

ACADEMIC REGULATIONS (AU-R21)

For the Bachelor of Business Administration (BBA)



With effect from the Academic year 2021-22

School of Business Management

ANURAG UNIVERSITY

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Telangana 500088

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Academic Regulations for Bachelor of Business Administration with effect from the Academic Year 2021-22

1. Title and Duration of the Program

- 1.1 The program shall be called the Undergraduate (UG) Program in Bachelor of Business Administration abbreviated as BBA. These regulations come into force with effect from the academic year 2021-22 and onwards.
- 1.2 The BBA program duration shall be three academic years divided into six semesters and each semester having 16 weeks of instruction.
- 1.3 Students admitted to the BBA program shall have to complete the course of study within a maximum time frame of 5 years (3+2 years) from the year of admission. Relaxation sought on genuine grounds will be referred to the Board of Management.

2. Admission Procedure

- 2.1 A candidate for admission into the BBA program must have passed the Intermediate Examination of the Board of Intermediate Education, Government of Telangana or any other examination recognized by the Anurag University as equivalent.
- 2.2 All the eligible applicants satisfying 2.1 shall be governed by the following admission policy:

Academic Program	Entrance Test	Rule of Reservation	Fee Structure
BBA	Admission to the program will be based on the marks obtained in the Anurag University Common Entrance Test or any other as prescribed by the Governing Body of Anurag University.	As per the section 33 of the Telangana State Private Universities Act No. 11 of 2018, and Rule 10 of the G.O.M.S. No. 26, [Higher Education (UE.1) Department], Dt. 20-08-2019.	As prescribed by Anurag University from time to time as per the act.

3. Program of Study and Code

Program	Code
Bachelor of Business Administration	02

4. Credits

4.1 The following is the credit allocation table.

Course	Credits
1 Hour Lecture (L) per week	1
1 Hour Tutorial (T) per week	1
1 Hour Practical (P) per week	0.5
2 Hour Practical (P) per week	1
Mini project	2
Comprehensive Viva Voce	2
Seminar	3
Internship	3
Project	10

5. Distribution and Weightage of Marks

5.1 The performance of a student in a semester shall be evaluated course-wise for a maximum of 100 marks in each theory and practical course. In addition, industry-oriented mini-project, Internship, seminar, comprehensive viva-voce and project work shall be evaluated for 100 marks each.

5.2 The distribution of marks for Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE) along with the minimum pass percentage shall be as follows:

Course	Continuous Internal Evaluation (CIE)	Semester End Examination (SEE)	*Min. Pass Percentage in (SEE)	*Min. Pass Percentage (CIE+SEE)
Theory	40	60	35	40
Laboratory/Practical	50	50	35	40
Industry-Oriented mini Project	0	100	35	40
Seminar presentation	100	-	-	40
Internship	100	-	-	40
Comprehensive viva-voce	0	100	35	40
Project Work	50	50	35	40

5.3 A relaxation of 10% of maximum marks shall be given to physically challenged students.

5.4 Continuous Internal Evaluation (CIE):

5.4.1 The CIE has two components namely, a) Mid Term Examinations, b) Quizzes and c) Assignment/ Seminars/ Projects/ Group Activities.

5.4.2 The midterm examination is evaluated for 20 marks, Quizzes are for 10 marks and the Assignment/ Seminars/ Projects/ Group Activities are for 10 marks.

a. Midterm examination:

For theory subjects, there shall be two midterm examinations as a part of continuous evaluation. Each midterm examination shall be conducted for the duration of 90 minutes and the question paper consists of Part-A (Short Answers) for 5 marks and Part-B (Long Answers) for 15 marks. Part-B shall contain 5 questions of which student have to answer 3 questions; each question carries 5 marks.

The First midterm examination shall be conducted for 2.5 units of syllabus at the end of 8 weeks of instruction and Second midterm examination shall be conducted for remaining 2.5 units at the end of 16 weeks of instruction.

There shall be an optional third midterm examination during the preparation cum external practical examinations period subject to the following conditions:

- i. Interested students have to register for the third midterm examination by paying the prescribed registration fee.
- ii. Third midterm examination covers entire semester syllabus carrying 20 marks.

The average of best two midterm examinations shall be taken as the final marks secured by each candidate.

b. Quizzes:

There shall be a total of five quizzes of 10 marks each, consists of 10 objective type questions. The quiz shall be conducted at the end of each of the five units of instruction for 15 minutes duration. The average of the five quizzes shall be taken as the final quiz marks secured by each candidate.

c. Assignment / Seminars / Projects / Group Activities:

There shall be two Assignments / Seminars / Projects / Group Activities as part of continuous evaluation, conducted for 10 marks. These should be completed before the conduct of the second midterm examination. The average of the two assignments shall be taken as the final marks secured by each candidate.

5.5 Semester End Examinations (SEE):

- 5.5.1 The semester end examination will be conducted for 60 marks which consist of two parts viz., i). Part-A for 20 marks, ii). Part –B for 40 marks.
- 5.5.2 Part-A is compulsory, which consists of ten questions (numbered from 1 to 10), two questions from each unit carrying 2 marks each.
- 5.5.3 Part-B consists of five questions (numbered from 11 to 15) shall be set by covering one question (may contain sub-questions) from each unit of the syllabus carrying 8 marks each. For each question there will be an “either” “or” choice (that means there will be two questions from each unit and the student should have to answer any one of them).
- 5.5.4 For practical subjects, there shall be a continuous internal evaluation during a semester for 50 marks and Semester end examination carries 50 marks. Out of the 50 marks for continuous internal evaluation, day-to-day work in the laboratory shall be evaluated for 30 marks and internal practical examination shall be evaluated for 20 marks conducted by the laboratory teacher concerned. The SEE carries 50 marks.

Components of Day-to-day evaluation:

- Preparation for Lab – 10 marks
- Observation – 10 marks
- Completion of Experiment – 5 marks
- Record – 5 marks

- 5.5.5 The practical end semester examination shall be conducted with an external examiner along with one internal examiner. The external examiner shall be appointed by the Dean-Examinations from the list of panel of examiners approved by the Vice-Chancellor.
- 5.5.6 **Industry-oriented Mini-Project:**
There shall be an industry-oriented Mini-Project, to be taken up during the vacation after completion of the I Year II Semester examinations. However, the mini project and its report shall be evaluated in II Year I Semester. The industry oriented mini project shall be submitted in report form and should be presented before the committee, which shall be evaluated as SEE for 100 marks. The committee consists of the Head of the Department, the Supervisor of mini project and a senior faculty member of the department nominated by the Dean-School of Management. There shall be no CIE marks for industry oriented mini project.
- 5.5.7 **Seminar presentation:**
There shall be a seminar presentation in II Year II Semester. For the seminar, the student shall collect the information on a specialized topic and prepare a technical report, showing his/her understanding of the topic, and submit it to the Department. It shall be evaluated by the committee consisting of Head of the Department, seminar Supervisor and senior faculty member nominated by the Dean-School of Management. The seminar report shall be evaluated as CIE for 100 marks.
- 5.5.8 **Comprehensive viva-voce:**
There shall be a comprehensive viva-voce in III Year II Semester. The comprehensive viva-voce shall be conducted by a committee consisting of the Head of the Department and the two senior faculty members of the department. The comprehensive viva-voce is intended to assess the students understanding of the courses he studied during the program.

The comprehensive viva-voce is evaluated as SEE for 100 marks.

5.5.9 Internship:

There shall be an Internship, to be taken up during vacation after the II Year II Semester. The internship work executed, and its output shall be submitted in report form and shall be presented before the committee. The report shall be evaluated for 100 marks in III year I semester. The committee consists of Head of the Department, the supervisor of Internship and senior faculty member of the department nominated by the Dean-School of Management. There shall be no external for evaluation of Internship.

5.5.10 Project Work:

Out of a total of 100 marks for the project work, 50 marks shall be for CIE and 50 marks for the SEE. The CIE shall be based on the two seminars given by each student on the topic of his/her interest. The SEE (viva-voce) shall be conducted by the committee consists of an (i) External examiner appointed by the Dean - Examinations on the recommendation of Chairperson, BOS, (ii) Head of the Department, (iii) Supervisor of the project and (iv) Senior faculty member of the department. The evaluation of project work shall be conducted at the end of the III Year II Semester.

5.5.11 The Laboratory marks and the CIE awarded by the faculty are subject to scrutiny and scaling by the University whenever/wherever necessary. In such cases, the CIE and laboratory marks awarded by the teacher will be referred to a committee consisting of Chairperson BOS / Head of the Department, Dean-Examinations / COE and the subject expert. The committee will arrive at a scaling factor and the marks will be scaled accordingly. The recommendations of the committee are submitted to the Vice-Chancellor and his decision is final. The laboratory records and internal test papers shall be

preserved for a period of two years or as specified by the University from time to time.

5.6 Candidates shall be permitted to apply for recounting / revaluation of SEE scripts within the stipulated period by paying the prescribed fee.

5.7 Recounting:

The totaling of the marks awarded shall be verified in the answer script and corrected if there is any mistake.

5.8 Revaluation:

- a) The answer scripts of the candidate applied for revaluation are evaluated by two subject experts independently other than the original valuer.
- b) If the difference of marks between these two valuations is 15% or more, it will be sent for third valuation to another subject expert.
- c) Nearest of two valuations out of three will be considered and the average of these two will be taken as the final marks obtained.
- d) If the difference of the final marks after revaluation is greater than or equal to 15% of maximum marks, then the revaluation marks are considered for declaring the result.
- e) If the revaluation marks are less than the original marks, the original marks remain same and there is no change in the result.

5.9 Challenge Valuation:

The candidates who have applied for revaluation and not satisfied with the result are only eligible to apply for challenge valuation by paying the prescribed fee in the form of DD payable to the Registrar, Anurag University.

- a) On receipt of the DD, a photocopy of the answer booklet shall be given to the student.
- b) The paper will be evaluated in the presence of the student by a senior faculty member appointed by the University.
- c) If there is any change in the marks $\geq 15\%$ of the maximum marks, the new marks will be awarded to the student. Otherwise, there will be no change in original secured marks.
- d) If the change in marks (equal or above 15% of the maximum marks) occurs, the amount paid towards challenge valuation will be refunded. Otherwise, the student will forfeit the total amount which he/she has paid.

6. Attendance Requirements

- 6.1 A student is eligible to write the Semester end examinations only if he/she acquire a minimum of 75% attendance in aggregate of all courses.
- 6.2 Condonation of shortage of attendance in aggregate up to 10% (65% and above and below 75%) in each semester may be granted on medical grounds as approved by the Academic Council.
- 6.3 A stipulated fee shall be payable towards condonation of shortage of attendance.
- 6.4 Shortage of attendance below 65% in aggregate shall not be condoned.
- 6.5 However, in respect of women candidates who seek condonation of attendance due to pregnancy, the Vice-Chancellor may condone the deficiency in attendance to the extent of 15% (as against 10% condonation for others) on medical grounds subject to submission of medical certificate to this effect. Such condonation shall not be availed twice during the program of study.
- 6.6 Students whose shortage of attendance is not condoned are not eligible to write semester end examinations of that semester. Such students are detained and their registration for examination stands cancelled.
- 6.7 A student detained due to shortage of attendance in a semester may seek re-admission into that semester, as and when offered, within four weeks from the date of commencement of class work with the academic regulations of the batch into which he/she gets re-admitted.
- 6.8 A student will be promoted to the next semester if he/she satisfies the attendance requirement of the present semester and shall not be eligible for readmission into the same semester.
- 6.9 For all mandatory, noncredit courses offered in a semester, a student shall be declared successful or 'passed', if he/she secures $\geq 75\%$ attendance in such a course. A 'satisfactory participation certificate' for that mandatory course will be issued and no marks or letter grade shall be allotted.
- 6.10 Attendance of N.S.S/N.C.C Camps or Inter collegiate or Inter University or Inter State or International matches or debates or such other Inter

University activities as approved by the authorities, will be taken into consideration while calculating the attendance.

- (i) Such leave should be availed with prior permission from the Dean-School of Agriculture and not be availed more than twice during the program of study.
- (ii) Without any prior permission, such leave shall be treated as absence.
- (iii) While calculating the attendance, the no. of classes not attended in each course should be deleted in the denominator.

7. Promotion Rules:

7.1 The Rules of promotion are as follows.

Promotion	From I Yr. to II Yr.	From II Yr. to III Yr.
Condition to be fulfilled	50% of the total credits up to I Year II Semester.	60% of the total credits up to II Year I Semester.

- 7.2 A student shall register and put up required attendance in all courses and earn a total of 134 credits for the award of degree.
- 7.3 When a student is detained due to shortage of attendance in any semester, no grade allotments or SGPA/CGPA calculations will be given for that entire semester in which he/she is detained.
- 7.4 When a student is detained due to lack of credits in any year, he/she may be readmitted after fulfillment of the academic requirements, with the academic regulations of the batch into which he/she gets readmitted.
- 7.5 For readmitted candidates, if there are any professional electives / open electives, the same may also be re-registered if offered. However, if those electives are not offered in later semesters, then alternate electives may be chosen from the set of elective courses offered under that category.

8. Minimum Academic Requirements

- 8.1 The following academic requirements have to be satisfied in addition to the attendance requirements mentioned above.
- 8.2 A student is deemed to have satisfied the minimum academic requirements if he/she has earned the credits allotted to each theory/practical/project/internship and secured not less 35% marks in

semester end examination (SEE), and minimum 40% of marks in the sum total of the internal evaluation and end examination taken together.

- 8.3 The student has to pass the failed course by appearing the supplementary examination as per the requirement for the award of degree.

9. Grade Points

- 9.1 Marks will be awarded to indicate the performance of each student in each theory courses or practical/seminar/project/mini-project etc., based on the percentage of marks obtained in both CIE and SEE taken together as specified above, and a corresponding letter grade shall be given.
- 9.2 A 10 point absolute grading system using the following letter grades and corresponding percentage of marks shall be followed as given below:

Letter Grade		Grade Points	% of Marks Secured(M) (Class Intervals)
O	Outstanding	10	M≥90%
A+	Excellent	9	80≤ M<90
A	Very Good	8	70≤ M<80
B+	Good	7	60≤ M<70
B	Average	6	50≤ M<60
C	Pass	5	40≤ M<50
F	Fail	0	M< 40
Ab	Absent	0	--

- 9.3 A student obtaining 'F' grade in any subject shall be considered as 'failed' and will be required to reappear as 'supplementary candidate' in the SEE, as and when conducted. In such cases, CIE in those subject(s) will remain same as those the student obtained earlier.
- 9.4 A letter grade does not imply any specific % of marks.
- 9.5 In general, a student shall not be permitted to repeat any course (s) only for the sake of 'grade improvement' or 'SGPA/CGPA Improvement'.
- 9.6 A student earns grade point (GP) in each course, on the basis of the letter grade obtained by him in that course (excluding mandatory non-credit courses). Then the corresponding 'credit points' (CP) are computed by multiplying the grade point with credits for that particular course.

Credit Points (CP) = Grade Point (GP) x Credits (for a course)

- 9.7 After successful completion of the course only, the students get GP ≥ 5 ('C' grade or above).
- 9.8 SGPA/CGPA at the end of each semester shall be awarded only if he/she passed all the courses up to end of that semester.

10. Supplementary Examinations

- 10.1 A student who is eligible to appear for the semester end examinations in a course, but is absent / failed in that examination, may write the examination in that course during supplementary examinations. In such cases, CIE assessed earlier for that course will be carried over and added to the marks to be obtained in the supplementary examinations for evaluating his/her performance in that course.
- 10.2 Supplementary examination(s) in the failed courses shall be conducted as per the schedule given by the University. If the concerned course is not available in the new regulation, the student shall have to appear for the examinations with the syllabus of equivalent course(s) prevailing for the regular students in that academic year. The equivalent course will be established by the concerned Head / Chairperson, BoS. However, if no such similar course is offered in the current regulation, the supplementary examination(s) shall be conducted with the same syllabus which is studied during regular course of study with extra fee as specified by the University from time to time.

11. Registration / Dropping

- 11.1 Each student has to register for course work at the beginning of each semester as per the schedule mentioned in the academic calendar.
- 11.2 Department will notify at the time of registration about the minimum number of students to be enrolled for a particular course to be offered.
- 11.3 Any student may be barred from registering for any course for specific reasons like disciplinary reasons, non- payment of fees, etc.

12. Passing Standards

- 12.1 **Earning a Credit:** A student shall be considered to have completed a course successfully and earned the credits if he/she secures an

acceptable letter grade in the range 'O' to 'C'. Letter grade 'F' in any course implies failure in that course and no credits earned.

- 12.2 A student shall be declared successful or 'passed' in a semester, only when he/she gets a SGPA ≥ 5.00 (at the end of that particular Semester); and a student shall be declared successful or 'passed' in the entire UG Program, only when he/she gets a CGPA ≥ 5.00 ; subject to the condition that he/she secures a GP ≥ 5.00 (C Grade or above) in every registered course in each semester.
- 12.3 A student shall be declared successful or 'passed' in any non-credit course, if he/she secures a 'satisfactory participation certificate' for that mandatory course.
- 12.4 After the completion of each semester, a grade card or grade sheet (or transcript) shall be issued to all the registered students of that semester, indicating the letter grades and credits earned. It will show the details of the courses registered (course code, title, no. of credits etc.), grade earned, credits earned, SGPA and CGPA.

13. Vertical Progression

- 13.1 It shall also be necessary to lay down uniform minimum standards for SGPA and CGPA together with the minimum number of credits to be earned in a semester for the vertical progression of students. This shall be used in facilitating the mobility of students from one institute to another and also in avoiding any confusion among the students. At the end of each semester the minimum standard for SGPA = 5.0 and CGPA = 5.0. However, failure to secure a minimum CGPA = 5.0 at the end of any semester for the first time, shall attract a warning before approval of the student to continue in the following semester.

14. Eligibility for Award of BBA Degree

A student shall be eligible for award of the BBA degree if he/she fulfils all the following conditions:

- 14.1 He/she should have registered and successfully completed all the components prescribed in the program of study to which he/she is admitted by securing 134 credits.

- 14.2 He/she has obtained CGPA greater than or equal to 5.0 (minimum requirements for pass).
- 14.3 He/ she has no due to the Institute, hostels, Libraries, NCC/NSS etc.
- 14.4 No disciplinary action is pending against him/her.
- 14.5 Those who fail to fulfill the above academic requirements shall forfeit their admission.

15. Award of Class

- 15.1 A student who registers for all the specified courses as listed in the program and secures the required number of 134 credits (with CGPA \geq 5.0), within three academic years from the date of commencement of the first academic year, shall be declared to have 'qualified' for the award of the BBA degree.

CGPA	Class	Condition
CGPA \geq 8.00	First Class with Distinction	<ul style="list-style-type: none"> • Should have passed all the courses in regular examination and should complete the program in 3 years of time. • Should not have been detained or prevented from writing the semester end examinations in any semester due to shortage of attendance or any other reason.
6.50 \leq CGPA $<$ 8.00	First Class	<ul style="list-style-type: none"> • The Students who secure CGPA \geq 8.00, but not fulfilling the conditions for "First Class with Distinction" shall be awarded 'First Class' only.
5.50 \leq CGPA $<$ 6.50	Second Class	
5.0 \leq CGPA $<$ 5.50	Pass Class	

- 15.2 The CGPA can be converted to equivalent percentage of marks by using the following formula:

$$\text{Percentage(\%)} \text{ of marks} = (\text{CGPA} - 0.5) \times 10$$

16. Withholding of Results

If the student has not paid the dues, if any, to the University or if any case of indiscipline is pending against him, the result will be withheld, and he will not be allowed into the next semester. In such cases the matter will be referred to the academic council. The decision of the academic council is final.

17. Transitory Regulations

- 17.1 Discontinued, detained, or failed candidates are eligible for readmission as and when next offered as per the university admission procedure.
- 17.2 Students on transfer shall complete the prescribed courses of the concerned program not covered earlier and however he/she should take the remaining program along with others.

18. Transcripts

After successful completion of the total Program of study, a Transcript containing performance of all academic years/semesters will be issued as a final record. Duplicate transcripts will also be issued if required after the payment of requisite fee.

19. Convocation

- 19.1 The University shall conduct convocation ceremony to confer the degree(s).
- 19.2 The University shall institute Prizes and Awards to meritorious students during convocation.

20. Termination from the program

The admission of a student to the program may be terminated in the following circumstances:

- 20.1 The student fails to satisfy the requirements of the program within the maximum period stipulated for that program.
- 20.2 The student fails to satisfy the norms of discipline specified by the university from time to time.

21. Non-Credit Courses (Mandatory Courses)

- 21.1 All the courses designated as mandatory course is a compulsory requirement for all students for the award of degree.
- 21.2 These activities carry no credits and are evaluated as satisfactory/unsatisfactory.
- 21.3 Minimum attendance requirement as per the regulations is compulsory for completing the mandatory courses.

22. Amendments

The regulations hereunder are subject to amendments as may be made by Academic Council from time to time. Any or all such amendments will be effective from such date and to such batches of candidates (including those already undergoing the program).

ANNEXURE - I

Calculation of Grade Point Average

1 Grade Point Average

1.1 SGPA and CGPA

The *credit index* can be used further for calculating the Semester Grade Point Average (SGPA) and the Cumulative Grade Point Average (CGPA), both of which being important performance indices of the student. While SGPA is equal to the *credit index* for a semester divided by the total number of *credits* registered by the student in that semester, CGPA gives the sum total of *credit indices* of all the previous semesters divided by the total number of *credits* registered in all these semesters. Thus,

The Grade Point Average (GPA) will be calculated according to the formula:

$$GPA = \frac{\sum C_i G_i}{C_i}$$

Where C_i = number of credits for the course i , G_i = grade points obtained by the student in the course.

1.2 Semester grade point average (SGPA) is awarded to candidates considering all the courses of the semester. SGPA is rounded off to TWO decimal places.

SGPA will be computed as follows:

$$\frac{\sum[(\text{Course credits}) * (\text{Grade points})]}{\sum[\text{Course credits}]}$$

1.3 To arrive at cumulative grade point average (CGPA), the formula is used considering the student's performance in all the courses taken in all the semesters completed up to the particular point of time. CGPA is rounded off to TWO decimal places.

CGPA will be computed as follows:

for all courses passed

$$\frac{\sum[(\text{Course credits}) * (\text{Grade points})]}{\sum[\text{Course credits}]}$$

up to that semester

for all courses registered until that semester

CGPA is thus computed from the I Year First Semester onwards, at the end of each semester, as per the above formula. However, the SGPA of I year I semester itself may be taken as the CGPA, as there are no cumulative effects.

1.4 Illustrative Example

An illustrative example given below indicates the use of the above two equations in calculating SGPA and CGPA, both of which facilitate the declaration of academic performance of a student, at the end of a semester and at the end of successive semesters respectively .

Year and Semester	Course No.	Credits	Grade	Grade points	Credit points
I Year I Sem.	XX101	4	A	8	32
I Year I Sem.	XX102	4	B	6	24
I Year I Sem.	XX103	4	A+	9	36
I Year I Sem.	XX104	4	A	8	32
I Year I Sem.	XX105	1.5	O	10	15
I Year I Sem.	XX106	1.5	A+	9	13.5
Total		19			152.5
	SGPA = 152.5/19 = 8.03			CGPA = 8.03	
I Year II Sem.	XX107	4	B+	7	28
I Year II Sem.	XX108	3	A	8	24
I Year II Sem.	XX109	3	B	6	18
I Year II Sem.	XX110	4	C	5	20
I Year II Sem.	XX111	2	A+	9	18
I Year II Sem.	XX112	1.5	O	10	15
I Year II Sem.	XX113	1.5	O	10	15
Total		19			138
	SGPA = 138/19 = 7.26			CGPA = (152.5+138) / (19+19) = 7.64	

Note: If two students get the same CGPA, the tie should be resolved by considering the number of times a student has obtained higher SGPA; But, if it is not resolved even at this

stage, the number of times a student has obtained higher grades like O, A, B etc. shall be taken into account in rank ordering of the students in a class.

ANNEXURE – II

DISCIPLINARY ACTION AGAINST STUDENTS – PROVISIONS

Disciplinary Action against Students – Provisions

1. Student's behavior and discipline will be assessed and will receive the same attention as the academic work. Discipline includes the observance of good conduct and orderly behavior by the students of the University.
2. All students pursuing a Program at the University shall observe code of conduct and maintain discipline and must consider it as a duty to behave decently at all places.
3. Every student shall always carry the Identity card issued by the university. Every student shall have to produce or surrender the identity card, as and when required by the proctorial staff, teaching and library staff and the officials of the university. The loss of the identity card, whenever it occurs, shall immediately be reported in writing to the Registrar.
4. Any violation of the code of conduct or breach of any rules and regulations of the university is construed as an act of indiscipline and shall make him / her liable for disciplinary action;
5. The following acts are treated as gross indiscipline;
 - a) Disobeying the teacher/officials or misbehaving in the class;
 - b) Quarrelling or fighting in the University campus, hostels amongst themselves, indulging in any activity which amounts to ragging or Harassment of other students;
 - c) Quarrelling or fighting with a University employee(s) or any other public utility functionaries in the campus;
 - d) Indecent behavior in the University campus or outside causing inconvenience to others;
 - e) Visiting socially unacceptable websites, smoking or consuming liquor or banned substances like drugs etc. ;
 - f) Damage to the University property;
 - g) Indulging in acts of theft, forgery, stealing and misappropriating;
 - h) Any other activity that defames the University;
 - i. Use of mobile in the class/academic area.
 - ii. Irregularity in attending classes, persistent idleness, negligence or indifference towards the work assigned;

- iii. Any other conduct which is considered to be unbecoming of a student.

ANNEXURE - III

Rules for Students Conduct & Behavior in Campus and Outside

1. The rules and regulations, academic calendar shall be provided to all the students
2. In general, Dean - Student Affairs will deal with the welfare and discipline of all students in the campus including Hostel and also outside the campus and will ensure maintenance of good conduct. He/ She will be assisted by other members of faculty/ staff/ wardens as nominated.
3. Conduct and Behavior:
 - a) Students should attend all their classes and strictly observe class timings. They should likewise carry out other out-door and extracurricular duties assigned to them. Their attendance and leave is governed by the regulations pertaining to them;
 - b) Students must give their undivided attention to their academic work and must be respectful to their teachers and supervisors;
 - c) Students must conduct themselves with due decorum in the classes, laboratories, Library etc. and move in an orderly and disciplined manner in the campus;
 - d) Students should not indulge in abusive behavior/ violence of any kind with fellow students, teaching faculty and employees of the University within or outside the University. Violence by any student or group of students will lead to severe disciplinary action;
 - e) No meeting of the students other than those organized under the aegis of the various recognized students' activities shall be called without the prior permission in writing from the Dean, Student Affairs;
 - f) Neither meetings/functions within the University campus shall be organized nor any outsider address the students without the prior permission in writing from the Registrar;
 - g) No students shall use unfair means at any of the examinations and tests or attempt or threaten the staff to get undue advantage;
 - h) Students must pay all fees and other dues on specified dates. If they do not do so, they render themselves liable to penalties as in force from time to time;
 - i) Students must take good care of all University property. Any damage to University property shall be viewed as indiscipline. Such student(s), in addition to facing the disciplinary action, shall have to replace the damaged property and make good the losses caused due to their action. Students must use the furniture and fittings with due care and

must not deface buildings, roads, furniture and fittings etc. in any manner;

- j) Students must handle the laboratory equipment, instruments and machinery with great care. Any damage or breakage of such equipment etc., due to improper use or negligent handling will have to be made good by the students concerned;
- k) Ragging in any form is unlawful and strictly prohibited. A student found ragging shall be punished as per the Anti-Ragging Act;
- l) The University has a zero-tolerance policy towards Ragging and shall lay down strict guidelines on the same as per policies of the UGC in vogue and in compliance to directions of Hon'ble Supreme Court;
- m) Mobile cellular phone may be carried by the students. However, they shall be kept in silent mode during the classes. Violation will lead to confiscation of the mobile phone;
- n) All the students are required to observe the decorum in the dress code as prescribed by the University. Students not adhering to the prescribed dress code may be denied entry to the University campus;
- o) Smoking, consumption/possession of liquor, intoxicants, drugs, cigarettes, hookah etc., inside or outside the Campus is strictly prohibited. Any violation will invoke severe penalty including rustication from the Hostel/ University.

4. Policy to prevent Sexual Harassment:

- a) The University is committed to treating every employee and student with dignity and respect. It shall seek to create a work environment that is free from sexual harassment of any kind, whether verbal, physical or visual;
- b) A policy shall be prescribed by the University to provide guidelines for prompt redressal of complaints related to sexual harassment which should be in full compliance with "The Sexual Harassment of Women at Workplace (Prevention, Prohibition & Redressal)" Act, 2013;
- c) All references / complaints and redressal mechanism pertaining to any matter will be handled within the ambit of the said Act and the Rules framed thereunder. The policy so prescribed shall be communicated to all employees and students.

5. Grievance and Redressal Mechanisms:

The University shall constitute various Grievance and Redressal committees and its guidelines as specified by the statutory authorities of the University.

ANNEXURE – IV

Malpractices Rules

S.No.	Nature of Malpractices / Improper conduct during examinations	Punishment
	<i>If the candidate:</i>	
1. (a)	Possesses or keeps accessible in examination hall, any paper, note book, programmable calculators, Cell phones, pager, palm computers or any other form of material concerned with or related to the subject of the examination (theory or practical) in which he is appearing but has not made use of (material shall include any marks on the body of the candidate which can be used as an aid in the subject of the examination)	Expulsion from the examination hall and cancellation of the performance in that subject only.
(b)	Gives assistance or guidance or receives it from any other candidate orally or by any other body language methods or communicates through cell phones with any candidate or persons in or outside the exam hall in respect of any matter.	Expulsion from the examination hall and cancellation of the performance in that subject only of all the candidates involved. In case of an outsider, he will be handed over to the police and a case is registered against him.
2.	Has copied in the examination hall from any paper, book, programmable calculators, palm computers or any other form of material relevant to the subject of the examination (theory or practical) in which the candidate is appearing.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted to appear for the remaining examinations of the subjects of that Semester/year. The hall ticket of the candidate is to be cancelled.
3.	Impersonates any other candidate in connection with the examination.	The candidate who has impersonated shall be expelled from examination hall. The candidate is also debarred and forfeits the seat. The performance of the original candidate, who has been impersonated, shall be cancelled in all the subjects of the examination (including practicals and project work) already appeared and shall not be allowed to appear for examinations of the remaining subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all Semester end examinations. The continuation of the course by the

		candidate is subject to the academic regulations in connection with forfeiture of seat. If the imposter is an outsider, he will be handed over to the police and a case is registered against him.
4.	Smuggles in the Answer book or additional sheet or takes out or arranges to send out the question paper during the examination or answer book or additional sheet, during or after the examination.	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all Semester end examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
5	Uses objectionable, abusive or offensive language in the answer paper or in letters to the examiners or writes to the examiner requesting him to award pass.	Cancellation of the performance in that subject.
6	Refuses to obey the orders of the Chief Superintendent / Assistant Superintendent / any officer on duty or misbehaves or creates disturbance of any kind in and around the examination hall or organizes a walk out or instigates others to walk out, or threatens the officer-in charge or any person on duty in or outside the examination hall of any injury to his person or to any of his relations whether by words, either spoken or written or by signs or by visible representation, assaults the officer – in charge, or any person on duty in or outside the examination hall or any of his relations, or indulges in any other act of misconduct or mischief which result in damage to or destruction of property in the examination hall or any part of the college campus or engages in any other act which in the opinion of the officer on duty amounts to use of unfair means or misconduct or has the tendency to disrupt the orderly conduct of the examination.	They shall be expelled from examination halls and cancellation of their performance in that subject and all other subjects the candidate(s) has (have) already appeared and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year. The candidates also are debarred and forfeit their seats. In case of outsiders, they will be handed over to the police and a police case is registered against them.

7.	Leaves the exam hall taking away answer script or intentionally tears of the script or any part thereof inside or outside the examination hall.	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work & shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all Semester examinations. The continuation of the
8.	Possess any lethal weapon or firearm in the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat.
9.	If student of the college, who is not a candidate for the particular examination or any person not connected with the college indulges in any malpractice or improper conduct mentioned in clause 6 to 8.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat. Person(s) who do not belong to the
10.	Comes in a drunken condition to the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year.
11.	Copying detected on the basis of internal evidence, such as, during valuation or during special scrutiny.	Cancellation of the performance in that subject and all other subjects the candidate has appeared including practical examinations and project work of that semester/year examinations.
12.	If any malpractice is detected which is not covered in the above clauses 1 to 11 shall be reported to the malpractice committee for further action on suitable punishment as per rules.	

ANNEXURE – V

Definitions

In these Regulations, unless the context otherwise requires:

1. Academic Year: Two consecutive (one odd + one even) semesters constitute one academic year.
2. Choice Based Credit System (CBCS): The CBCS provides choice for students to select from the prescribed courses (core, elective or minor or soft skill courses).
3. Course: Usually referred to, as a 'subject' is a component of a program. All courses need not carry the same weightage. The courses should define learning objectives and learning outcomes. A course may be designed to comprise lectures/tutorials/laboratory work/field work/outreach activities/project work/ vocational training/viva/seminars/ term papers/assignments/ presentations/self- study etc., or a combination of some of these.
4. Credit Based Semester System (CBSS): Under the CBSS, the requirement for awarding a degree or diploma or certificate is prescribed in terms of number of credits to be completed by the students.
5. Credit: A unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work field work per week.
6. Grade Point: It is a numerical weight allotted to each letter grade on a 10-point scale.
7. Credit Point: It is the product of grade point and number of credits for a course.
8. Letter Grade: It is an index of the performance of students in a said course. Grades are denoted by letters i.e., O, A+, A, B+, B, C and F.
9. Semester Grade Point Average (SGPA): It is a measure of academic performance in a semester. It is the ratio of total credit points secured by a student in various courses registered in a semester and the total course credits taken during that semester. It shall be expressed up to two decimal

places.

10. Cumulative Grade Point Average (CGPA): It is a measure of overall cumulative performance of a student. The CGPA is the ratio of total credit points secured by a student in all semesters and the sum of the total credits. It shall be expressed up to two decimal places.
11. Program: An academic program of the University.
12. Semester: Each semester shall consist of 16 weeks of instruction. The odd semester may be scheduled from June to November and even semester from December today.
13. Transcript or Grade Card or Certificate: Based on the grades earned, a grade certificate shall be issued to all the registered students after every semester. The grade certificate will display the course details (code, title, number of credits, grade secured) along with SGPA of that semester and CGPA earned till that semester.
14. Types of courses: The courses in a program may be of three kinds: Core, Elective and Foundation.
15. Core course: This is the course which is to be compulsorily studied by a student as a core requirement of a program in a branch of study.
16. Elective course: This is the course to be chosen from a pool of courses. Elective course may be (a) Supportive to the branch of study (b) Providing an expanded scope (c) Enabling an exposure to some other branch/domain (d) Nurturing student's proficiency/skill.
17. Foundation course: This course may be of two kinds, compulsory foundation and elective foundation.
18. Compulsory Foundation courses: These are the courses based upon the content that leads to knowledge enhancement. They are mandatory for all disciplines.
19. Elective Foundation courses: These are value-based and are aimed at man- making education.
20. General:
 - The academic regulations should be read as a whole for the purpose of any interpretation.

- In case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Chancellor is final.

BBA

I Year I Semester

Sl. No	Code	Course Name	Hours per week			Credits
			L	T	P	
1	A21001	Principles & Practices of Management	3	1	0	4
2	A21002	Managerial Economics	3	1	0	4
3	A21003	Financial Accounting	3	1	0	4
4	A21004	Business Mathematics	3	1	0	4
5	A21005	English for Empowerment	3	0	0	3
6	A21006	Gender Sensitization	2	0	0	0
7	A21201	Essential Language Skills lab	0	0	2	1
8	A21202	Productive Tools Lab	0	0	4	2
Total (6L+4T+2P)						22

I Year II Semester

S. NO	Code	Course Name	Hours per week			Credits
			L	T	P	
1	A22001	Introduction to Human Resource Management	3	1	0	4
2	A22002	Introduction to Marketing Management	3	1	0	4
3	A22003	Introduction to Financial Management	3	1	0	4
4	A22004	Business Statistics-I	3	1	0	4
5	A22005	Quantitative Aptitude and Logical Reasoning(QALR)	1	1	0	2
6	A22006	The Power of Data Storytelling	3	0	0	3
7	A22007	Human Values and Professional Ethics	2	0	0	0
8	A22201	Art of Articulation Lab	0	0	2	1
Total (7L+5T+1P)						22

*L- Lecture, T- Tutorial, P – Practical

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I Year/ Semester-I

L	T	P	C
3	1	0	4

A21001: PRINCIPLES AND PRACTICES OF MANAGEMENT

Course Objectives:

- To enable the students to understand the basic principles of management
- To explain different theories about evolution of Management thought.
- To understand the components of planning and decision making process
- To study how to organize the people and work in the organization
- To analyze different control techniques in engaging the employees.

Course Outcomes: after completion of the course students will be able to

- Gain insights about the basic principles of management
- Analyze different theories about evolution of management thought
- Plan and make effective decisions regarding resources utilization in the organization
- Develop organizational design and structures.
- Establish the control system to measures the performance of the employees in the organization

Unit I:

Introduction to Management: Definitions, Types of managers; managerial roles and functions, Science or Art, Administration vs Management, Managing people in organizations in the context of new era, Managing for competitive advantage, Challenges of management.

Unit II

Evolution of Management Thought: Scientific Management (Fredrick W Taylor, Frank and Lillian Gilbreth), Human Relations (Elton Mayo, Douglas Mc Gregor's Theory X and Theory Y, William Ouchi's Theory Z), the Systems Approach, the Contingency Approach, the Mc Kinsey 7-S Framework.

Unit III

Planning & Decision Making: Nature of planning, Steps in planning, Types of planning, Levels of planning, Planning Process, Planning Practices in USA, Japan and Europe, Nature of Managerial Decision Making, the Rational Model of Decision Making, Challenges to the Rational Model, Tools and Techniques to Improve the Effectiveness of Decision Making.

Unit-IV

Organizing: Nature of organizing, organization levels and span of management, Factors determining span - Organizational design and structure –departmentation, line and staff concepts, staffing – delegation, decentralization and recentralization of authority - responsive organizations.

Unit V:

Controlling: Basic control process, control as a feedback system, Feed Forward Control, Requirements for effective control, control techniques, Overall controls and preventive controls, Leadership Behavior and styles, Communication-Importance of Communication, Barriers to Effective communication.

Text books:

1. Stoner, Freeman and Gilbert, Jr. Management, 6/e, Pearson Education, New Delhi, 2018.
2. Koontz, Weihrich & Aryasri, Principles of Management, TMH, New Delhi, 2007

References:

1. Dipak Kumar Bhattacharyya, Principles of Management: Text and Cases, Pearson Publications. 2012
2. Charles Hill, Steven Mc Shane ,Principles of Management, Tata Mac Graw Hill, 2012
3. Stephen P. Robbins and David A. Decenzo, Fundamentals of Management, Pearson Education, Third Edition, 2001.

Journals:

1. Vikalpa, Indian Institute of Management
2. Journal of General Management., Mercury House Business Publications, Limited
3. Harvard Business Review, Harvard Business School Publishing Co. USA
4. Indian Management, AIMA, New Delhi

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I Year/ Semester-I

L	T	P	C
3	1	0	4

A21002: MANAGERIAL ECONOMICS

Course Objectives:

- To explain the concept of managerial economics related to business decision.
- To know the various aspects of demand and supply in business.
- To categories the different markets structure and pricing.
- To know the various techniques of profit generation.
- To interpret the growth and challenges of national income of Indian economy.

Course outcomes: At the end of the course you should be able to

- Describe the concept of managerial economics and its importance in decision making
- Illustrate the concept of demand price and other functions of production .
- Classify the types of market structure and pricing Strategies.
- Apply the role of cost and profit determination and other decisions
- Understand the concept of national income and business cycle in the economy.

Unit I:

Introduction to Managerial economics: Meaning, Nature and scope of managerial economics. Managerial economics and business decision making, Role of managerial economist, Managerial economics with other subjects.

Unit II:

Demand Analysis: Meaning, Determinants of demand, Law of demand, exception of law of demand, Elasticity of demand, Types of elasticity demand and importance, Introduction to supply, Determinants of supply. Cost concepts, Cost output relationship in short run and long run

Unit III:

Market structure: characteristic's price and output decision under different markets. Methods of pricing and pricing strategies.

Unit IV:

Profit Analysis: Meaning profit policies, Profit planning and forecasting, Cost Volume Profit Analysis.

Unit- V:

National Income: Concept of national Income, Methods of national income business cycle, Inflation.

Textbooks:

1. Geethika, Gosh & Choudhary, Managerial Economics, 3edition, McGraw Hill, 2017
2. PL.Mehta, Managerial Economics, Sultan Chand & Sons, 2012
3. A.R.Aryasri, VV Ramana Murthy, Business Economics, Tata McGraw Hill, 2013.

References:

1. H.L.Ahuja, Managerial Economics 9 edition, S.Chand, 2017.
2. Sumitrapal, Managerial Economics Cases & Concepts, Macmillan.2011
3. G S Gupta, Managerial Economics, TMH, 2/c, 2012.
4. AR.Aryasri, Managerial Economics and Financial Analysis, McGraw-Hill, 2011.
5. D.M.Mithani, Managerial Economics, HPH, 2012.

Journals

1. International Journal of the Economics
2. International Journal of Economics and Business Research
3. Economic and Political Review weekly Magazine.

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I Year/ Semester-I

L	T	P	C
3	1	0	4

A21003: FINANCIAL ACCOUNTING

Course Objectives:

- To Know the basic principles of accounting
- To understand the steps in preparation of subsidiary books
- To know the importance of financial statements
- To know the analysis of financial statements through comparison
- To understand the Accounting Standards

Course Outcomes: At the end of the course the students will be able to

- Explain the basic principles of accounting & its Process.
- Develop the preparation of Ledger Accounts
- To explain the final Accounts under Companies Act
- Calculate ratios using ratio analysis techniques
- To Explain International Financial Reporting Standards (IFRS)

Unit I:

Introduction to Financial Accounting: Accounting as an information system, Importance and scope, Limitations, Users of accounting information, Accounting Concepts, Principles and conventions, Generally Accepted Accounting Principles, The accounting equation, Nature of accounts.

Unit II:

Types of books (Primary and Secondary): Rules of debit and credit, Recording transactions in journal, Preparation of ledger accounts, ledger balancing, Opening and closing Entries.

Unit III:

Preparation of Trial Balance: Preparation of financial statements: Trading Account, Profit & Loss Account and Balance Sheet, Adjustment entries, understanding

contents of financial statements of a joint stock company as per the Companies Act 2013.

Unit IV:

Financial Statement Analysis using ratios: Objective of financial statement analysis, Sources of information, Techniques of financial statement analysis: Horizontal analysis, Vertical analysis and Ratio Analysis. Financial Ratios: Meaning and usefulness of financial ratios. Analysis of ratios. Liquidity Ratios, Solvency Ratios, Profitability Ratios, and Turnover Ratios, Limitation of ratio analysis.

Unit V:

Indian Accounting Standards (Ind-AS): Concept, Benefits, Procedure for issuing Ind -AS in India, salient features of Ind-AS issued by ICAI; International Financial Reporting Standards (IFRS): Main features, uses and objectives of IFRS, IFRS issued by IASB.

Textbooks:

1. S N Maheshwari, Suneel Maheshwari, Financial Accounting, 6th Edition, Vikas Publishing House, 1 January 2018.
2. R. Narayana Swamy, Financial Accounting, A Managerial Perspective, 6th Edition, PHI, 2017.

References:

1. Horngren Charles, L. Sundern Garb, Introduction to Financial Accounting, 11th Edition, Pearson, 2017.
2. P.C Tulsian and Bharat Tulsian, Financial Accounting for B.Com.(Hons) , 2nd Edition, Sultan Chand , 2016.
3. R.K Arora Financial Accounting: Fundamental, Analysis and Reporting, 2nd Edition, Wiley, 2018.
4. T.P. Ghosh, Financial Accounting for Managers, 4th Edition, Taxmann's Allied Services (P) Ltd, 2009
5. Parash, Basic Financial Accounting for Management, 3rd Edition, OXFORD University Press, New Delhi 2019.

6. Jain, S.P. & Narang, K.L. Narang, Advanced Accountancy: Principles of Accounting, Vol-1, Kalyani Publishers.

Journals:

1. Journal of Accounting -Osmania University.
2. Research Gate.
3. Sumedha Journal of Management.

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I Year/ Semester-I

L	T	P	C
3	1	0	4

A21004: BUSINESS MATHEMATICS

Course Objectives:

- To understand the basic concepts of Matrix algebra
- To study the applications of functions
- To understand limits and continuity of functions
- To explore the concepts of differentiation and algebraic functions

- To know the application of integration to business.

Course Outcomes: At the end of the course the students will be able to

- Model various business problems in matrix notation and give the solutions using different methods.
- Apply the concept of various functions in business problems.
- Find the limit and continuity of a function.
- Able to analyze the application of differentiation and algebraic functions to business.
- Finding the integration of business problems.

Unit – I:

Matrix Algebra:

Introduction, Definition of matrix, Order of a Matrix, Types of matrices, Operations of Matrices, Matrix Multiplication, Determinant of a matrix, Inverse of a Matrix, Application of matrices. Solution of Systems of Linear Equations by using inversion method and Cramer's rule.

Unit-II:

Functions:

Introduction, Concept, Types of functions, Linear, Quadratic, Polynomial, Exponential and Logarithmic, Function related to Business and Economics.

Unit-III

Limits and Continuity:

Introduction, Definition and working rules of Limit, Some standard limits, Evaluation of limit (only algebraic functions), Continuity of a function at a point and in an interval.

Unit – IV:

Differentiation:

Introduction, Concept of Derivative, Physical and Geometrical Meaning, Increasing and Decreasing functions, First principle of differential calculus, Derivations of simple algebraic functions, Application of derivatives in Economic and Commerce, Maxima and Minima. Partial derivative, Total differentiation, Second orders partial derivative, Applications of partial differentiation.

Unit – V:

Concept of Integration:

Introduction, Fundamental formulate, Properties , Method of Integration, Substitution Method, integration by parts, Integration by decomposition into a sum using partial fractions (Simple Problems), Simple business applications.

Text Books:

1. J.K. Singh, Business Mathematics, 3 e, Himalaya Publishing House, Education 2017.
2. Sanchetti, D.C. Kapoor, Fundamentals of Mathematics, Sultan Chand & Sons

References:

1. R.C.Joshi , Business Mathematics, New Academic Publishing Co., 2013
2. M.Raghavachary, Mathematics for Management, McGrawHill, 2017
3. Paul A. Samuelson, Economics, Tata Mc Grow Hills.
4. V.K.Kapoor, - Business mathematics, Sultan Chand & Sons, Delhi.

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I Year/ Semester-I

L	T	P	C
3	0	0	3

A21005: ENGLISH FOR EMPOWERMENT

Introduction:

Keeping in view of the growing importance of the English language as a tool for global communication and empowerment of students, the syllabus of *English for Empowerment* has been designed to develop linguistic, communicative and critical thinking competencies of the students of Bachelor of Business Administration (BBA). The reading texts are based on themes that would be of interest and relevance to all students. Every unit in the book has sections on each of the four communication skills as well as vocabulary and grammar that aim to improve the students' fluency and accuracy in English.

Course Objectives:

The course will help the students to

- Improve their English language proficiency with an emphasis on LSRW skills, vocabulary and grammar.
- Enable the students to study their academic subjects more analytically and efficiently using the theoretical and practical contents of the syllabus.
- Learn important life skills and human values by exposing them to a variety of content-rich texts

Course Outcomes: At the end of the course the students will be able to

- Acquire proficiency in listening comprehension, reading, speaking and writing.
- Use grammatical concepts and vocabulary efficiently for general and academic purposes
- Analyse the themes of all textual lessons from different perspectives
- Explain how to contextualise the use of language for different purposes.
- Compose different kinds of writing: Formal Letters, Official Reports, CV and Emails etc.,

UNIT I:

Humour: R.K. Narayan's Astrologer's Day

Word formation: Prefixes, suffixes and compounds, Parts of Speech: Nouns and pronouns, Articles, Listening for sounds, Listening for stress and intonation, Greeting, Taking leave and introducing oneself and others, Sentence structures

UNIT-II:

Inspiration :A.P.J. Abdul Kalam's Building a New State

Homonyms, Synonyms and Antonyms, Commonly confused words, Finite & Non-finite verbs forms, Question tags, Listening for main points and sub points, Making polite conversations. Paragraphs, Expansion of proverbs, Note making

UNIT-III:

Sustainable Development: C.V. Raman's Water: The Elixir of Life

One-word substitutes, Tenses, Listening for the theme and gist, Giving, Agreeing and Disagreeing, Official letters, Curriculum Vitae, Covering letters

UNIT-IV:

Relationships: Abburi Chaya Devi's The Woodrose

Phrasal verbs, Idioms, Subject-verb agreement, Active and passive voice, Prepositions, Listening for specific details and information, Speaking on the telephones, Official reports, Technical reports, Information transfer.

UNIT-V:

Science and Humanism: Progress: St. John Ervine's Progress

Collocations, Technical vocabulary, Common vocabulary errors, Conditional sentences, Conjunctions, Common errors in grammar, Listening for opinions and attitude, Presentations, Group discussions, Emails, Essays

Textbook:

1. *Using English: A Coursebook for Undergraduate Learners* by Board of Editors published by Orient Black Swan

References:

1. Green, David, *Contemporary English Grammar –Structures and Composition*, McMillan India, 2014
2. Michael Swan, *Practical English Usage* ,OUP, 1995.
3. F.T. Wood, *Remedial English Grammar*, Macmillan, 2007
4. Meenakshi Raman and Prakash Singh, *Business Communication*, Oxford, 2012.
5. R K Madhukar, *Business Communication*, Vikas Publishing House Private Limited, New Delhi, 2009
6. Rajendra Pal and J.S.Korlahhi, *Essentials of Business Communication*, Sultan Chand and Sons, New Delhi, 2008.

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I Year/ Semester-I

L	T	P	C
2	0	0	0

A21006 - GENDER SENSITIZATION

(An Activity-based Course)

Course Objectives:

- To develop students sensibility with regard to issues of gender in contemporary India
- To provide a critical perspective on the socialization of men and women.
- To introduce students to information about some key biological aspects of genders
- To expose the students to debates on the politics and economics of work.
- To help students reflect critically on gender violence.

Course Outcomes: At the end of the course the students will be able to

- Have a better understanding of important issues related to gender in contemporary India.
- Identify the basic dimensions of the biological, sociological, psychological and legal aspects of gender. This will be achieved through discussion of materials derived from research, facts, everyday life, literature and film.
- Analyze a finer grasp of how gender discrimination works in our society and how to counter it.
- Acquire insight into the gendered division of labour and its relation to politics and economics.
- Better equipped to work and live together with opposite gender as equals.

UNIT-I

UNDERSTANDING GENDER:

Gender: Why should we study it? (Towards a world of equals: Unit-1)

Socialization: Making Women, Making Men (Towards a world of equals: Unit-2)

Introduction, Preparing for womanhood, Growing up male. First lesson in caste. Different Masculinities.

Just Relationships: Being Together as Equals (Towards a world of equals: Unit-12)

Mary Kom and Onler. Love and acid just do not mix. Love Letters. Mothers and Fathers. Further reading: Rosa Parks-The Brae Heart.

UNIT-II

GENDER AND BIOLOGY:

Missing Women: Sex Selection and its Consequences (Towards a world of equals: Unit-4)

Declining Sex Ration. Demographic Consequences.

Gender Spectrum: Beyond The Binary (Towards a world of equals: Unit-10)

Two or many? Struggles with Discrimination.

Additional Reading: Our Bodies, Our Health (Towards a world of equals: Unit-13)

UNIT-III

GENDER AND LABOUR:

Housework: The invisible Labour (Towards a world of equals: Unit-3)

“May Mother doesn’t work”. “Share the Load”.

Women’s work: its politics and economics (Towards a world of equals: Unit-7)

Fact and Fiction. Unrecognized and unaccounted work. Further Reading: Wages and Conditions of Work.

UNIT-IV

ISSUES OF VIOLENCE:

Sexual Harassment: Say No! (Towards a world of equals: Unit-6)

Sexual Harassment, not Eve-teasing-coping with everyday Harassment-Further Reading: “Chupulu”.

Domestic Violence: Speaking out (Towards a world of equals: Unit-8)

Is Home a Safe Place? – When Women Unite [Film]. Rebuilding Lives. Further Reading: New Forums for Justice.

Thinking about sexual Violence (Towards a world of equals: Unit-11)

Blaming the Victim- “I Fought for my life.....” – Further reading: The Caste Face of Violence.

UNIT-V

GENDER STUDIES:

Knowledge: Through the lens of gender (Towards a world of equals: Unit-5)

Point of View. Gender and the Structure of Knowledge. Further Reading: unacknowledged Women artists of Telangana.

Whose History? Questions for Historians and others (Towards a world of equals: Unit-9)

Reclaiming a past. Writing other Histories. Further Reading: Missing Pages from Modern Telangana History.

TEXT BOOKS:

1. “ Towards a world of Equals; A Bilingual Textbook on Gender” written by A. Suneetha, Uma Bhrugubanda, Duggirala Vasantha, Rama Melkote, Vasudha Nagaraj, Asma Rasheed, Gogu Shyamala, Deep Sreenivas and Susie Tharu.
2. Sen, Amartya. “More than one million Women are Missing”. New York review of books 37.20 (20 December 1990). Print. ‘ We Were Making History....’ Life Stories of Women in the Telangana People’s Struggle. New Delhi: Kali for Women 1989.

REFERENCES:

1. Tripti Lahari. "By the numbers: Where Indian Women Work. "Women's studies Journal (14 November 2012) Available online at: [http://blogs.wsj.com/indiarealtime/2012/11/14/by the numbers where Indian women work/ >](http://blogs.wsj.com/indiarealtime/2012/11/14/by-the-numbers-where-indian-women-work/).
2. K. Satyanarayana & Susie Tharu (ed.) Steel are sprouting: New Dalit Writing From South India, Dossier 2: Telugu And Kannada [http://herpercollins.co.in/Bookdetail.asp? Book _code = 3732](http://herpercollins.co.in/Bookdetail.asp?Book_code=3732).
3. Monon, Nivedita, Seeing like a Feminist, New Delhi: Zubaan-Penguin Books, 2012.
4. Virginia Woolf: A Room of One's Own. Oxford: Black swan. 1992.

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I Year/ Semester-I

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A21201: ESSENTIAL LANGUAGE SKILLS LAB

Introduction:

The English Language Lab is designed to make the students proficient communicators in English. It aims to develop in the learners the ability to understand English in a wide range of contexts. The main thrust is on understanding the nuances of listening, speaking, reading and writing English. The Lab focuses on preparing the learners to face situations with confidence and to seek employment in the modern globalized world.

Exercise-I

Introduction to Phonetics, Speech Sounds

Vowels and Consonants, Listening Comprehension

Common Indian Variants in Pronunciation , Differences between British and American Pronunciation

Exercise-II

Pronunciation, Common Errors in Pronunciation, Neutralization of Mother Tongue Influence

Listening Skill, Its importance, Purpose, Process, Types, Barriers, Effective Listening

Exercise-III

Syllables, Consonant Clusters

Sentence Stress, Weak Forms and Strong Forms

Exercise-IV

Word accent and Stress Shifts

Past Tense Marker and Plural Marker

Exercise-V

Intonation, Stress and Rhythm

Data Interpretation

References:

1. Suresh Kumar, E. & Sreehari, P.A Handbook for English Language Laboratories, New Delhi: Foundation,2009
2. Krishna Mohan and N. P. Singh, Speaking English Effectively, 2nd Edition,Macmillan Publishers India Ltd. Delhi, 2011.
3. R. K. Bansal & J. B. Harrison,Spoken English: A Manual of Speech and Phonetics, Orient Blackswan. Hyderabad, 2013.
4. Hewings, M.,English Pronunciation in Use, Advanced. Cambridge: CUP,2009
5. T. Balasubramanian, A textbook of English Phonetics for Indian Students (Macmillan)
6. **Lab Manual:** A Manual entitled “English Language Communication Skills (ELCS) Lab Manual- cum- Work Book”, published by Cengage Learning India Pvt. Ltd, New Delhi. 2013

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I Year/ Semester-I

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A21202: Productive Tools Lab

Course Objectives:

The focus of this course is on business productivity tools. This course introduces computer terminology, using software applications like MS-Word, MS-Excel, MS-Power Point Presentations.

Course Outcomes: At the end of the course students will be able to

- Explain the concepts & Components of Computer
- Reporting the business operations using MS Word document
- Use of Excel to understand the business operations in table format
- To analyze the business data using advanced excel
- Preparation of Power MS Power Point for Business presentations.

Unit-I:

Concept of Computers: Brief History of Computers, Generation and its Evolution, Input Devices, Storage Devices, Processing Devices, Output Devices. Types of Computers, Micro Computers, Mini – Computers, Main- frame Computer, and Supercomputers. Computer System and its Components-Hardware, Software, Firmware, Data / Information.

Unit-II:

Microsoft Office Word: Introduction and Basics, Editing Documents, Formatting Text, Formatting Pages, Working with Tables, Advanced Operations, Protecting word documents.

Unit-III:

Microsoft Excel: Introduction and Basics, Worksheet Create, Save, Copy, Hiding, Delete, Close, Open, Data Insert, Select, Delete, Delete, Copy and Paste, Find and Replace , Spell Check, Working with Data and Excel Tables, Performing Calculations on Data, Creating Dynamic Worksheets by Using Pivot tables and Charts, Automating repetitive Tasks by using Macros.

Unit-IV:

Advance Microsoft Excel: Using Styles, Themes, Templates, Adding Graphics, Cross Referencing, Using Functions, Freeze Panes, Creating Formulas, Protecting Worksheets.

Unit-V:

Microsoft PowerPoint: Introduction and Basics, Editing Presentation, Formatting Presentation, Working with Multimedia, Sharing Presentation, Protecting Presentation.

Text Books:

1. Ron Mansfield, Working in Microsoft Office, TataMcGraw-Hill, 2008.
2. Peter Norton, Introduction to Computers, McGrawHill, 7th Edition, 2017

References

1. Gary B. Shelly, Thomas J. Cashman – MS-Office-2007 Essential Concepts and Techniques, Cengage Publication, 2009.
2. David M Levine, David. F. Stephan & Kathryn A. Szabat, Statistics for Managers –Using MS Excel, PHI, 2013.
3. David Whigham, Business Data Analysis Using Excel, Oxford University Press, 2012.
4. D P Apte, Statistical Tools for Managers USING MS EXCEL, Excel, 2012.

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I Year/ Semester-II

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A22001: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Course Objectives:

- To understand the basic concepts related to human resource management.
- To explain the need for human resource planning to predict the future supply.
- To understand the need for training and development for organization Growth
- To understand the methods involved in rating employee performance and Compensation.
- To evaluate the concepts involved in employee separation and maintenance.

Course Outcomes: At the end of course students will be able to

- Gain insights about the integrated perspective and role of HRM in organization.
- Evaluate the forecasting methods to meet the human resource requirements effectively.
- Analyze various training methods and design the suitable training programme to the employees
- Design the right performance appraisal and compensation system in the organization
- Analyze the decisions related separation and Marinating of the employees

Unit I:

Introduction to HRM:

Nature, scope and significance of HRM, Evolution of HRM, Recent trends in HRM, Functions of HRM, Challenges of HR manager during Pre and Post Covid 19.

Unit II:

Human Resource Planning:

HR Forecasting Methods, Job analysis and Job design, Recruitment, Selection, Induction.

Unit III:**Training and Development:**

Identification of training needs, Designing the training Program, Methods of training, Difference between training & development.

Unit IV:**Performance and Compensation:**

Introduction to performance management, Methods of performance appraisal- Basic factors in determining pay rates , Basic, Variable and fixed remuneration , Types of employee benefits and services - Quality of work life , Collective bargaining

Unit V:**Separation and Maintaining:**

Types of layoffs, Internal mobility, Retirement and retirement benefits, Communication and counseling, Exit interview.

Textbooks:

1. Snell, Bohlander and Vohra, Human Resource Management – A South Asian Perspective: New Delhi: Cengage Learning, 2018.
2. Gary Dessler & BijuVarkkey, Human Resource Management, 16e, Pearson Education, 2020.

References:

1. Edwin B Flippo, Personnel Management, New Delhi: McGraw Hill Publishing, 2016
2. P Subbarao, Human Resource Management, New Delhi: Himalaya Publishing House, 2012
3. Seema Sanghi, Human Resource Management, New Delhi: Macmillan publishers India Ltd.

Journals:

1. Human Resource Management Journal.
2. Asian Journal of Management Research

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I Year/ Semester-II

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A22002: INTRODCUTION TO MARKETING MANAGEMENT

Course Objectives:

- To explain the fundamental concepts of marketing and environmental factors
- To expose to the factors influencing consumer behavior and customer value creation
- To study the marketing mix elements and competitive advantage through product and price strategies
- To appraise the decision areas in place and promotion strategies
- To explain the emerging trends in marketing

Course Outcomes: At the end of course students will be able to

- Demonstrate the conceptual knowledge of marketing functions and growth strategies.
- Identify the stages of consumer decision making process and customer value creation process
- Relate to various product classification and pricing strategies
- Demonstrate use of appropriate place and promotion techniques
- Exhibit understanding of the emerging marketing trends

Unit I:

Introduction to Marketing: Importance and scope of marketing, Marketing process, Marketing philosophies, Analyzing marketing environment , Developing growth strategies.

Unit II:

Creating Customer Value: Consumer decision making, Consumer buyer behaviour, Market segmentation, Target marketing, Positioning for competitive advantage. Elements of marketing mix.

Unit III:

Marketing Mix I: Product/ Service, Product classification, Product decisions, Product levels, Product Life Cycle, New product development, Product mix. Pricing strategies, Initiating and responding to price changes.

UNIT IV

Marketing Mix II: Marketing Channels, Functions, Levels of Channels, Channel Structure, Channel strategy decisions and channel management. Marketing communications strategy, Advertising, Personal Selling, Sales promotion, Public Relations, Direct Marketing

UNIT V

Marketing Control: Marketing control, Global marketing, Rural marketing, Green marketing, Digital marketing.

Textbooks:

1. Philip Kotler, Gary Armstrong, Principles of Marketing, Pearson, 17/e, 2017
2. Lamb, Hair, Sharma, Mc Daniel, MKTG, A South-Asian Perspective, Cengage Learning, 2016

References:

1. Paul Baines, Chris fill, Kelly Page, Sara Rosengren, and Paolo Antonette, Marketing, 5/e, Oxford University Press, 2019
2. Rajan Saxena, Marketing Management, 6/e, McGrawHill, 2019
3. Rama Swamy, Namakumari, Marketing Management : Indian Context, Global Perspective, 6/e, Sage Publications India Pvt. Ltd, 2018

Journals:

1. South Asian Journal of Management – Quarterly
2. Indian Journal of Marketing - Monthly

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I Year/ Semester-II

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A22003: INTRODUCTION TO FINANCIAL MANAGEMENT

Course Objectives:

- To know the role of a finance manager in 21st Century
- To identify the techniques of evaluating capital budgeting decisions
- To know the sources of funds and its impact on capital structure
- To know the importance of working capital management
- To identify the various inventory management technique

Course Outcomes: At the end of this course, the students will be able to

- Analyze the different functions performed by the finance manager
- Apply the capital budgeting techniques in the investment decisions
- Determine the cost of capital in financing decision
- Evaluate the working capital requirement and its management
- Evaluate the various techniques adopted in receivables management

Unit I:

Nature of Financial Management: Finance and relation with other disciplines, Scope of Financial Management, Profit Maximization, Wealth Maximization, Traditional and Modern Approach of FM, Functions of Finance, Finance Decision, Investment Decision, Dividend Decision, Objectives of Financial Management, Organization of finance function.

Unit II:

Capital Budgeting Techniques: Concept of Time Value of Money, Compounding, Discounting, Present Value, Future Value and Annuity, Capital Budgeting, Meaning, Features, Applications of Discounting in Capital Budgeting: NPV, IRR, Calculation of NPV and IRR.

Unit III:

Sources of Finance: Sources of Long Term Finance- Features of Equity Shares, Preference Shares, Debentures, Long Term Loans, Capital Structure: Meaning, Determinants of Capital Structure, Operating and Financial Leverage Cost of Capital – Component of Costs of Capital, Weighted Average Cost of Capital; Dividend Policy Decision – Types of Dividend, Determinants of Dividend Policy.

Unit IV:

Working Capital Management: Gross vs Net Working Capital, Determinants of Working Capital; Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash Management Technique

Unit V:

Receivables Management: Objectives, Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Inventory Management (Very Briefly) - ABC Analysis; Minimum Level, Maximum Level, Reorder Level, Safety Stock, EOQ (Basic Model).

Textbooks:

1. M.Y. Khan & P.K. Jain, Financial Management, 4th edition, Tata McGraw Hill Publishing Co. Ltd.,2018
2. Prasanna Chandra, Fundamentals of Financial Management, 7th edition, McGraw Hill Education, 2020.

References:

1. Eugene. F. Brigham, Joel F. Houston, Fundamentals of Financial Management, 13th edition, Cengage Publications, , 2015
2. I.M. Pandey, Financial Management, 12th edition, Pearson, 2021
3. J.V. Horne & J.M. Wachowicz, Fundamentals of Financial Management, 13th edition, Prentice Hall of India, 2009.
4. Rustogi, Fundamentals of Financial Management, 16th edition, TaxMann, 2021.

Journals:

1. Journal of Banking and Finance
2. Sumedha Journal of Management
3. Vikalpa Journal

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I Year/ Semester-II

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A22004: BUSINESS STATISTICS-I

Course Objectives:

- To understand and handle the collection of data types, Tabulation and presentations
- To understand and calculate various types of averages and variations.
- To understand the Correlation and Regression of the variables.
- To provide them statistical techniques of time series analysis which are useful in business decisions making.
- To evaluate the problems on index numbers.

Course Outcomes: At the end of this course, the students will be able to

- Student will be able to understand the various data type collection.
- Student will be able to understand and calculate the basic Averages and Dispersion of data.
- Students will be able to understand the relation of the variables and prediction.
- Students will be able to understand the time series concepts on in the real world problems.
- Student will be able to understand to evaluate the problems on index numbers.

UNIT-I: Statistics, Definitions, Statistical methods, Importance and Scope , Limitations, Need for Data, Principals of Measurement, Primary and Secondary data, Tabulation and Presentation.

Classification of Data – Data Array, Frequency Distribution , Methods of data Classification, Types of Frequency Distributions / Tabulation of Data, Objectives of

Tabulation, Parts and Types of Table, Graphical Presentation, Functions of Graphs, Advantages and limitations of Graphs.

UNIT-II: Measures of central Tendency – Introduction to Averages, Arithmetic mean, Geometric mean and Harmonic mean, Median, Mode , Advantages and Disadvantages of Central Tendency.

Measures of dispersion – Range, Quartile deviation, Mean Deviation, Standard deviation, Absolute and Relative measures of dispersion, Coefficient of variation. Advantages and Disadvantages of dispersions.

UNIT-III: Correlation and Regression Analysis: Meaning of Correlation, Types of Correlation, Methods of Computation of Correlation Coefficient: Karl Pearson and Spearman's Rank; Meaning of Regression, Types of finding the Regression equations by using Regression Coefficients, prediction using the Regression equations.

UNIT-IV: Time series analysis: Utility of time series, Components of time series, Time series models, Addition and Multiplication model, Measurement of trend, Graphic method, Moving average methods, Method of least squares, fitting a Straight line trend, Seasonal variations – Estimation of seasonal variations, Method of simple averages, Ratio to trend method, Ratio to moving average method.

UNIT-V: Index Numbers: Introduction, Types , Characteristics, Construction weighted and unweighted index numbers, Price and Quantity / Volume index numbers, Tests, Time Reversal, Factor Reversal tests, Chain and Fixed base, Changing of base, Combining of two or more overlapping indices consumer price Index, Problems in construction.

TEXT BOOK

- 1) J.K Sharma, Business statistics, 5th Ed, Vikas Publishing, 2020.
- 2) Gupta SC, Fundamental of Statistics, 7th Ed, Himalaya Publishers House, 2018.

REFERENCE BOOKS

- 1) S.C. Gupta & Indra Gupta, Business Statistics, Hyderabad, Himalaya Publishing House, 2012.
- 2) S.P. Gupta, Statistical methods, Sultan Chand & Sons, New Delhi.
- 3) G.C.Beri, Business Statistics, McGraw Hill, New Delhi, 2009.

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I Year/ Semester-II

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A22005: QUANTITATIVE APTITUDE AND LOGICAL REASONING

UNIT – I:

Number System : Speed Math's , Numbers , Factors ,Prime and co primes , LCM & HCF , Divisibility rules , Finding the unit digit and applications , remainder theory.

Ratio and Proportion with Ages: Definition of ratio and Proportion, Finding the resultant ratio. Problems based on Ratios and ages.

Percentages: Introduction to percentages, Percentage Increase /Decrease, Results on Population, Results on Depreciation, Variations, Applications of Percentage, Classification of Profit and Loss, Profit/ Loss Percentages, Successive Discount. Simple interest ,Principle, Rate, Amount , Applications of Simple interest , Compound interest, Compounded annually, Compounded Half yearly , Compounded Quarterly , Difference between simple and compound interest .

UNIT –II:

Time and Distance: Difference between the average, Relative and Effective speed , reaching the destination late and early , stoppage time per hour, problems based on Trains and problems based on Boats.

Time and Work: Calculating Efficiency, alternate days concept, work and wages ,Chain rule , problems based on Pipes and cisterns .

Permutations and Combinations: Fundamental rules, Problems on Permutations and Combinations

Probability: Definition, Notations and Problems based on Probability

UNIT –III:

Data Interpretation: Tabular, Pie-charts, Bar and line graphs and Problems on all models.

Data Sufficiency: Introduction and Problems based on all Quant and logical topics.

Geometry: Line, line segment, angle, Triangles and Polygons with their Properties.

Mensuration: Area and perimeter of Triangle, Rectangle, Square, Parallelogram, Trapezium, Surface area & Volume of 3D figures.

Logarithms: Formulas and Problems based on Logarithms

UNIT –IV:

Seating Arrangement: Circular, Row, Column, Square and Double row arrangement

Puzzles : Paragraph, incomplete puzzles and problems on them.

Number Series: Number, Alphabet and Letter Series.

Analogy: Simple, Double, Word and Number Analogy

Coding and Decoding: Classifications and Problems on Coding and Decoding.

UNIT –V:

Direction Sense Test: Sort of directions in puzzle, distance between two points, Problems on shadows.

Odd One Out: Classification and problems based of Odd one out.

Blood Relations: Defining the various relations among the members of a family, Solving blood relation puzzles by using symbols and notations. Problems on coded relations.

Picture Reasoning : Graphical representation of a problem and solving the problem based on the representation.

Text Books :

1. R.S Agarwal Verbal and Non Verbal Reasoning, S. Chand,2020
2. R.S Agarwal, Quantitative Aptitude, S. Chand,2020

Reference Book:

1. Abhijeet Guha, Quantitative Aptitude, Mc Graw Hill, 2020

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I Year/ Semester-II

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A22006 - The Power of Data Storytelling

Introduction:

This course will cover the fundamentals of effective data-driven storytelling. Story telling can put a human perspective on the increasingly complex and rapidly changing world of the digital era. Students will learn how to interpret and analyse the data and will learn to articulate the stories with data sets and communicate data findings in visual, oral, and written contexts.

Objectives:

- Develop the skills necessary to be effective data storytellers.
- Locate relevant datasets, extract insights from that data and present their findings in myriad formats.
- Learn how to interpret data and to present it in different formats to different audiences.

Course Outcomes: At the end of this course, the students will be able to

- Identify the stories within datasets and extract insights from that data.
- Explain the importance of communication skills and competencies for individuals who serve as data storytellers.
- Act as a data-driven visual storyteller for optimal presentation of trends, patterns, and insights.
- Make effective client presentations of their work using infographic visualizations.

- Learn tools and concepts which can be put to immediate use to transform data into stories.

Prescribed Textbook:

Vora , Sejal, *The Power of Data Storytelling*, Sage Publications India pvt Ltd, 2019.

Unit-I**Introduction**

We are all storytellers, Stories bring data to life, The essence of data storytelling

Unit-II**Dynamics of Data Storytelling**

Getting to the core, Planning is everything, The Quick Fix, Application of Story elements

Unit-III**Crafting the Data Story**

The psychology of storytelling, Narrative Techniques, Making good stories great!, Writer to storyteller

Unit-IV**Data Visualization**

Use visuals to advantage: Data presentation skills, Infographics visualizations

Unit-V**Anatomy of Data Story**

Rudiments of Grammar, Parts of speech, Concord rules, Academic and Technical Vocabulary, Data Interpretation, Case Studies

References:

1. Dykes, Brent, *Effective Data Storytelling*: New Jersey, Wiley, 2020.

2. Knaflic, Cole Nussbaumer , *Storytelling with Data: A Data Visualization Guide for Business Professionals* 2015. <https://www.amazon.com/Storytelling-Data-Visualization-Business-Professionals/dp/1119002257/>
3. Morrow, Jordon, *Be Data Literate- The Data Literacy Skills Everyone Needs to Succeed*, UK: Kogan Page Ltd, 2021
4. Taylor, Scott, *Telling your Data Story: Data storytelling for Time Management*, New Jersey: Technics Publications LLC, 2021.
5. <https://www.amazon.com/Tableau-Your-Data-Analysis-Software/dp/1119001196/>

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A22007 -HUMAN VALUES AND PROFESSIONAL ETHICS

Course Objectives:

- To know the role of ethics and values in workplace
- To identify the need for values in global change
- To understand the workplace roles
- To know the ethical and legal considerations at workplace
- To acknowledge the concept of industrial integrity

Course Outcomes: At the end of this course, the students will be able to

- Analyze the role of ethical and values in workplace behaviour

- Appreciate the role of values in management
- Exhibit an understanding of work place roles and responsibilities
- Display ethical and legal behavior in work place
- Implement industrial integrity in organizational practices.

Course Contents:

Unit I: Human Values

Morals, Values, Types of values, Evolution of human values, Ethics, Integrity, Work Ethic, Honesty, Courage, Empathy, Self-Confidence, Character, Challenges at Work place

Unit II: Values in Management

Relevance of values in Management, Need for values in global change, Values for managers, Holistic approach for managers in decision making, Stress issues in corporate management.

Unit III:

Workplace Roles: Workplace rights and responsibilities, Organizational complaint procedures. Government agencies, Resolving Employee concerns, Limits on acceptable behavior in large corporation.

Unit IV:

Work environment: Ethical and legal considerations, Organizational responses to offensive behavior and harassment, Ethics in a Global Context.

Unit V: Industrial Integrity

The epitome of industrial success, Integrity and organization, Exploring learning process of integrity, Consequences of lack of integrity.

Text &References:

1. R R Gaur, R Sangal, G P Bagaria, A Foundation Course in Human Values and Professional Ethics, Excel Books, 2010

References:

1. R S Naagarazan, A Text Book on Professional Ethics And Human Values, New Age International Private Limited, 2020
2. Ivan Illich, Energy & Equity, HarperCollins., 2016
3. E.F. Schumacher, Small is Beautiful: A study of economics as if people mattered, Blond & Briggs, Britain, 1973
4. A Nagraj, Jeevan Vidya ek Parichay, Divya Path Sansthan, Amarkantak, 1998.
5. Sussan George, How the Other Half Dies, Penguin Press, 1976.
6. PL Dhar, RR Gaur, Science and Humanism, Commonwealth Purblishers, 1990.
7. A.N. Tripathy, Human Values, 3 edition, New Age International Publishers, 2019.
8. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, Limits to Growth – Club of Rome’s report, Universe Books, 1972.

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A22201 - Art of Articulation Lab

Exercise-I

Introduction to Articulation, Articulation skills, Styles of Communication

Exercise -II

Information transfer- Data Analysis - Data Interpretation - Practices

Exercise -III

Storytelling - Narrative Styles - Figures of Speech - Data Storytelling - Practices

Exercise -IV

Visualization of Data - Voice Modulation - Presentations (Individual and Team) - Non Verbal cues in Storytelling

Exercise -V

Corporate Storytelling Techniques - Audience Analysis - Articulation in different media

References:

1. The Elements of Story Telling- How to write compelling Stories
2. Let the story do the Work – The Art of Storytelling for Business Success
3. It's the way you say it: Becoming Articulate, Well spoken- by Conol A Fleming, Paperback
4. The Articulate Executive: Learn to Look, Act and sound like a Leader by Granville N Too good Paperback publication
5. Art of Articulation: Hidden Power of Great Designers
6. The Art of Reading Minds: Understand olliens to Get What you want by Hensik Pexeus Paperback.