

DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU

(Affiliated to Kannur University Approved by Government of Kerala)

ANGADIKADAVU P.O., IRITTY, KANNUR – 670706



COURSE PLAN

B.COM FINANCE

(2019 – 22)

SEMESTER - II

ACADEMIC YEAR - (2019-20)

II Semester BCOM Finance (2019 - 22)

SL. No.	Name of Subjects with Code	Name of the Teacher	Duty Hours per week
1.	2A03 ENG Readings on Life and Nature	Jince Joseph	5
2.	2A04 ENG Readings on Gender	Alisha Vasu	4
3.	2A08- 1 MAL Gadhya Roopangal	Rajisha C. K.	5
4.	2A08-1 HIN –Vyavaharik Hindi	Jainy N. George	
5.	2B02 COM Functional Applications of Management	Sruthi Theres Abraham	5
6.	2C01 COM Quantitative Techniques for Business Decisions	Melby George	6
	Name of Class Incharge	Sruthi Theres Abraham	

TIME TABLE

Day	09.50 Am - 10.45 Am	10.45 Am -11.40 Am	11.55 Am -12.50 Pm	01.40 Pm - 02.35 Pm	02.35 Pm - 03.30 Pm
1	2B02 COM Functional Applications of Management	2A03 ENG Readings on Life and Nature	2A08- 1 MAL Gadhya Roopangal/2A08-1 HIN –Vyavaharik Hindi	2A04 ENG Readings on Gender	2C01 COM Quantitative Techniques for Business Decisions
2	2C01 COM Quantitative Techniques for Business Decisions	2A08- 1 MAL Gadhya Roopangal/2A08-1 HIN –Vyavaharik Hindi	2A04 ENG Readings on Gender	2B02 COM Functional Applications of Management	2A03 ENG Readings on Life and Nature
3	2A08- 1 MAL Gadhya Roopangal/2A08-1 HIN –Vyavaharik Hindi	2B02 COM Functional Applications of Management	2C01 COM Quantitative Techniques for Business Decisions	2A03 ENG Readings on Life and Nature	2C01 COM Quantitative Techniques for Business Decisions
4	2A03 ENG Readings on Life and Nature	2A08- 1 MAL Gadhya Roopangal/2A08-1 HIN –Vyavaharik Hindi	2B02 COM Functional Applications of Management	2C01 COM Quantitative Techniques for Business Decisions	2A04 ENG Readings on Gender
5	2B02 COM Functional Applications of Management	2A04 ENG Readings on Gender	2A08- 1 MAL Gadhya Roopangal/2A08-1 HIN –Vyavaharik Hindi	2C01 COM Quantitative Techniques for Business Decisions	2A03 ENG Readings on Life and Nature

Subject Code:	2A03 ENG
Subject Name:	Readings on Life and Nature
No. of Credits:	4
No. of Contact Hours:	90
Hours per Week:	5
Name of the Teacher:	Jince Joseph

Objective: -

1. Understand the basic themes and issues related to ecology through articles, poems, stories, life writings, and historical narratives.
2. Assume ecologically friendly attitudes in events related to everyday life.
3. Identify the specific ecological problems related to Kerala.
4. Identify the major ecological movements around the world and within the country.
5. Ability to express specific opinions when confronted with ecology/development binary.
6. Identify the major or minor ecological issues happening around the students' native place.

Module –I:

1. Environmental Studies: Definition, Scope and Importance
2. Concept of an Ecosystem
3. The Fish – Elizabeth Bishop
4. Trophic Cascade – Camille T. Dungy
5. The Rightful inheritors of the Earth – Vaikom Muhammad Basheer

Module – II:

1. Biodiversity
2. Disaster Management: Floods, Earthquakes, Cyclones, Landslides
3. Real Estate – Sebastian
4. The Truth about the Floods – Nissim Ezekiel
5. Matsyagandhi – M Sajitha

Module – III:

1. Role of an Individual in Prevention of Pollution
2. Environmental Values
3. The End of Living – The Beginning of Survival: Chief of Seattle
4. Going Local – Helena Norberg-Hodge

Assignment Topics

1. Document the list of products we use in our daily life that could have originated from a forest ecosystem.
2. Identify the different fish that the local fishermen have caught. Find out from them if the fish catch has decreased, remained the same, or has increased during the last decade or two.

3. Prepare a report on a flood affected area with details on how it happened, the people's reactions, and the steps to be taken to prevent it in the future.
4. Highlight the environmental health hazards caused by e-waste.
5. Prepare a report on how globalization and liberalization affected coconut/rubber/cardamom farmers in Kerala. Make a field study for any one of the farming sector and document it.
6. Impact of globalization on the local economies.
7. Sustainable development is the only way forward.
8. Identify a river nearby and provide a historical profile of and the changes in its environmental status over the years by talking to the local people.
9. Are the natural resources overused due to the number of people that depend on it, or the greed of a few, or both?
10. List out the products you use in your daily life from a grassland ecosystem.
11. Document the environmental assets in your neighbourhood.
12. "Linking of Indian Rivers" – Your comment on it.
13. Corporate Hijack of Agriculture – Prepare a report.
14. Plastic Pollution in your surroundings.
15. Air pollution in your village/town/city.

People in Environment

Ralph Emerson
Henry Thoreau
John Muir
Edward Abbey
Annie Dillard
Leslie Marmon Silko
Aldo Leopold
Rachel Carson
E O Wilson
Salim Ali
Madhav Gadgil
M C Mehta
Anil Agarwal
Medha Patkar
Sunderlal Bahuguna
Kallen Pokkudan
Sugathakumari
Vandana Shiva
Sunita Narain
Greta Thunberg

Major environmental movements in India

Chipko Movement
Jungle Bachao Andholan
Narmada Bachao Andholan
Silent Valley Movement

Prescribed Textbook

***Nature Matters: Readings on Life and Nature*, Board of Editors. MainSpring Publishers, 2019.**

Environmental Literature for Further Reference

1. Pilgrim at Tender Creek – Annie Dillard, 1975.
2. Walden – Henry David Thoreau, 1854
3. Under the Sea Wind – Rachel Carson, 1941.
4. Silent Spring – Rachel Carson, 1962.
5. Small is Beautiful – E F Schumacher
6. Earth Policy Reader – Lester R Brown
7. Eco Economy – Lester R Brown
8. No Logo – Naomi Klein
9. Desert Solitaire – Edward Abbey, 1968
10. Biophilia – E O Wilson
11. The Biodiversity of India – Erach Barucha
12. Down to Earth – Centre for Science and Environment
13. Water in Crisis – H P Gleick
14. Global Biodiversity Assessment – Heywood & Waston, 1995
15. The Call of the Wild – Jack London, 1903
16. I am not a Plastic Bag – Rahel Hope, 2012
17. The Great Derangement – Amitav Ghosh
18. The End of Food – Paul Roberts, 2008
19. The End of Oil – Paul Roberts
20. The World Without Us – Alan Weisman, 2008
21. The One-Straw Revolution – Fukuoka, 2009
22. The End of Nature – Bill McKibben, 1989
23. The Good Earth – Pearl S Buck, 2005
24. Carbon – Daniel Boyd, 2014.
25. Peak – Roland Smith, 2007
26. The Tomorrow Code – Brian Falkner, 2008.
27. The Water Wars – Cameron Stracher, 2011
28. Fast Food Nation – Eric Schlosser, 2001
29. Last Child in the Woods – Richard Louv, 2005

Web Resources on Environment

www.earth-policy.org
www.corecentre.co.in – fact sheet on air pollution
www.dialcomfort.com – online guide to air pollution
www.sciencemuseum.org.uk
www.tedtalk.com

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	18-11-2019 To 23-11-2019	1	Introduction to the syllabus
		19 Nov	Union Inauguration
		2	Environmental Studies: Definition, Scope and Importance
		3	Environmental Studies: Definition, Scope and Importance
		4	Environmental Studies: Definition, Scope and Importance
		5	Group Discussion
		23 Nov	Sports Day
2	25-11-2019 To 29-11-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
3	01-12-2019 To 05-12-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
4	09-12-2019 To 13-12-2019	6	The Rightful inheritors of the Earth – Vaikom Muhammad Basheer
		7	The Rightful inheritors of the Earth – Vaikom Muhammad Basheer
		8	The Rightful inheritors of the Earth – Vaikom Muhammad Basheer
		9	Concept of an Ecosystem
		10	Concept of an Ecosystem
		11	Class Test
		12 Dec	Arts Day
		13 Dec	Arts Day
5	16-12-2019	12	The Fish – Elizabeth Bishop

No of Weeks	Dates	Session	Topic
	To 20-12-2019	13	The Fish – Elizabeth Bishop
		14	The Fish – Elizabeth Bishop
		15	Trophic Cascade – Camille T. Dungy
		16	Trophic Cascade – Camille T. Dungy
		20 Dec	Christmas Celebration
6	23-12-2019 To 28-12-2019		Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
7	30-12-2019 To 03-01-2020	17	Seminar
		18	Seminar
		19	Seminar
		20	Seminar
		21	Seminar
		02 Jan	Mannam Jayanthi – Holiday
		22	Biodiversity
8	06-01-2020 To 10-01-2020	23	Biodiversity
		24	Biodiversity
		25	Class Test
		26	Disaster Management: Floods, Earthquakes, Cyclones, Landslides
		27	Disaster Management: Floods, Earthquakes, Cyclones, Landslides
		28	Disaster Management: Floods, Earthquakes, Cyclones, Landslides
		29	Disaster Management: Floods, Earthquakes, Cyclones, Landslides
		30	Group Discussion
9	13-01-2020 To 17-01-2020	31	Real Estate – Sebastian
		32	Real Estate – Sebastian
		33	The Truth about the Floods – Nissim Ezekiel
		34	The Truth about the Floods – Nissim Ezekiel
		35	The Truth about the Floods – Nissim Ezekiel
		36	Matsyagandhi – M Sajitha
		37	Matsyagandhi – M Sajitha

No of Weeks	Dates	Session	Topic
		38	Matsyagandhi – M Sajitha
		39	Matsyagandhi – M Sajitha
10	20-01-2020 To 24-01-2020	20 Jan	First Internal II Semester UG
			First Internal II Semester UG
		22 Jan	First Internal II Semester UG
		40	Role of an Individual in Prevention of Pollution
		41	Role of an Individual in Prevention of Pollution
		42	Seminar
		43	Seminar
		44	Seminar
11	27-01-2020 To 31-01-2020	45	Seminar
		46	Environmental Values
		47	Environmental Values
		48	Environmental Values
		49	Class Test
		50	The End of Living – The Beginning of Survival: Chief of Seattle
		51	The End of Living – The Beginning of Survival: Chief of Seattle
12	03-02-2020 To 07-02-2020	52	The End of Living – The Beginning of Survival: Chief of Seattle
		53	The End of Living – The Beginning of Survival: Chief of Seattle
		54	Assignment
		55	Going Local – Helena Norberg-Hodge
		56	Going Local – Helena Norberg-Hodge
		57	Going Local – Helena Norberg-Hodge
13	10-02-2020 To 14-02-2020	58	Class Test
		59	Ralph Emerson Henry Thoreau John Muir
		60	People in Environment Ralph Emerson Henry Thoreau John Muir
		61	Edward Abbey Annie Dillard Leslie Marmon Silko
		62	Edward Abbey Annie Dillard Leslie Marmon Silko

No of Weeks	Dates	Session	Topic
		63	Aldo Leopald Rachel Carson E O Wilson
14	17-02-2020 To 22-02-2020	64	Aldo Leopald Rachel Carson E O Wilson
		65	Salim Ali Madhav Gadgil M C Mehta
		66	Salim Ali Madhav Gadgil M C Mehta
		21 Feb	Mahasivaratri – Holiday
		67	Group Discussion
15	24-02-2020 To 28-02-2020	24 Feb	College Day
		68	Anil Agarwal Medha Patkar Sunderlal Bahuguna
		69	Anil Agarwal Medha Patkar Sunderlal Bahuguna
		70	Kallen Pokkudan Sugathakumari Vandana Shiva
		71	Kallen Pokkudan Sugathakumari Vandana Shiva
		72	Sunita Narain Greta Thunberg
16	02-03-2020 To 07-03-2020	73	Sunita Narain Greta Thunberg
		74	Assignment
		75	Assignment
		76	Assignment
		77	Major environmental movements in India Chipko Movement
		78	Chipko Movement
17	09-03-2020 To 13-03-2020	79	Jungle Bachao Andholan
		80	Jungle Bachao Andholan
		81	Narmada Bachao Andholan
		82	Narmada Bachao Andholan
		83	Silent Valley Movement

No of Weeks	Dates	Session	Topic
		84	Silent Valley Movement
18	16-03-2020 To 20-03-2020	85	Question Paper Discussion
		86	Question Paper Discussion
		87	Question Paper Discussion
		88	Revision
		89	Revision
		90	Revision
19	23-03-2020 To 27-03-2020	23 Mar	Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
20	30-03-2020 To 03-04-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
21	06-04-2020	06 April	University Exam II Semester UG Begin

Subject Code:	2A04 ENG
Subject Name:	Readings on Gender
No. of Credits:	3
No. of Contact Hours:	72
Hours per Week:	4
Name of the Teacher:	Alisha Vasu

Objective:

To understand the basic gender issues faced by Kerala through articles, poems, stories, life writings and historical narratives.

Module I:

1. An Introduction - Kamala Das
2. Kitchen Rags - Vijila
3. Daskshayani Velayudhan - A Biographical Sketch – Meera Velayudhan
4. Learning to be a Mother - Shashi Deshpande
5. Is this Desirable? - Lalithambika Antharjanam

Module II:

1. Still I Rise - Maya Angelou
2. I Am Not That Woman - Kishwar Naheed
3. Structural Violence and the Trans Struggle for Dignity – Gee Imaan Semmalar
4. Gender Justice and the Media - Ammu Joseph
5. Clothing Matters: Visiting the Melmundusamaram in Keralam - Sheeba K M

Prescribed Textbook; Plural perspectives:

Readings on Gender by Rakhi Raghavan

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	18-11-2019 To 23-11-2019	1	An Introduction - Kamala Das
		19 Nov	Union Inauguration
		2	An Introduction - Kamala Das
		3	An Introduction - Kamala Das
		4	An Introduction - Kamala Das
		5	An Introduction - Kamala Das
		23 Nov	Sports Day
2	25-11-2019 To 29-11-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
3	01-12-2019 To 05-12-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
4	09-12-2019 To 13-12-2019	6	An Introduction - Kamala Das
		7	Assignment
		8	Class Test
		9	Kitchen Rags-
		10	Kitchen Rags
		11	Kitchen Rags
		12 Dec	Arts Day
		13 Dec	Arts Day
5	16-12-2019 To	12	Kitchen Rags
		13	Assignment
		14	Revision

No of Weeks	Dates	Session	Topic
	20-12-2019	15	Class Test
		20 Dec	Christmas Celebration
6	23-12-2019 To 28-12-2019		Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
7	30-12-2019 To 03-01-2020	16	Daskshayani Velayudhan - A Biographical Sketch
		17	Daskshayani Velayudhan - A Biographical Sketch
		18	Daskshayani Velayudhan - A Biographical Sketch
		19	Daskshayani Velayudhan - A Biographical Sketch
		02 Jan	Mannam Jayanthi – Holiday
		20	Daskshayani Velayudhan - A Biographical Sketch
8	06-01-2020 To 10-01-2020	21	Assignment
		22	Class Test
		23	Learning to be a Mother
		24	Learning to be a Mother
		25	Learning to be a Mother
		26	Learning to be a Mother
9	13-01-2020 To 17-01-2020	27	Assignment
		28	Class Test
		29	Is this Desirable?
		30	Is this Desirable?
		31	Is this Desirable?
		32	Is this Desirable?
10	20-01-2020 To 24-01-2020	20 Jan	First Internal II Semester UG
			First Internal II Semester UG
		22 Jan	First Internal II Semester UG
		33	Is this Desirable?
		34	Is this Desirable?
		35	Assignment
11	27-01-2020 To 31-01-2020	36	Class Test
		37	I Am Not That Woman
		38	I Am Not That Woman
		39	I Am Not That Woman
		40	I Am Not That Woman

No of Weeks	Dates	Session	Topic
12	03-02-2020 To 07-02-2020	41	I Am Not That Woman
		42	Assignment
		43	Seminar
		44	Class Test
		45	Structural Violence and the Trans Struggle for Dignity
13	10-02-2020 To 14-02-2020	46	Structural Violence and the Trans Struggle for Dignity
		47	Structural Violence and the Trans Struggle for Dignity
		48	Structural Violence and the Trans Struggle for Dignity
		49	Structural Violence and the Trans Struggle for Dignity
14	17-02-2020 To 22-02-2020	50	Seminar
		51	Class Test
		52	Gender Justice and the Media
		21 Feb	Gender Justice and the Media
		53	Mahasivaratri – Holiday
15	24-02-2020 To 28-02-2020	24 Feb	Gender Justice and the Media
		54	College Day
		55	Gender Justice and the Media
		56	Gender Justice and the Media
		57	Gender Justice and the Media
16	02-03-2020 To 07-03-2020	58	Assignment
		59	Seminar
		60	Class Test
		61	Clothing Matters: Visiting the Melmundusamaram in Keralam
		62	Clothing Matters: Visiting the Melmundusamaram in Keralam
17	09-03-2020 To 13-03-2020	63	Clothing Matters: Visiting the Melmundusamaram in Keralam
		64	Clothing Matters: Visiting the Melmundusamaram in Keralam
		65	Clothing Matters: Visiting the Melmundusamaram in Keralam
		66	Clothing Matters: Visiting the Melmundusamaram in Keralam
		67	Clothing Matters: Visiting the Melmundusamaram in Keralam
18	16-03-2020 To	68	Assignment
		69	Class Test
		70	Revision

No of Weeks	Dates	Session	Topic
	20-03-2020	71	Revision
		72	Revision
19	23-03-2020 To 27-03-2020	23 Mar	
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
20	30-03-2020 To 03-04-2020		Second Internal II Semester UG
			Study Leave
			Study Leave
			Study Leave
			Study Leave
21	06-04-2020	06 April	Study Leave
			University Exam II Semester UG Begin

Subject Code:	2B02 COM
Subject Name:	Functional Applications of Management
No. of Credits:	4
No. of Contact Hours:	90
Hours per Week:	5
Name of the Teacher:	Sruthi Theres Abraham

Objective: -

After studying this course, the students shall be able to;

- 1: Describe nature and scope of financial management and the elements in the management of finance
- 2: Enumerate marketing management and its different aspects
- 3: Explain Human Resources Management and the activities involved in it
- 4: Understand the modern global marketing trends and its challenges

Module –I:

Financial Management: Concept of finance- Functions of finance - Meaning, scope and objectives of financial management – financial planning- sound financial plan capitalisation- overcapitalisation – under capitalisation- (meaning only) capital structure, factors determining capital structure- fixed capital – working capital – factors determining fixed and working capital- Source of finance- short term and long term, (20Hrs)

Module – II:

Marketing Management: Marketing-Meaning- nature and importance of marketing - functions of marketing - concept of modern marketing - marketing mix –elements – importance - product life cycle – stages of PLC and marketing strategies - Concept of branding and brand equity – market segmentation – concept – bases – patterns and significance –Target marketing -product positioning. (20 hrs)

Module – III:

Marketing in the globalised scenario: Digital marketing/ on line marketing / E-Commerce – features – scope and challenges – Social media marketing – Relationship marketing — Social marketing - Direct marketing – Network marketing / MLM– service marketing-scope – service marketing mix. (15 hrs)

Module – IV:

Human Resource Management: Meaning definition, evolution, personnel management, functions and importance of HRM, duties and qualities of HR Manager .HR Planning, job analysis, description and job specification job evaluation, recruitment, sources of recruitment, selection process, interview, tests, placement and induction. (20 hrs)

Module – V:

Performance appraisal system: Meaning, objectives, methods and problems of performance appraisal. Training, need and importance, methods. Benefits of training. HRM in the post globalization era. HRM and competitive advantage (15 hrs)

Books for Reference

1. Tripathy Reddy, Principles of Management, Tata Mc Graw Hill Publishers, New Delhi.
2. L.M. Prasad, Principles of Management, sultan Chand & sons, New Delhi.
3. M.Y. Khan and P.K. Jain, Financial management, Tata Mc Grawhill Publishers, New Delhi.
4. R.S. Goel, Operations management, Kalyani Publications, Ludhiana.
5. R. C. Agarwal, Marketing Management, Educational publishers, Agra.
6. Philip Kotler and Gary Armstrong, Principles of Marketing, PHI, New Delhi.
7. William. J .Stanton, Fundamentals of Marketing, McGraw-Hill, New York
8. Rajan Nair, Marketing Management, Sultan Chand & Sons, New Delhi.
9. C. B. Mamoria, Personnel Management, Sultan Chand&Sons, New Delhi.
10. I M. Pandey, Financial Management, Vikas Publishing House, New Delhi

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	18-11-2019 To 23-11-2019	1	Module I: Financial Management: Concept of finance
		19 Nov	Union Inauguration
		2	Functions of finance
		3	Meaning, scope of finance
		4	Objectives of financial management
		5	Financial planning
		23 Nov	Sports Day
2	25-11-2019 To 29-11-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
3	01-12-2019 To 05-12-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
4	09-12-2019 To 13-12-2019	6	Sound financial plan
		7	Capitalisation
		8	Overcapitalisation
		9	Under capitalisation
		10	Capital structure
		11	Factors determining capital structure
		12 Dec	Arts Day
		13 Dec	Arts Day
5	16-12-2019	12	Fixed capital
		13	Working capital

No of Weeks	Dates	Session	Topic
	To 20-12-2019	14	Factors determining fixed and working capital
		15	Source of finance
		16	Source of finance
		20 Dec	Christmas Celebration
6	23-12-2019 To 28-12-2019		Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
7	30-12-2019 To 03-01-2020	17	Short term and long term
		18	Short term and long term
		19	Revision Module I
		20	Class Test
		21	Module II: Marketing Management - Meaning
		02 Jan	Mannam Jayanthi – Holiday
		22	Nature and importance of marketing
8	06-01-2020 To 10-01-2020	23	Nature and importance of marketing
		24	Functions of marketing
		25	Concept of modern marketing
		26	Concept of modern marketing
		27	Marketing mix - elements
		28	Importance - product life cycle
		29	Stages of PLC
		30	PLC and marketing strategies
9	13-01-2020 To 17-01-2020	31	Concept of branding
		32	Brand equity
		33	Market segmentation
		34	Concept - bases - patterns and significance
		35	Concept - bases - patterns and significance
		36	Target marketing
		37	Product positioning
		38	Revision Module II
		39	Class Test
10	20-01-2020	20 Jan	First Internal II Semester UG
			First Internal II Semester UG

No of Weeks	Dates	Session	Topic
	To 24-01-2020	22 Jan	First Internal II Semester UG
		40	Module III: Marketing in the globalised scenario - Meaning
		41	Digital marketing
		42	Online marketing
		43	E-Commerce
		44	Features, scope and challenges of
11	27-01-2020 To 31-01-2020	45	Social media marketing
		46	Relationship marketing
		47	Social marketing
		48	Direct marketing
		49	Network marketing
		50	MLM
12	03-02-2020 To 07-02-2020	51	Service marketing
		52	Scope of service marketing
		53	Service marketing mix
		54	Revision Module III
		55	Class Test
		56	Module IV: Human Resource Management - Meaning and definition
13	10-02-2020 To 14-02-2020	57	Evolution of Human Resource Management
		58	Personnel management
		59	Functions and importance of HRM
		60	Functions and importance of HRM
		61	Duties and qualities of HR Manager
		62	Duties and qualities of HR Manager
14	17-02-2020 To 22-02-2020	63	HR Planning
		64	Job analysis
		65	Job description
		66	Job specification
		21 Feb	Mahasivaratri – Holiday
15	24-02-2020 To 28-02-2020	67	Job evaluation
		24 Feb	College Day
		68	Recruitment
		69	Sources of recruitment
		70	Selection process
		71	Interview
		72	Tests

No of Weeks	Dates	Session	Topic
16	02-03-2020 To 07-03-2020	73	Placement
		74	Induction
		75	Revision Module IV
		76	Class Test
		77	Module V: Performance appraisal system - Meaning
		78	Objectives of performance appraisal system
17	09-03-2020 To 13-03-2020	79	Methods of performance appraisal
		80	Problems of performance appraisal
		81	Training
		82	Need and importance of training
		83	Methods of training
		84	Benefits of training
18	16-03-2020 To 20-03-2020	85	HRM in the post globalization era
		86	HRM and competitive advantage
		87	Revision Module IV
		88	Class Test
		89	Previous year question paper discussion
		90	Previous year question paper discussion
19	23-03-2020 To 27-03-2020	23 Mar	Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
20	30-03-2020 To 03-04-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
21	06-04-2020	06 April	University Exam II Semester UG Begin

Subject Code:	2C01 COM
Subject Name:	Quantitative Techniques for Business Decisions
No. of Credits:	4
No. of Contact Hours:	108
Hours per Week:	6
Name of the Teacher:	Melby George

Objective: -

After studying the course, students should be able to,

- 1:- Acquaint with the basic statistical tools, which can be applied in business and economic situations.
- 2:- Develop knowledge in quantitative techniques, which help in tackling various problems for modern business.
- 3:- Understand and solve problems in probability, correlation and regression.
- 4:- Understand the effect of trend and seasonal variations on business.
- 5:- Familiarize with the testing of hypothesis.

Module –I:

Correlation- Meaning-Classification- Methods- Scatter Diagram- Karl Pearson's Coefficient of Correlation- Spearman's Rank Correlation. [15 Hours]

Module – II:

Regression Analysis: Meaning And Definition- Types of Regressions-Regression Lines- Regression Equations. [20 Hours]

Module – III:

Time Series Analysis: Meaning-Components of Time Series-Methods of Measures of Trend- Moving Average Methods, Methods of Least Squares. [23 Hours]

Module – IV:

Statistical Inference: Testing Of Hypothesis-Meaning-Characteristics- Null Hypothesis and Alternative Hypothesis-Type I and Type II Errors –Procedure For Hypothesis Testing- Level Of Significance-Two Tailed and One Tailed Test- Non Parametric Test- Chi Square Only (Simple Problems) –Parametric Test- Z Test-Meaning and Assumptions only- T test- Meaning-Assumptions- One Sample T test only. [25 Hours]

Module – V:

Probability- Meaning and Definition- Important Terms- Theorems of Probability- Addition and Multiplication Theorem-Conditional Probability- Bayes Theorems- Permutation and Combination. Probability Distributions- Binomial Distribution- Poisson Distribution and Normal Distribution. (Simple Problems Only). [25 Hours]

Books for Reference

1. C .R.Kothari: Quantitative Techniques
2. S.P.Gupta: Statistical Methods, Sulthan Chand And Sons, New Delhi 2
3. C B Gupta & Vijay Gupta: An Introduction To Statistical Methods, Ane Books Pvt Ltd
4. P. N. Arora& Mrs.S.Arora: Quantitative Aptitude vol I & II, S Chand & Co Ltd, New Delhi
5. S.L.Aggarwal & S L Bhardwaj: Fundamentals of Business Statistics, Kalyani Publishers
6. P K Gupta & D S Hira: Operations Research, S Chand & Co Ltd, New Delhi
7. L R Potti: Operations Research, Yamuna Publications,Tvm

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	18-11-2019 To 23-11-2019	1	Correlation- Meaning
		19 Nov	Union Inauguration
		2	Classification
		3	Methods- Scatter Diagram
		4	Karl Pearson's Coefficient of Correlation
		5	problems
		23 Nov	Sports Day
2	25-11-2019 To 29-11-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
3	01-12-2019 To 05-12-2019		Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
			Semester Break
4	09-12-2019 To 13-12-2019	6	problems
		7	Problems – direct method
		8	Problems – direct method
		9	Spearman's Rank Correlation
		10	Spearman's Rank Correlation- problems
		11	Spearman's Rank Correlation- problems
		12 Dec	Arts Day
		13 Dec	Arts Day
5	16-12-2019 To	12	Regression Analysis: Meaning And Definition
		13	Types of Regressions
		14	Types of Regressions

No of Weeks	Dates	Session	Topic
	20-12-2019	15	Regression Lines
		16	Regression Equations
		20 Dec	Christmas Celebration
6	23-12-2019 To 28-12-2019		Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
			Christmas – Holiday
7	30-12-2019 To 03-01-2020	17	Regression Equations- problems
		18	Regression Equations
		19	Regression Equations
		20	Regression Equations
		21	Regression Equations
		02 Jan	Mannam Jayanthi – Holiday
		22	Statistical Inference
8	06-01-2020 To 10-01-2020	23	Testing Of Hypothesis-Meaning
		24	Characteristics
		25	Characteristics
		26	Null Hypothesis and Alternative Hypothesis
		27	Null Hypothesis and Alternative Hypothesis
		28	Type I and Type II Errors
		29	Type I and Type II Errors
		30	Procedure For Hypothesis Testing
		31	Procedure For Hypothesis Testing
		32	Level Of Significance
		33	Two Tailed Test
		34	Two Tailed Test
9	13-01-2020 To 17-01-2020	35	Two Tailed Test
		36	One Tailed Test
		37	One Tailed Test

No of Weeks	Dates	Session	Topic
		38	One Tailed Test
		39	Non Parametric Test
		40	Non Parametric Test
		41	Chi Square Test
		42	Chi Square Test
		43	Chi Square Test
10	20-01-2020 To 24-01-2020	20 Jan	First Internal II Semester UG
			First Internal II Semester UG
		22 Jan	First Internal II Semester UG
		44	Chi Square Test
		45	Parametric Test
		46	Z Test
		47	Z Test
		48	Z Test
		49	T test- Meaning-Assumptions
		50	T test- Meaning-Assumptions
		51	T test- Meaning-Assumptions
11	27-01-2020 To 31-01-2020	52	One Sample T test
		53	One Sample T test
		54	One Sample T test
		55	Class test
		56	Time Series Analysis: Meaning
		57	Components of Time Series
		58	Components of Time Series
		59	Components of Time Series
		60	Methods of Measures of Trend
12	03-02-2020 To 07-02-2020	61	Moving Average Methods -problems
		62	Moving Average Methods- problems
		63	Moving Average Methods -problems

No of Weeks	Dates	Session	Topic
		64	Moving Average Methods -problems
		65	Moving Average Methods -problems
		66	Methods of Least Squares
		67	Methods of Least Squares
		68	Methods of Least Squares
		69	Methods of Least Squares
13	10-02-2020 To 14-02-2020	70	Methods of Least Squares
		71	Methods of Least Squares
		72	Methods of Least Squares
		73	Methods of Least Squares
		74	seminar
		75	seminar
		76	Probability- Meaning and Definition
		77	Important Terms
14	17-02-2020 To 22-02-2020	78	Important Terms
		79	Important Terms
		80	Theorems of Probability
		81	Addition Theorem
		82	Addition Theorem
		21 Feb	Mahasivaratri – Holiday
		83	Addition Theorem
15	24-02-2020 To 28-02-2020	24 Feb	College Day
		84	Addition Theorem- problems
		85	problems
		86	problems
		87	problems
		88	Multiplication Theorem
		89	Multiplication Theorem
16	02-03-2020	90	Multiplication Theorem
		91	Multiplication Theorem

No of Weeks	Dates	Session	Topic
	To 07-03-2020	92	Conditional Probability
		93	Conditional Probability
		94	Conditional Probability
		95	Bayes Theorems
17	09-03-2020 To 13-03-2020	96	Bayes Theorems
		97	Permutation and Combination
		98	Permutation and Combination
		99	Probability Distributions
		100	Binomial Distribution
		101	Binomial Distribution
18	16-03-2020 To 20-03-2020	102	Poisson Distribution
		103	Poisson Distribution
		104	Normal Distribution
		105	Normal Distribution
		106	Class test
		107	revision
		108	revision
19	23-03-2020 To 27-03-2020	23 Mar	Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
			Second Internal II Semester UG
20	30-03-2020 To 03-04-2020		Study Leave
			Study Leave
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			Study Leave
			Study Leave
			Study Leave
21	06-04-2020	06 April	University Exam II Semester UG Begin