - ✓ Nature of Business
  - ✓ Scope of Business
  - ✓ Characteristics of Business
- Environmental Analysis
  - ✓ Concept of Environmental Analysis
- ✓ Process of Environmental Analysis
- ✓ Limitations of Environmental Analysis

**SHORT ANSWER TYPE QUESTIONS:** Q 1, 2, 3, 4 ,5, 6, 7, 29, 30

**LONG ANSWER TYPE QUESTIONS:** Q 16, 17, 19

### **SUGGESTED READINGS:**

#### **TEXT BOOKS:**

1. ibid 1, Page 2.2 to 2.14, 3.2 to 3.6
2. ibid 5, Page 17 to 28
3. ibid 6, Page 34-42

#### **ARTICLE:**

1. Abhishek Gupta “Environment & PEST Analysis: An Approach to External Business Environment” International Journal of Modern Social Sciences, 2013, 2(1), Pg 34-43.

## **LECTURES 10-14**

### **OBJECTIVE:**

The objective is to make the students understand the Structure, strength, weaknesses of Indian Economy and also to make understand the concept of Economic growth and Economic Development.

## **CONTENTS:**

- Structure of Indian Economy
- Concept of Economic Growth and Economic Development.
  - ✓ Economic Growth
  - ✓ Economic Development
  - ✓ Difference between Economic Growth and Economic Development
- Basic Characteristics of Indian Economy
  - ✓ Strengths of Indian Economy
  - ✓ Weakness of Indian Economy

**SHORT ANSWER TYPE QUESTIONS:** Q 9, 12, 12, 13, 14, 15

**LONG ANSWER TYPE QUESTIONS:** Q 20, 21, 22, 23, 24, 25, 28

## **SUGGESTED READINGS:**

### **TEXT BOOKS:**

1. Ibid 4, Page 1.2 to 1.12 , 2.1 to 2.7 , 3.4 to 3.12.
2. ibid 2, Page 1 to 4

### **ARTICLE:**

- 1 Mandeep Singh and Dr. Kuldeep Kaur, “Structural Changes in Indian Economy: An Empirical Analysis using Input-Output Structural Decomposition Analysis”, file:///C:/Users/a/Downloads/960-1-966-1-10-20140504.pdf
- 2 “Will the Weather Gods Smile or Frown? Evaluating Monsoon Forecasts”, RBI Bulletin, June 2019, VOLUME LXXIII NUMBER 6, Pg. 15-24

## **UNIT II**

### **LECTURES 15-18**

### **OBJECTIVE:**

The objective is to make the students acquainted with the phase of economic planning and Economic reforms for the development in the country.

### **CONTENTS**

- Industrial Policy-1991
- Liberalization
- Privatization

- Globalization
- Disinvestment and Public Enterprises

**SHORT ANSWER TYPE QUESTIONS:** Q (a) 1, 2, 3, 4, 7

**LONG ANSWER TYPE QUESTIONS:** Q 1, 2, 3, 4

**SUGGESTED READINGS:**

- 1 ibid 3, Page 59-65.
- 2 ibid 4, Page 176-191.

**ARTICLES:**

1. Albert Christopher Dhas, Mary Jacqueline Helen, “Impact of Globalisation and Economic Reforms on Employment in India, <https://www.researchgate.net/publication/24116518>, Jan. 2008
2. Sanket Ravan, Impact of LPG on Indian Economy, <https://www.researchgate.net/publication/24116518>, Dec. 2014

**LECTURES 19-24**

**OBJECTIVE:**

The objective is to make the students understand various economic problems in Indian Economy coming on the way of growth & development.

**CONTENTS**

- Economic Problems: Poverty
  - Absolute poverty
  - Relative poverty
  - Its causes, consequences & remedies
- Problem of Inequality
  - Types of inequality
  - Its causes, consequences, implications & remedies
- Problem of Unemployment,
  - Types of unemployment
  - Its causes, consequences, implications & remedies
  - Govt. policies, schemes and measures
- Problem of Concentration of Economic Power,
  - Its causes, consequences, implications & remedies
- Problem of Low Capital formation and Industrial Sickness
  - Its causes, consequences, implications & remedies

**SHORT ANSWER TYPE QUESTIONS:** Q 5 , 6 , 9 , 15 , 19 , 21

**LONG ANSWER TYPE QUESTIONS:** Q 5 , 7 , 12, 13 , 15 , 17 , 21

**SUGGESTED READINGS:**

**TEXT BOOKS:**

1   ibid 3, Page 19.11 to 19.12, 20.1 to 20.11.

2   ibid 3, Page 21.1 to 21.16.

**ARTICLE:**

S. Subramanian, Poverty in India: Are we just finding what we measure instead of measuring what we find?, <https://www.theindiaforum.in/authors/s-subramanian>, 16 May, 2019

### **UNIT III**

#### **LECTURE 25-30**

**OBJECTIVE:**

The objective of this lecture is to make students understand the understand the Macro Economics concepts and National Income Determination

**CONTENT:**

:

- Concepts of Macro Economics and National Income Determination
- Definition, Importance
- Limitations of Macro Economics
- Macro-Economic Variables
- Circular flow in 2 sector and multiplier in 2 sector economy
- Circular flow in 3 sector and multiplier in 3 sector economy
- Circular flow in 4 sector and multiplier in 4 sector economy
- 

**ASSIGNMENT FROM QUESTION BANK:**

### **UNIT II**

**SHORT ANSWER QUESTIONS:** Q 19, 22, 23, 24, 25, 26, 27,28

**LONG ANSWER QUESTIONS:** Q14, 15, 16, 20,24, Q 17

### **OTHER ASSIGNMENTS:**

1. ibid 1, Page 6.171; Q 1,4,7 (Essay Type Question)
2. ibid 3, Page 7.64; Q 18 (Long-Answer Question)

### **SUGGESTED READING:**

### **TEXT BOOK:**

- 1 ibid 1, Page 6.157-6.169

### **REFERENCES:**

- 1 ibid 3, Page 7.23-7.33
- 2 ibid 4, Page 94- 117

### **PERIODICAL:**

1C.P. Chandrasekhar, Jayati Ghosh, National income in India: What's really growing?  
[/https://www.thehindubusinessline.com/opinion/columns/article22859751.ece](https://www.thehindubusinessline.com/opinion/columns/article22859751.ece), 26 Feb. 2018

2 RBI Bulletin, of all months of 2019

### **LECTURE 31-36**

**OBJECTIVE:** The objective of this lecture is to understand various methods of measurement of National Income Determination in India

- **National Income:** National Income Determination in India
  - Concepts, Methods of measurement
  - Product method of measurement of National Income
  - Income method of measurement of National Income
  - Expenditure method of measurement of National Income
  - Problems in measurement of National Income
  - Precautions in estimation of National Income

### **UNIT III**

**SHORT ANSWER QUESTIONS:** Q22,23, 24, 25, 26, 27, 28, 29, 30

**LONG ANSWER QUESTION:** Q12, 13, 14 ,15, 16, 17, 18

### **OTHER ASSIGNMENT:**

1. ibid 3, Page No. 22.18; Q 8 (Long-Answer Question)

## **SUGGESTED READING:**

## **REFERNCES:**

- 1 ibid 3, Page 22.1-22.
- 2 ibid 5, Page 104-141

## **LECTURE 37-42**

**OBJECTIVE:** The objective of this lecture is to understand the different theories and approaches of National income and employment determination in an economy.

### **Macro-Economic Framework:**

- Theory of Full Employment and Income
- Classical Model and Keynesian Approach
- Consumption Function
- Relationship between Saving & Consumption
- Investment Function
- Concepts of Macro Economics

## **ASSIGNMENT FROM QUESTION BANK:**

### **UNIT III**

**SHORT ANSWER QUESTIONS:** Q1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15,18

**LONG ANSWER QUESTION:** Q1, 2, 3, 4 ,5, 6, 7, 8, ,9, 10,11, 12,25

### **OTHER ASSIGNMENT:**

1. ibid 3, Page No. 22.18; Q 8 (Long-Answer Question)

## **SUGGESTED READING:**

## **REFERNCES:**

- 3 ibid 3, Page 22.1-22.
- 4 ibid 5, Page 159- 236

### **UNIT IV**

## **LECTURE 43-56**

The concept of Monetary and Fiscal Policies, its various instruments and the impact of these policies on Indian Economy. The concept of FEMA, FDI and importance of WTO and its impact on Indian Economy will also be explored.

## CONTENTS

- Economic Environment:
  - ✓ Nature of Economic Environment,
  - ✓ Economic,
  - ✓ Nature and Structure of the Economy,
- Monetary and,
  - ✓ Concept of Monetary Policy
  - ✓ Instruments of Monetary Policy
  - ✓ Impact of Monetary Policy
- Fiscal Policies
  - ✓ Concept of Fiscal Policy
  - ✓ Instruments of Fiscal Policy
  - ✓ Impact of Fiscal Policy
  
- FEMA,
  - ✓ Foreign Exchange
  - ✓ Exemptions
  - ✓ Prohibitions
- FDI
  - ✓ Concept & Types
  - ✓ Role of FDI in Economic Development
  - ✓ Advantages and limitations of attracting FDI
- WTO
  - ✓ Objective
  - ✓ Structure
  - ✓ Impact of WTO on India
- GATT.
  - ✓ Features
  - ✓ Objectives
  - ✓ Failures
  - ✓ Successor of GATT

**SHORT ANSWER QUESTIONS:** Q 16, 17, 20, 21, 17

**LONG ANSWER QUESTIONS:** Q 17,23

## OTHER ASSIGNMENTS:

1. ibid 1, Page 6.18, Q 1, 2,3 (Essay Type Question)
2. ibid 4, Page 291-295

## **SUGGESTED READINGS:**

### **TEXT BOOKS:**

- 1 ibid 1, Page 6.8-6.17.
- 2 ibid 2, Page 166-185.

### **REFERENCE:**

- 1 ibid 3, Page 7.35-7.40.
- 2 ibid 4, Page 261-295

### **ARTICLES:**

1. Shubho Roy, Renuka Sane, Susan Thomas, “Consumer Protection in the Indian Financial code”, Chartered Secretary, Journal for Corporate Professionals, ICSI, Vol. XLIII, No: 05, May 2013, P.520.
- 3 Dr. Shamsher Singh “Analysis of Trade Before and After the WTO: A Case Study of India” Global Journal of Finance and Management. Volume 6, Number 8 (2014), pp. 801-808.
- 4 Nádia Campos Pereira Bruhn, Juciara Nunes de Alcântara, Dany Flávio Tonelli, Ricardo Pereira Reis, and Luiz Marcelo Antonialli, Why Firms Invest Abroad? A Bibliometric Study on FDI Determinants from Developing Economies, Global Business Review April 2016, pp. 271-302.