



Institute of Management & Technology, Faridabad

Department of Management

Lecture Plan

COURSE:	BASICS OF ACCOUNTING	CODE:	25IMSC401DS 02
CLASS:	BBA(CAM)-I	ACADEMIC YEAR:	2025-26
FACULTY:	Ms.Chetna Virmani		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
UNIT-I				
1	Meaning and Nature of Accounting	T1,R1	1	Chalk & Talk
2	Advantages of Accounting	T1	1	Chalk & Talk
3	Limitation of Accounting	T1,R1	1	Chalk & Talk
4	Branches of Accounting	T1,W1	1	PPT, Smart Board
5	Users of Financial Accounting Information	T1,R1	2	Chalk & Talk
6	Recording of Transaction :Journalizing	T1,R1	2	Chalk & Talk
7	Recording of Transaction :Journalizing (With GST)	T1,W2	3	PDF, Smart Board
8	Ledger	T1,R1	1	Assignment
9	Trial Balance	T1,R1	1	Chalk & Talk
UNIT-II				
10	Final Accounts - Theory	T1,R1,W3	2	PPT, Smart Board
11	Preparation of Final Accounts (Without Adjustments)	T1,R1	2	Chalk & Talk
12	Preparation of Final Accounts (With Adjustments)	T1,R1, W4	3	PPT, Smart Board
13	Depreciation Accounting- Concepts	T1,R2	1	Assignment
14	Depreciation Accounting- SLM Method	T1,R1	1	Chalk & Talk
15	Depreciation Accounting- WDV Method	T1,R1	1	Chalk & Talk

UNIT-III				
16	Accounting for Share Capital Transactions - Theory	T2,R1	1	Chalk & Talk
17	Issue of Shares	T2,W5	2	PPT,Smart Board
18	Forfeiture Of Shares	T2,W5	1	PPT,Smart Board
19	Surrender Of Shares	T2,R1	1	PPT,Smart Board
20	Accounting For Debentures- Theory	T2,R1	1	Chalk & Talk
21	Issue of Debentures	T2,R1	2	Chalk & Talk
22	Methods of Redemption of Debenures	T2,R1	3	Chalk & Talk
UNIT-IV				
23	Statutory Provision regarding Preparation of Final Accounts of Company	T2,R1	2	Chalk & Talk
24	Preparation of Profit and Loss Account of Comapany	T2,R1	2	Chalk & Talk
25	Preparation of Balance Sheet of Company	T2,R1	2	Chalk & Talk
26	Basics of Tally Software	T1,W6	3	PPT,Smart Board
29	Revision/Doubt Sessions/Test	T1.R1,T2,R2	5	Chalk & Talk

Total Lectures: 48

DELIVERY/INSTRUCTIONAL METHODOLOGIES:

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

References

- TEXT BOOKS:**

T1 Maheshwari, S.N, Maheshwari, S.K & Maheshwari(2018), Financial Accounting, Vikas Publishing House Pvt.Ltd, New Delhi

T2 Monga,J.R, Corporate Accounting, Margin Paper Bank, New Delhi

- REFERENCE BOOKS:**

R1 Maheshwari ,S.N , Advanced Accounting, Vikas Publication

R2 Naryanswamy, R (2020) Financial Accounting, Taxman Publication, New Delhi

- **CLASSROOM LINK:**

<https://classroom.google.com/c/Nzk5Nzc3NDkxODAz?cjc=y2da44q6>

- **DIGITAL CONTENT:**

W1. <https://www.slideshare.net/slideshow/chapter-2-branches-of-accounting/102241885>

W2. <https://www.geeksforgeeks.org/accountancy/journal-entries-under-gst-goods-and-services-tax/>

W3. <https://www.slideshare.net/slideshow/final-account-ppt/250951410>

W4. <https://www.slideshare.net/slideshow/financial-accounts-with-adjustments/87447975>

W5 <https://egyankosh.ac.in/bitstream/123456789/73947/1/Unit-2.pdf>

W6 <https://www.slideshare.net/slideshow/tally-pptpptx/251918946>



Institute of Management & Technology, Faridabad

Department of Management

Lecture Plan

COURSE:	Computer Fundamentals and Office Automation Tools	CODE:	25IMSC401SE01
CLASS:	BBA CAM I	ACADEMIC YEAR:	2025-26
FACULTY:	MS. DEEPTI JAIN		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
UNIT-I				
1	Introduction	T1,R3, W1	2	LCD/SMART BOARDS
2	Definition	T1,R3, W1	1	CHALK & TALK
3	Characteristics and limitations of a Computer	T1, T3	1	CHALK & TALK
4	Digital and Analog Computers	T1, T3	1	LCD/SMART BOARDS
5	Major componenets of digital computer	T1, T3, W2	2	WEB RESOURCES
6	Hardware, Software, Firmware	T1, T3, W2	1	WEB RESOURCES
7	Middleware, freeware	T1, T3, W2	1	WEB RESOURCES
UNIT-II				
8	Decimal number system,	T1,R3, W3	1	CHALK & TALK
9	Hexadecimal number system	T1,R3, W3	1	CHALK & TALK
10	Octal Number System	T1,R3, W3	1	CHALK & TALK
11	Binary Number System	T1,R3, W3	1	CHALK & TALK
12	Number System Conversions	T2, R2, W3	1	CHALK & TALK
13	Binary number addition	T2, R2	1	CHALK & TALK
14	Binary number subtraction	T2, R2	1	CHALK & TALK
15	Uses of computers in offices and banks	T2, R2	1	WEB RESOURCES
16	Computer applications in business	T2, R2, W4	1	WEB RESOURCES
27	Computer application in education	T2, R2, W4	1	WEB RESOURCES
18	Computer applicartion in healthcare field	T2, R2, W4	1	WEB RESOURCES
UNIT-III				

19	Documentation using MS-Word	T4, R1, W5	1	LCD/SMART BOARDS
20	Formatting Document	T4, R1	1	LCD/SMART BOARDS
21	Auto-text, Autocorrect,	T4, R1	2	LCD/SMART BOARDS
22	Spelling and Grammar Tool,	T4, R1	1	LCD/SMART BOARDS
23	Document Dictionary,	T4, R1	1	LCD/SMART BOARDS
24	Page Formatting, Bookmark,	T4, R1	2	LCD/SMART BOARDS
25	Advance Features of MS-Word,	T4, R1	1	LCD/SMART BOARDS
26	Mail Merge, Printing	T4, R1	2	LCD/SMART BOARDS
UNIT-IV				
27	Introduction to MS-Excel,	T4, R1	1	LCD/SMART BOARDS
28	Creating and Editing Worksheet,	T4, R1	1	LCD/SMART BOARDS
29	Formatting and Essential Operations,	T4, R1	1	LCD/SMART BOARDS
30	Formulas and Functions,	T4, R1	2	LCD/SMART BOARDS
31	Spread Sheet using MS-Excel - Charts	T4, R1	1	LCD/SMART BOARDS
32	Electronic Presentation using MS-PowerPoint:	T4, R1	1	LCD/SMART BOARDS
33	Presentations,	T4, R1	1	LCD/SMART BOARDS
34	Creating Manipulating and Enhancing Slides,	T4, R1	1	LCD/SMART BOARDS
35	Organizational Charts,	T4, R1	1	LCD/SMART BOARDS
36	Excel Charts, Word Art,	T4, R1	1	LCD/SMART BOARDS
37	Layering Art Objects,	T4, R1	1	LCD/SMART BOARDS
38	Animations and Sounds	T4, R1	2	LCD/SMART BOARDS

Total Lectures: 45

DELIVERY/INSTRUCTIONAL METHODOLOGIES:

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

References

- **TEXT BOOKS:**

- T1 Microsoft office complete reference. BPB Publication.
- T2. Rajaraman V. (Feb. 2010). Fundamentals of computers. PHI.
- T3. Sinha P.K. (2004). Computer fundamentals. BPB Publication
- T4. Stultz, Russell A. Learn microsoft office. BPB Publication.

- **REFERENCE BOOKS:**

- R1. Taxali, Ravi Kant. (2014). Computer course windows 7 and office 2010. India: McGraw Hill R2. Education.
- R3. Saxena, Computer Applications in Management, Vikas Publication, New Delhi
- R4. B. Ram, Computer Fundamentals, New Age Publications, New Delhi 4.
- Rajaraman, V., Computer R5. Fundamentals, PHI, New Delhi

- **DIGITAL CONTENT:**

- W1. <https://www.geeksforgeeks.org/computer-organization-architecture/a-simple-understanding-of-computer/>
- W2. <https://www.geeksforgeeks.org/computer-organization-architecture/difference-between-analog-computer-and-digital-computer/>
- W3. <https://www.geeksforgeeks.org/math/number-system-in-maths/>
- W4. <https://www.bbau.ac.in/Docs/FoundationCourse/TM/MPDC205/ApplicationsofComputer.pdf>
- W5. <https://www.geeksforgeeks.org/websites-apps/ms-word-tutorial/>



Institute of Management & Technology, Faridabad

Department of Management

Lecture Plan

COURSE:	Environmental Science	CODE:	23EVSX01VA01
CLASS:	BBA CAM 1	ACADEMIC YEAR:	2025-26
FACULTY:	Priyanka Kumar		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
UNIT-I				
1	Introduction to environmental studies	T1	1	Chalk & Talk
2	Multidisciplinary nature of environmental studies. Scope and importance, concepts of sustainability.	W4	2	Chalk & Talk
3	Societal issues and environment, human population and environment, basics of ecosystems	T2	2	Assignment
4	Types and character of ecosystem, structure and function of the various types of ecosystem	W2	1	Chalk & Talk
UNIT: 2				
9	Natural resources and related problems, forest resources: use and over exploitation, deforestation.	T1	1	Chalk & Talk
10	Timber extraction, mining, dams and their effects on forest and tribal people. All about the water resources	T2	1	LCD
11	Mineral resources, modern agriculture, dams benefits and problems, problems related to mineral resources.	T1	1	LCD
12	Energy resources, renewable and non renewable, land resources, land degradation, soil erosion, conservation of natural resources, equitable use of resources for sustainable life style.	T1	2	Chalk & Talk
UNIT: 3				
16	Introduction to biodiversity and conservation, species and ecosystem diversities, biogeographical classification of india.	T1	1	Chalk & Talk
17	Value of biodiversity: consumptive use, productive use, social sports of biodiversity, threats to bio diversity: habitat loss, poaching	T1	2	seminar

	of wildlife			
18	Man-wildlife conflicts, endangered and endemics species of india, conservation of biodiversity: in-situ and ex situ conservation of biodiversity,	T1	1	assignment
UNIT 4				
21	Introduction to environment pollution, causes, effects and control measures of air pollution, water pollution, soil pollution, marine pollution.	T1	2	Chalk & Talk
22	Thermal pollution, nuclear hazards, soil waste. Role of an individual in prevention of pollution.	T1	1	Chalk & Talk
23	Disaster management: floods, earthquake, climate change-green house gases, acid rain and global warming	T2	2	Chalk & Talk

Total Lectures:

DELIVERY/INSTRUCTIONAL METHODOLOGIES:

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

References

• **TEXT BOOKS:**

T1 Environmental studies: Rajesh Dhankar
T2 Environmental studies- AK Pandey, Pratibha pandey

• **REFERENCE BOOKS:**

R1 Environmental studies- Dr. Shachi Gupta

• **DIGITAL CONTENT:**

- W1. [Vardhaman](#)
- W2. sangameshwarcollege.ac.in
- W3. ksmv.ac.in
- W4. jkcpri.ac.in

• **GOOGLE CLASSROOM:**

<https://classroom.google.com/c/ODA0MDIwMDk5Njcx?cjc=rx37was5>



Institute of Management & Technology, Faridabad

Department of Management

Lecture Plan

COURSE:	AEC	CODE:	23HNDXOIAE01
CLASS:	BBA CAM	ACADEMIC YEAR:	2025-26
FACULTY:	Ms Karishma Dhir		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
UNIT-I				
1	लिपि का मानकीकरण	R/T	2	STUD. ASSIGNMENT
2	मानक वर्णमाला	R/T	1	STUD. Material
3	देवनागरी अंक माला,	R/T	2	CHALK & TALK
4	अनुस्वार और विसर्ग अनुनासिक,	R/T	1	STUD. Material
UNIT -II				
5	सृजनात्मक साहित्य का अर्थ परिभाषा और स्वरूप	R/T	2	STUD. Material
6	आलोचनात्मक साहित्य का अर्थ, परिभाषा और स्वरूप: /Essay Writing	R/T	2	STUD. ASSIGNMENT
7	सृजनात्मक साहित्य का भाषा-विकास में महत्त्व	R/T	1	CHALK & TALK
UNIT-III				
8	अनुवाद अर्थ, परिभाषा और स्वरूपय अनुवाद का महत्त्व, / Written test	R/T	2	STUD. ASSIGNMENT
9	अनुवादक के गुण./ Debate	R/T	1	STUD. Material
10	अनुवाद के प्रकार / Debate	R/T	2	CHALK & TALK
11	अनुवाद में कंप्यूटर का योगदान,	R/T	1	STUD. Material
12	सीरियलों का हिंदी अनुवाद,	R/T	1	STUD. Material
13	बैंकिंग साहित्य का अनुवाद,	R/T	1	STUD. ASSIGNMENT
14	अनुवाद-क्षेत्र में रोजगार / Role play	R/T	2	STUD. Materials

UNIT IV				
15	पत्र प्रस्तुतीकरण का अर्थ / Role play	R/T	2	CHALK & TALK
16	पत्र प्रस्तुतीकरण और नवीन शोधात्मक वैचारिकता,	R/T	1	STUD. ASSIGNMENT
17	पत्र प्रस्तुतीकरण और शिक्षक की भूमिका, पत्र प्रस्तोता का मनोबल,	R/T	2	CHALK & TALK
18	वक्तृत्व कला का विकास, शोधात्मक अभिरुचि का विका	R/T	2	CHALK & TALK
19	Written test / Peer discussion		1	

Total Lectures: 29

DELIVERY/INSTRUCTIONAL METHODOLOGIES:

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

References

- **TEXT BOOKS:**

T1 : हिंदी भाषा संवर्धन -1

T2 : नागरी लिपि और हिंदी-वतनी बिहार हिन्दी ग्रन्थ अकादमी

- **GOOGLE CLASSROOM LINK :**

<https://classroom.google.com/c/ODA4NDczNzMyOTAy?cjc=txnqmbzx>

- **DIGITAL CONTENT:**

W1. <https://kamlaclass.com/lipi-kise-kahate-hain>

W2. <https://www.jvbi.ac.in/dde/pdf/menu/distance/SLM/MA-Hindi-Final-Paper-IX.pdf>



Institute of Management & Technology, Faridabad

Department of Management

Lecture Plan

COURSE:	Introduction to Public Administration	CODE:	24PUB401MI01
CLASS:	BBA (CAM) – I SEM	ACADEMIC YEAR:	2025-26
FACULTY:	Arti Gupta		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
UNIT-I				
1	Meaning of Public Administration and Nature	T1,R1, W1	2	Chalk & Talk
2	Scope of Public Administration	T2,R2, W1	2	Chalk & Talk
3	Significance of Public Administration	T1,R1	2	Chalk & Talk
4	Public Administration as an art	T2,R2	1	Chalk & Talk
5	Public Administration as a science	T1,R1	1	PPT
6	Private Administration	T1,R1	1	Chalk & Talk
7	Difference between Public Administration and Private Administration	T1,R1, W4	2	Chalk & Talk
8	Similarities between Public Administration and Private Administration	T2,R2	1	Chalk & Talk
UNIT-II				
9	Relation of Public Administration with Political Science	T2,R2	2	PPT
10	Relation of Public Administration with economics	T2,R2	2	Chalk & Talk
11	Relation of Public Administration with History	T1,R1	1	Chalk & Talk
12	Relation of Public Administration with Sociology	T2,R2	1	Chalk & Talk
13	Relation of Public Administration with Geography	T1,R1	1	PPT
14	Relation of Public Administration with Psychology	T2,R2	1	Chalk & Talk
15	Discussion about new Public Administration	T1,R1	2	Chalk & Talk
16	New Public Administration – Features and Goals	T2,R2	2	Chalk & Talk
UNIT-III				
17	Organization meaning and base	T1,R1	1	PPT

18	Types of Organization	T2,R2	2	PPT
19	Principles of Organization - Hierarchy	T1,R1	1	Chalk & Talk
20	Principles of Organization – Corodination	T2,R2	1	Chalk & Talk
21	Principles of Organization - Centralization	T2,R2, W2	1	Chalk & Talk
22	Principles of Organization -Decentralization	T1,R1, W2	1	Chalk & Talk
UNIT-IV				
23	Functions of Chief Executive	T1,R1,W3	3	Chalk & Talk
24	Role of Chief Executive	T1,R1, W3	2	PPT
25	Line and staff agencies	T2,R2	3	Chalk & Talk
26	Auxiliary agencies	T1,R1	2	Chalk & Talk
27	Independent regulatory commission	T2,R2	2	Chalk & Talk
28	Public Corporation	T1,R1, W5	2	PPT

Total Lectures: 45

DELIVERY/INSTRUCTIONAL METHODOLOGIES:

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

References

• **TEXT BOOKS:**

T1 B.L Fadia & K. Fadia, Public Administration (Administrative Theories), Sahitya

T2 Public Administration, 2e by M Laxmikanth, Mc Graw Hill

• **REFERENCE BOOKS:**

R1 Indian Public Administration, Ramesh K Arora, Rajni Goel, New Age International Publisher

R2 Public Administration in India, S.R. Maheshwari, Oxford India

• **GOOGLE CLASSROOM LINK:**

<https://classroom.google.com/c/ODAwNjc1OTM4MjUy?cjc=r45lsq4e>

• **DIGITAL CONTENT:**

W1. <https://www.slideshare.net/slideshow/public-administrationmeaning-nature-scope-phases/237100974>

- W2. <https://www.slideshare.net/slideshow/centralization-anddecentralization/37835576>
- W3. <https://www.politicalsciencenotes.com/essay/public-administration/essay-on-the-chief-executive-public-administration/13632>
- W4. <https://www.slideshare.net/slideshow/public-administration-versus-private-administration/28924785>
- W5. <https://www.slideshare.net/slideshow/public-corporation/18347320>



Institute of Management & Technology, Faridabad

Department of Management

Lecture Plan

COURSE:	BUSINESS ORGANISATION	CODE:	25IMSC401DS01
CLASS:	BBACAM- Ist SEM	ACADEMIC YEAR:	2025-26
FACULTY:	Dr. GEETA		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
UNIT-I				
1	Business- concept, nature	T1, R1, W1	4	PPT
2	Spectrum of business activities	T1, R1, W2	3	Chalk & Talk
3	Business system	T1, R1	3	Chalk & Talk
4	Business environment interface	T1, R1, W3	2	PPT
5	Business objectives	T1, R1	3	Chalk & Talk
6	Overview of 2 nd unit.		2	PPT
UNIT-II				
7	Entrepreneurship – concept and nature	T1, R2, W4	2	Chalk & Talk
8	Entrepreneurial opportunities in the contemporary business environment	T1, R2, W5	2	PPT
9	The process of setting up a business enterprise	T1, R2	2	Chalk & Talk
10	Choice of a suitable form of business organization	T1, R2	3	Chalk & Talk
11	Overview of 2 nd unit.		2	PPT
UNIT-III				
12	Functional aspects of the business	T2, R1	1	PPT
13	Operations – business size	T2, R1, W6	2	Chalk & Talk
14	Location decisions	T2, R1	1	Chalk & Talk

15	Plant layout	T1, R1	2	PPT
16	Mass production and Mass customization	T2, R1	1	Chalk & Talk
17	Productivity, quality control	T2, R2	1	Chalk & Talk
18	Finance – money and banking	T1, R1	2	PPT
19	Financial management and securities markets	T2, R1	1	PPT
20	Risk management and insurance	T1, R2	1	Chalk & Talk
UNIT-IV				
21	Functional aspects of the business (c) Marketing- marketing and consumer behavior	T2,R1	3	Chalk & Talk
22	Product planning and development	T2,R1	1	Chalk & Talk
23	Pricing decisions,	T2,R1	2	Chalk & Talk
24	Channel and promotional decisions	T2, R2	2	Chalk & Talk
25	Network marketing	T2, R2	3	Chalk & Talk
26	Franchising	T2, R2	2	Chalk & Talk
27	Ecommerce and m-commerce	T2, R2	2	Chalk & Talk

Total Lectures: 55

DELIVERY/INSTRUCTIONAL METHODOLOGIES:

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

References

• **TEXT BOOKS:**

T1. Vasishth, Neeru, Business Organisation, Taxmann, New Delhi
T2. Taloo, Thelma J., Business Organisational and Management, TMH, New Delhi

• **REFERENCE BOOKS:**

R1. Dr F.C. Sharma, Business Organisation – Sultan Chand & Sons.
R2. Singla R.K, Narta S.S , Business Organisation and Management, V.K. Global Publication

- **GOOGLE CLASSROOM LINK**

<https://classroom.google.com/c/Nzk1ODA3MTk1ODk1?cjc=x4cbbp4t>

- **DIGITAL CONTENT:**

- W1. <https://theintactone.com/2019/03/01/be-u1-topic-1-business-meaning-definition-nature-scope/>
- W2. <https://www.yourarticlelibrary.com/management/information-system/business-system-meaning-objectives-and-types-with-diagram/70334>
- W3. <https://edurev.in/t/150351/Interface-between-Business-and-Various-Types-of-Bu>
- W4. <https://asana.com/resources/business-objectives-examples>
- W5. https://theintactone.com/2020/01/21/entrepreneurship-concept-and-nature/#google_vignette
- W6. <https://theintactone.com/2019/10/25/bo-u3-topic-3-entrepreneurial-opportunities-in-contemporary-business-environment/>
- W7. <https://theintactone.com/2019/10/25/bo-u3-topic-5-choice-of-a-suitable-form-of-business-organization/>
- W8. <https://www.yourarticlelibrary.com/business/business-size/business-size-concept-and-factors-affecting-it/69507>
- W9. <https://www.yourarticlelibrary.com/business/plant-layout-business/difference-between-concepts-of-mass-production-and-mass-customization-plant-layout/69516>
- W10. <https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation/>
- W11. <https://egyankosh.ac.in/bitstream/123456789/90367/1/Unit-7.pdf>
- W12. <https://egyankosh.ac.in/bitstream/123456789/19293/1/Unit-14.pdf>



Institute of Management & Technology, Faridabad

Department of Management

Lecture Plan

COURSE:	MEDIA IN OUR LIFE	CODE:	24JMSXA01MD 01
CLASS:	BBA CAM SEM	ACCADEMIC YEAR	2025-26
FACULTY:	Mrs. Trupti Rode		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
UNIT-I				
1	What is Media?	T1, R1, W1	1	PPT
2	Definition and Concept	T1, R1	1	Chalk & Talk
3	Characteristic Features of Media – Theory	T1, R1	1	Chalk & Talk
4	Characteristic Features of Media – Case Study	T1, R1, W2	2	PPT
5	Types of Media	T1, R1	2	Chalk & Talk
6	Types of Media presentation	T1, R1	2	Seminar
7	Role and Functions of Media	T1, R1	1	Chalk & Talk
8	Impact of Media on Society	T1, R1	1	Chalk & Talk
9	Case Study	T1, R1	1	Chalk & Talk
UNIT-II				
10	Traditional, folk media,	T1, R2, W3	1	PPT
11	Characteristic features	T1, R2	1	Chalk & Talk
12	Print media, Definition, Characteristic features	T1, R2	2	Chalk & Talk
13	Brief history of print media	R1, R2,W4	1	PPT
14	Development journey of print media in India	T1, R2	1	Chalk & Talk
15	Role and functions of print media	T1, R2	2	Chalk & Talk
16	Print media and society, case study	T2, R1	2	Seminar
UNIT-III				

17	Radio brief history	T2, R1	1	Chalk & Talk
18	Development journey of radio in India	T2, R1,W5	2	PPT
19	Role and functions of radio, case study	T2, R1	2	Chalk & Talk
20	Presence scenario of radio, case study	T2, R2	2	Chalk & Talk
21	Brief history of television	T2, R1	1	Chalk & Talk
22	Development journey of television in India	T2, R1	1	Chalk & Talk
23	Role and functions of television, presence scenario and case study	T2, R1	2	Seminar
UNIT-IV				
24	Cinema as a medium of mass communication Theory	T2,R2	1	Chalk & Talk
25	Cinema as a medium of mass communication case study	T2,R1	2	Chalk & Talk
26	Cinema and society	T2,R1	1	Chalk & Talk
27	Role and functions of cinema	T2,R1	1	Chalk & Talk
28	Digital media introduction	T2,R1,W6	1	PPT
29	Nature and scope, case study	T2,R1	2	Chalk & Talk
30	Digital media and society, seminar	T2, R2	2	Chalk & Talk
31	Digital media in our life theory and presentation	T2, R2	2	Chalk & Talk

Total Lectures: 45

DELIVERY/INSTRUCTIONAL METHODOLOGIES:

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

References

• **TEXT BOOKS:**

- T1 Media in our life an introduction to mass communication, Folkerts, Jean and Stephen, Pearson
T2 Mass Communication in India, Kumar J. Keval, Jaico Publishing house

• **REFERENCE BOOKS:**

- R1 Handbook of Journalism and Mass Communication: Aggraval, Vir Bala and Gupta, U.S. publishing house
R2 Mass communication: Principles and concept. Hasa Seema CBS Publisher

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- **DIGITAL CONTENT:**

W1. <https://www.slideshare.net/slideshow/media-its-types-uses/94254442>

W2. <https://www.slideshare.net/slideshow/media-characteristics-presentation/563615>

W3 <https://www.slideshare.net/slideshow/folk-media-81175723/81175723>,
<https://www.slideshare.net/slideshow/the-evolution-of-traditional-media-to-new-media/106403909>

W4. <https://www.slideshare.net/slideshow/history-of-print-mediapptx/250389481>

W5. <https://www.slideshare.net/slideshow/growth-and-development-of-radio-in-india/71864956>

W6. <https://www.slideshare.net/slideshow/matteson-presentation-209-for-slideshare/1144055>



Institute of Management & Technology, Faridabad

Department of Management

Lecture Plan

COURSE:	CONSUMER BEHAVIOR	CODE:	BCAMN 503
CLASS:	BBA(CAM) V SEM	ACADEMIC YEAR:	2025-26
FACULTY:	Dr. R N SINGH		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
UNIT-I				
1	Consumer behavior, definition, significance and applications, lifestyle and psychographic segmentation.	T1, R1	6	Chalk & Talk PPT
UNIT-II				
2	Environmental influences as consumer behavior: culture, social groups, family	T1, R2	6	Chalk & Talk PPT
UNIT-III				
3	Individual determinants of consumer behavior, personality and self-concept, learning and memory, attitude.	T2, R1	6	Chalk & Talk PPT
UNIT-IV				
4	Consumer decision process, problem recognition, search and evaluation, purchasing process, post purchasing behavior	T2,R1	6	Chalk & Talk PPT

Total Lectures: 24

DELIVERY/INSTRUCTIONAL METHODOLOGIES:

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

References

- TEXT BOOKS:**

T1 Nair, Suja R; Consumer Behavior in Indian perspective 1st ed; Himalaya 6. publishing house; New Delhi

T2 Gupta S.L. and Sumitra Pal , consumer Behavior: An Indian perspective; Sultan.

• **REFERENCE BOOKS:**

R1 Sheth, Customer Behavior, Thomson learning, Bombay

R2 Roger Blackwell, consumer Behavior, Vikas publishing house, New Delhi



Institute of Management & Technology, Faridabad

Department of Management

Lecture Plan

COURSE:	Business policy and strategic management	CODE:	BCAMN 501
CLASS:	BBA CAM IV SEM	ACADEMIC YEAR:	2025-26
FACULTY:	Ms.SHALU		

S. No.	Topic Name		Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
UNIT-I					
1	Introduction to business policy		W 1	1	CHALK & TALK
2	Functions of business policy		W1	2	WEB RESOURCE S
3	Meaning and characteristics of business policy		W1	2	LCD\SMART BOARDS
4	Concept of strategic management		T 1	1	CHALK \$ TALK
5	Process of strategic management		T 1	1	STUDY ASSIGNMENT
6	Need for comprehensive approach to decision making and problem solving for the business enterprise		T 1	2	STUD.ASSIGNMENT
7	Problem solving		T 1	1	LCD\SMART BOARDS
8	Decision – making		T 2	2	STUD.SEMINARS
9	Importance for a Decision – making		T 2	2	STUD.SEMINARS
10	Criteria of decision – making		T 2	1	CHALK & TALK
UNIT -2					
11	Objective setting in strategic management		W 2	2	LCD\SMART BOARDS
12	Role of CEO in formulating of objectives		R 1	1	LCD\SMART BOARD
13	Concept of recognizing grand changes		R 1	1	CHALK & TALK
14	Assessing the impact		R 1	1	CHALK & TALK
15	Formulating new strategies		R 1	2	WEB RESOURCE

					S
16	Implementation and Evaluation		R 1	1	WEB RESOURCE S
17	Types of objectives		W 2	2	WEB RESOURCE S
18	Hierarchy of objectives		R 1	2	CHALK & TALK
19	Strength and weaknesses of pertaining to setting of objectives		T 2	1	CHALK & TALK
UNIT -3					
20	Introduction of business environment		W 3	1	ADD-ON-COURSES
21	Components of business environment		W 3	3	ADD- ON-COURSES
22	Environment scanning and it's importance		W 3	1	ADD-ON-COURSES
23	PESTEL Analysis		T 1	2	CHALK & TALK
24	Porter's five forces of competitive position analysis		T 2	1	CHALK & TALK
25	Value chain analysis		T 1	1	STUD.SEMI NARS
26	SWOT Analysis		T 2	1	STUD.SEMI NARS
UNIT-4					
27	Strategy implementation		T 1	2	CHALK & TALK
28	Aspects in strategy implementation		T 1	2	CHALK & TALK
29	Structural implementation		W 4	2	ADD-ON-COURSES
30	Functional and operational implementation		W 4	3	ADD-ON-COURSES
31	Strategy evaluation and control		T 2	3	WEB RESOURCE S
32	Operations control		T 2	2	WEB RESOURCE S
33	McKinsey's 7S model		R 1	2	LCD/SMART BOARDS
34	Case studies		R 1	1	LCD/SMART BOARD

Total Lectures: 55

DELIVERY/INSTRUCTIONAL METHODOLOGIES:

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

References

- **TEXT BOOKS:**

T1 Business policy, Azhar Kazmi Tata McGraw –Hill Publishing Limited

T2 Business policy and strategic By L.M. Prasad published by Sultan Chands

- **REFERENCE BOOKS:**

R1 C. Roland Christenson, Et. Business policy text and cases, IRWIN Homewook Illions

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- **DIGITAL CONTENT:**

W1. <https://www.managementstudyguide.com/business-policy.htm>

W2. <https://bbamantra.com/objective-setting/>

W3. <https://herovired.com/learning-hub/blogs/components-of-the-environment-in-strategic-management/>

W4. <https://www.scribd.com/presentation/91792005/Functional-and-Operational-Implimentation>



Institute of Management & Technology, Faridabad

Department of Management

Lecture Plan

COURSE:	Cyber Security	CODE:	BCMAN-506
CLASS:	BBA(CAM) V	ACADEMIC YEAR:	2025-26
FACULTY:	Ms. Deepti Jain		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
UNIT-I				
1	Concept of information society	R1,T1,W1	2	PPT
2	Knowledge society	R1,T1	2	Chalk & Talk
3	Cyber space	R1,T1	1	PPT
4	Digital economy	R1,T1	1	Chalk & Talk
5	Critical infrastructure	R1,T1, W2	2	Chalk & Talk
6	Critical Information Infrastructure	R1,T1	2	Assignment
7	Internet as global Information infrastructure	R1,T1	1	Seminar
UNIT-II				
8	Cyber terrorism	T2,W3	2	PPT
9	Terrorist atrocities	T2,W3	1	Chalk & Talk
10	The role of IT by terrorist	T2,W3	2	Chalk & Talk
11	The power cyber terrorism	T2,W3	2	PPT
12	Characteristics of cyber terrorism	T2,W3	1	Chalk & Talk
13	Factors contributing to the existence of cyber terrorism	T2,W3	2	Chalk & Talk
14	Real examples of cyber terrorism	T2,W3	1	Assignment
15	Political orientation of terrorism	T2,W3	2	PPT
16	Economic consequences	T2,W4	2	Seminar
UNIT-III				
17	Cybercrime	R3, W5	1	PPT

18	Types of cybercrime: hacking	R3, W5	1	Chalk & Talk
19	Virus, worm	R3, W5	1	Chalk & Talk
20	Trojan horse, malware	R3, W5	1	Chalk & Talk
21	Fraud and theft, cyber homicide	R3, W5	2	Chalk & Talk
22	Current cyber-attack methods	R3, W5	2	Chalk & Talk
23	Criminal threats to IT infrastructure	R3, W2	1	Chalk & Talk
24	Web security	R1	1	Seminar
25	Basic cyber forensics	R1,W6	2	Chalk & Talk
26	Internal penetration	R1,W7	1	Chalk & Talk
27	External penetration	R1,W7	1	Chalk & Talk
28	Your role on cyber attacks	R3	2	Chalk & Talk
29	Cybercrimes and law	R2, W8	2	Seminar
30	Cyber jurisdiction	R2, W8	1	Chalk & Talk
31	Indian IT ACT	R2, W8	2	Assignment
UNIT-IV				
32	Fundamental concepts of information security	T2, R3	2	Chalk & Talk
33	Information warfare	T2, W9	2	PPT
34	Levels of information war	T2, W9	2	Chalk & Talk
35	Cost of information warfare	T2, W9	1	Chalk & Talk
36	Cyber disaster planning	T2, W10	2	Chalk & Talk
37	Why disaster planning	T2, W10	1	PPT
38	Companywide disaster planning	T2, W10	1	Assignment
39	Business impact analysis	T2, W10	2	Seminar

Total Lectures: 60

DELIVERY/INSTRUCTIONAL METHODOLOGIES:

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

References

- **TEXT BOOKS:**

T1 Walter Laqueur, Yohana Alexander, “the terrorism reader: a historical methodology”

T2 “Cyber terrorism and information warfare: threats and reponses” by Yohana Alexander & Micheal S. Swethan.

- **REFERENCE BOOKS:**

R1 Introduction to Cyber security: “Guide to the World of Cyber Security” by Anand Shinde.

R2 “Cyber Security and Cyber Laws” by Nilakshi Jain.

R3 Fundamentals of Cyber Security (Principles, Theory & Practices) by Mayank Bhushan, Rajkumar Singh Rathore and Aatif Jamshed.

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W1. <https://www.geeksforgeeks.org/ethical-hacking/what-is-cyber-security/> (Cyber Security Basics)

W2 <https://www.geeksforgeeks.org/computer-networks/understanding-cyber-security-in-critical-infrastructure/> (Critical infrastructure)

W3. <https://pmc.ncbi.nlm.nih.gov/articles/PMC10803091/> (Cyber Terrorism)

W4. <https://citationcyber.com/blogs/the-economic-impacts-of-cyber-crime-how-it-costs-us-all/> (Economic Consequences)

W5. <https://www.bitsight.com/learn/cti/types-of-cyber-crimes> (Cyber Crimes)

W6 <https://www.geeksforgeeks.org/computer-science-fundamentals/cyber-forensics/> (Cyber Forensics)

W 7 <https://www.infosecrain.com/blog/difference-between-internal-and-external-penetration-testing/> (Penetration)

W8. <https://www.geeksforgeeks.org/ethical-hacking/information-technology-act-2000-india/> (Indian IT Act, 2000)

W9. <https://www.fortinet.com/resources/cyberglossary/cyber-warfare> (Cyber Warfare)

W10. <https://www.fortinet.com/resources/cyberglossary/disaster-recovery> (Disaster Recovery)



Institute of Management & Technology, Faridabad

Department of Management

Lecture Plan

COURSE:	MERCANTILE LAW	CODE:	BCAMN 502
CLASS:	BBA CAM 5 th sem	ACADEMIC YEAR:	2025-26
FACULTY:	MS. DIVYA SEHGAL		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
UNIT-I				
1	Companies act 1956: meaning	T2	2	Chalk & Talk
2	Kinds of company	T2	2	Chalk & Talk
3	Formation of company	T2	3	PPT
4	Indian contract act 1872	T1,T2	2	Chalk & Talk
5	Essentials of valid contract	T1,T2	2	Seminar
UNIT-II				
6	Sales of goods act 1930	T1,W2,W3	2	Chalk & Talk
7	Formation of contract of sales	T1,W4,W2	3	Chalk & Talk
8	Capacity to buy and sell	T1	1	Chalk & Talk
9	Bail agreement	T1	3	PPT
10	Conditions and warranties	T1,W4	2	Seminar
11	Rule of caveat emptor	T1,W4	2	Chalk & Talk
12	Rights of unpaid seller	T1	3	PPT
13	Transfer of property	T1	3	Chalk & Talk
UNIT-III				
14	Factory's act 1948: definitions	T1	1	PPT
15	Provisions for safety health and welfare	T1	2	Chalk & Talk

16	Industrial dispute's act ; definition	T1	2	PPT
17	Authorities for settlement of disputes	T1	3	Chalk & Talk
UNIT-IV				
18	Consumer protection act 1986: definition	R1	2	Chalk & Talk
19	Rights of consumers	R1	2	Chalk & Talk
20	Remedies available to consumers through redressal machinery	R1	3	PPT

Total Lectures: 45

DELIVERY/INSTRUCTIONAL METHODOLOGIES:

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

References

- **TEXT BOOKS:**

T1 Mercantile law : M.C. Kuchhal vikas publishing house New Delhi

T2 Company law : ND Kapoor Sultan Chand New Delhi

- **REFERENCE BOOKS:**

R1 Consumer Protection in India Niraj Kumar Himalaya Publishing House

- **GOOGLE CLASSROOM LINK**

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- **DIGITAL CONTENT:**

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W3. <https://unacademy.com/content/upsc/study-material/law/law-of-contract-and-mercantile-law/>

W4. https://ebooks.lpude.in/management/bba/term_1/DMGT102_MERCANTILE_LAWS_I.pdf



Institute of Management & Technology, Faridabad

Department of Management

Lecture Plan

COURSE:	Relational Database Management	CODE:	BCAMN 504
CLASS:	BBACAM 5 th	ACADEMIC YEAR:	2025-26
FACULTY:	Ms.Seep Taneja		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
UNIT-I				
1	Introduction to RDBMS	T1,R1	2	PPT
2	Data Models	T1,W1	1	Chalk & Talk
3	Schema Instance	R2	2	Chalk& Talk
4	Relational Algebra	T1,R1	1	PPT
5	Tuple Calculus	T1,R1	2	Chalk &Talk
6	Domain Calculus	T1	2	Chalk & Talk
7	CODD's Rules	T1,R2	3	PPT
8	Advantage and Disadvantage of RDBMS	T1,R1	1	Chalk & Talk
UNIT-II				
9	E-R diagram	T1,R2	2	PPT
10	Applications of ER diagram in Library Management System	T1,R1	2	PPT
11	Hospital Management System	T2,R2	3	Chalk & Talk
12	Introduction to EE-R Diagrams	T2,W2	3	Chalk & Talk
UNIT-III				
13	Language and System	R2	2	Chalk & Talk
14	Concepts & Constraints	T1,R2	1	PPT
15	Relational Algorithm SQL	T1,R1	2	Chalk & Talk
16	Views and Queries	T2,W3	2	Chalk & Talk
17	Specifying Constraints and Indexes in SQL	T1,R1	4	Lab

UNITIV				
18	Features of MS-SQL Server	T1,R1	3	Lab
19	Features of Oracle Server	T2,R2	3	PPT
20	Relational Database Design	T1,R1	2	Chalk & Talk
21	Introduction to ERP	T2,R2	2	Chalk & Talk

Total Lectures: 45

DELIVERY/INSTRUCTIONAL METHODOLOGIES:

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

References

• **TEXT BOOKS:**

T1 “Database System Concepts”by Silberschatz, Korth
T2 “SQL and Relational Theory” by C.J. Date

• **REFERENCE BOOKS:**

R1 Database Management System,Addison Wesley, N.Y.
R2 Introduction to RDBMS Desai,Vipin C, Galgotia Public

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• **DIGITAL CONTENT:**

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W2. <https://www.slideshare.net/slideshow/ermodeler-diagram/82489856>

W3. <https://www.slideshare.net/slideshow/relational-algebra-ppt/191535718>



Institute of Management & Technology, Faridabad

Department of Management

Lecture Plan

COURSE:	SOFTWARE ENGINEERING	CODE:	BCAMN 505
CLASS:	BBA CAM(V SEM)	ACADEMIC YEAR:	2025-26
FACULTY:	POOJA SHARMA		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
UNIT-I				
1	CONCEPT OF SOFTWARE ENGINEERING, CHARACTERISTICS	T1,R1,W1	2	PPT
2	SOFTWARE METRICS AND MODELS	T2,R2	1	Chalk & Talk
3	SIZE METRICS	T1,R1	1	Chalk & Talk
4	HALLSTEAD THEORY AND FUNCTION POINT ANALYSIS	T1,R1	1	Chalk & Talk
UNIT-II				
5	SOFTWARE DEVELOPMENT PHASE	T2,	2	PPT
6	ROLE OF METRICS AND MEASUREMENT	T1,R1,W1	1	Chalk & Talk
7	SOFTWARE QUALITY FACTORS	T2,R1,W2	2	PPT
8	PROJECT SCHEDULING AND PROJECT MANAGEMENT	T1,R1	2	Chalk & Talk
9	COCOMO	R1,T2	1	PPT
10	COST ESTIMATION	T2,R2,W3	1	PPT
11	QUALITY ASSURANCE PLANS	R2,T1,W2	2	PPT
12	PROJECT MONITORING PLANS	T1,R2	2	Chalk & Talk
UNIT -III				
13	SYSTEM DESIGN AND DESIGN OBJECTIVES	T1,R1	2	Chalk & Talk
14	EFFECTIVE MODULAR DESIGN	T1,W4	1	PPT
15	DESIGN TOOLS AND TECHNIQUES	T2,R2	2	Chalk & Talk
16	PROTOTYPING STRUCTURED PROGRAMMING	T1,R2	2	Chalk & Talk
UNIT-IV				

17	CODING	R1,T1	2	PPT
18	VERIFICATION,MONITORING AND CONTROL	T1,R2	1	Chalk & Talk
19	TESTING AND TESTING FUNDAMENTALS, TEST CASE DESIGN	T1,R1	2	Chalk & Talk
20	FUNCTION AND STRUCTURAL TESTING	T1,R1	2	Chalk & Talk
21	TEST PLAN AND ACTIVITIES	T2,R2	1	Chalk & Talk
22	UNIT AND INTEGRATION TESTIN	T2,R1	2	Chalk & Talk
23	IMPLEMENTATION AND MAINTENANCES	T2,R2	2	Chalk & Talk

Total Lectures: 37

DELIVERY/INSTRUCTIONAL METHODOLOGIES:

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

References

• **TEXT BOOKS:**

- T1 Rajib Mali,fundamentals of software engineering,prentice hall of India,New Delhi
- T2 Ghezzi,Fundamentals of software engineering,Prentice hall of India,New India

• **REFERENCE BOOKS:**

- R1 Pressman Software Engineering:A Practitioner’s Approach,Mc Graw Hill
- R2 Hans Van Vliet of Software Engineering,Principles and Practice.

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- W2. <https://www.geeksforgeeks.org/software-engineering/software-quality/>
- W3. <https://www.geeksforgeeks.org/software-engineering/software-cost-estimation/>
- W4. <https://www.geeksforgeeks.org/software-engineering/effective-modular-design/>