

PGDM- 1st Semester

S.No	Subject Code	Subject Name	Credit	Evaluation Scheme				
				Sessional Exam			EE	TOTAL
				CT	TA	Total		
1.	CC 01	Essentials of Management	3	20	20	40	60	100
2	CC 02	Economics for Managers	3	20	20	40	60	100
3	CC 03	Accounting & Financial Analysis	3	20	20	40	60	100
4	CC 04	Statistical Techniques in Business & Economics	3	20	20	40	60	100
5	CC 05	Human Behaviour at Workplace	3	20	20	40	60	100
6	CC 06	Fundamentals of Marketing Management -I	3	20	20	40	60	100
7	CC 07	Communication for Managers	2	20	20	40	60	100
8	CC 08	Managerial Application of Computer Concepts	2	20	20	40	60	100
9	CV 01	Comprehensive Viva- Voce	1				100	100
10	GP	General Proficiency	1			100		100
Total			24	160	160	320	480	1000

CT- Class Test

TA- Teachers Assessment

EE- External Examination

CC01 ESSENTIALS OF MANAGEMENT

Course Credit: 3

Total Hours: 36

Course Objective:

"Management Essentials" is a course that's designed to help new and recently appointed managers better understand their role in leadership. Through this course you will find out exactly what you need to learn about managing teams, as well as whether you recall the information at the end of the lesson.

The course is designed with the objective of familiarizing the students with the basic concepts of Management.

UNIT 01

(09 Hours)

Management practices from past to present, Different levels of management, Managerial skills, Roles & Functions, Manager and Business environment.

Role of Indian Ethos in managerial practice, Management lessons from Vedas, Mahabharata, Kautaliya's Arthashastra, Ethics Vs Ethos, Indian Vs western Management Contemporary issues in Management.

UNIT 02

Planning and Organizing:

(10 Hours)

Concept of planning, Significance of planning, Classification of planning: Strategic plan, Tactical plan and Operational plan, Process of planning, Barriers to effective planning. MBO, Management by Exception.

Organizing: Defining organizing, Principles of organizing, Process of organizing, Types of organizational structure, Span of control, Centralization vs. Decentralization of authority, Informal organizations.

UNIT 03

Staffing and Directing :

(07 Hours)

Staffing: Concept, Objective of staffing, System approach to staffing, Manpower planning. Directing: Concept, Techniques of directing and supervision, Types of supervision, Essential characteristics of supervisor.

UNIT 04

Leadership and Control:

(06 Hours)

Leadership versus Management, Process of Leadership, Importance of leadership, Characteristics of an effective leader.

Controlling: Concept, Importance of controlling, Types of control, Steps in control process.

UNIT 05

(04 Hours)

Decision Making: Decision-making- types, process & techniques, Factors influencing decision making process

Course Outcome:

By successfully completing this course, students will be able to:

- Describe methods for setting the correct tone as a new manager.
- Identify methods for directing others effectively.
- Demonstrate abilities for properly delegating responsibilities.
- Know processes for confronting difficult employee behavior.
- Recognize how to act decisively in all situations.

Suggested Readings:

1. Durai, P. (2015). Principles of Management, Text and Cases. New Delhi: Pearson Education.
2. Koontz, H. (2010). Essentials of Management. New Delhi: Tata McGraw-Hill Education.
3. Stoner, Freeman & Gilbert Jr. (2009). Management. New Delhi: Prentice Hall.
4. Wehrich, H. & Koontz, H. (2010). Management- A Global Perspective: New Delhi: Tata McGraw-Hill Education.
5. Robbins & Coulter (2013). Management. New Delhi: Prentice Hall.
6. Robbins, S.P. & Decenzo, D. A. (2014). Fundamentals of Management: Essential Concepts and Applications. New Delhi: Pearson Education.
7. Luthans, F. (2010). Organizational Behaviour. New York: McGraw-Hill.

CC02 ECONOMICS FOR MANAGERS

Course Credit: 3

Total Hours: 36

Course Objective:

The objective of this course is to familiarize the students with concepts and techniques used in Micro-Economic Theory and to develop their capability to apply these concepts and techniques in making decisions pertaining to different business situations. While conducting this course importance is given to the complexity of decision making process emanating from evolutionary changes that have occurred in the business firms over time.

UNIT 01

Basic Concepts and principles: (06 Hours)

Definition, Nature and Scope of Economics-Micro Economics and Macro Economics. Managerial Economics and its relevance in business decisions. Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective. Equi-Marginal Principle. Utility Analysis. Cardinal Utility and Ordinal Utility.

UNIT 02

Demand and Supply Analysis: (08 Hours)

Theory of Demand. Types of Demand. Determinants of demand , Demand Function ,Demand Schedule , Demand curve , Law of Demand, Exceptions to the law of Demand , Shifts in demand curve , Elasticity of Demand and its measurement. Price Elasticity. Income Elasticity. Arc Elasticity. Cross Elasticity and Advertising Elasticity. Uses of Elasticity of Demand for managerial decision making, Demand forecasting meaning, significance and methods. (numerical Exercises) Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making. Price of a Product under demand and supply forces

UNIT 03

Production and cost Analysis: (10 Hours)

Production concepts & analysis; Production function, Types of production function ,Laws of production : Law of diminishing returns , Law of returns to scale. Cost concept and analysis: Cost , Types of costs, Cost output relationship in the short-run. Cost output relationship in the Long-run. Estimation of Revenue. Average Revenue, Marginal Revenue

UNIT 04

Market structures: (08 Hours)

Perfect and Imperfect Market Structures , Perfect Competition, features, determination of price under perfect competition. Monopoly: Feature, pricing under monopoly, Price Discrimination. Monopolistic: Features, pricing under monopolistic competition, product differentiation. Oligopoly: Features, kinked demand curve, cartels, price leadership. Pricing Strategies; Price determination, full cost pricing, product line pricing, price skimming, penetration pricing

UNIT 05

National Income: (04 Hours)

Concepts and various methods of its measurement, Inflation, types and causes, Business Cycle. Indian Sectors and their contribution to the GDP. Highest & lowest contributing sectors in revenue.

Course Outcome:

- Analyse the demand of a product with reference to law of demand & elasticity of demand. Describe the concept of Supply, problems and challenges associated with law of supply.
- Describe the concept of production functions and short term/ long term laws of production. Analyse the behaviour & ascertainment of various types of cost
- Analyse the market structure of various homogeneous & heterogamous product & various laws of oligopoly.
- Describe the concept of National Income & Business cycle, analyse inflation rates & causes.

Suggested Readings:

1. Managerial Economics, GEETIKA, McGraw-Hill Education 2nd Ed.
2. Managerial Economics: Concepts and Applications (SIE), THOMAS & MAURICE, McGraw-Hill Education, 9th Ed
3. Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
4. Managerial Economics ,D.N.Dwivedi,Vikas Publication, 7th Ed
5. Managerial Economics – Theory and Applications, Dr.D.M.Mithani, Himalaya Publications, 7th Ed.
6. Koutsoyiannis, A. (2003). Modern micro economics (2nd ed.). New Delhi: Palgrave, McMillan.
7. Baumol, W.J. (2006). Economic theory and operations analysis. New Delhi: Prentice Hall
8. Petersen, H. C., & Lewis, W. C. (2007). Managerial economics (9th ed.). New Delhi: Prentice Hall of India.

CC03 ACCOUNTING & FINANCIAL ANALYSIS

Course Credit: 3

Total Hours: 36

Course Objective:

The course is designed to provide a thorough understanding of the financial and management accounting techniques as an essential part of the decision-making process in the total business information system. This course is intended to introduce the basic theory, concepts and practice of financial accounting and to enable students to understand information contained in the published financial statements of companies and other organizations. It includes the preparation of accounting statements, but their uses and limitations will also be emphasized.

UNIT 01 (6 Hours)

Meaning and Scope of Accounting : Overview of Accounting, Users of Accounting, Accounting Concepts Conventions, Book keeping and Accounting, Principles of Accounting, Basic Accounting terminologies, Accounting Equation , Overview to Depreciation (straight line and diminishing method) .

UNIT 02 (6 Hours)

Accounting Standards and IFRS: International Accounting Principles and Standards; Matching of Indian Accounting Standards with International Accounting Standards, Human Resource Accounting, Forensic Accounting.

UNIT 03 (8 Hours)

Mechanics of Accounting : Double entry system of Accounting, Journalizing of transactions; Ledger posting and Trial Balance ,Preparation of final accounts, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet, Excel Application to make Balance sheet, Case studies and Workshops. Key terms, Contents and Format as per Schedule VI Part I of the Companies Act 1956

UNIT 04 (8 Hours)

Analysis of financial statement: Ratio Analysis- solvency ratios, Profitability ratios, activity ratios, liquidity ratios, Market capitalization ratios; Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, Service & banking organizations, Case Study and Workshops in analyzing Balance sheet.

UNIT 05 (8 Hours)

Concepts of Working Capital and its types, Determinants of Working Capital, methods of calculating Working Capital, Working Capital Financing. Cash Flow Statement: Various cash and non-cash transactions, flow of cash, difference between cash flow and fund flow, preparation of Cash Flow Statement and its analysis.

Course Outcome:

- Describe the accounting concepts & convention, scope of accounting.
- Analyse & describe various IAS & IFRS.
- Prepare and analyse the balance sheet of companies.

- Identify and analyse important ratios to the organisation, Shareholders, creditors and govt. agencies.
- Analyse Funds Flow & Cash flow Statement. Describe types of working capital financing.

Suggested Readings:

1. Maheshwari S.N & Maheshwari S K – A text book of Accounting for Management (Vikas, 10th Edition)
2. Essentials of Financial Accounting (based on IFRS), Bhattacharya (PHI,3rd Ed)
3. Khan and Jain - Financial Management (Tata McGraw Hill, 7th Ed.)
4. PC Tulsian- Financial Accounting (Pearson, 2016)
5. Dhamija - Financial Accounting for managers: (Prentice Hall, 2nd Edition).
6. Narayanswami - Financial Accounting: A Managerial Perspective (PHI,5th Ed)
7. DhaneshkKhatri- Financial Accounting (TMH,2015)
8. Ambrish Gupta - Financial Accounting: A Managerial Perspective (Prentice Hall, 4th Edition)
9. Ramchandran & Kakani - Financial Accounting for Management (TMH, 2nd Edition).
10. Mukherjee - Financial Accounting for Management (TMH, 2nd Edition).

CC04 STATISTICAL TECHNIQUES IN BUSINESS AND ECONOMICS

Credit 3

Total Hours : 36

Course Objective:

To Understand the different basic concept / fundamentals of statistics. Understand the importance of measures of Descriptive statistics which includes measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance. Understand the concept of Probability and its usage in various business applications. Understanding Decision making environment and applying the Concept of Business Analysis.

UNIT 01

Introduction to Statistics:

(8 Hours)

Introduction , . Definition , Scope and Applications o Characteristics , Functions , Limitations . Classification, Tabulation and Presentation of Data: Introduction , Functions , - Requisites , - Types of classification – Methods classification ,Tabulation Difference between classification and tabulation -Parts of a table and its Types , Frequency and Frequency Distribution - Presentation of Data – Diagrams, Graphical Presentation - Histogram - Frequency polygon and Ogives.

UNIT 02

Measures of Central Tendency and Dispersion:

(4 Hours)

Introduction, Objectives of statistical average, Requisites of a Good Average, Statistical Averages - Arithmetic mean - Properties of arithmetic mean - Merits and demerits of arithmetic mean ,Median median and Mode - mode , Positional Averages , Dispersion – Range - Quartile deviations, Mean deviation ,Standard Deviation

UNIT 03

Probability and Probaility distribution:

(5 Hours)

Rules of Probability - Addition rule - Multiplication rule , Conditional Probability, Bayes' Probability. Theoretical Probability Distributions: Introduction - Random variables , Probability Distributions - Discrete probability distributions - Continuous probability distributions , , Binomial Distribution , Poisson Distribution and Normal Distribution

UNIT 04

Correlation and Regression:

(8 Hours)

Introduction , Correlation , Measures of Correlation - Scatter diagram - Karl Pearson's correlation coefficient - Properties of Karl Pearson's correlation coefficient , Probable Error ,probable error , Spearman's Rank Correlation Coefficient , Regression - Regression analysis - Regression lines - Regression coefficient , Standard Error of

UNIT 05

Time Series Analysis&Index Numbers:

(7 Hours)

Introduction , Components of Time Series - Long term trend or secular trend - Seasonal variations - Cyclic variations , Methods of Measuring Trend - Free hand or graphic method - Semi-average

method - Method of moving averages - Method of least squares, average method , variation through moving averages, Ratio to trend method, Forecasting Method

Index Numbers: Introduction, Definition of an Index Number , Main steps in the construction of index numbers, Methods of Computation of Index Numbers Weighted index numbers, Tests for Adequacy of Index Number Formulae, Index Numbers of Consumer Price Index , Weight average of price relatives, Limitations of Index Numbers

Course Outcome:

- Gaining Knowledge of basic concept / fundamentals of business statistics
- To develop practical understanding of various statistics concepts.
- To compute various measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance
- Evaluating basic concepts of probability and perform probability theoretical distributions.
- Taking managerial decision and applying the Concept of Business Analytics.

Suggested Readings:

- 1 . G C Beri – Business Statistics, 3rd ed, TATA McGrawHill.
2. S. C.Gupta – Fundamentals of Statistics, Himalaya Publishing
3. Chandrasekaran&Umaparvathi-Statistics for Managers, 1st edition, PHI Learning
4. Ken Black – Business Statistics, 5th ed., Wiley India.
5. 6. J.K. Tyagi, Business Statistics, Khanna Publishing House, Delhi.

CC 05 HUMAN BEHAVIOUR AT WORKPLACE

Credit 3

Total Hours : 36

Course Objective:

Industry's major requirement for a successful manager is the perform as a team, keeping the group/organizational objectives in focus. This requires a high level understanding of group behavior, how each person reacts and interacts in different in different situations and what affects group behavior. The dynamics of interaction as a group with other individuals and other groups need to be understood clearly in order to move ahead towards group goals.

UNIT 01

OB : Introduction, Definition, OB Model, Subjects contributing to OB, Importance of OB and its managerial implications.; Perception, Attitude, Values & Learning: Nature, Process, Importance, Factors Influencing Perception; Issue Involved in Perception: Beliefs and Attitudes with Managerial Implications.

Learning: Concept; Theories of Learning: Conditioning, Social Learning, Managerial Implication of Learning Theories.

Motivation: Concept, Major Theories and Process of Motivation: Maslow's Need-Hierarchy Theory; Herzberg's Motivation-Hygiene Theory; McGregor's Theory X and Theory Y; Goal Setting Theory; Job Design Theory; Equity Theory; Linking Recognition Programmes and Reinforcement Theory; Linking Employee Involvement Programmes and Motivation Theories.

UNIT 02

Personality: Concept and Determinates; Types and Traits; major Personality Attributes Influencing Organisational Behaviour; Self-Esteem; Self- Monitoring; Risk-Taking;

Leadership: Concept and Functions; Style and Theories of Leadership: Traits, Inspirational approaches to Leader ship, Charismatic Leadership, Transformational Leadership and Transactional Leadership, Contemporary Leadership Roles,

UNIT 03

Group Behaviour:

Groups: Concept and Classification; Stages of Group Development; Group Structure; Roles and Norms; Premise and Issue; Group Decision-Making: Group vs Individual; Groupthink and Groups Shift; Group Decision Making Techniques and Precess. Interpersonal Relationships: Understanding Self and Others; Developing Interpersonal Relationships; Transactional Analysis; Johari Window.

UNIT 04

Organizational Setting:

Conflict Management: Concept; Causes; Types; Stages; Effects; Management of Conflicts.

Organisation Power and Politics: Concept; Sources and Classification; Power Tactics; Coalitions;

Organisational Politics: Concept and People's Response to Organsational Politics;

Organisational Culture: Concept; Dominant Culture; Strong vs Weak Cultures;

Organisational Changes: Concept and Forces for Change; Managing Planned Changes; Resistance to Change; Approaches to Manage Organisational Change;

Course Outcome:

- Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
- Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
- Analyze the complexities associated with management of the group behavior in the organization.
- Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.

Suggested Readings:

1. Robbins, S. P., & Judge, T. (2013). Organizational behavior (15th ed.). Boston: Pearson.
2. Newstrom J. W., & Davis, K. (2011). Human behavior at work (12th ed.). Tata McGraw Hill
- 3 .Nelson, D , Quick, J.C., & Khandelwal, P., (2011). ORGB . Cengage Learning.
- 4 .Pareek. U. (2010). Understanding Organizational Behavior (2nd ed.). Oxford University Press
5. Schermerhorn, J. R., Osborn, R.N., Hunt, M.U.J (2016). Organizational Behavior (12th ed.). Wiley.

CC06 FUNDAMENTALS OF MARKETING MANAGEMENT – I

Course Credits: 3

Total Hours: 36

Course Objective:

- To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.
- To develop understanding on Consumer and business buying behavior
- Develop skill to understand Segmentation, Targeting and Positioning and develop strategy
- Ability to Understand and implement the Marketing-Information Systems

UNIT 01 (7 Hours)

Core Concepts of Marketing: Concept, Meaning, definition, nature, scope and importance of marketing, Goods – Services Continuum, Product, Market, Approaches to Marketing – Product – Production - Sales – Marketing – Societal – Relational. Concept of Marketing Myopia, Holistic Marketing Orientation, Customer Value, Adapting marketing to new liberalised economy - Digitalisation, Customisation, Changing marketing practices.

UNIT 02 (7 Hours)

Meaning and concept of market segmentation, Bases for market segmentation, Types of market segmentation, Effective segmentation criteria, Evaluating & Selecting, Target Markets, Concept of Target Market, Positioning and differentiation strategies, Concept of positioning – Value Proposition & USP, Marketing Information System, Strategic marketing planning and organization.

UNIT 03 (7 Hours)

Product Decision- Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process.

UNIT 04 (8 Hours)

Price Decision- Concept, and Meaning of Price and Pricing, Significance of Pricing Decision, Factors affecting price determination; Pricing Methods and Techniques, Pricing policies and strategies; Discounts and rebates.

UNIT 05 (7 Hours)

Place Decision- Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions, Marketing channel system - Functions and flows; Channel design, Channel management - Selection, Training, Motivation and evaluation of channel members; Promotion Decision- Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity and public relations; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.

Course Outcome:

- Remember and comprehend basic marketing concepts.

- Understand marketing insights on application of basic marketing concepts.
- Able to apply and develop marketing strategies and plans.
- Understand and analyzing business/consumer markets.
- Develop skills and ability to identify market segments and targeting.

Suggested Readings:

1. Marketing Management: A South Asian Perspective - Kotler, Keller, Kevin 15/e, Pearson Education, 2016.
2. Marketing Management - Ramaswamy V. S. & Namakumar S, 5/e, McGrawHill Education Publishers, 2015.
3. Marketing Management - Tapan Panda, 5/e, Excel Publication, 2007.
4. Managing Marketing, Noel Capon, Sidharth Shekar Singh, 4/e Wiley
5. Marketing: Lamb, Hair, McDanniel, Cengage Learning 2012.

CC07 SUBJECT NAME: COMMUNICATION FOR MANAGERS

Course Credits: 2

Total Hours: 25

Course Objective:

- To understand business communication strategies and principles for effective communication in domestic and international business situations.
- To understand and appropriately apply modes of expression, i.e., descriptive, expository, narrative, scientific, and self-expressive, in written, visual, and oral communication.
- To develop the ability to research and write a documented paper and/or to give an oral presentation. To develop the ability to communicate via electronic mail, Internet, and other technologies for presenting business messages.

UNIT 01 (7 Hours)

Introduction: Role of communication – defining and classifying communication – purpose of communication – process of communication – characteristics of successful communication – importance of communication in management – communication structure in organization – communication in crisis - barriers to communication.

UNIT 02 (7 Hours)

Oral communication and written communication: What is oral Communication – principles of successful oral communication – what is conversation control – reflection and empathy: two sides of effective oral communication – effective listening – non – verbal communication. Written communication: Purpose of writing– clarity in writing – principles of effective writing – approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing – Writing – Revising – Specific writing features – coherence – electronic writing process.

UNIT 03 (6 Hours)

Business letters and reports: Introduction to business letters – writing routine and persuasive letters – positive and negative messages- writing memos– what is a report purpose, kinds and objectives of report writing. Presentation skills: What is a presentation – elements of presentation – designing a presentation. Internal communication through: memos, minutes, notices, circulars.

UNIT 04 (6 Hours)

Employment communication: Introduction – writing CVs – Group discussions – interview skills Recruitment and Employment Correspondence Drafting the Employment Notice, Job Application Letter; Curriculum Vitae/Resumes; Joining Interview; Offer of Employment; Job Description; Letter of Acceptance, Letter of Resignation and Promotion, Testimonials and References. Digital Communication.

UNIT 05 (6 Hours)

Group communication: Meetings – Planning meetings – objectives – participants – timing – venue of meetings – leading meetings. Media

management – the press release press conference – media interviews
Seminars – workshop – conferences.

UNIT 06

(4 Hours)

Business and Social Etiquette Professional conduct in a business setting: workplace hierarchy; proper way to make introductions; Use of courteous phrases and language in the workplace.

Course Outcome:

- Acquire in-depth knowledge of principles of business communication
- Acquire in-depth knowledge of principles of oral and written communication
- Comprehend the function of public relations and mass communication
- Understand the various kinds of employment communication.
- Describe and distinguish the particularities of the various communication media
- Acquire social and business etiquette

Suggested Readings:

1. Kitty O. Locker and Stephen Kyo Kaczmarck, (2007). Business Communication: Building Critical Skills, 3/e, TMH. New Delhi.
2. Raymond V. Lesikar, Marie E. Flatley, Kathryn Rentz and Neeaja Pande (2009). 6. Bovee, Thill and Schatzman, 'Business Communication Today', Pearson ed. 2007 (4th ed.)
3. Bovee & Thill – Business Communication Essentials A Skill – Based Approach to Vital Business English. Pearson.
4. Bisen & Priya – Business Communication (New Age International Publication)
5. Business Communication : Skill, Concepts And Applications – P D Chaturvedi, Mukesh Chaturvedi Pearson Education.
6. Asha Kaul, Business Communication, Prentice Hall of India.

CC08 Managerial Application of Computer Concepts

Course Credit: 2

Total Hours: 25

Course Objective:

- The course aims to provide knowledge about basic components of a computer and their significance.
- To provide hands on learning of applications of MS Office and Internet in businesses.
- To provide an orientation about the increasing role of management information system in managerial decision making to gain Competitive edge in all aspects of Business.
- To understand various MIS operating in functional areas of an organization.
- To create awareness in upcoming managers, of different types of information systems in an organization so as to enable the use of computer resources efficiently, for effective decision making.

UNIT 01

Conceptual Framework: (06 Hours)

Hardware: (a) Input devices - keyboard, printing devices, voice speech devices, scanner, MICR, OMR, Bar code reader, digital camera etc. (b) Output devices - Visual Display UNIT, printers, plotters (c) Storage Devices – Magnetic storage devices, Optical storage devices, Flash Memory. Software: Types of software with examples; Introduction to languages, compiler, interpreter and Assembler, Operating System Functions, Types and Classification, Elements of GUI based operating system.

UNIT 02

Communication Technology: (06 Hours)

Network and Internet: Types of computer networks (LAN, WAN and MAN), Network topologies, EDI. Internet: Netiquettes, Architecture & Functioning of Internet, Basic services over Internet like WWW, FTP, Telnet, Gopher, IP addresses, ISPs, URL, Domain names, Web Browsers, Internet Protocols, Search engines, e-mail.

UNIT 03

Information System Classification (07 Hours)

Concept of Data and Information, Operations Support System (OSS), Management Support System(MSS), Transaction Processing System(TPS), Process Control System (PCS), Enterprise Collaboration System(ECS), Management Information System(MIS), Decision Support System (DSS), Executive Information System(EIS). Artificial Intelligence (AI), Applications of Artificial Intelligence: Neural Networks, Fuzzy Logical Control System, Virtual Reality, Expert System (ES).

UNIT 04

Information Systems for Business (06 Hours)

Applications: Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Security and Ethical Challenges Of IT, Business Ethics, Technology Ethics; Cyber Crime and Privacy Issues, Cyber Laws, IT Act 2000.

Course Outcome:

- Students will Gain in depth knowledge of working of an IT enabled organization.
- Students will Learn to use various IT tools for solving Business Problems.
- Students will be able to develop and implement Information Systems for Business Applications.
- Students will Learn to increase efficiency of various management processes by using IT enabled technology.
- Students will be able to analyse various security and ethics related issues pertaining to the increasing use of Information Technology.

Suggested Readings:

1. Nasib Singh Gill – Handbook of Computer Fundamentals, Khanna Publishing House, Delhi
2. Shrivastava-Fundamental of Computer& Information Systems (Wiley Dreamtech)
3. Leon A and Leon M - Introduction to Computers (Vikas, 1st Edition).
4. R.S. Salaria, Computer Fundamentals, Khanna Publishing House, Delhi.

