

Code	ECONOMICS FOR BUSINESS	Total Lectures
CM23DC001		Practical: 0 4-0-

Course Objective: This course is designed to enable the students to understand the nature and objectives of economics in general as well as techniques practiced in current scenario.

Units	Contents	Hours
1	Introduction: Meaning, Objectives, Scope and Nature of economics; Positive and Normative economics; Methods of economic Analysis – Inductive and Deductive; Basic Concepts – Price, Value, Rational Behavior, Wants, Choices, Economic Laws; Central Problems of an Economy; Production Possibility curve.	12
2	Ordinal approach – Indifference curve; Consumer Equilibrium; Behavioral approach- revealed preference theory; Cardinal approach- utility, marginal utility and total utility; Law of diminishing marginal utility; Law of Equi-Marginal Utility; Demand; Law of Demand; Giffen goods; Elasticity of Demand.	12
3	Supply; Law of Supply; Elasticity of Supply; Production Function; Law of variable proportions; Return to Scale; Iso-Product Curve; Producer's Equilibrium; Economics of Scales; Concept of revenue and cost.	12
4	Markets- Meaning and Types of Markets; Perfect Competition – Meaning and Characteristics; Perfect competition and Pure competition; Monopoly – meaning and characteristics; Oligopoly – meaning and characteristics; Determination of Price and output under perfect competition; Determination of Price and output under Monopoly; Monopolistic Competition	14
5	Monopoly; Bilateral Monopoly; Concept of Factor Pricing; Theory of Factor Pricing – Marginal Productivity Theory of Distribution; Theories of Distribution : Rent, Wage, Interest, Profit; Welfare Economics	10

Course Outcome(s) as per Blooms Taxonomy

At the end of the course the students should be able to:

CO1	Introduce tools & methods of economic analysis that will help the students in doing advanced economic analysis such as Macroeconomics, Economics Analysis, Managerial Economics and Economic Resources.
CO2	Provide economics student with a good understanding of micro-economics concepts.
CO3	Familiarize students to use the concepts to which they are introduced to facilitate analysis of the functioning of the micro-economics.
CO4	Illustrate general equilibrium theories in context to business organizations.
CO5	Interpret the market situation on the basis of economic knowledge gained for business organization.

Books:

Text Books: Principles of Micro Economics, H.L. Ahuja (Latest Addition), Sultan Chand and Company, New Delhi (English and Hindi Versions.)
Principles of Economics, E. Case Karl and C. Fair Ray, Pearson Education Inc. (Latest Edition).

Reference Books:

Advanced Micro Economics Theory, S.K. Misra and V.K. Puri (2001), Himalaya Publishing House, Bombay (English and Hindi Versions).
Microeconomics – Theory and Applications, D. Salvatore (2006), Oxford University Press.

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Code	Tally and Advance Excel	Total Lectures:60 Practical:0
CM23DC002		4-0-0=4

Course Objective:

- Tally is accounting software that is very much useful in making calculations in small and mid-level businesses.
- Tally's accounting features permit you to record business transactions instantly and easily
- Record transactions necessary for your business by creating and maintaining vouchers, masters and generating reports.

Units	Contents	Hours
1	Business: Meaning and forms of Business, Scope , Inventory, Tally reports.	10
2	Meaning of Financial Accounting, Book Keeping. Financial Accounting Statements and Reports, Practical Questions	10
3	Accounting Software: Company Creation, Account Information, Accounting Vouchers. Tally Short keys, Setting up Inventory Information, Inventory Vouchers, Display Information.	10
4	Excel - Beginner Main Focus of Training Content: Getting Started with Excel Identify the Elements of the Excel Interface Navigate and Select Cells in Worksheets Customize the Excel Interface Create a Basic Worksheet Performing Calculations in an Excel Worksheet Create Formulas in a Worksheet Insert Functions in a Worksheet Reuse Formulas Modifying an Excel Worksheet Edit Worksheet Data Find and Replace Data Manipulate Worksheet Elements	15
5	Excel - Inserting and Deleting Worksheets Renaming, Moving, and Copying Worksheets Splitting and Freezing a Window Creating Headers and Footers Hiding Rows, Columns, Worksheets, and Windows Setting the Print Area Adjusting Page Margins and Orientation Adding Print Titles, Gridlines, and Row and Column Headings Adjusting Paper Size and Print Scale Printing a Selection, Multiple Worksheets, and Workbooks Working with Multiple Workbook Windows, Creating a Template	15

Course Outcome(s) as per Blooms Taxonomy

At the end of the course the students should be able to:

CO1	To understand the basic concept of tally software
CO2	To have deep understanding about the concept of Accounting
CO3	To understand the basic implementation of accounting rule
CO4	To understand and to gain deep knowledge about the short cut of tally
CO5	To understand working of software

Books:

Text Books:	<ul style="list-style-type: none"> Sanjay Satpathy, (2017) Tally.ERP9 Book Advanced Usage: A Practical Hands-on Self Study Book on Tally ERP 9 Accounting Software.
Reference Books:	<ul style="list-style-type: none"> Education Tally, Official Guide to Financial Accounting Using Tally. ERP 9 with GST

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Code	Business Mathematics and Statistics	Total Lectures: 60 Practical: 0
CM 23DC003	4-0-0=4	
Course Objective: This course aims to equip students with basic exposure to statistical tools coupled with basic mathematical applications with particular emphasis on business applications.		
Units	Contents	Hours
1	Ratio – Gaining and Sacrificing Ratio, Proportion, Percentage, Commission, Discount and Brokerage, Average, profit and loss, Simple Interest, and compound interest.	10
2	Simultaneous Equations – Meaning, Characteristic, Types and Calculations, Preparation of Invoice.	8
3	Statistics and Measure of Central Tendency Statistics-An introduction to Types and Collection of Data Frequency Distribution, Charts and Graphs Arithmetic Mean and Median, Mode and Other Measures of Location	15
4	Measures of Variation and Time Series Analysis Dispersion and Their Measures Skewness, Moments, Kurtosis and Measures Correlation Analysis Regression Analysis Index Numbers Time Series Analysis	15
5	Probability and Theoretical Distribution, Probability Theory, Combination and Permutation, Binomial, Poisson, and Normal Distribution.	12
Course Outcome(s) as per Blooms Taxonomy		
At the end of the course, the students should be able to:		
CO1	To apply basic terms of integration in solving practical problems in the field of business.	
CO2	Connect acquired knowledge and skills with practical problems in economic practice.	
CO3	To explain methods of interest account and their best applications in practice.	
CO4	To solve problems in the area of simple interest and compound interest, loan, and consumer credit.	
CO5	To solve problems in the area of probability, Average, Percentage	
Books:		
Text Books	1. Trivedi, (2010), Business Mathematics, 1st edition, Pearson Education. 2. S. P. Gupta, (2010), Statistical Methods, Sultan Chand and Sons, New Delhi.	
Reference Books:	1. S.C. Srivastava, Sangya Srivastava (2003), Fundamentals of Statistics, Anmol Publications Pvt. Ltd. 2. D. N. Elhance, Veena Elhance & B. M. Aggarwal, Fundamentals of Statistics, Kitab Mahal 3. Khan, Shadab, (2008) A Text Book of Business Mathematics, Anmol Publications.	

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COURSE CODE	E-commerce and Digital Marketing		Total Lec.: 60 hours
CM23DC004			4-0-0 - 4
Learning Objectives:	This course provides an introduction to information systems for business and management. It is designed to familiarize students with organizational and managerial foundations of systems, the technical foundation for understanding information systems and To understand the basic Concepts of Digital markets and the road map for successful Digital marketing strategies.		
UNIT	CONTENT	HOURS	
1.	Introduction to E-commerce: The revolution is just beginning, Ecommerce : A Brief History, Understanding E-commerce: organizing Themes, E-commerce business models and concepts, The internet and World Wide Web: Ecommerce infrastructure E-commerce Business Models,	10	
2.	Major Business to Consumer (B2C) business models, Major Business to Business (B2B) business models, Business models in emerging E-commerce areas, How the Internet and the web change business: strategy, structure and process, The Internet: Technology Background, The Internet Today, Internet II- The Future Infrastructure, The World Wide Web, The Internet and the Web : Features	15	
3.	Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.	15	
4.	Display adverting, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.	10	
5.	Fundamentals of Social Media Marketing& its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation. Face book Marketing, LinkedIn Marketing, Twitter Marketing, Instagram & Snapchat marketing basics.	10	

Course Outcomes as per Bloom's Taxonomy

CO1	After Completion of the subject student should able to understand E – commerce concepts
CO2	After completion of this subject student Understand the basic concepts of technologies used in the field of management information systems.
CO3	Student has the knowledge of the different types of management information systems.
CO4	Student Understand the processes of developing and implementing information systems.
CO5	Be aware of the ethical, social, and security issues of information systems.

Text Books: 1. Kenneth C. Laudon, E-Commerce: Business, Technology, Society, 4th Edition, Pearson 2. S. J. Joseph, E-Commerce: an Indian perspective, PHI

Reference Books: 1. Elias. M. Awad, "Electronic Commerce", Prentice-Hall of India Pvt Ltd.
2. RaviKalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley.
3. Efraim Turban, Jae Lee, David King, H.Michael Chung, "Electronic Commerce–A Managerial Perspective", Addison-Wesley.
4. Elias M Award, "Electronic Commerce from Vision to Fulfilment", 3rd Edition, PHI, Judy Strauss, Adel El-Ansary, Raymond Frost, "E-Marketing", 3RDEdition, Pearson Education.

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