



UNIVERSITY OF CALCUTTA

NotificationNo.CSR/18/2023

It is notified for information of all concerned that in terms of the provisions of Section 54 of the Calcutta University Act, 1979, (as amended), and, in exercise of her powers under 9(6) of the said Act, the Vice-Chancellor has, by an order dated 17.07.2023 approved the syllabus of the under mentioned subjects semester wise Four-year (Honours & Honours with Research) /Three-year (Multidisciplinary) programme of U.G. courses of studies, as applicable under CCF,2022, under this University, as laid down in the accompanying pamphlet.

SL.NO.	NAME OF SUBJECTS
1.	ENVIRONMENTAL Science
2.	Physics
3.	French
4.	Sanskrit (Honours)
5.	Arabic
6.	Library & Information Studies
7.	Statistics
8.	Electronics
9.	Household Art (Minor/MDC)
10.	Microbiology (Revised syllabus After incorporating some amendments, in the syllabus Published in CSR/13/23, Dt.12/07/2023)
11.	Psychology (Revised syllabus After incorporating some amendments, in the syllabus Published in CSR/13/23, Dt.12/07/2023)
12.	Hindi (Revised syllabus After incorporating some amendments, in the syllabus Published in CSR/13/23, Dt.12/07/2023)
✓ 13.	B.B.A. (Honours syllabus After incorporating some amendments, in the syllabus Published in CSR/13/23, Dt.12/07/2023)

The above shall be effective from the academic session 2023-2024.

SENATE HOUSE

KOLKATA-700 073

The 24th July, 2023


24⁷/₂₀₂₃

Prof.(Dr.) Debasis Das

Registrar

Syllabus as in BBA (Hons) under NEP 4 yr UG course system

BBAA101CC1. Principles of Management & Organizational Behaviour **Credits -4** **Marks-100**

Course Objective: To acquaint the students with the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases.

Course contents:

Unit -1

Basic forms of Business Ownership; Special forms of ownership: Franchising, Licensing, Leasing; Choosing a form of Business ownership; Corporate Expansion: mergers and acquisitions, diversification, forward and backward integration, joint ventures, Strategic alliance. Evolution of Management Theory. Managerial functions and Roles. Insights from Indian practices and ethos.

Unit-2

Overview of Planning: Types of Plans & The planning process; Decision making: Process, Types. Control: Function, Process and types of Control; Principles of organizing: Common organizational structures; Delegation & Decentralization: Factors affecting the extent of decentralization, Process and Principles of delegation, coordination & communication. Different functional areas of Management, Teams & Groups.

Unit -3

Importance of organizational Behaviour. Perception and Attribution: Concept, Nature, Process, Personality: Trait Theory Learning: Concept. Motivation: Concepts and their application, Need, Content & Process theories, Contemporary Leadership issues: Charismatic, Transformational Transactional Leadership. Managerial Grid.

Readings:

1. Gilbert: Principles of Management, McGraw Hill.
2. Greenberg Jerald and Baron Robert. A.: Behaviour in Organisations: Understanding and Managing The Human Side of Work, Prentice Hall of India.
3. Kaul Vijay Kumar, Business Organisation & Management - Text and Cases, Pearson.
4. Kaul, Vijay Kumar, Management- Text & Cases, Vikas Publication.
5. Kavita Singh: Organisational Behaviour, Vikas Publication.
6. Koontz & Heinz Weihrich: Essential of Management, McGraw Hill.
7. Luthans Fred: Organisational Behaviour, Tata McGraw Hill.
8. Mc Shane L. Steven, Glinow Mary Ann Von & Sharma Radha R. - Organisational Behaviour; Tata McGraw Hill.
9. Newstrom John W.: Organisational Behaviour, Tata McGraw Hill.
10. Richard L. Daft: Principles of Management, Cengage Learning India.
11. Robbins Stephen P: Organisational Behaviour,

Pearson.

12. Stephen P. Robbins & Mary Coulter: Management, Pearson.

13. Stoner & Wankel: Management, Prentice Hall of India.

14. Y.K. Bhushan: Fundamentals of Business Organisation & Management, Sultan Chand & Sons.

15. Navin Mathur, Management Gurus, National Publishing House, New Delhi

BBAA102 M1 Business Ethics.

Credits -4

Marks-100

Objective: The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility.

Course Contents

Unit -1:

Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Teleological and Deontological Theories of ethical reasoning ; ethics of care, Integrating utility, rights, justice and caring; Virtue ethics, Ethical issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility.

Unit 2:

Corporate governance: concept, Need to improve corporate governance standards, Features of good governance, Role played by regulators to improve corporate governance, accounting standards and corporate governance, corporate disclosure, insider trading; The Board –Quality, Composition and role of Board, Outside Directors on the board (independent, nominee), Executive and Non-Executive directors, SEBI clause 49, directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors, CEO Duality.

Unit 3:

Role of auditors in enhancing corporate governance, duties and responsibilities of auditors, corporate governance and internal auditors, Whistle blowing: Kinds of whistle blowing, precluding the need for whistle blowing. Discrimination, affirmative action, and reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring, And Corporate social responsibility: Meaning, Evolution of corporate social responsibility, common indicators for measuring business social performance, reporting social responsibility measures in annual report.

Readings:

1. Manuel G Velasquez : Business ethics- concepts and cases Pearson.

2. Luthans Hodgetts and Thompson: Social issues in business, Macmillan USA

3. A.C. Fernando: Business Ethics Pearson Education.

4. A.C. Fernando: Corporate Governance Pearson Education.

5. Adrian Davies: Strategic approach to corporate governance Gower Pub Co.

6. N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.

7. Marianne M Jennings: Cases in Business Ethics Indian South-Western College Publishing

8. Kevin Gibson: Ethics and Business, An Introduction, Cambridge Applied Ethics
Cambridge University Press

9. Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.

BBAA103 MD1 FINANCIAL INSTITUTIONS AND MARKETS

Credits -3

Marks-100

Objective: The objective of this paper is to introduce students to the different aspects and components of financial Institutions and financial markets. This will enable them to take the rational decision in financial environment.

Course Content:

Unit I: Introduction to Financial Markets in India: Role and Importance of Financial Markets, Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets, Linkages Between Economy and Financial Markets, Integration of Indian Financial Markets with Global Financial Markets, Primary & secondary market, Currency Market, Debt Market- role and functions of these markets. Primary Market for Corporate Securities in India: Issue of Corporate Securities: Public Issue through Prospectus, Green shoe option, Offer for sale, Private Placement, Rights Issue, On-Line IPO, Book Building of Shares, Disinvestment of PSU, Employees Stock Options, Preferential Issue of Shares, Venture Capital, Private Equity, Performance of Primary Market in India, Corporate Listings : Listing and Delisting of Corporate Stocks.

Unit II: Secondary Market in India: Introduction to Stock Markets, Regional and Modern Stock Exchanges, International Stock Exchanges, Demutualization of exchanges, Comparison between NSE and BSE, Raising of funds in International Markets: ADRs and GDRs, FCCB and Euro Issues; Indian Stock Indices and their construction, maintenance, adjustment for corporate actions (rights, bonus and stock split;) on index with numerical, free float vs. full float methodology, Classification of Securities to be included in the Index, Bulls and Bears in Stock Markets, Factors influencing the movement of stock markets, indicators of maturity of stock markets, Major Instruments

Unit III: Traded in stock markets: Equity Shares, Debentures, Trading of securities on a stock exchange; Selection of broker, capital and margin requirements of a broker, MTM and VAR Margins, kinds of brokers, opening of an account to trade in securities, DEMAT System, placing an order for purchase/sale of shares, margin trading and margin adjustment, contract note and settlement of contracts, Algorithmic trading, Settlement mechanism at BSE & NSE

- 1.Saunders, Anthony & Cornett, Marcia Millon (2007). Financial Markets and Institutions (3rd ed.). Tata McGraw Hill
- 2.Khan, M Y. (2010). Financial Services (5th ed.). McGraw Hill Higher Education
- 3.Shahani, Rakesh(2011). Financial Markets in India: A Research Initiative. Anamica Publications
- 4.Goel, Sandeep. (2012). Financial services. PHI.
- 5.Gurusamy, S. (2010). Financial Services. TMH.

**BBAA104 AEC1 Business Communication
Business Communication/ Communicative English**

Credits -2

Marks-50

Unit 1: Introduction

Objectives, importance, elements, process, forms, models, principles of effective communication, barriers to communication and remedial measures, role of communication in conflict resolution Formal and informal communication, Grapevine, Characteristics of corporate communication, Characteristics of corporate communication, Communication network

Unit 2: Tools of Communication

Emergence of communication technology, Modern Forms of communication, Fax, Email, Video Conferencing, English for Special and Technical Purpose Official letter, Paragraph writing, Note- making, Topic Sentence. Telephonic Conversation, Group Discussion regarding job interview

Unit 3: Drafting

Business Meetings, Meeting Etiquettes, Notice, Circular, Resolution and minutes , Business letter writing- Offer letter, Quotation, Status enquiry, Confirmation, Execution, Refusal and cancellation of order, Recommendation, Credit collection, Claim, Bank loan . C. V. Writing. Scientific and technical subjects, Formal and informal writings Reports, handbooks, manuals, letters, memorandum.

Suggested Readings •

- Anjanee, S. & Bhavana Adhikari, Business Communication, TMH
- Chaturvedi & Chaturvedi, Business Communication : Concepts, Cases and Applications, Pearson
- M.K. Shegal & Vandana Khetarpal, Business Communication, Excel Books
- R.K. Madhukar, Business Communication, Vikash Publishing House Pvt. Ltd.
- Rao, Kumar & Bindu, Business Communication, Cengage
- Khanna, Puja., Business Communication, Vikash
- Raman & Sharma, Technical Communication, Oxford
- Lesikar, Flatley et al, Business Communication, McGraw Hill

BBAA105 SEC1. Information Technology in Business

Credits -4

Marks-100

Module I

Information Technology in Business (Theory)

(Marks: 50)

Unit1: Information Technology and Business

Concepts of data, information and computer based information system, impact of information technology on business [business data processing, intra-organizational and inter-organizational communication by using network technology, business process outsourcing and knowledge process outsourcing], types of Information System- Transaction Processing System (TPS), Management Information System (MIS), Decision Support System (DSS), Knowledge Management System (KMS) and their implementation at managerial levels [operational, tactical and strategic].

Unit 2: Data Organization and Data Base Management System

- (a) **Data Organisation:** Character, field, record, file and database, types of data processing systems [Serial, Batch, Real-time, Online, Centralized, Distributed], File Organizations [Sequential, Direct, Indexed-Sequential, Relative], Traditional file organisation vs. Database file organisation.
- (b) **Database Management System:** Concept of database management system (DBMS), definition, importance of DBMS, important terms of database [Entity, Attribute, Keys- Primary, Foreign and Candidate, Referential Integrity, Table, Views, Data Dictionary], types of database [Hierarchical, Network and Relational], basic ideas of Data Warehouse and Data Mining (definition, importance, advantages and disadvantages), Big data analysis- Concept.

Unit 3: Internet and Its Applications

Meaning of Internet, IPAddress [IPv4, IPv6], URL, Domain Name System, Internet Protocols - TCP/IP, UDP, FTP, TELNET[brief ideas only], HTML, DHTML AND XML [Concepts only], Ethical Hacking, Cloud Computing, Mobile Computing, Internet of Things, Ethical issues in Social Networking.

Unit 4: Security and Encryption

Need and concepts, dimension, definition and scope of e-security, security threats- Malicious Codes (Virus, Trojan Horse, Worm, Spyware, Ransomware), Hacking, Spoofing, Sniffing, Phishing, Spamming, Denial of Service (DoS) attacks, Technology solutions [Confidentiality: (Data Encryption & Decryption, Symmetric and asymmetric encryption), Security Implementation: Firewall, DMZ (De Militarized Zone), SSL, HTTPs, Significance of Website Auditing].

Unit 5: IT Act. 2000 and Cyber Crimes

IT Act 2000- Definitions of different terms, Digital signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Regulation of Certifying Authorities, Digital Signatures Certificates, Duties of Subscribers, Penalties and Adjudication, Appellate Tribunal, Offences and Cyber-crimes.

Module II

Information Technology in Business (Practical)

(Marks: 50)

Unit 1: Word Processing

Working with word document- Editing text, Find and Replace text, Formatting, Spell check, Autocorrect, Auto text; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Macros, Drop cap; Tables: Inserting, Filling and formatting a Table, Inserting Pictures and Video; Mail Merge- including linking with Database, Printing documents.

Unit 2: Preparing Presentations

Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation, Hyperlink and Slideshow.

Creating Business Presentations using above facilities.

Unit 3: Spreadsheet and its Business Applications

Managing worksheets- Formatting, Entering data, Editing, and Printing a worksheet; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs, Pivot Table.

Spreadsheet Functions: Mathematical [SUMIF, SQRT, SUBTOTAL, SUMPRODUCT etc.],

Statistical [AVERAGE, STDEV, VAR, CORRELATION, REGRESSION etc.], Financial [PMT, RATE, PV, FV, NPER, IRR, NPV, Data Table Etc.] Logical [AND, OR, IF etc.], Date and Time, lookup and reference, Database and Text functions.

Creating Spreadsheet in the area of: Loan and Lease statement; Ratio Analysis; Payroll Statements; Depreciation Accounting; Graphical Representation of Data; Frequency Distribution and its Statistical Parameters; Correlation and Regression

Unit 4: Database Management System

Creation of Tables, Multiple Table Handling-Defining Relationship [Foreign Key], Simple and Conditional Queries, Types of Queries [Update, Delete, Append], Forms, Reports, Introduction to SQL through Basic Commands.

Suggested Readings

- Thareja, IT & Application, Oxford
- Aurora, Computer Fundamentals, Vikash
- Sinha & Sinha, Fundamentals of Computers, BPB Publications
- Dhar, P., Fundamental of IT and Its Application in Business, APH

BBAA201CC2 Statistics for Business Decisions

Credits -4

Marks-100

Objective: To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt.

Course contents:

Unit 1: Definition of Statistics; Importance and scope of Mathematics and Statistics in business decisions; Limitations. Primary and Secondary data; Methods of data collection; Tabulation of data; Graphs and charts; Frequency distributions; Diagrammatic presentation of frequency distributions.

Unit 2: Measures of Central Value: Characteristics of an ideal measure; Measures of Central Tendency - mean, median, mode, harmonic mean and geometric mean. Merits, Limitations and Suitability of averages. Relationship between averages. Measures of Dispersion: Meaning and Significance. Absolute and Relative measures of dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Moments, Skewness, Kurtosis.

Unit 3: Correlation Analysis: Meaning and significance. Correlation and Causation, Types of correlation. Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient, Regression vs. Correlation. Linear Regression, Regression lines (X on Y, Y on X) .

Unit-4: Analysis of Time Series: Meaning and significance. Utility, Components of time series, Models (Additive and Multiplicative), Measurement of trend: Method of least squares, Parabolic trend and logarithmic trend.

Readings:

1. S.P. Gupta (S.P.): Statistical Methods, Sultan Chand & Sons, 34th Edition.
2. Richard Levin & David Rubin : Statistics for management, Prentice Hall.
3. Anderson, Sweeny & Williams: Statistics for Business and Economics, South Western

BBAA202M2. MACRO ECONOMICS

Credits -4

Marks-100

Objective:

This course deals with the principles of Macroeconomics. The coverage includes determination of and linkages between major economic variables ; level of output and prices, inflation, interest rates and exchange rates. The course is designed to study the impact of monetary and fiscal policy on the aggregate behavior of individuals.

Unit 1: Measurement of macroeconomic variables: National Income Accounts, Gross Domestic Product, National Income, Personal and Personal disposable income; Classical theory of income and employment: Quantity Theory of Money – Cambridge version, Classical aggregate demand curve, Classical theory of interest rate, effect of fiscal and monetary policy.

Unit 2: Keynesian theory of Income and employment simple Keynesian model, components of aggregate demand, equilibrium income, changes in equilibrium, multiplier (investment, Government expenditure, lump sum tax, foreign trade), effect of fiscal and monetary policy, crowding out, composition of output and policy mix, policy mix in action; ISLM model : properties of ISLM curves, factors affecting the position and slope of ISLM curves, determination of equilibrium income and interest rates, effect of monetary and fiscal policy, relative effectiveness of monetary and fiscal policy.

Unit3: Money: functions of money, quantity theory of money, determination of money supply and demand, H theory of money multiplier, indicators and instruments of monetary control;

Inflation: meaning, demand and supply side factors, consequences of inflation, anti-inflationary policies, natural rate theory, monetary policy-output and inflation, Phillips curve (short run and long run)

Unit 4: Open Economy: brief introduction to BoP account, market for foreign exchange and exchange rate, monetary and fiscal policy in open economy, Mundell Fleming model (perfect capital mobility and imperfect capital mobility under fixed and flexible exchange rate). Systems of exchange rates fixed-adjusted peg- flexible. Role of monetary authority in these cases.

Readings:

1. Froyen, R.P. (2011): Macroeconomics-theories and policies (8thed.) . Pearson:
2. Dornbusch and Fischer (2010). Macroeconomics (9th ed.). Tata McGraw Hill
3. N Gregory Mankiw (2010). Macroeconomics (7thed.). Worth Publishers
4. Olivier Blanchard, Macroeconomics (2009). (5thed.) Pearson

BBAA 203MD2 ENTREPRENEURSHIP DEVELOPMENT-Concept, Theory & Practice

Credits -3

Marks-100

Objective:

This course provides students with a solid introduction to the entrepreneurial process of creating new businesses , role of Creativity and innovation in Entrepreneurial start-ups,manage family-owned companies ,context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.

UNIT-1 ENTREPRENEURIAL MANAGEMENT

The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea Generation, Identifying opportunities and Evaluation; Building the Team /Leadership; Harvesting and Exit Strategies; Corporate Entrepreneurship/ Intrapreneur, Risk Analysis.

UNIT-2 ENTREPRENEURSHIP, CREATIVITY AND INNOVATION

Innovation, Creativity; Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.

UNIT-3 FINANCING THE ENTREPRENEURIAL BUSINESS

Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium Finance. Loan application process, Venture capital

UNIT-4 EMERGING ISSUES IN START UP IN INDIA

Concept of Start up. Definer & mechanisms of start up as GOI initiatives. Role of start up in business environment.

Suggested Readings

1. Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier.
2. Holt, D. H. (2004). Entrepreneurship new venture creation. New Delhi: PrenticeHall of India.
3. Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.
4. Prahalad, C. K. (2006). Fortune at the bottom of the pyramid, eradicating poverty through profits. Wharton school Publishing.

Case Analysis, Copy writing and Content Writing in English (Code:BBAA204AEC2)

Credit :2

Marks:50

Objective : The course delves into developing a base of knowledge about cases,, followed by persuasive case-based essays. Further the course is intended to develop the knowledge regarding copywriting and content writing)

1. Case Analysis,: What is a case? The ways to recognize a 'Decision Scenario', 'Evaluation Scenario', 'Problem-Diagnosis Scenario'. How to analyse 'Decision Scenario', 'Evaluation Scenario', 'Problem- Diagnosis Scenario'. How to write 'Case -Based Essays', 'Decision Scenario Essays', 'Evaluation Scenario Essays' and ' Problem-Diagnosis Scenario'. 16 hours
2. Copy Writing: Pre-requisites to copy writing. Writing the 'Headline' for print and the web. Writing the Body Copy for Web and print. Length of the Copy, Layout of the copy for the web and the print.(8 hours)
3. Content Writing: Research on the issue/topic/business problem. Literature reviews,. Drawing on the contemporary position. Content analysis of the interviews of opinionated persons and authorities on the issue/topic/business problem. Synthesizing all the above.(6 hours)

Books:

- 1) The Case Study Handbook; Student's Guide, William Ellet, HBR Press.
- 2) How to write a Good Advertisement? Victor O Schweb
- 3) Making Ads Pay: Timeless Tips or Successful Copywriter, John Caples, Dover Books.
- 4) How to write better copy? Steve Harrison, Bluebird Books.
- 5) All about Content Writing, Sujeet Govindani.

Digital Empowerment BBAA 204AEC2

Credits -4

Marks-100

This course aims to develop students' skills and understanding of digital technologies, focusing on their effective and responsible use in various aspects of life. Students will learn essential digital literacy skills, online communication, digital security, ethical considerations and some of the disruptive technologies of the digital world.

Learning Objectives

The Learning Objectives of this course are as follows:

- Understand the fundamentals of digital technologies and their impact on society.
- Enhance online communication and collaboration skills.
- Promote digital citizenship and responsible online behavior.

- Gain awareness of digital security risks and implement best practices.
- Explore ethical considerations in the use of digital technologies.

Learning outcomes

The Learning Outcomes of this course are as follows:

- Use ICT and digital services in daily life.
- Develop skills to communicate and collaborate in cyberspace using social platforms, teaching/learning tools.
- Understand the significance of security and privacy in the digital world.
- Evaluate ethical issues in the cyber world

UNIT- I Digital Literacy and Digital Empowerment (6 Hours)

- Definition of Digital Literacy
- Current Trends of Digital Technology
- Evaluating the credibility of online information
- Copyright and plagiarism awareness
- Imp application of our country DigiLocker, E-Hospitals, e-Pathshala, SHIM, e-Kranti (Electronic Delivery of Services), e-Health Campaigns

UNIT- II Online Communication and Collaboration (6 Hours)

- Electronic Communication: electronic mail, biogs, social media
- Collaborative Digital platforms
- Tools/platforms for online learning
- Collaboration using file sharing, messaging, video conferencing

UNIT- III Digital Security (6 Hours)

- Online security and privacy
- Threats in the digital world: Data breach and Cyber Attacks
- Blockchain Technology
- Security Initiatives by the Govt of India

UNIT-IV Digital Citizenship and Ethics (6 hours)

- Responsible online behavior and digital etiquette
- Understanding online communities and their norm
- Ethical considerations in digital technology usage

Unit - V Emerging Technology (6 Hours)

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- Exploring emerging technology and it's impact
- AI and Machine Learning
- IOT and Connected Devices

Books

- Understanding Digital Literacies: A Practical Introduction , by Rodney H. Jones (Author), Christoph A. Hafner (Author)

or

BBAA 204SEC2: AI for Everyone

Credits --4

Marks-100

This course aims to introduce the fundamental concepts of artificial intelligence (AI) to individuals from all academic backgrounds. Participants will develop a broad understanding of AI technologies, their implications, and their potential applications in various fields. The course will emphasize practical examples and real-world case studies to facilitate comprehension and inspire innovative thinking.

Course Objectives:

- Understand the basics of artificial intelligence and its subfields.
- Explore real-world applications of AI across different industries.
- Gain insights into the ethical, social, and economic implications of AI.
- Develop an appreciation for the potential of AI to drive innovation and transformation.

Course Outcome:

- Define and explain the fundamental concepts and subfields of AI.
- Identify real-world applications of AI across various industries.
- Analyze the ethical, social, and economic implications of AI.
- Recognize the potential of AI to drive innovation and transformation in different domains.

Unit 1 : Introduction to Artificial Intelligence (6 Lectures): Definition and scope of AI; Historical overview and key milestones; Differentiating AI from human intelligence

Unit 2: AI Subfields and Technologies (6 Lectures): Machine learning: Supervised, unsupervised, and reinforcement learning; Deep learning and neural networks; Natural language processing (NLP) and computer vision

Unit 3: Applications of AI (8 Lectures): AI in healthcare: Diagnosis, treatment, and medical imaging; AI in finance: Fraud detection, algorithmic trading, and risk assessment; AI in transportation: Autonomous vehicles and traffic optimization; AI in

customer service and chatbots; AI in education: Personalized learning and intelligent tutoring systems

Unit 4: Ethical and Social Implications of AI (5 Lectures): Bias and fairness in AI systems; Privacy and data protection concerns; Impact of AI on employment and the workforce; AI and social inequality

BBAA205SE2 E-COMMERCE AND CASE STUDY

Credits -4

Marks-100

Unit—1: Introduction to ecommerce: Meaning and concept of ecommerce, ecommerce vs e-business, advantages and disadvantages of ecommerce, value chain in ecommerce, Porter's value chain model, competitive advantage and competitive strategy, different types of ecommerce like B2B, B2C, C2C, C2B, G2C Technology in ecommerce: An overview of the internet, basic network architecture and the layered model, internet architecture, network hardware and software considerations, intranets and extranets, The making of world wide web, web system architecture, ISP, URL's and HTTP, cookies.

Unit—2: Building and hosting your website: choosing an ISP, registering a domain name, web promotion, internet marketing techniques, e- cycle of internet marketing, personalization, mobile agents, tracking customers, customer service, CRM and e-value. Web page design using HTML and CSS: Overview of HTML, basic structure of an HTML document, basic text formatting, links, images, tables, frames, form and introduction to CSS.

Unit-3: Security threats: Security in cyberspace, kinds of threats and crimes: client threat, communication channel threat, server threat, other programming threats, frauds and scams
Business to Business e-commerce: Meaning, benefits and opportunities in B2B, B2B building blocks and their relationship to supply chain management, key B2B models and their main functions, EDI as a B2B tool.

Unit-4: Consumer oriented e-commerce: traditional retailing and e- retailing, benefits and key success factors for e-retailing, models for e-retailing like specialized and generalized e-stores, e-mall, direct selling by manufacturer, supplementary distribution channel, e- broker and e-services like web-enabling services, matchmaking services, information selling on the web, entertainment services and auction services. E-core values: ethical issues, legal issues, taxation issues and international issues.

Suggested Readings:

- P. T. Joseph, E-Commerce: An Indian Perspective, PHI Learning
- Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang, E-Commerce: Fundamentals and Applications, Wiley.
- Laudon, E-Commerce, Pearson Education India
- Schneider G., E-Business, Cengage
- Bhaskar, B., E-Commerce, McGraw Hill