

| | | | | |
|--|----------|----------|----------|---------------|
| BBA II SEM 2024-25 | L | T | P | Credit |
| 24BBA060 – Marketing Management | 3 | 0 | 0 | 3 |

Course Objectives:

The objectives of this course

1. The basic Marketing Concepts and tools of Marketing Management.
2. The Concept of Product Life Cycle and Marketing Strategies
3. The Concept of Market Segmentation and Product Mix,

Course Outcomes (COs):

1. Understand the marketing concept and marketing environment.
2. Understand the basis of market segmentation.
3. Apply the marketing concept of new product development.
4. Apply pricing strategies for products and services.
5. Apply promotional strategies for increasing market share.

Articulation Matrix

(Program Articulation Matrix is formed by the strength of correlation of COs with POs and PSOs. The strength of correlation is indicated as 3 for substantial (high), 2 for moderate (medium) correlation, and 1 for slight (low) correlation)

| CO/PO/PSO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO10 | PSO1 | PSO2 |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|------|------|
| CO1 | | | | | | | | | | | | |
| CO2 | | | | | | | | | | | | |
| CO3 | | | | | | | | | | | | |
| CO4 | | | | | | | | | | | | |
| CO5 | | | | | | | | | | | | |

High-3 Medium-2 Low-1

Content:

Unit 1: Introduction to Marketing

09 Hours

Nature, Scope, and Importance of Marketing; Evolution of Marketing; Core Marketing Concepts; Production Concept, Product Concept, Selling Concept, Marketing Concept; Marketing Environment: Micro and Macro Environments.

Unit 2: Marketing Segmentation

09 Hours

Target Market and Product Positioning: Levels of Market Segmentation, Bases for Segmenting (i) Consumer Markets and (ii) Industrial Markets; Target Market and Product Positioning Tools.

Unit 3: New Product Development

09 Hours

Introduction to and Meaning of a New Product; Need and Limitations for Development of a New Product, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoption Process.

Unit 4: Product and Pricing Decision

09 Hours

Concept of Product—Product Life Cycle (PLC)—Marketing Strategies for PLC—Product Classification—Product Line Decision—Product Mix Decision—Pricing Decisions: Concept of Price, Pricing Methods, and Pricing Strategies.

Unit 5: Promotion Mix

09 Hours

Concept of Promotion Mix—Factors determining Promotion Mix—Promotional Tools—Types of Advertisement—Sales Promotion—Public Relations & Publicity—Personal

Selling; Distribution: Designing Marketing Channels—Channel Functions—Types of Intermediaries.

Note: Case studies on relevant topics will be discussed.

References:

- Kotler Philip, Gary Armstrong, Prafullay. Agnihotri, EU Haque, “Principles of Marketing”, Pearson Education Prentice Hall of India.
- Paul Baines, Chris Fill, Kelly page, “Marketing Management”, 2018, 15 Ed., Oxford University Press.
- Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
- Dr. Sreeramulu, “Basics of Marketing”, HPH 5. Ramaswamy, V.S. & Namakumari, S., Marketing Management: Global Perspective Context, Macmillan Publishers India Limited.
- Rajan Saxena, “Marketing Management”, Tata McGraw Hill
- Roger J. Best, “Market-Based Management”, PHI Learning Pvt. Ltd.

Prepared by:

Academic Coordinator

HOD

**Senior Faculty Member
Appointed by DOAA**

| | | | | |
|--------------------------------------|----------|----------|----------|---------------|
| BBA II SEM 2024-25 | L | T | P | Credit |
| 24BBA070 – Business Economics | 3 | 0 | 0 | 3 |

Course Objectives:

The objectives of this course

1. The purpose of this course is to apply micro economic concepts and tools for analyzing business problems.
2. To make students aware of cost concepts.
3. To make accurate decisions pertaining to individual firms.
4. To understand tools and techniques of micro economics.
5. To make the student understand market structure and dynamics

Course Outcomes (COs):

After completion of this course students will be able to

1. Understand the nature and concept of business economics.
2. Apply the demand and elasticity concept in the business world.
3. Apply the various laws of production function in the real world.
4. Analyze the cost, volume profit and economies of scale.
5. Analyze the market structure for price determination and strategy formulation.

Articulation Matrix

(Program Articulation Matrix is formed by the strength of correlation of COs with POs and PSOs. The strength of correlation is indicated as 3 for substantial (high), 2 for moderate (medium) correlation, and 1 for slight (low) correlation)

| CO/PO/PSO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO 9 | PSO10 | PSO1 | PSO2 |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|------|-------|------|------|
| CO1 | | | | | | | | | | | | |
| CO2 | | | | | | | | | | | | |
| CO3 | | | | | | | | | | | | |
| CO4 | | | | | | | | | | | | |
| CO5 | | | | | | | | | | | | |

High-3 Medium-2 Low-1

Unit-I: Business Economics Nature

9 Hours

Introduction to business Economics-Characteristics-Nature and scope concept of opportunities Cost- Incremental Cost- Time perspective-Discounting and Equi-Marginal Principle.

Unit-II: Demand and Elasticity

9 Hours

Concept of Demand Determinants of Demand- Law of Demand- Exception to the law of demand- Elasticity of Demand- Types of demand elasticity- Uses of demand elasticity Concept of Supply- Determinants of Supply-Law of Supply-Elasticity of Supply.

Unit-III: Production and Cost Concept

9 Hours

Theory of production- Production function- Input output combination-Short run production laws, Law of diminishing marginal returns to scale- ISO-quant curves, ISO-cost curves

Unit-IV: Budget Line

9 Hours

Cost concepts- Cost classification-CVP Analysis-short run cost curves and long run cost curves- Experience curve-Economies and diseconomies to the scale- Economies of scope.

Unit-V: Market Structure and Pricing

9 Hours

Concept of market structures- Perfect competition market and price determination- Monopoly and abnormal profits- Monopolistic Competition-Price Discrimination-Oligopoly-Features of oligopoly- Syndicating in oligopoly-Kinked demand curve- Price leadership and market positioning.

Reference(s)

- Managerial Economics - Economic Tool for Today's Decision Makers: Paul G. Keat, Philip K. Y. Young and Sreejata Banerjee, Pearson Education, 6th Ed., 2013.
- Dwivedi DN, Managerial Economics, Vikas Publishing House
- Ahuja HL, Advanced Economic Theory, S.Chand & Sons
- Managerial Economics: Craig H. Petersen, W. Chris Lewis and Sudhir K. Jain, Pearson Education, 5th Ed., 2008.
- Managerial Economics – Foundations of Business Analysis and Strategy: Christopher R. Thomas and S. Charles Maurice, McGraw Hills, 10th Ed., 2011.

Total 45 Hours

Prepared by:

Academic Coordinator

HOD

**Senior Faculty Member
Appointed by DOAA**

| | | | | |
|--------------------------------|----------|----------|----------|---------------|
| BBA II SEM 2024-25 | L | T | P | Credit |
| 24BBA080 – Business Law | 3 | 0 | 0 | 3 |

Course Objectives:

The objectives of this course

1. To explain the concept of contract act and its applicability.
2. To develop an understanding of the sale of goods act.
3. To learn about the various aspects of negotiable instrument act.
4. To create awareness about consumer protection acts.

Course Outcomes (COs):

After completion of this course students will be able to

1. Understand the basic concepts of contract act.
2. Apply the principles of contract act during transaction.
3. Apply the legal rules of sale of goods act in business.
4. Apply the laws of negotiable instrument act in financial transactions.
5. Apply various contemporary laws for the solution of business problems.

Articulation Matrix

(Program Articulation Matrix is formed by the strength of correlation of COs with POs and PSOs. The strength of correlation is indicated as 3 for substantial (high), 2 for moderate (medium) correlation, and 1 for slight (low) correlation)

| CO/PO/PSO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO10 | PSO1 | PSO2 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|------|------|
| CO1 | | | | | | | | | | | | |
| CO2 | | | | | | | | | | | | |
| CO3 | | | | | | | | | | | | |
| CO4 | | | | | | | | | | | | |
| CO5 | | | | | | | | | | | | |

High-3 Medium-2 Low-1

Content:

Unit 1: Introduction to Indian Contract Act I

09 Hours

Meaning & Nature of contract, Types of Agreement and Contract, Difference between agreement and Contract. Essentials of a valid contract- offer, Acceptance, capacity to contract, Free consent, consideration.

Unit 2: Introduction to Indian Contract Act II

09 Hours

Performance of contract, Discharge of contract. Remedies for breach of contract. Contracts of Agency- Formation & Termination of Agency.

Unit 3: The Sale of Goods Act 1930

09 Hours

Definition of Sale & Goods, Essentials of valid contract of Sale of Goods, Conditions & warranties, passing of property. Rule of caveat emptor & its exceptions, Rights of unpaid seller, Remedies for breach of contract.

Unit 4: Negotiable Instrument Act

09 Hours

Meaning and nature of negotiable instruments – Features of Promissory notes, Bills of Exchange and Cheque. Meaning of holder and holder in due course. Types of cheque, crossing of cheque, Rules regarding dishonor of cheque.

Unit 5: Contemporary Laws

09 Hours

Meaning and applicability of consumer protection act in India. Rights of consumer. Meaning and need of Right to Information Act, Public information – Request for obtaining information, Grounds for rejection of information.

Note: Case studies on relevant topics will be discussed.

References:

1. Kapoor, N.D. Business Laws, Sultan Chand and Sons.
2. Sreenivasan, M.R. Business Laws, Margam Publications.
3. Dhandapani, M.V. Business Laws, Sultan Chand and Sons.
4. Badre Alam, S. & Saravanel, P. Mercantile Law
5. Pillai, R.S.N. & Chand, S. Business Law, S Chand & Co, Delhi
6. Ramaswamy, K.N., Business Law, S Chand & Co, Delhi
7. Shukla, M.C., Business Law, S. Chand & Co.
8. Balachandran. V & Thothadri. S., Business Law, Vijay Nicole Imprints Pvt. Ltd. Chennai

Prepared by:

Academic Coordinator

HOD

**Senior Faculty Member
Appointed by DOAA**

| | | | | |
|--|----------|----------|----------|---------------|
| BBA II SEM 2024-25 | L | T | P | Credit |
| 24BBA090 – Organizational Behaviour | 3 | 0 | 0 | 3 |

Course Objectives:

The objectives of this course

1. To familiarize the students with the basic concepts of individual behaviour and organizational behaviour
2. To enable the students to catch an idea about inter-personal and group behaviour
3. To acquire knowledge regarding the organizational change and organizational development

Course Outcomes (COs):

After completion of this course students will be able to

1. Understand the concept of organizational behaviour and major disciplines.
2. Understand the various factors affecting individual behaviour.
3. Apply the various strategies for working in groups and team.
4. Apply motivational theories for achieving organizational objectives.
5. Apply stress management techniques for improving team performance.

Articulation Matrix

(Program Articulation Matrix is formed by the strength of correlation of COs with POs and PSOs. The strength of correlation is indicated as 3 for substantial (high), 2 for moderate (medium) correlation, and 1 for slight (low) correlation)

| CO/PO/PSO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO10 | PSO1 | PSO2 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|------|------|
| CO1 | | | | | | | | | | | | |
| CO2 | | | | | | | | | | | | |
| CO3 | | | | | | | | | | | | |
| CO4 | | | | | | | | | | | | |
| CO5 | | | | | | | | | | | | |

High-3 Medium-2 Low-1

Unit-I: Organization Behaviour

9 Hours

Meaning, features, nature and scope of OB. Basic assumptions of OB. Major disciplines and their contribution to OB. International organisational behaviour.

Unit-II: Individual Behaviour

9 Hours

Factors affecting individual behaviour - Psychological process - Personality, determinants of personality - personality traits - perception, factors affecting perception - Learning, theories of learning - social learning - learning curve.

Unit-III: Group

9 Hours

Concept of group dynamics - features of group - types of group behaviour - formal and informal group behaviour - group norms - group cohesiveness. Teamwork - types of teams - team building - team roles - team norms - team cohesiveness.

Unit-IV: Motivation and Leadership

9 Hours

Motivation - concept, theories - Maslow's, Herzberg and McGregor's, X and Y theories. Financial and non financial motivation. Leadership - types - theories (Trait theory, Michigan studies and Fiedler's contingency model), Modern approach to leadership theories - Leadership styles.

Unit-V: Stress Management

9 Hours

Meaning, Types of stress - Causes of stress, consequences of work stress - conflict, types of conflicts- levels of conflict, conflict resolution. Need and benefits of organisational change.

Reference(s)

- Fred Luthans: Organisational behaviour, McGraw hill Education.
- Danial C. Fieldman and Hugh Arnold: Managing individual and group behaviour in organization, McGraw hill.
- Henry Mintzberg: The structure of organization, Prentice Hall.
- Edwin Gerlof: Organization Theory and Design, McGraw hill.
- Robin. S. P: Organizational Behaviour, Pearson Education India.
- Aswathappa: Organizational Behaviour, Himalaya Publishing house.
- Jai B. Sunhat: Culture and Organisational Behaviour, Sage Texts

Total 45 Hours

Prepared by:

Academic Coordinator

HOD

**Senior Faculty Member
Appointed by DOAA**

| Subject Name | BBA II SEM | 2024-25 | L | T | P | Credit |
|----------------------------------|------------|---------|---|---|---|--------|
| 24 BBA100 - Business Mathematics | | | 4 | 0 | 0 | 4 |

Course Objectives:

- To understand the basic concepts of Mathematics.
- To demonstrate accurate translation of descriptive problems into mathematical formulae for solving business problems.

Course Outcomes (COs):

1. Understand the role of Mathematics in solving business problems.
2. Understand the use of equations, formulae and mathematical expressions and relationships in a variety of contexts.
3. Apply the mathematical skills in mathematically intensive areas in commerce such as finance and economics.
4. Apply the knowledge of mathematics in solving business problems.
5. Analyze the mathematical skills for developing new business models.

Articulation Matrix

(Program Articulation Matrix is formed by the strength of correlation of COs with POs and PSOs. The strength of correlation is indicated as 3 for substantial (high), 2 for moderate (medium) correlation, and 1 for slight (low) correlation)

| CO/PO/PSO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO10 | PSO1 | PSO2 |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|------|------|
| CO1 | | | | | | | | | | | | |
| CO2 | | | | | | | | | | | | |
| CO3 | | | | | | | | | | | | |
| CO4 | | | | | | | | | | | | |
| CO5 | | | | | | | | | | | | |

High-3 Medium-2 Low-1

Unit-I

12 Hours

Ratio and its types, Proportion and its types, Percentage, Average

Unit-II

12 Hours

Simultaneous equations - meaning, characteristics, types and calculation, preparation of invoice.

Unit-III

12 Hours

Elementary Matrices -Definition and Calculations, Types of Matrices.

Unit-IV

12 Hours

Simple and Compound Interest, Logarithms. Numericals based on Time, Speed and distance.

Unit-V

12 Hours

Commission, Discount, Brokerage and Profit & loss.

Reference(s)

- Spooner H A and D A L Wilson, The essence of mathematics for business, Prentice hall of India private Ltd, new delhi latest edition.
- S M Shukla, Business Mathematics, Shahitya Bhawan Publication, Agra
- V Sundaresan and SB. jeysoelan: An Introduction to Business Mathematics, S Chand And Co. Pvt. Ltd., New Delhi

List of e-Learning Resources:

1. https://onlinecourses.swayam2.ac.in/nou22_cm08/preview

Total: 60 Hours

Prepared by:

Academic Coordinator

HOD

**Senior Faculty Member
Appointed by DOAA**

COMMUNICATIVE ENGLISH PRACTICAL

Course Code- 24CSS130 P

Applicable to all B.A. B.Sc., BBA, B. Com, BCA, B.Lib- II Semester

L0 T0 P2 C1

Course Objectives: This course will enable students to:

1. Develop proficiency in effective communication skills across personal, academic, and professional contexts
2. Cultivate teamwork, leadership, and problem-solving abilities, promoting effective communication and collaboration skills and to become responsible global citizens by raising awareness of ethics, environmental sustainability, and cultural diversity.

Course Outcomes (COs): Upon completion of this unit students will:

CO1. Apply proficiency in communication skills through reading, writing, listening & speaking.

CO2. Apply communication skills in collaborating and conflict resolution in teamwork and ethical reasoning, principles and environmental awareness through analysis, writing, discussion, and interview preparation

Articulation Matrix

(Program Articulation Matrix is formed by the strength of correlation of COs with POs and PSOs. The strength of correlation is indicated as 3 for substantial (high), 2 for moderate (medium) correlation, and 1 for slight (low) correlation)

| CO/PO/PSO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PS O1 | PS O2 | PS O3 |
|-----------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| CO 1 | - | 3 | - | - | - | 2 | - | - | 1 | - | - | - | - | - | 1 |
| CO2 | - | 3 | - | - | - | 2 | - | - | 1 | - | - | - | 1 | - | - |

UNIT I

15 hours

Listening- short texts- short formal and informal conversations.

Listening- telephonic conversations.

Listening – listening to longer texts and filling up the table- product description- narratives from different sources.

Listening- listening to dialogues or conversations and completing exercises based on them.

Listening – listening to talks conversations

UNIT II

15 hours

Speaking- introducing oneself – exchanging personal information Speaking – sharing information of a personal kind—greeting – taking leave Speaking- asking about routine actions and expressing opinions

Speaking- speaking about oneself- speaking about one's friend.

Speaking – participating in conversations- short group conversations

PRACTICAL

1. Listening and speaking skills in diverse settings and discussion
2. Environmental advocacy role-play
3. Discussion: case study analysis
4. Writing and reflection: teamwork essay
5. Ethical dilemmas & decision-making
6. Presentation skills on ethical topics
7. Group discussions
8. Mock interview sessions

Total 30 hours

COMMUNICATIVE ENGLISH

Course Code-24CSS130 T

Applicable to all B.A. BSC, BBA, BCA, B. Com, B.Lib - II Semester

L -1 T-1 P-0 C-2

Course Outline:

Communicative English as a subject offers the students to work on their communication skills and provides the students sufficient information about the various aspects of English language Usage. The course allows the students to explore the various ways in which language functions while communicating. Along with theoretical learning of the language, the course also includes various practical session allowing the students to develop their skills such as listening, speaking, reading, and writing in standard, academic English.

Objectives:

1. To develop the basic reading and writing skills of first year engineering and technology students.
2. To help learners develop their listening skills, which will, enable them listen to lectures and comprehend them by asking questions; seeking clarifications.
3. To help learners develop their speaking skills and speak fluently in real contexts.
4. To help learners develop vocabulary of a general kind by developing their reading skills

Course Out comes:

At the end of the course, learners will be able to:

1. Read articles of a general kind in magazines and newspapers.
2. Participate effectively in informal conversations; introduce themselves and their friends and express opinions in English.
3. Comprehend conversations and short talks delivered in English
4. Write short essays of a general kind and personal letters and emails in English.

Articulation Matrix

(Program Articulation Matrix is formed by the strength of correlation of COs with POs and PSOs. The strength of correlation is indicated as 3 for substantial (high), 2 for moderate (medium) correlation, and 1 for slight (low) correlation)

| CO/ PO/ PSO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PS O1 | PS O2 | PS O3 |
|-------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| CO 1 | - | - | - | - | - | - | - | - | 2 | 3 | - | - | - | - | 1 |
| CO2 | - | 2 | - | 2 | - | - | - | - | - | 3 | - | - | 1 | - | - |
| CO 3 | - | - | - | - | - | - | - | 2 | - | 3 | - | 1 | - | - | 1 |
| CO4 | - | - | - | - | - | 1 | 2 | - | - | 3 | - | - | 2 | - | 1 |

UNIT I

6 Hours

Grammar - Wh- Questions- asking and answering-yes or no questions- parts of speech. Vocabulary development– prefixes- suffixes- articles. – countable / uncountable nouns reading- short comprehension passages, practice in skimming-scanning and predicting Writing completing sentences- – developing hints.

UNIT II

8 Hours

Grammar- modal verbs- present/ past perfect tense

Vocabulary development- guessing meanings of words in context.

Reading – comprehension-pre-reading-post reading- comprehension questions:

(Multiple choice questions and /or short questions/ open-ended questions)-Inductive reading- short narratives and descriptions from newspapers including dialogues and conversations (also used as short Listening texts)

Writing – paragraph writing- topic sentence- main ideas- free writing, short narrative descriptions using some suggested vocabulary and structures

UNIT III**6 Hours**

Grammar- degrees of comparison- pronouns- direct vs indirect questions, vocabulary development – single word substitutes - adverbs.

Reading- short texts and longer passages (close reading), writing- understanding text structure use of reference words and discourse markers- coherence-jumbled sentences.

UNIT IV**10 Hours**

Grammar- tenses- simple present-simple past- present continuous and past continuous-

Vocabulary development- synonyms-antonyms- phrasal verbs, collocations fixed and semi-fixed expressions

Reading- comprehension-reading longer texts- reading different types of texts- magazines, reading- longer texts- close reading

Writing- letter writing, informal or personal letters-e-mails-conventions of personal email, brainstorming -writing short essays – developing an outline- identifying main and subordinate ideas- dialogue writing

Total: 30 Hours**Text Books:**

1. Board of Editors. Using English a Course book for Undergraduate Engineers and Technologists. Orient Black Swan Limited, Hyderabad: 2015
2. Richards, C. Jack. Interchange Students' Book-2 New Delhi: CUP, 2015.

References:

1. Bailey, Stephen. Academic Writing: A practical guide for students. New York: Rutledge, 2011.
2. Means, L. Thomas and Elaine Langlois. English & Communication for Colleges. Cengage Learning, USA: 2007
3. Redston, Chris & Gillies Cunningham Face2Face (Pre-intermediate Student's Book & Workbook) Cambridge University Press, New Delhi: 2005
4. Comfort, Jeremy, et al. Speaking Effectively: Developing Speaking Skills for Business English. Cambridge University Press, Cambridge: Reprint 2011
5. Dutt P. Kiranmai and Rajeevan Geeta. Basic Communication Skills, Foundation Books: 2013

VAC020: Basics of Internet**Course Objectives**

- To know about basic terminology of internet.
- To learn about methods to connect to internet.
- To learn about internet protocols.
- To learn downloading resources and sending emails.
- To learn about internet security.

Course Outcomes

1. Understand the history, advantages, applications, and implications of the Internet.
2. Apply various methods to connect to the Internet.
3. Analyze Internet connection protocols such as TCP/IP, FTP, and HTTP.
4. Evaluate internet threats like viruses, malware, and spam, and implement safety measures such as antivirus software and firewalls for computer protection.
5. Create emails, Google sheets and docs and forms etc.

(Program Articulation Matrix is formed by the strength of the correlation of COs with POs and PSOs. The strength of correlation is indicated as 3 for substantial (high), 2 for moderate (medium) correlation, and 1 for slight (low) correlation)

| CO/PO/PSO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | 1 | 3 | - | - | 2 | - | - | - | - | - | - | - |
| CO2 | - | 1 | 3 | 2 | - | - | - | - | - | - | - | - |
| CO3 | - | 1 | 2 | 3 | - | - | - | - | - | - | - | - |
| CO4 | 2 | - | 1 | - | 3 | - | - | - | - | - | 2 | 1 |
| CO5 | - | 1 | - | 2 | - | 3 | - | - | - | - | 1 | 2 |

High-3 Medium-2 Low-1

Unit 1: Introduction to Internet**6 Hours**

History of Internet, Advantages Of Internet, Application Of internet For Business Development, Pros and Cons of Using the Internet.

Unit 2 Ways to Connect To Internet**6 Hours**

Dial-Up, Broadband, Wireless Connection: Wi-fi, Mobile Phones, Bluetooth, Hotspot; Satellite, Integrated Services Digital Network – ISDN, Web Site, Web Portal, GPRS.

Unit 3: Internet Connection Protocols**6 Hours**

TCP/IP Network Model, File Transfer Protocol; Hypertext Transfer Protocol

Unit 4: Online Resources**6 Hours**

Downloading Resources from the Internet, Understanding E-mail, Using Email, replying to, Forwarding, and Using E-mail Options, social media and Other Technology Sites, Blogs and search engines techniques

Unit 5 Internet Threats and Safety**6 Hours**

History Of worms And Virus, Computer Virus & Symptoms of computer virus, Spam, Add ware, Malware, Spy ware, DOS – Attack, Protecting Computer from virus - Antivirus, Firewalls, Digital Signature

Total Hours: 30

List of Experiments

1. To create an email-id.
2. To compose and send a mail.
3. To forward a mail and to reply for a mail.
4. To send a mail with an attachment.
5. To download the attached document of a mail received. 6.To send a mail to a large number of recipients using cc and bcc options.
6. To search a thing using a search engine.
7. To open and read newspaper sites, TV programmes schedules using Internet.
8. To verify a university /college details by opening their websites.
9. To upload your resume with any one job portal.
10. Online shopping and different types of payment using methods.
11. Join a virtual meeting or webinar using a platform like Zoom or Microsoft Teams, Google meet.
12. Downloading resources from internet.
13. Use a mapping service like Google Maps or Apple Maps to find directions to a local landmark or business.
14. Sign up for a social media platform like Facebook, Twitter, or Instagram. Customize your profile and explore the features
15. Sign up for a cloud storage service like Google Drive or Dropbox. Upload files and organize them into folders.

Reference Books:

1. "The Internet for Dummies" by John R. Levine and Margaret Levine Young.
2. "E-Mail: A Write It Well Guide" by Janis Fisher Chan.
3. "Social Media Marketing All-in-One For Dummies" by Jan Zimmerman and Deborah Ng.
4. "Search Engine Optimization All-in-One For Dummies" by Bruce Clay.

List of e-Learning Resources:

1. <https://www.coursera.org/>
2. <https://udemy.com/>
3. <https://edx.org>

Prepared By

**Academic
Coordinator**

HOD

**Senior Faculty
nominated by
DOAA**