

GURU KASHI UNIVERSITY



Diploma in Business Administration

Session: 2025-26

Faculty of Management and Commerce

GRADUATE OUTCOMES OF THE PROGRAMME:

This program provides a strong foundation of business knowledge, critical thinking skills to analyze, solve complex problems, effective communication abilities, strong teamwork and collaboration aptitude to work effectively with diverse groups.

Program Learning Outcomes: After completing the program me, the learner will be able to:

Program Learning Outcomes (PLOs) for a diploma in management typically outline the skills, knowledge, and attitudes that students are expected to develop by the end of the program. Here are some common PLOs for a diploma in management:

1. Understand and apply the fundamental principles and theories of management, including strategic planning, organizational behaviour, and human resource management.
2. Demonstrate effective leadership skills, including decision-making, problem-solving, and team management.
3. Exhibit strong written and oral communication skills, including the ability to present ideas clearly and persuasively.
4. Recognize and apply ethical principles and social responsibility in managerial decision-making.
5. Develop and utilize analytical skills to assess business situations, interpret data, and make informed decisions.
6. Understand and apply financial principles and techniques to manage budgets, investments, and financial planning.
7. Demonstrate an understanding of marketing principles and practices, including market research, product development, and promotional strategies.
8. Utilize information technology and management information systems to enhance business operations and decision-making processes.
9. Demonstrate entrepreneurial skills, including innovation, risk management, and the ability to start and manage new business ventures.

Program Structure

Semester: I									
Course Code	Course Title	Type of Courses	L	T	P	No. of Credits	Int.	Ext.	Total Marks
DBA101	Principles and Practice of Management	Core	4	0	0	4	30	70	100
DBA102	Business Communication	Core	3	1	0	4	30	70	100
DBA103	Economics-I	Core	3	1	0	4	30	70	100
DBA104	Fundamentals of Marketing Management	Core	4	0	0	4	30	70	100
DBA105	Introduction to Computer	Skill Based	2	0	0	2	30	70	100
DBA106	Sales Management	Skill Based	2	0	0	2	30	70	100
Total Credits			18	2	0	20	180	420	600

Semester: II									
Course Code	Course Title	Type of Courses	L	T	P	No. of Credits	Int.	Ext.	Total Marks
DBA201	Introduction to Human Resource Management	Core	4	0	0	4	30	70	100
DBA202	Basic Statistics	Core	4	0	0	4	30	70	100
DBA203	Road Safety and Management	Core	3	1	0	4	30	70	100
DBA204	Basics of Organization Behaviour	Core	4	0	0	4	30	70	100
DBA205	Entrepreneurship Development	Skill Based	3	0	0	3	30	70	100
DBA206	Introduction to Computer (Lab)	Skill Based	0	0	4	2	30	70	100
Total Credits			18	1	4	21	180	420	600

Semester-I

Course Title: Principles and Practice of Management
Course Code: DBA101

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze the theories, principles, concepts and essentials of management.
2. Evaluate managerial actions such as planning, organizing and controlling for effective results.
3. Acquire the managerial professional attributes to be capable of decision making by applying the knowledge of management discipline.
4. Create a new concepts of business ethics to improve goodwill of business enterprise.

Course Content**UNIT I****14 Hours**

Nature and significance of Management, Approaches of management, Contributions of Taylor, Fayol and Barnard, Functions of a Manager, Social responsibility of Managers, Values in management, Building effective Communication System Management by Exception (MBE). Decision making and its process.

UNIT II**17 Hours**

Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles. Departmentation: Departmentation on various basis. Authority: types, responsibility and accountability. Delegation: steps in delegation, obstacles to delegation and their elimination

UNIT III**16 Hours**

Staffing: manpower management, factors affecting staffing, job design. The selection process, techniques, and Performance appraisal: need and process. Communication: importance, process, barriers

UNIT IV**13 Hours**

Controlling: control process, types, barriers to control making, control techniques: budget and non-budgetary control devices. Social responsibility and business ethics, decentralization vs. centralization, determinants of effective decentralization.

Transaction Mode

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

Suggested Readings

- *Koontz, Harold & Weihrich, Heinz (2018). Essentials of Management. Tata McGraw Hill Publishing, New Delhi*
- *Prasad, L.M.2019. Principles & Practices of Management. Sultan Chand & Sons, New Delhi*
- *Robbins, S. P., & DeCenzo, A. D. (2019). Fundamentals of Management. Pearson Education, New Delhi*
- *Parkinson C. Northcote, Rustomji M. K. & Sapre S. A. (2019). Great Ideas in Management. Orient Paperbacks, India*
- *Carpenter, M. A., Bauer, T., Erdogan, B., & Short, J. (2018). Principles of management. Washington, DC: Flat World Knowledge.*

Course Title: Business Communication
Course Code: DBA102

L	T	P	Cr.
3	1	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze the fundamentals of communication and use concepts in day-to-day world
2. Develop the importance of interpersonal and organizational communication skills in personal/professional life
3. Apply the appropriate written format and usage of informative business messages
4. Acquire the Competence skills in oral, written and nonverbal communication.

Course Content

UNIT I

15 Hours

Business Communication-Barriers to effective communication, basic model & communication. Theories of Interpersonal and Organizational Communication

UNIT II

15 Hours

Analyzing Transactions: Understanding the fundamental units of communication and their impact on interpersonal interactions. The Language of Persuasion: Mastering techniques for persuasive communication in various contexts. Communicating in a Diverse Work Environment: Strategies for effective communication across diverse cultural and professional settings. Crisis Communication Strategies: Developing and implementing effective communication plans during crises.

UNIT III

15 Hours

The Writing Strategy– for business (e.g., applying for a loan, salary advance, refund etc.), leave application, Different styles of writing. Press Reports, drafting a CV, writing a job application and other applications, interviews

UNIT IV

15 Hours

Importance of non-verbal communication – positive gestures, symbols and signs. physical appearance & the art of self-presentation & conduct, developing reading, listening and speaking skills, group discussions, extempore speaking.

Transaction Mode

Inquiry based learning, Group discussion, Active participation, Case Analysis, Mentor Mentee, Brain storming, Demonstration, Project based learning, Team Teaching

Suggested Readings

- *Koneru, Arun. (2008). Professional Communication. Tata McGraw Hill, New Delhi*
- *Monippally, M.M. (2001). Business Communication Strategies. Tata McGraw Hill, New Delhi*
- *Das, Baswajit & Satpathy Ipseeta. (2007). Business Communication and Personality Development, Excel Books, New Delhi*
- *McGrath, E.H. (2011). Basic Managerial Skills for All. Prentice Hall of India, New Delhi*
- *Rai, Urmila & S.M Rai. (2011). Business Communication. Himalaya Publishing House, Mumbai 1976, Tata McGraw Hill, New Delhi.*

Course Title: Economics-I

L	T	P	Cr.
3	1	0	04

Course Code: DBA103**Total Hours: 60****Learning Outcomes**

After completion of this course, the learner will be able to

1. Understand the basic concepts of managerial economics and apply the economic way of thinking to individual decisions and business decisions.
2. Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.
3. Understand and estimate production function and Law of Diminishing Marginal Utility.
4. Understand and explain four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each mode

Course Content**UNIT I****17 Hours**

Managerial Economics: Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve. Demand and the Firm: Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity. Demand estimation, Demand forecasting, Demand forecasting of new product. Indifference Curve Analysis: Meaning, Assumptions, Properties, Consumer Equilibrium.

UNIT II**14 Hours**

Production Function: Production function Meaning, Concept of productivity and technology, Short Run and long run production function; Return to scale Theory of Cost: Cost Concepts and Determinants of cost, short run and long run cost theory.

UNIT III**16 Hours**

Revenue Curve: Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue, Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue, Elasticity of Demand and Revenue relation

UNIT IV**13 Hours**

Market Structure: Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition.

Transection Mode

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation

Suggested Readings

- *K.K .Dewett, Modern Economic Theory, S. Chand Publication*
- *D.M. Mithani, Managerial Economics Theory and Applications, Himalaya Publication*
- *Peterson and Lewis, Managerial Economic, Prentice Hall of India*
- *Gupta, Managerial Economics, TataMcGraw Hills*
- *Geetika, Managerial Economics, Tata McGraw Hills*
- *D.N. Dwivedi, Managerial Economic, Vikas Publications*
- *Froeb, Managerial Economics, Cengage Learning*
- *Koutsoyiannis, A, Modern Micro Economics, Palgrave Macmillan Publishers, New Delhi.*
- *Thomas Christopher R., and Maurice S. Charles, Managerial Economics – Concepts and Applications, 8th Edition.*
- *Mehta, P. L, Managerial Economics – Analysis, Problems and Cases, Sultan Chand & Sons, Delhi.*
- *Peterson and Lewis, Managerial Economics, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.*
- *Shapiro, Macro Economics, Galgotia Publications.*
- *H. L Ahuja Advanced Economic Analysis, S. Chand & Co. Ltd, New Delhi. 7.*
- *G.S Gupta, Managerial Economics, Tata McGraw Hill.*

Course Title: Fundamentals of Marketing Management

L	T	P	Cr.
4	0	0	04

Course Code: DBA104**Total Hours: 60****Learning Outcomes**

After completion of this course, the learner will be able to:

1. Evaluate the analytical frameworks and tools used in marketing mix.
2. Analyze the information of a firm's market segmentation to formulate segmentation strategies.
3. Evaluate new product development process, product mix and product line decisions, branding and packaging decisions, pricing strategies and programs tools of product differentiation.
4. Analyze the role of marketing channels and identifying major channel alternatives.

Course Content**UNIT I****14 Hours**

Marketing: Concepts - production, product, selling, marketing & societal marketing. Marketing environment –marketing management and its environment.

UNIT II**16 Hours**

Consumer buying behaviour: consumer decision making process (five step model), factors affecting buying behaviour. Market segmentation: need, concept, mass marketing vs. Segmentation. Marketing mix: 4ps of products & 7ps of services, components & factors affecting

UNIT III**17 Hours**

Product decisions: new product development process, and product life cycle. Positioning, branding, packaging & labeling decisions pricing decisions: importance, objectives & strategies

UNIT IV**13 Hours**

Product promotion: promotion mix and factors affecting. Distribution: channel decisions, types & factors, physical distribution system & its components.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions.

Suggested Readings

- *Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). Principles of Marketing. Pearson Education*
- *Ramaswamy, V.S & Namakumari, S. (2019). Marketing Management. Om Books*
- *Stanton, J. William. (2018). Fundamentals of Marketing. McGraw Hill Education*
- *Gandhi, J.C. (2018). Marketing A Managerial Introduction. McGraw Hill Education*

Course Title: Introduction to Computer
Course Code: DBA105

L	T	P	Cr.
2	0	0	02

Total Hours: 30

Learning Outcomes

After completion of this course, the learner will be able to:

- Explain the role of computing and information technology (IT) in a digital world.
- Acquire the skill about evolution of computers and different generation of computers.
- Analyze the difference between the windows and DOS
- Acquire skill about using hardware and software.

Course Content

UNIT I

9 Hours

Computer Fundamentals: Concept of Computer, Components, Classification, Types. Brief history of evolution of computers and generation of computers. Computer hardware and software. Input/output devices.

UNIT II

7 Hours

CLS, DATE, TIME, MD, RD, RENAM, DEL, BACKUP, RESTORE, COPY, SCANDISK, and CHKDSK.

UNIT III

8 Hours

Windows: Difference between windows and DOS. Basic Features, Using accessories such as calculator, paint brush, CD player, etc.

UNIT IV

6 Hours

Use of Windows Explorer for moving and copying files. MS-Office: MS-Word, Power Point (Presentation software)

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentor Mentee

Suggested Readings

- Saxena, Sanjay (2019). A first Course in Computers. Ed, Vikas Publishing House.
- Sinha, Pradeep k (2020). Computer Fundamental. Ed, BPB Publication
- Appleman, Daniel (2018). How Computer Programming Works. Ziff Davis Press
- Ceri, Stefano. Mandrioli, Dino & Sbattella, Licia. (2018). The Art and Craft of Computing. Addison Wesley

Course Title: Sales Management
Course Code: DBA106

L	T	P	Cr.
2	0	0	02

Total Hours: 30

Learning Outcomes

After completion of this course, the learner will be able to:

1. Understand the role of sales in achieving organizational objectives and able to explain how sales strategies align with business goals.
2. Develop effective sales strategies and plans that drive growth and market penetration.
3. Enhance skills in sales forecasting and performance analysis and predict sales outcomes.
4. Analyse and apply marketing mix practices and implement wholesaling and retailing sales processes.

Course Content

UNIT I

7 Hours

Sales Management: Objective; Personal selling: objectives, theories, process; size of sales force; social and ethical responsibilities in sales management; compensation and motivation of sales force.

UNIT II

8 Hours

Sales Forecasting Methods: Qualitative Methods, Quantitative Methods. Sales meetings; sales contests; sales quotas; sales territories; evaluating and controlling the sales personnel; analysis of sales, costs, and profitability.

UNIT III

9 Hours

Organization and Management of Sales: Force Functions of Salesperson, Qualities of Effective Sales Executive, Purpose of Sales Organization, Setting up a Sales Organization, Types of Sales Organization Structure, Centralization versus Decentralization in Sales Force Management.

UNIT IV

6 Hours

Distribution management and marketing mix; marketing channels; channel institutions wholesaling and retailing; designing channel system. Channel management.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Quiz, Open talk, Question, Brain storming

Suggested Readings

- *Havildar, Krishna K. & Cavalli, Vasant M. (2017). Sales and Distribution Management. Tata McGraw Hill, New Delhi.*
- *Venugopal, P. (2018). Sales and distribution management: An Indian perspective. SAGE Publications India.*
- *Gupta, S. L. (2019). Sales and distribution management. Excel Books India. Cavalli, K. K. H. V. M. (2016). Sales and distribution management: text and cases. Tata McGraw-Hill Education.*
- *Still, R. R. (2017). Sales Management: Decision Strategy and Cases, 5/E. Pearson Education India.*

Semester: II**Course Title: Introduction to Human Resource Management****Course Code: DBA201**

L	T	P	Cr.
4	0	0	04

Total Hours: 60**Learning Outcomes**

After completion of this course, the learner will be able to:

1. Analyze the HR implications of organizational strategies.
2. Apply the various terms used to define strategy & its process utilize HR strategies in Indian & global perspective.
3. Evaluate and get familiar with international HR.
4. Acquire positive attitude and skills that create productive managerial leaders.

Course Content**UNIT I****15 Hours**

Global Business-Growth and Evolution, Environmental variables in global business, Human and cultural variables in Global organizations, Cross Cultural differences and managerial implications. Cross Cultural research methodologies and Hofstede's Hermes Study, Structural evolution of global organizations.

UNIT II**15 Hours**

Recruitment, Selection and Training practices in various countries Indian and US legal aspects involved when deploying an employee on an International Assignment, Performance Management of International Assignees, third and host country employees, issues and challenges in international performance management, country specific performance management practices.

UNIT III**15 Hours**

Cross Cultural communication and negotiation; Cross Cultural leadership and decision making, Sources of cross culture HR. Human Resources Management in global organizations: Ethics in international business, Western and Eastern management thoughts in the Indian context.

UNIT IV**15 Hours**

Compensation: Objectives of International compensation, Key components of an international compensation program. Expatriation and Repatriation, Convergence or divergence in personnel management in developed and

developing economies.

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute.

Suggested Readings

- Sparrow, P., Brewster, C., & Harris, H. (2020). *Globalizing human resource management*. Routledge.
- Briscoe, D., Schuler, R., & Tarique, I. (2019). *International human resource management: Policies and practices for multinational enterprises*. Routledge.
- Rao, P. L. (2018). *International human resource management: Text and cases*. Excel Books India.
- Harzing, A. W., & Pinnington, A. (Eds.). (2017). *International human resource management*. Sage.

Course Title: Basic Statistics
Course Code: DBA202

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Understand Basic Statistical Concepts.
2. Apply Measures of Central Tendency and Dispersion.
3. Analyze Bivariate Data.
4. Construct and Interpret Index Numbers.

Course Content

UNIT I

15 Hours

Statistical Methods: Definition and scope of Statistics, concepts of statistical population and sample. Data: quantitative and qualitative, attributes, variables, scales of measurement nominal, ordinal, interval and ratio. Presentation: tabular and graphical, including histogram and ogives, consistency and independence of data with special reference to attributes.

UNIT II

15 Hours

Measures of Central Tendency: mathematical and positional. Measures of Dispersion: range, quartile deviation, mean deviation, standard deviation, coefficient of variation, Moments, absolute moments.

UNIT III

15 Hours

Bivariate data: Definition, scatter diagram, simple, Karl-person coefficient of correlation, rank correlation. Simple linear regression, principle of least squares.

UNIT IV

15 Hours

Index Numbers: Definition, construction of index numbers and problems thereof for weighted and unweighted index numbers including Laspeyre's, Paasche's, Edgeworth- Marshall and Fisher's Ideal Index numbers. Errors in Index numbers. Chain index numbers, conversion of fixed based to chain based index numbers and vice-versa. Consumer price index numbers. Uses and limitations of index numbers.

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute.

Suggested Readings:

- *"Statistics for Business and Economics" by Paul Newbold, William L. Carlson, and Betty Thorne.*
- *"Introduction to the Practice of Statistics" by David S. Moore, George P. McCabe, and Bruce A. Craig.*
- *"Statistical Methods for the Social Sciences" by Alan Agresti and Barbara Finlay.*
- *"Fundamentals of Statistics" by S. C. Gupta and V. K. Kapoor. Sultan Chand & Sons*

Course Title: Road Safety and Management
Course Code: DIM203

L	T	P	Cr.
3	1	0	04

Total Hours: 60

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Generate awareness about number of people dying every year in road accidents, traffic rules and characteristics of accident.
2. Gain information and knowledge about people responsible for accidents and their duties.
3. Understand the importance of multidisciplinary approach to planning for traffic safety and rehabilitation

Course Content

Unit-I

15 Hour

Introduction to road safety: road traffic accidents scenario in India and in the world. Road safety and its importance. Traffic rules and driving behavior. Characteristics of accidents, accidents vs crash.

Unit-II

15 Hour

Planning for Road safety: Awareness about rules and regulations of traffic. Assisting traffic control authorities. Multidisciplinary approach to planning for traffic safety and injury control. Vulnerable road users: crashes related to pedestrian and bicyclists, their safety, provision for disabled.

Unit-III

15 Hour

Responsibility of Road accidents and safety measures: People responsible for accident prevention: Police, Politicians, community members, policy makers, teachers, parents, infrastructural authorities, drivers and official road safety body. Reasons of students/ children.

Unit-IV

15 Hour

Road Safety education: introduction to road safety education, 5 Ps of Road Safety education: Pre-school road safety education, practical rather than theory education, principles of own development as regards to road safety education, presentations on road safety education, place for road safety education in syllabus.

Suggested Readings:

1. Kadiyali L.R., *Traffic & Transport Planning*, Khanna Publishers, 2003.
2. Crown Agents Ref: TEA/A369,. 1995. (unpublished contractors report for ministry of transport and communications, Ghana). Road safety study and

the institutional strengthening of the vehicle examination and licensing divisions.

3. *TRRL OVERSEAS UNIT, 1991, towards safer roads in developing countries a guide for planners and engineers, Crow Thorne: Transport and Road Research Laboratory.*
4. *Indian Roads Congress, Highway Safety Code, IRC: SP-44: 1996.*

Course Title: Basics of Organization Behaviour
Course Code: DBA204

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes

1. Analyse the different forms of organizations, their features and relevance in a business context
2. Develop the professional skills to handle the business effectively and efficiently.
3. Build the intellectual level to take decisions through techniques such as brain storming and decision tree analysis.
4. Improve the leadership skills and motivational spirit for teamwork.

Course Content

UNIT I

16 Hours

Organizational behaviour: OB and its relevance in today's business environment. Individual behaviour in organization: understanding self; perception – nature and importance, perceptual selectivity, stereotyping, halo effect.

UNIT II

18 Hours

Learning and its theories, behaviour modification, attitudes, personality; self-concept, self-esteem, major determinants of personality. Motivation; types of motivation, theories - Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.

UNIT III

12 Hours

Group behaviour in organization: group dynamics, types of groups, group norms and roles, group cohesiveness, group development and facilitation.

UNIT IV

14 Hours

Dynamics of managerial leadership: leadership styles, trait approach, behavioural approaches, and managerial grid. Inter- personal behaviour in organization: Transactional analysis, Management conflict, Stress management.

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentor Mentee, Quiz, Open talk, Question, One minute.

Suggested Readings

- *Robbins P. Stephen. (2016). Organisation Behaviour. Pearson Education*
- *Luthans, Fred. (1992). Organizational Behaviour. McGraw Hill Publication*
- *Prasad, L.M. (2019). Organizational Behaviour. Sultan Chand & Sons*
- *Robbins, S. P, Judge & T. A, Sanghi. (2009). Organizational Behaviour. Pearson Education*
- *Aswathappa, K. (2016). Organisational Behaviour. Himalaya Publishing House*

Course Title: Entrepreneurship Development
Course Code: DBA205

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Develop an entrepreneurial mindset and foster creativity and innovation.
2. Analyze and evaluate business opportunities by conducting market research and feasibility analysis.
3. Examine the legal and regulatory requirements for establishing and operating a business.
4. Acquire essential skills in marketing, finance, operations, and leadership for entrepreneurial success.

Course Content

UNIT I

12 Hours

Concept and need of entrepreneurship; Characteristics and Types of; Entrepreneurship as a career; as a style of Management; The changing role of the entrepreneur; Entrepreneurial traits, factors affecting entrepreneurs.

UNIT II

10 Hours

Influences on entrepreneurship development; entrepreneurial success and failure: reasons and remedies; Women entrepreneurs: Challenges and achievements of women entrepreneurs.

UNIT III

12 Hours

The business plan as an entrepreneurial tool; Elements of business planning; Objectives; Market analysis; development of Product/idea; Marketing, Finance, Organization and management.

UNIT IV

11 Hours

Role of central Government and State Government in promoting entrepreneurship with various incentives, subsidies, grants, programmes, schemes and challenges. Government initiatives and inclusive entrepreneurial growth.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentor Mentee.

Suggestive Readings

- *Khanka, S. S. (2006). Entrepreneurial development. S. Chand Publishing.*
- *Gordon, E., Natarajan, K., & Arora, A. (2009). Entrepreneurship development. Mumbai, India: Himalaya publishing house.*
- *Hodgett, R. M., & Kuratko, D. F. (2007). Entrepreneurship: theory, process, practice. Language, 33(757p), 28cm.*

Course Title: Introduction to Computer (Lab)
Course Code: DBA206

L	T	P	Cr.
0	0	4	02

Total Hours: 30

Learning Outcomes

After completion of this course, the learner will be able to:

1. Demonstrate proficiency in basic computer operations, including turning the computer on/off, using peripherals, and navigating the desktop interface.
2. Understand and use common features and functions of an operating system.
3. Explain word processing software (e.g., Microsoft Word or Google Docs) to create, format, and edit documents
4. Create and deliver effective presentations using software like Microsoft PowerPoint or Google Slides

Course Content

UNIT I

8 hours

MS Windows: Familiarizing with windows operating system; using built-in accessories; managing files and folders using windows explorer; working with control panel; installing hardware and software, Installation of MS Office.

UNIT II

7 hours

MS Word: Using word to create Resume Features to be covered: - Formatting Fonts in word, Drop Cap in word, Applying Text effects, Using Character Spacing, Borders and Colors, Inserting Header and Footer, Using Date and Time option in Word.

UNIT III

7 hours

MS Excel: Creating a Scheduler Features to be Covered: - Gridlines, Format Cells, Summation, auto fill, Formatting Text. Calculations Features to be covered: - Cell Referencing, Formulae in excel – average, std. deviation, Charts, Renaming and Inserting worksheets, Hyper linking, Count function, LOOKUP/VLOOKUP.

UNIT IV

8 hours

MS Power Point: Salient features of Power-point, File, Edit, View, Insert, Format, Tools, and Slide Show. Topics covered includes: Hyperlinks, Inserting –Images, Clip Art, Audio, Video, Objects, Tables and Charts Internet: Navigating with Internet Explorer; surfing the net, using search engines; using email.