Course: BCA **Semester:** 1

Prerequisite: Basic Knowledge of LSRW. To provide students with soft skills that complement their skills, making them more marketable when entering the workforce.

Rationale : Knowledge of LSRW is essential for Students

Teaching and Examination Scheme

Teaching Scheme					Examination Scheme					Total
Lecture Hrs/Week	Tutorial Hrs/Week	Lab Hrs/Week	Seminar Hrs/Week	Credit	Internal Marks			External Marks		
					T	CE	P	T	P	
2	-	-	-	2	-	100	-	-	-	100

SEE - Semester End Examination, **T** - Theory, **P** - Practical

Course Content

W - Weightage (%) , **T** - Teaching hours

Sr.	Topics	W	T
1	**Listening Skills and Hearing**Listening Vs Hearing Types of listening Traits of good listener Barriers of listening	7	2
2	**Listening Practice**Listening Practice (Audio & Video)	10	3
3	**Presentation Skills** Defining the purpose of presentation Presentation strategies How to make an effective presentation? Knowing /Analysing audience Organizing content and preparing an outline Traits of a good speaker	3	1
4	**Activity**Crazy Scientist	7	2
5	**Speaking Practice**Speaking practice (Elocution)	24	7
6	**Reading Skills** Define reading Reading Strategies Techniques of reading Techniques to read faster	3	1
7	**Reading Practice**Reading Practice (Reading Comprehension)	13	4
8	**Writing Skills** Develop Writing Skills 7cs of communication Techniques of writing better Identifying common errors in writing	10	3
9	**Paragraph Writing** Introduction of Paragraph Writing Central components of paragraph development Techniques for paragraph development	3	1
10	**Writing Practice**Writing Practice: Note making Picture Description Dialogue Writing Paragraph Writing Completion of story from given points	20	6

	Essay Writing		
	Total	**100**	**30**

Reference Books

1.	**Understanding and Using English Grammar** By Betty Azar & Stacy Hagen | Pearson Education
2.	**Business Correspondence and Report Writing** By SHARMA, R. AND MOHAN, K.
3.	**Communication Skills** By Kumar S And Lata P | New Delhi Oxford University Press
4.	**, Technical Communication : Principles And Practice** By Sangeetha Sharma, Meenakshi Raman | Oxford University Press
5.	**Practical English Usage** By MICHAEL SWAN
6.	**A Remedial English Grammar for Foreign Student** By F.T. WOOD
7.	**On Writing Well** By William Zinsser | Harper Paperbacks,2006 | 30th anniversary edition
8.	**Oxford Practice Grammar,** By John Eastwood | Oxford University Press

Course Outcome

After Learning the Course the students shall be able to:

After Learning the course, the students shall be able to:

1. Understand the importance of creative and critical thinking.
2. Develop four basic skills (LSRW)
3. Expand vocabulary with proper pronunciation.
4. Comprehend the basics of English grammar.
5. Read & write effectively for a variety of contexts.
6. Develop confidence in speaking skills.

Course: BTech **Semester:** 1

Prerequisite: Basic Computer Knowledge and Mathematics.

Rationale : This course provides an introduction to the fundamentals of digital marketing, covering essential concepts, strategies, and tools used in the field. Students will explore various aspects of digital marketing, including search engine optimization (SEO), social media marketing, email marketing, content marketing, and analytics..

Teaching and Examination Scheme

Teaching Scheme					Examination Scheme					Total
Lecture Hrs/Week	Tutorial Hrs/Week	Lab Hrs/Week	Seminar Hrs/Week	Credit	Internal Marks			External Marks		
					T	CE	P	T	P	
3	-	2	-	4	20	20	20	60	30	150

SEE - Semester End Examination, **T** - Theory, **P** - Practical

Course Content

W - Weightage (%) , **T** - Teaching hours

Sr.	Topics	W	T
1	**Introduction to Digital Marketing:** Introduction to digital marketing, Evolution of digital marketing, importance and benefits of digital marketing,Overview of digital marketing channels	15	7
2	**Search Engine Optimization (SEO):** Understanding search engines and how they work, On-page and off-page SEO techniques, Keyword research and analysis, SEO tools and analytics	25	9
3	**Social Media Marketing:** Introduction to social media marketing, Social media platforms and their features, Content creation and curation for social media, Social media advertising and campaigns, Social media analytics and measurement	20	7
4	**Content Marketing:** Understanding content marketing,Content strategy and planning, Content creation and distribution, Content promotion and amplification, Content marketing analytics	25	11
5	**Digital Marketing Analytics:** Introduction to digital marketing analytics, Key performance indicators (KPIs) in digital marketing,Web analytics tools and platforms, Data analysis and interpretation, Reporting and optimization strategies	15	11
	Total	100	45

Reference Books

1.	**"Digital Marketing for Dummies" (TextBook)** By by Ryan Deiss and Russ Henneberry | Wiley
2.	**"Digital Marketing: Strategy, Implementation and Practice"** By by Dave Chaffey and Fiona Ellis-Chadwick | Pearson Education
3.	**"Influence: The Psychology of Persuasion" by Robert B. Cialdini**

Course Outcome

After Learning the Course the students shall be able to:
After Learning the Course, the students shall be able to: 1. Understand the core principles and concepts of digital marketing. 2. Apply various digital marketing techniques, such as SEO, social media marketing, email marketing, and content marketing. 3. Utilize digital marketing tools and analytics to measure and optimize campaign performance. 4. Develop effective digital marketing strategies for different target audiences and objectives. 5. Demonstrate proficiency in planning, executing, and evaluating digital marketing campaigns.

List of Practical

1.	**Conduct keyword research for a chosen topic or industry.**
2.	**Create and optimize a social media profile/page for a business.**
3.	**Design and execute an email marketing campaign using an email marketing platform.**
4.	**Develop a content marketing plan for a specific target audience.**
5.	**Analyze website traffic and user behavior using Google Analytics.**
6.	**Set up and monitor social media advertising campaigns on platforms like Facebook or Instagram**
7.	**Create a digital marketing strategy for a hypothetical business or organization.**
8.	**Present a digital marketing campaign report, including key metrics and insights.**

Course: BCA **Semester:** 1

Prerequisite: Basic knowledge of Data and Data Processing

Rationale : To acquire the fundamental knowledge of basic database system concepts, normalization and SQL programming. To make students understand the database development activities, such as, data modeling, creation of databases and posing complex SQL queries during the system development cycle. Also, introduce the students to using and implementing database systems for certain commercial applications.

Teaching and Examination Scheme

Teaching Scheme					Examination Scheme					Total
					Internal Marks			External Marks		
Lecture Hrs/Week	Tutorial Hrs/Week	Lab Hrs/Week	Seminar Hrs/Week	Credit	T	CE	P	T	P	
3	-	2	-	4	20	20	20	60	30	150

SEE - Semester End Examination, **T** - Theory, **P** - Practical

Course Content

W - Weightage (%) , **T** - Teaching hours

Sr.	Topics	W	T
1	**Introduction to Databases**BasicConcepts:Data,Database,Databasesystems,DBMS,Purpose of Database system, Characteristics of Database,Advantages and Disadvantages of DBMS,Database Languages, Three level architecture, Various components of a DBMS	12	6
2	**DataModel ,ER Diagram and Keys** **Data Model :** The importance of data models, Data Model Classification, Tables,Rows,Columns,Entitysets,Attributes,Typesofentities,Relationshipsandtypesof relationships, Database modelling using entity and relationships, Enhanced entity relationship diagrams. **Keys:**Super key, Candidatekeys, Primary key,Entity integrity constraints,Referential integrity constraints.	18	10
3	**DatabaseDesign** Structures of Good Database Design, Databasedesignprocess,Anomalies in A Database, Functionaldependencies (losslessdecomposition,dependencypreservance,closuresetof FD, canonical cover, lossless joins). **Normalization:**1NF,2NF,3NF,BCNFand4NF	20	10
4	**Query Processing and Transection** **Query Processing:**Query processing phases,Query optimization techniques,Measures Of Query Cost **Transection**: Transaction Concepts, Features of Database Transaction. Concurrency Control in Database - Lock Base, Time Stamp Base, Validation Base Protocols Database Recovery System.	25	9
5	**Structure QueryLanguages** IntroductiontoSQL,OverviewofSQL,BasicqueriesinSQL,AdvancedqueriesinSQL,FunctionsinSQL,Basicdata retrieval, Aggregation, Categorization, Updates in SQLs, Views in SQL, Different types of views, Theoretical updatability of views.	25	10
	Total	100	45

Reference Books

1.	**Database System Concepts** By Silberschatz, Korth, Sudarshan | McGraw Hill Publication | 4th Edition
2.	**Database Systems, Concepts, Design and Applications** By S K Singh | Pearson Edition
3.	**Database Management Systems** By Raghu Ramakrishnan, Johannes Gehrke | McGraw Hill Publication
4.	**Fundamentals of Database Systems** By Elmsari, Navathe | Pearson Education (2008) | 5th Edition

Course Outcome

After Learning the Course the students shall be able to:
1. Define and describe database concepts and models. 2. Identify need of relational database design. 3. Describe and apply normalization technique for database design. 4. Apply knowledge of database query language.

List of Practical

1.	**Design a Database and create required tables. For e.g. Bank, College Database**
2.	**Apply the constraints like Primary Key, Foreign key, NOT NULL to the tables.**
3.	**To Study a different DDL Commands like create, Drop ,Alter and Truncate**
4.	**To Study a different TCL Commands like commit, save point, Rollback etc.**
5.	**To Study a different DQL Commands.**
6.	**To Study a different DCL Commands.**
7.	**To Study a different Grouping Queries.**
8.	**To Study a different operators in SQL.**
9.	**Write the query for implementing the following functions: MAX(),MIN(),AVG(),COUNT()**
10.	**Write the queries to implement the joins.**

Course: BCA **Semester:** 2

Prerequisite: Knowledge of Statistics

Rationale : Data mining is the essential component of decision support systems for the modern-day industry and business. These techniques enable the knowledge worker to make better and faster decisions. The objective of this course is to introduce the student to various Data Mining concepts and techniques. A database perspective of an open-source application is used throughout the course to introduce principles, algorithms, architecture, design, and implementation of data mining techniques. Learning this course would improve the employment potential of students in the information management sector.

Teaching and Examination Scheme

Teaching Scheme					Examination Scheme					Total
Lecture Hrs/Week	Tutorial Hrs/Week	Lab Hrs/Week	Seminar Hrs/Week	Credit	Internal Marks			External Marks		
					T	CE	P	T	P	
3	-	2	-	4	20	20	20	60	30	150

SEE - Semester End Examination, **T** - Theory, **P** - Practical

Course Content

W - Weightage (%) , **T** - Teaching hours

Sr.	Topics	W	T
1	**Fundamentals of data miningDescribe the concept of Data Mining,** Data mining: History, strategies, techniques, applications, challenges of data mining, Future of data mining, **Describe types of Data:** Types of Data: Database Data, Data Warehouses, Transactional Data, Other Kinds of Data.	**10**	**8**
2	**Objects, Attributes, & Statistical Description of DataExplain Mining techniques and Attribute Relation File Format (ARFF):** Data Attribute (Nominal Attributes, Binary Attributes, Ordinal Attributes, Numeric Attributes, Discrete versus Continuous Attributes. **Solve basic Statistical calculations on Data:** Mean, Median, and Mode; Measuring the Dispersion of Data: Range, Quartiles, Variance, Standard Deviation, and Interquartile Range using WEKA.	**20**	**8**
3	**Data Preprocessing** **Describe the aspect of data preprocessing:** Preprocess the Data, Major Tasks in Data Preprocessing. **Explain the concept of Data Cleaning & Integration:** Data Cleaning: Missing Values, Noisy Data, Data Cleaning as a Process. **Data Integration**: Entity Identification Problem, Redundancy, and Correlation Analysis, Tuple Duplication, Data Value Conflict Detection and Resolution, Use WEKA for cleaning and integration	**25**	**8**
4	**Classification** **Explain Decision Trees and clustering:** Decision tree: ID3, Probability-based solving, Concepts of Clustering, Using WEKA for classification and clustering	**15**	**8**
5	**Data Warehouse & OLAP Technology** **Apply the concept of Data warehousing using WEKA solution:** Data Warehouse, Differences between Operational Database Systems and Data Warehouses, Enterprise Warehouse, Data Mart, and Virtual Warehouse.	**20**	**8**
6	**Data Mining Tool: WEKA** Install and Configure WEKA Tool: Basic of WEKA, Installing WEKA, WEKA data file format, Data visualization in WEKA, Data filtering, Using the concepts of data mining with WEKA	**10**	**5**
	Total	**100**	**45**

Reference Books

1.	**Data Mining Concepts and Techniques** By Jiawei Han and Jian Pei | Morgan Kaufmann Publishers | Third
2.	**Fundamentals of Data Warehouses** By M.Jarke, M Lenzerni
3.	**Principles of Data Mining** By David Hand, Heikki Mannila, Padhraic Smyth , PHI
4.	**Data Mining: Methods and Techniques** By A B M Shawkat Ali, Saleh A, Wasimi, CENGAGE Learning
5.	**Data Mining Techniques** By Arun K. Pujari | Universities Press

Course Outcome

After Learning the Course the students shall be able to:

1. Describe the concept of Data Mining & its attributes
2. Explain the concept of Data Cleaning & Integration and decision Trees and clustering
3. Demonstrate WEKA Explorer, Mining techniques and Attribute Relation File Format (ARFF).
4. Compare various Data Mining techniques available in WEKA

List of Practical

1. **Create following Three Tables.**

1. Salesman

SNUM	SNAME	CITY	COMMISSION
1001	PIYUSH	LONDON	12%
1002	NIRAJ	SURAT	13%
1003	MITI	LONDON	11%
1004	RAJESH	BARODA	15%
1005	ANAND	NEW DELHI	10%
1006	RAM	PATAN	10%
1007	LAXMAN	BOMBAY	09%

SNUM: A Unique number assign to each salesman.
SNAME: The name of salesman.
CITY: The location of salesman.
COMMISSION: The salesman commission on order.

2. Customer

CNUM	CNAME	CITY	RATING	SNUM
2001	HARDIK	LONDON	100	1001
2002	GITA	ROME	200	1003
2003	LAXIT	SURAT	200	1002
2004	GOVIND	BOMBAY	300	1002
2005	CHANDU	LONDON	100	1001
2006	CHAMPAK	SURAT	300	1007
2007	PRATIK	ROME	100	1004

CNUM: A Unique number assign to each customer.
CNAME: The name of customer.
CITY: The location of customer.
RATING: A level of preference indicator given to this customer.
SNUM: A salesman number assign to this customer.

3. Order

ONUM	AMOUNT	ODATE	CNUM	SNUM	CNUM
3001	18.69	10/03/99	2008	1007	

	3002 767.19 10/03/99 2001 1001 3003 1900.10 10/03/99 2007 1004 3004 5160.45 10/03/99 2003 1002 3005 1098.25 10/04/99 2008 1007 3006 1713.12 10/04/99 2002 1003 3007 75.75 10/05/99 2004 1002 3008 4723.00 10/05/99 2006 1001 3009 1309.95 10/05/99 2004 1002 3010 9898.87 10/06/99 2006 1001 ONUM: A Unique number assign to each Order. AMOUNT: Amount of order in Rs. ODATE: The date of order. CNUM: The number of customer making the order. SNUM: The number of salesman credited with the sale. **Solve following request with the help of SQL query.** 1. Produce the order no, a mount and date of all orders. 2. Give all the information about all the customers with salesman number 1001. 3. Display the information in the sequence of city, sname, snum, and Commission. 4. Calculate the average amount ordered. 5. Count the no. of salesmen currently having orders. 6. Find the largest order taken by each salesman on each date. 7. Find the largest order taken by each salesman on 10/03/1997. 8. Count the no. of different non NULL cities in the Customer table. 9. Find out each customer's smallest order. 10. Find out the customer in alphabetical order whose name begins with 'G' 11. Count the no. of salesmen registering orders for each day. 12. List all salesmen with their % of commission. 13. Display the no. of order for each day in the following format. dd-mon-yy. 14. Assume each salesperson has a 12% commission. Write a query on the order table that will produce the order number, salesman no and amount of commission for that order. 15. Find the highest rating in each city in the following format: 16. List all customers in descending order of rating. 17. List all salesmen in London who had at least one customer located there as well. 18. List all salesmen in London who didn't have any customer there.
2.	**PL/SQL Programs** 1. Hello World Program in PL/SQL. 2. PL/SQL Program To add Two Numbers. 3. PL/SQL Program For Prime Number. 4. PL/SQL Program To Find Factorial of a Number. 5. PL/SQL Program to Print Table of a Number. 6. PL/SQL Program for Reverse of a Number 7. PL/SQL Program for Fibonacci Series 8. PL/SQL Program to Check Number is Odd or Even 9. PL/SQL Program to Reverse a String 10. Pl/SQL Program for Palindrome Number 11. PL/SQL Program to Swap two Number 12. PL/SQL Program for Armstrong Number 13. PL/SQL Program to Find Greatest of Three Numbers
3.	**PL/SQL Cursor Programs** 1. Write a Program for Implicit Cursor 2. Write a Program For Explicit Cursor
4.	**Trigger Programs** Create three tables Student (Roll_no, Name, Contact, Marks) Student_copy (Roll_no, Contact) Student_update_copy (Roll_no, New_Contact, Old_contact) A. Create a trigger to insert Roll no and Contact number of student on insertion of any record in Table Student. B. Create a trigger to insert Roll no New Contact number and old Contact number of student on updation of contact

	number in Table Student.
5.	**Procedure Programs.** 1. Write a procedure to insert data in employee table. 2. Write a procedure to update contact number of employee in employee table. 3. Write a procedure to find name of manager for given employee id. 4. Write a procedure to get all the details (emp_id, name, city of residence, 5. company name, city of work, manager name, salary) of given employee id.

Course: BBA **Semester:** 1

Prerequisite: Basic Computer knowledge and Internet Surfing

Rationale : Establishes foundational understanding: Provides students with a clear definition and historical context of IoB, laying the groundwork for further exploration. Identifies key technologies: Introduces students to the essential technologies and methodologies used in IoB, enabling them to grasp the technical aspects of the field. Highlights potential applications: Illustrates the potential of IoB across various domains, motivating students to delve deeper into specific areas of interest.

Teaching and Examination Scheme

Teaching Scheme					Examination Scheme					Total
					Internal Marks			External Marks		
Lecture Hrs/Week	Tutorial Hrs/Week	Lab Hrs/Week	Seminar Hrs/Week	Credit	T	CE	P	T	P	
4	-	-	-	4	20	20	-	60	-	100

SEE - Semester End Examination, **T** - Theory, **P** - Practical

Course Content

W - Weightage (%) , **T** - Teaching hours

Sr.	Topics	W	T
1	**Introduction to Internet of Behavior**Introduction to Internet of Behavior (IoB) Understanding the concept of IoB Historical context and evolution Key technologies and methodologies	20	12
2	**Data Collection**Behavioral Data Collection and Analysis Techniques for collecting behavioral data Data privacy and ethical considerations Tools and methods for analyzing behavioral data	20	12
3	**Applications of IoB in Various Industries**Healthcare: IoB in patient monitoring and personalized medicine Retail: Customer behavior analysis and personalized marketing Transportation: IoB applications in smart cities and traffic management	20	12
4	**Ethical and Legal Implications of IoB**Privacy concerns and data protection regulations Ethical considerations in behavior tracking and analysis Case studies and real-world examples	20	12
5	**Practical**Practical Applications and Project Development Hands-on projects using IoB technologies Developing IoB applications Integration with existing systems and platforms	20	12
	Total	100	60

Reference Books

1.	**“Internet of Things (A Hands-on-Approach)”,** By Vijay Madisetti and Arshdeep Bahga, | VPT
2.	**Big data analytics with R and Hadoop** By VigneshPrajapati | SPD, Pub. Year 2013
3.	**Getting Started with the Internet of Things** By Cuno Pfister

Course Outcome

After Learning the Course the students shall be able to:

1. Formulate strategies for addressing ethical and legal challenges in IoB
2. Critique ethical considerations in behavior tracking and analysis.
3. Apply tools and methods for analyzing behavioral data in various scenarios.
4. Compare different techniques for behavioral data collection.
5. Explain the fundamental principles of IoB

Course: B.Sc. **Semester:** 1

Prerequisite: Shall have the basic knowledge about environmental studies

Rationale : Will understand the basic interface between climate change and sustainability.

Teaching and Examination Scheme

Teaching Scheme					Examination Scheme					Total
Lecture Hrs/Week	Tutorial Hrs/Week	Lab Hrs/Week	Seminar Hrs/Week	Credit	Internal Marks			External Marks		
					T	CE	P	T	P	
2	-	-	-	2	20	20	-	60	-	100

SEE - Semester End Examination, **T** - Theory, **P** - Practical

Course Content

W - Weightage (%) , **T** - Teaching hours

Sr.	Topics	W	T
1	**Unit 1 : Introduction to Climate Change**Global Climate System Climate Change: Causes and Consequences: Global warming, ozone layer depletion, acid rain, and greenhouse effect case studies: nuclear accidents, chemical disasters, and climatic episodes	33	10
2	**Unit 2: Sustainable Development:**Sustainable Development Goals: An overview Climate Change and Sustainable Development: National and State Policies Achieving Sustainable Development Goals: Role of Various Stakeholders Building Partnership for Climate Change and Sustainable Development	34	10
3	**Unit 3 : Sustainable Approach to Climate Change:**Energy Conservation: Use of Renewable energies: Water, Solar, Wind, Tidal, Geothermal Water conservation techniques: Rain Water Harvesting. Environmental Ethics & Public Awareness: Role of various religions and cultural practices in environmental conservation Sustainable Human Development.	33	10
	Total	100	30

Reference Books

1.	**Climate Change and Sustainable Development: Prospects for Developing Countries** By Anil Markandya, Kirsten Halsnæs
2.	**Climate Change and Sustainable Development Global Prospective** By R.K.Mishra, P.s.Janki Krishna & CH. Laskhmi Kumar
3.	**This Changes Everything: Capitalism vs The Climate** By Naomi Klein
4.	**The Uninhabitable Earth: Life After Warming (TextBook)** By David Wallace-Wells

Course Outcome

After Learning the Course the students shall be able to:

1. Identify the complexity and operations of governance systems and processes on international, national, and local levels.
2. Explain the differences between government and governance and the various ideas and meanings attached to the goal of sustainable development.
3. Critically analyze policy-making processes in regard to sustainability issues.
4. Apply high-quality written and verbal communication skills
5. Work effectively in a team and in tutorial or workshop situations

Course: B.Com(A.Y. 2023-24) **Semester:** 1

Prerequisite: Knowledge of Communication in an Organization and Presentation Skills

Rationale : Basic Communication Skills are essential for all Commerce students

Teaching and Examination Scheme

Teaching Scheme					Examination Scheme					Total
					Internal Marks			External Marks		
Lecture Hrs/Week	Tutorial Hrs/Week	Lab Hrs/Week	Seminar Hrs/Week	Credit	T	CE	P	T	P	
2	-	-	-	2	20	20	-	60	-	100

SEE - Semester End Examination, **T** - Theory, **P** - Practical

Course Content

W - Weightage (%) , **T** - Teaching hours

Sr.	Topics	W	T
1	**Basic Principles of Communication:**Introduction, Understanding Communication, the Communication Process, Barriers to Communication, the Importance of Communication in the Workplace, Classification of Communication Channels, Types of Business Communication, Communication Network in Organizations	25	8
2	**Written Business Communication:**Need and essentials of business correspondence, communication and e-mail etiquettes. Principles of Business Writing, Parts and layouts of business letters. **Written communication:** Letters and E-mails – Statement of Purpose (SOP), Job application with CV, sales letter, credit sales inquiry letters, collection letters, Complaint Letter, Order Letter, Consumer Grievance Letter, RTI Letter etc.	25	7
3	**Etiquettes in Business Communication**Concept and Importance of Etiquettes, Telephone/Cell phone conversations, Etiquettes at Workplace (Internal - superiors, peers and subordinates), Etiquettes with Stakeholders (External - suppliers and customers). E-Mail Etiquette: Significance of Netiquette, E-mail: Way of professional communication, Basic Email Etiquettes: Proper Grammar, Spelling, Punctuation, Styling and Formatting, Body of Email, Response, Privacy	25	8
4	**Business Presentation:**Importance and Role of Business Presentation Planning for Presentation Preparing and Practicing (Rehearsing) the Presentation Delivering the Presentation Essentials of Presentation: Using Visual Aids for Presentation, Oral Presentation (Transparencies, graphs, charts, etc.), Using Audio/Visual Aids for Presentation, Electronic Presentation (Multimedia/PPT), Coping with Presentation fears, Non-Verbal aspects of Presentation	25	7
	Total	100	30

Reference Books

1.	**Basics of Business Communication** Cambridge University Press, | South Asian Edition
2.	**Business Communication** By Meenakshi Raman & Prakash Singh | Oxford University Press
3.	**Business Communication Concepts , Cases & Application** By Chaturvedi, P D Chaturvedi & Mukesh Chaturvedi | Pearson Education

Course Outcome

After Learning the Course the students shall be able to:

CO1 Understand the foundational concepts of communication and recognize its significance in the workplace.
CO2 Develop the skills necessary for effective business writing, including various types of letters and emails.
CO3 Acquire knowledge of proper etiquette in various business communication contexts, both internal and external.
CO4 Master the art of planning, preparing, and delivering impactful business presentations using visual and audio/visual aids.

Parul® University

Subject Syllabus

00019101SE01 - Mathematical Aptitude

Course: BTech **Semester:** 1

Prerequisite: Basic numeracy skill

Rationale : Mathematical aptitude refers to the ability to reason, think critically, and apply mathematical principles to solve problems and make sense of the world around us.

Teaching and Examination Scheme

Teaching Scheme					Examination Scheme					Total
Lecture Hrs/Week	Tutorial Hrs/Week	Lab Hrs/Week	Seminar Hrs/Week	Credit	Internal Marks			External Marks		
					T	CE	P	T	P	
2	-	-	0	2	20	20	-	60	-	100

SEE - Semester End Examination, **T** - Theory, **P** - Practical

Course Content

W - Weightage (%) , **T** - Teaching hours

Sr.	Topics	W	T
1	**Unit-1**Numbers, HCF & LCM, Square Root & Cube Root, Ratio & Proportion, Permutations & Combinations, Percentage, Average-Shortcut averages, Partnership, Time -work & distance, Boats & streams, Mixtures, Logarithms	40	12
2	**Unit-2**Progression (AM, GM, HM), Series, Interest (S.I. & C.I.) and depreciation rate, Profit-Loss & Discount, Equations (Linear & Quadratic), Probability.	40	12
3	**Unit-3**Mensuration I (Area & Perimeter), Mensuration II(Volume & Surface area), Grouped Data, Ungrouped Data (Mean and Standard Deviation) Data interpretation: (Tabulation, Bar Graph, Pie Chart, Line Chart).	20	6
	Total	100	30

Reference Books

1.	**Quantitative Aptitude for Competitive Examinations (TextBook)** By D. Khattar | Person Indian Education Service
2.	**Verbal Reasoning and Non - Verbal Reasoning (TextBook)** By B. S. Sijwali and Indu Sijwali | New Delhi: Arihant
3.	**Quantitative Aptitude for Competitive Examinations** By R. S. Aggarwal | S. Chand Publishing,

Course Outcome

After Learning the Course the students shall be able to:

After completion of the course, Students will be able to,
1. Analyse and interpret mathematical problems, devise appropriate strategies, and apply relevant mathematical concepts and techniques to find solutions.
2. Comprehend and manipulate numerical information effectively, make accurate calculations, and interpret numerical data in various contexts.
3. Think critically and logically, recognize patterns and relationships, and construct logical arguments using mathematical principles.
4. Apply these concepts and techniques to solve real-world situations.

Course: BCA **Semester:** 2

Prerequisite: Knowledge of Basic English-I

Rationale : Knowledge of Communication is essential for students.

Teaching and Examination Scheme

Teaching Scheme					Examination Scheme					Total
Lecture Hrs/Week	Tutorial Hrs/Week	Lab Hrs/Week	Seminar Hrs/Week	Credit	Internal Marks			External Marks		
					T	CE	P	T	P	
2	-	-	-	2	-	100	-	-	-	100

SEE - Semester End Examination, **T** - Theory, **P** - Practical

Course Content

W - Weightage (%) , **T** - Teaching hours

Sr.	Topics	W	T
1	**Definition, Importance and Process of Communication** Definition of Communication & Importance of Communication Definition and process of communication	7	2
2	**Levels and Flow of Communication** Levels of Communication Flow of Communication	7	2
3	**Barriers and features of Effective Communication** Barriers to effective Communication Features of effective Communication	7	2
4	**Non-verbal Communication and Kinesics** Define non-verbal communication Kinesics	3	1
5	**Proxemics, Paralinguistic and Chronemics** Proxemics Paralinguistic Chronemics	3	1
6	**Error Analysis**Error Analysis (Tenses, voices & Reported speech)	7	2
7	**Reading Comprehension**Reading Comprehension	3	1
8	**Vocabulary BuildingVocabulary Building** Idioms Phrases Synonyms Antonyms	7	2
9	**Theatrics (Role Play)**Theatrics (Role Play)	16	5
10	**Extempore**Extempore	16	5
11	**Application Writing**Application Writing	10	3
12	**Letter writing**Letter writing (Elements, Layouts, Inquiry, Complain, & Adjustment,)	14	4
	Total	100	30

Reference Books

1.	**1. Sanjay Kumar, Pushp Lata, Communication Skills, Oxford University Press**
2.	**Business Correspondence and Report Writing** By SHARMA, R. AND MOHAN, K.
3.	**Practical English Usage** By MICHAEL SWAN
4.	**A Remedial English Grammar for Foreign Student** By F.T. WOOD
5.	**On Writing Well** By William Zinsser | Harper Paperbacks,2006 | 30th anniversary edition
6.	**Oxford Practice Grammar,** By John Eastwood | Oxford University Press
7.	**, Technical Communication : Principles And Practice** By Sangeetha Sharma, Meenakshi Raman | Oxford University Press

Course Outcome

After Learning the Course the students shall be able to:

After Learning the course the students shall be able to:
1. Construct grammatically correct sentences.
2. Develop and deliver professional presentation skills
3. Develop confidence in speaking skills.
4. Develop the skills of critical thinking.
5. Compose different types of written communication.

Course: BCA **Semester:** 2

Prerequisite: basic awareness of personal values, social behavior, and Indian culture is desirable.

Rationale : IPDC aims to prepare students for the modern challenges they face in their daily lives. Promoting fortitude in the face of failures, Unity amongst family discord, Self-discipline amidst Distractions... and many more priceless lessons. The course focuses on morality and character development at the core of student growth, to enable students to become self-aware, sincere, and successful in their many roles - as an ambitious student, reliable employee, caring family member, and considerate citizen.

Teaching and Examination Scheme

Teaching Scheme					Examination Scheme					Total
					Internal Marks			External Marks		
Lecture Hrs/Week	Tutorial Hrs/Week	Lab Hrs/Week	Seminar Hrs/Week	Credit	T	CE	P	T	P	
2	-	-	-	2	-	100	-	-	-	100

SEE - Semester End Examination, **T** - Theory, **P** - Practical

Course Content

W - Weightage (%) , **T** - Teaching hours

Sr.	Topics	W	T
1	**Introduction and Remaking Yourself**Restructuring Yourself: Students learn how self-improvement enables them to secure a bright future for themselves. They will learn 6 powerful thought-processes that can develop their intellectual, physical, emotional, and spiritual quotients	7	2
2	**Remaking Yourself**Power of Habit: Students will undergo a study of how habits work, the habits of successful professionals, and the practical techniques that can be used to develop good habits in their life.	7	2
3	**Learning from Legends**Tendulkar & Tata: Students will learn from the inspirational lives of India's two legends, Sachin Tendulkar and Ratan Tata. They will implement these lessons through relatable case studies.	7	2
4	**From House to Home** Listening & Understanding: Active listening is an essential part of academic progress and communications. Students will learn to listen with their eyes, ears, mind, and heart.	7	2
5	**Facing Failures**Welcoming Challenges: This lecture enables students to revisit the way in which they approach challenges. Through the study of successful figures such as Disney, Lincoln and Bachchan, students will learn to face difficulties through a positive perspective.	7	2
6	**Facing Failures**Significance of Failures: Failure is a student's daily source of fear, negativity, and depression. Students will be given the constructive skills to understand failure as formative learning experiences.	7	2
7	**My India My Pride**Glorious Past - Part 1: India's ancient Rishis, scholars, and intellectuals have made tremendous contributions to the world, they developed an advanced, sophisticated culture and civilization which began thousands of years ago. Students will learn the importance of studying India's glorious past so that they could develop a strong passion and pride for our nation.	7	2
8	**My India My Pride**Glorious Past - Part 2: Our ancient concepts can be used to seek revolutionary ideas and to generate inspiration. Students will develop a deeper interest in India's Glorious Past – by appreciating the need to read about it, research it, write about it, and share it.	7	2
9	**Learning from Legends**A.P.J. Abdul Kalam: Dr Kalam's inspirational life displayed legendary qualities which apply to students (1) Dare to Dream (2) Work Hard (3) Get Good Guidance (4) Humility (5) Use Your Talents for the Benefit of Others	7	2
10	**Soft Skills** Networking & Leadership: Students are taught the means of building a professional network and developing a leadership attitude.	7	2

11	**Soft Skills**Project Management: Students will learn the secrets of project management through the Akshardham case study. They will then practice these skills through an activity relevant to student life.	**6**	**2**
12	**Remaking Yourself**Handling Social Media: Students will learn how social media can become addictive and they will imbibe simple methods to take back control.	**6**	**2**
13	**Facing Failures**Power of Faith: Students will learn about the power and necessity of faith in our daily lives.	**6**	**2**
14	**From House to Home**Bonding the Family: Students will understand the importance of strong family relationships. They will learn how to overcome the generation gap and connect with their family more.	**6**	**2**
15	**Selfless Service**Seva: Students will learn that performing seva is beneficial to one's health, wellbeing, and happiness. It also benefits and inspires others.	**6**	**2**
	Total	**100**	**30**

Reference Books

1.	**Integrated Personality Development Course (TextBook)** By Bochasanwasi Akshar Purushottam Swaminarayan Sanstha

Course Outcome

After Learning the Course the students shall be able to:

1. Develop self-awareness, positive habits, and ethical values for personal and academic growth.
2. Apply soft skills such as communication, leadership, and teamwork in academic and social settings.
3. Demonstrate resilience by adopting positive approaches to challenges, failures, and life situations.
4. Appreciate India's cultural heritage and apply its values to become responsible and considerate citizens.

Miscellaneous

Useful Links

https://www.youtube.com/watch?v=_C09aqOszvY

Course: BCA **Semester:** 2

Prerequisite: Knowledge of Statistics

Rationale : Data mining is the essential component of decision support systems for the modern-day industry and business. These techniques enable the knowledge worker to make better and faster decisions. The objective of this course is to introduce the student to various Data Mining concepts and techniques. A database perspective of an open-source application is used throughout the course to introduce principles, algorithms, architecture, design, and implementation of data mining techniques. Learning this course would improve the employment potential of students in the information management sector.

Teaching and Examination Scheme

Teaching Scheme					Examination Scheme					Total
					Internal Marks			External Marks		
Lecture Hrs/Week	Tutorial Hrs/Week	Lab Hrs/Week	Seminar Hrs/Week	Credit	T	CE	P	T	P	
3	-	2	-	4	20	20	20	60	30	150

SEE - Semester End Examination, **T** - Theory, **P** - Practical

Course Content

W - Weightage (%) , **T** - Teaching hours

Sr.	Topics	W	T
1	**Fundamentals of data miningDescribe the concept of Data Mining,** Data mining: History, strategies, techniques, applications, challenges of data mining, Future of data mining, **Describe types of Data:** Types of Data: Database Data, Data Warehouses, Transactional Data, Other Kinds of Data.	**10**	**8**
2	**Objects, Attributes, & Statistical Description of DataExplain Mining techniques and Attribute Relation File Format (ARFF):** Data Attribute (Nominal Attributes, Binary Attributes, Ordinal Attributes, Numeric Attributes, Discrete versus Continuous Attributes. **Solve basic Statistical calculations on Data:** Mean, Median, and Mode; Measuring the Dispersion of Data: Range, Quartiles, Variance, Standard Deviation, and Interquartile Range using WEKA.	**20**	**8**
3	**Data Preprocessing** **Describe the aspect of data preprocessing:** Preprocess the Data, Major Tasks in Data Preprocessing. **Explain the concept of Data Cleaning & Integration:** Data Cleaning: Missing Values, Noisy Data, Data Cleaning as a Process. **Data Integration**: Entity Identification Problem, Redundancy, and Correlation Analysis, Tuple Duplication, Data Value Conflict Detection and Resolution, Use WEKA for cleaning and integration	**25**	**8**
4	**Classification** **Explain Decision Trees and clustering:** Decision tree: ID3, Probability-based solving, Concepts of Clustering, Using WEKA for classification and clustering	**15**	**8**
5	**Data Warehouse & OLAP Technology** **Apply the concept of Data warehousing using WEKA solution:** Data Warehouse, Differences between Operational Database Systems and Data Warehouses, Enterprise Warehouse, Data Mart, and Virtual Warehouse.	**20**	**8**
6	**Data Mining Tool: WEKA** Install and Configure WEKA Tool: Basic of WEKA, Installing WEKA, WEKA data file format, Data visualization in WEKA, Data filtering, Using the concepts of data mining with WEKA	**10**	**5**
	Total	**100**	**45**

Reference Books

1.	**Data Mining Concepts and Techniques** By Jiawei Han and Jian Pei | Morgan Kaufmann Publishers | Third
2.	**Fundamentals of Data Warehouses** By M.Jarke, M Lenzerni
3.	**Principles of Data Mining** By David Hand, Heikki Mannila, Padhraic Smyth , PHI
4.	**Data Mining: Methods and Techniques** By A B M Shawkat Ali, Saleh A, Wasimi, CENGAGE Learning
5.	**Data Mining Techniques** By Arun K. Pujari | Universities Press

Course Outcome

After Learning the Course the students shall be able to:

1. Describe the concept of Data Mining & its attributes
2. Explain the concept of Data Cleaning & Integration and decision Trees and clustering
3. Demonstrate WEKA Explorer, Mining techniques and Attribute Relation File Format (ARFF).
4. Compare various Data Mining techniques available in WEKA

List of Practical

1. **Create following Three Tables.**

1. Salesman

SNUM	SNAME	CITY	COMMISSION
1001	PIYUSH	LONDON	12%
1002	NIRAJ	SURAT	13%
1003	MITI	LONDON	11%
1004	RAJESH	BARODA	15%
1005	ANAND	NEW DELHI	10%
1006	RAM	PATAN	10%
1007	LAXMAN	BOMBAY	09%

SNUM: A Unique number assign to each salesman.
SNAME: The name of salesman.
CITY: The location of salesman.
COMMISSION: The salesman commission on order.

2. Customer

CNUM	CNAME	CITY	RATING	SNUM
2001	HARDIK	LONDON	100	1001
2002	GITA	ROME	200	1003
2003	LAXIT	SURAT	200	1002
2004	GOVIND	BOMBAY	300	1002
2005	CHANDU	LONDON	100	1001
2006	CHAMPAK	SURAT	300	1007
2007	PRATIK	ROME	100	1004

CNUM: A Unique number assign to each customer.
CNAME: The name of customer.
CITY: The location of customer.
RATING: A level of preference indicator given to this customer.
SNUM: A salesman number assign to this customer.

3. Order

ONUM	AMOUNT	ODATE	CNUM	SNUM	CNUM
3001	18.69	10/03/99	2008	1007	

	3002 767.19 10/03/99 2001 1001 3003 1900.10 10/03/99 2007 1004 3004 5160.45 10/03/99 2003 1002 3005 1098.25 10/04/99 2008 1007 3006 1713.12 10/04/99 2002 1003 3007 75.75 10/05/99 2004 1002 3008 4723.00 10/05/99 2006 1001 3009 1309.95 10/05/99 2004 1002 3010 9898.87 10/06/99 2006 1001 ONUM: A Unique number assign to each Order. AMOUNT: Amount of order in Rs. ODATE: The date of order. CNUM: The number of customer making the order. SNUM: The number of salesman credited with the sale. **Solve following request with the help of SQL query.** 1. Produce the order no, a mount and date of all orders. 2. Give all the information about all the customers with salesman number 1001. 3. Display the information in the sequence of city, sname, snum, and Commission. 4. Calculate the average amount ordered. 5. Count the no. of salesmen currently having orders. 6. Find the largest order taken by each salesman on each date. 7. Find the largest order taken by each salesman on 10/03/1997. 8. Count the no. of different non NULL cities in the Customer table. 9. Find out each customer's smallest order. 10. Find out the customer in alphabetical order whose name begins with 'G' 11. Count the no. of salesmen registering orders for each day. 12. List all salesmen with their % of commission. 13. Display the no. of order for each day in the following format. dd-mon-yy. 14. Assume each salesperson has a 12% commission. Write a query on the order table that will produce the order number, salesman no and amount of commission for that order. 15. Find the highest rating in each city in the following format: 16. List all customers in descending order of rating. 17. List all salesmen in London who had at least one customer located there as well. 18. List all salesmen in London who didn't have any customer there.
2.	**PL/SQL Programs** 1. Hello World Program in PL/SQL. 2. PL/SQL Program To add Two Numbers. 3. PL/SQL Program For Prime Number. 4. PL/SQL Program To Find Factorial of a Number. 5. PL/SQL Program to Print Table of a Number. 6. PL/SQL Program for Reverse of a Number 7. PL/SQL Program for Fibonacci Series 8. PL/SQL Program to Check Number is Odd or Even 9. PL/SQL Program to Reverse a String 10. Pl/SQL Program for Palindrome Number 11. PL/SQL Program to Swap two Number 12. PL/SQL Program for Armstrong Number 13. PL/SQL Program to Find Greatest of Three Numbers
3.	**PL/SQL Cursor Programs** 1. Write a Program for Implicit Cursor 2. Write a Program For Explicit Cursor
4.	**Trigger Programs** Create three tables Student (Roll_no, Name, Contact, Marks) Student_copy (Roll_no, Contact) Student_update_copy (Roll_no, New_Contact, Old_contact) A. Create a trigger to insert Roll no and Contact number of student on insertion of any record in Table Student. B. Create a trigger to insert Roll no New Contact number and old Contact number of student on updation of contact

	number in Table Student.
5.	**Procedure Programs.** 1. Write a procedure to insert data in employee table. 2. Write a procedure to update contact number of employee in employee table. 3. Write a procedure to find name of manager for given employee id. 4. Write a procedure to get all the details (emp_id, name, city of residence, 5. company name, city of work, manager name, salary) of given employee id.

Course: LL.B. **Semester:** 2

Prerequisite: Students should have a basic understanding of economic principles and market dynamics, familiarity with consumer rights and responsibilities, and awareness of the role of government and regulatory bodies in protecting consumers.

Rationale : Studying Consumer Protection Legislation is essential for students as it helps them understand their rights and responsibilities in the marketplace, empowers them to make informed decisions and seek redress, and fosters a fair and transparent economic environment by highlighting the role of regulatory frameworks in safeguarding consumer interests.

Teaching and Examination Scheme

Teaching Scheme					Examination Scheme					Total
Lecture Hrs/Week	Tutorial Hrs/Week	Lab Hrs/Week	Seminar Hrs/Week	Credit	Internal Marks			External Marks		
					T	CE	P	T	P	
4	-	-	-	4	20	20	-	60	-	100

SEE - Semester End Examination, **T** - Theory, **P** - Practical

Course Content

W - Weightage (%) , **T** - Teaching hours

Sr.	Topics	W	T
1	**Introduction to Consumer Protection Legislation** Historical development of consumer protection movements Theoretical foundations of consumer rights Evolution of consumer protection laws in different jurisdictions Global perspectives on consumer protection initiatives Economic rationale for government intervention in consumer markets Social and ethical considerations in consumer protection policies Consumer and Consumerism	25	15
2	**National and International Frameworks** Comparative analysis of major national consumer protection laws (e.g., USA, EU, China, India) Examination of regional consumer protection frameworks (e.g., ASEAN, Mercosur) Overview of international agreements and conventions related to consumer protection (e.g., UN Guidelines for Consumer Protection) Case studies on cross-border consumer disputes and their resolution mechanisms Analysis of supranational organizations' roles in harmonizing consumer protection laws (e.g., WTO, OECD) Emerging trends in international consumer protection cooperation and coordination	25	15
3	**Enforcement Mechanisms and Regulatory Authorities** Role and functions of consumer protection agencies Legal remedies and dispute resolution mechanisms Challenges in enforcement and compliance Role of consumer advocacy groups and non-governmental organizations in enforcing consumer protection laws Emerging technologies and their impact on consumer protection enforcement (e.g., blockchain, artificial intelligence)	25	15
4	**Contemporary Issues and Future Trends** Globalization and its impact on consumer rights Digitalization and e-commerce: challenges and opportunities Emerging issues in consumer protection: sustainability, data privacy, and technological advancements Intersection of Consumer Protection and Competition Law	25	15
	Total	100	60

Reference Books

1.	**Corporate Governance (TextBook)** By Monks, R. A. G., & Minow, N. | John Wiley & Sons, Pub. Year 2017
2.	**Consumer Protection and Product Liability Law: Commentary and Materials.** By Ramsay, I. | Cambridge University Press., Pub. Year 2012
3.	**Research Handbook on EU Consumer and Contract Law.** By Schoshinski, A. (Ed.) | Edward Elgar Publishing., Pub. Year 2018
4.	**Corporate Governance (TextBook)** By Mallin, C. | Oxford University Press, Pub. Year 2017
5.	**Corporate Governance: Principles, Policies, and Practices. (TextBook)** By Tricker, B. | Oxford University Press., Pub. Year 2015
6.	**Consumer Protection Law: Issues, Problems, and Prospects.** By Iqbal, A. | CRC Press., Pub. Year 2017
7.	**Comparative Consumer Law and Policy.** By Bussani, M., & Micara, A. | Cambridge University Press., Pub. Year 2019
8.	**Corporate Governance and Accountability. (TextBook)** By Solomon, J. | John Wiley & Sons, Pub. Year 2019
9.	**Consumer Protection Law in a Nutshell. (TextBook)** By Clarke, T., & Clarke, P. | West Academic Publishing., Pub. Year 2019
10.	**Consumer Protection Law (TextBook)** By Howells, G., & Weatherill, S. | Routledge., Pub. Year 2019

Course Outcome

After Learning the Course the students shall be able to:

1. Students will be able to explain the evolution and significance of consumer protection legislation.
2. Students will demonstrate a comprehensive understanding of the core principles and provisions of consumer protection laws.
3. Students will assess the strengths and weaknesses of existing consumer protection mechanisms through case studies and real-world examples.
4. Students will be capable of analyzing the roles and responsibilities of various stakeholders involved in consumer protection.
5. Students will critically evaluate emerging issues such as online consumer rights, privacy concerns, and product safety in the digital age.
6. Students will develop the ability to propose strategies for enhancing consumer protection laws and enforcement mechanisms.

Course: BHMCT Hotel Mgmt **Semester:** 2

Prerequisite: The students studying this course should be able to write, read and speak English and must have a basic understanding of marketing sector.

Rationale : The course provides theoretical knowledge about the Marketing & branding strategies applicable in Tourism Industry.

Teaching and Examination Scheme

Teaching Scheme					Examination Scheme					Total
Lecture Hrs/Week	Tutorial Hrs/Week	Lab Hrs/Week	Seminar Hrs/Week	Credit	Internal Marks			External Marks		
					T	CE	P	T	P	
4	-	-	-	4	20	20	-	60	-	100

SEE - Semester End Examination, **T** - Theory, **P** - Practical

Course Content

W - Weightage (%) , **T** - Teaching hours

Sr.	Topics	W	T
1	**INTRODUCTION TO MARKETING IN TOURISM**Marketing Concepts - Marketing Process Marketing mix - Marketing environment. - Consumer Markets and buying behavior - Market segmentation and targeting and positioning.	**20**	**12**
2	**CONCEPT & DESIGN OF TOURISM PRODUCT**Concept of a Product - Product mix decisions - Brand Decision - New Product Development – Sources of New Product idea - Steps in Product Development - Product Life Cycle strategies- Stages in Product Life Cycle	**20**	**12**
3	**PRICING OF TOURISM PRODUCTS**Pricing objectives - Pricing policies and constraints - Different pricing method - new product pricing, Product Mix pricing strategies and Price adjustment strategy	**20**	**12**
4	**SUPPLY CHANNEL FOR TOURISM PRODUCTS**Nature of Marketing Channels –. Types of Channel flows - Channel functions - Functions of Distribution Channel – Structure and Design of Marketing Channels -Channel co-operation, conflicts, and competition – Retailers and wholesalers.	**20**	**12**
5	**PROMOTIONAL STRATEGIES OF TOURISM PRODUCTS**Promotion mix - Advertising Decision, Advertising objectives - Advertising and Sales Promotion – Developing Advertising Program – Role of Media in Advertising - Advertisement effectiveness - - Sales force Decision.	**20**	**12**
	Total	**100**	**60**

Reference Books

1.	**Principle of management** By Prasad L.M
2.	**Marketing Management Text and Case Indian Context Student CD Included** By Tapan K Panda | Excel Books
3.	**Case Studies In Marketing** By Srinivasan, R | The Indian Context, PHI
4.	**Marketing Management Text and Cases** By S. Jaychandran, Iit, Chennai | Excel Publications
5.	**Marketing management** By Tapan panda | Excel Books
6.	**Marketing Management : Planning, Implementation and Control** By V. S. Ramaswamy, S. Namakumari

Course Outcome

After Learning the Course the students shall be able to:

1. Understand and Elaborate marketing mix techniques in Tourism sector products.
2. Design the Tourism sector product & Price.
3. Describe the Distribution channel of Tourism sector producs.
4. Plan the Promotional strategies for Tourism sector.