ST. VINCENT PALLOTTI COLLEGE OF ENGINEERING & TECHNOLOGY, NAGPUR

(An Autonomous institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

B. Tech. Scheme of Examination & Syllabus 2025-26

Computer Science and Business System

SEMESTER II

SrNo	Course Category	Course Code	Course Title	Hours per Week			Credits	Maximum Marks					Duration
				L	T	P		Mid-Sem Examination	Continual Assessment	End Sem Examination	Total	Min Passing Marks	No. of Hrs for ESE
1	BSC	25CB201T	Linear Algebra	3	-	-	3	20	20	60	100	45	3
2	BSC	25CB202T	Statistical Methods and Modelling	3	-	-	3	20	20	60	100	45	3
3	ESC	25CB203T	Object Oriented Programming	2	-	-	2	10	10	30	50	23	1.5
4	ESC	25CB203P	Object Oriented Programming Lab	-	-	2	1	-	25	25	50	25	-
5	ESC	25CB204T	Principles of Electronics	2	-	-	2	10	10	30	50	23	1.5
6	ESC	25CB204P	Principles of Electronics Lab	-	-	2	1	-	25	25	50	25	-
7	HSSM	25CB205T	Fundamentals of Economics	2	-	-	2	10	10	30	50	23	1.5
8	HSSM (VEC)	25CB206T	Universal Human Values	3	-	-	3	20	20	60	100	45	3
9	AEC	25CB207T	English Language Course	2	-	-	2	10	10	30	50	23	1.5
10	CC	25CB208P	Co-curricular Courses	-	-	2	1	-	50		50	25	-
		Total		17	0	06	20	100	200	350	650	-	-

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SECOND SEMESTER

Course Code	Course Name	Th	Tu	Pr	Credits	Evaluation			
						MSE	CA	ESE	Total
25CB201T	Linear Algebra	3	--	--	3	20	20	60	100

Course Objectives	Course Outcomes
1.To analyze and solve system of linear equations and to understand the concepts of independence of vectors. **2**.To diagonalize the symmetric and non symmetric matrix using singular value decomposition and principal component analysis.	**Students will be able to:** **1.** Relate characteristic of solution of a linear system to determinant. **2.** Test for independence of vectors and find the rank of a matrix. **3.** Find the dimension and basis of a vector space. **4.** Solve algebraic eigen value problem. **5.**Utilize singular value decomposition and principal component analysis to characterize and analyze matrices..

Unit I	**[9 Hrs]**
Matrix Algebra - I: Introduction to Matrices and Determinants; Solution of Linear Equations; Cramer's rule; Inverse of a Matrix.	
Unit II	**[9 Hrs]**
Matrix Algebra - II : Vectors and linear combinations; Rank of a matrix; Gaussian elimination; LU Decomposition; Solving Systems of Linear Equations using the tools of Matrices**.**	
Unit III	**[9 Hrs]**
Vector Space: Vector space; Dimension; Basis; Orthogonality; Projections; Gram-Schmidt orthogonalization and QR decomposition.	
Unit IV	**[9 Hrs]**
Linear Transformation: Eigenvalues and Eigenvectors; Positive definite matrices; Linear transformations; Hermitian and unitary matrices;	
Unit V	**[9 Hrs]**
Singular value decomposition & Application: Singular value decomposition and Principal component analysis (Non-credit and optional); Introduction to their applications in Image Processing and Machine Learning (one or two classes).	

Text Books

S.N	Title	Authors	Edition	Publisher
1	Higher Engineering Mathematics	B.S. Grewal	-	Khanna Publisher

Reference Books

S.N	Title	Authors	Edition	Publisher
1	Advanced Engineering Mathematics	Peter V. O'Neil	7th edition	Cengage Learning
2	Advanced Engineering Mathematics	Michael D. Greenberg	2nd edition	Pearson
3	Introduction to linear algebra	Gilbert Strang	5th edition	Wellesley- Cambridge Press
4	Applied Mathematics (Vol. I & II)	P.N. Wartikar, J.N. Wartikar	-	Pune Vidyarthi Griha
5	Digital Image Processing	R C Gonzalez & R E Woods	-	Pearson

SECOND SEMESTER

Course Code	Course Name	Th	Tu	Pr	Credits	Evaluation			
						MSE	CA	ESE	Total
25CB202T	Statistical Methods and Modelling	3	--	--	3	20	20	60	100

Course Objectives	Course Outcomes
Students will be able to: 1. To study the Linear Statistical Models. 2. To learn the concept of testing hypothesis using Statistical Analysis. 3. To understand the fundamental concepts of estimation methods.	**Students will be able to:** 1 .Explain and illustrate the basic concepts, assumptions, and structure of Linear Statistical Models. 2 .Analyze and interpret Bivariate and Multivariate Regression and Correlation results for prediction and forecasting, and perform ANOVA and F-tests to assess model significance. 3 Formulate and test statistical hypotheses using appropriate parametric hypothesis testing techniques, and draw valid conclusions based on test results. 4 .Apply non-parametric statistical methods for estimation and inference. 5 .Apply and analyze Time Series Analysis techniques to model and solve Economics and Engineering problems.

Unit I	**[9 Hrs]**
Linear Statistical Models: Linear regression and correlation. Standard multiple regression models with emphasis on detection of collinearity, outliers, non-normality and autocorrelation, Validation of model assumptions. Multiple correlation, Analysis of variance (one way, two way with as well as without interaction)	
Unit II	**[9 Hrs]**
Sampling Techniques: Random sampling. Sampling from finite and infinite populations. Estimates and standard error (sampling with replacement and sampling without replacement), Sampling distribution of sample mean, stratified random sampling	
Unit III	**[9 Hrs]**
Estimation: Point estimation, criteria for good estimates (un-biasedness, consistency), Methods of estimation including maximum likelihood estimation. **Test of hypothesis:** Concept & formulation, Type I and Type II errors, Neyman Pearson lemma, Procedures of testing	
Unit IV	**[9 Hrs]**
Non-parametric Inference: Comparison with parametric inference, Use of order statistics. Sign test, Wilcoxon signed rank test, Mann-Whitney test, Run test, Kolmogorov-Smirnov test. Spearman's and Kendall's test.	
Unit V	**[9 Hrs]**
Basics of Time Series Analysis & Forecasting: Stationary, ARIMA Models: Identification, Estimation and Forecasting.	

Text Books

S.N	Title	Authors	Edition	Publisher
1	Probability and Statistics for Engineers	I.R. Miller, J.E. Freund and R. Johnson	4th	PHI
2	Fundamentals of Statistics, Vol. I & II	A. Goon, M. Gupta and B. Dasgupta		World Press
3	The Analysis of Time Series: An Introduction	Chris Chatfield		

Reference Books

S.N	Title	Authors	Edition	Publisher
1	Introduction to Linear Regression Analysis	D.C. Montgomery & E.Peck		
2	Introduction to the Theory of Statistics	A.M. Mood, F.A. Graybill & D.C. Boes		
3	Applied Regression Analysis	N. Draper & H. Smith		

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SECOND SEMESTER

Course Code	Course Name	Th	Tu	Pr	Credits	Evaluation			
						MSE	CA	ESE	Total
25CB203T	Object Oriented Programming	2	-	-	2	10	10	30	50

Course Objectives	Course Outcomes
1. To develop a strong foundational understanding **of** procedural programming concept**s** using the C programming language**.** 2. *To* understand and analyze the differences between C and C++**,** including syntax, type checking, references, and operator overloading**.** 3. To gain an in-depth understanding and analyze Object-Oriented Programming principles**,** such as data hiding, encapsulation, and procedural abstraction**.**	1. Apply knowledge of C programming to write, debug, and execute programs using appropriate data types, control structures, and basic error-handling techniques**.** 2. Understand Object-Oriented Programming (OOP) principles such as abstraction and encapsulation**,** and *apply* them effectively using classes and objects in C++ programs. 3. Design and implement classes using appropriate access specifiers, and analyze program behavior by handling runtime errors using exception handling mechanisms.and apply and create generic classes and functions using templates to develop reusable and type-independent C++ programs.

Unit I :**An Overview of C++**	**[10 Hrs]**
Program Structure, Input and Output (C-way), Types Operator and Expressions, Arrays, Control Flow, , Command line arguments, function declaration, function overloading, parameter passing – value vs reference, passing pointer by value or reference, Operator new and delete, Inline Functions, default arguments.	
Unit II : The Fundamentals of Object Oriented Programming	**[10 Hrs]**
Necessity for OOP, Data Abstraction, Encapsulation, Class and Object and Scope Resolution Operator, Member Function of a Class, private, protected and public Access Specifier, Constructors and Destructors, friend class, , this Keyword, Operator overloading	
Unit III : More extensions to C in C++ to provide OOP Facilities & Generic Programming & Input and Output	**[10 Hrs]**
Inheritance and its types, Pointers to Objects, Assignment of an Object to another Object, Polymorphism through dynamic binding, Virtual Functions, Overloading, overriding and hiding, Error Handling , Template concept, class template, function template, template specialization, I/O Streams, formatted output Statement.	

Text Books

S.N	Title	Authors	Edition	Publisher
1	The C++ Programming Language	Bjarne Stroustrup		Addison Wesley
2	C++ and Object-Oriented Programming Paradigm	Debasish Jana		PHI Learning Pvt. Ltd.

Reference Books

S.N	Title	Authors	Edition	Publisher
1	Programming – Principles and Practice Using C++	Bjarne Stroustrup		Addison Wesley
2	The Design and Evolution of C++,	Bjarne Stroustrup		Addison Wesley

Course Code	Course Name	Th	Tu	Pr	Credits	Evaluation		
						CA	ESE	Total
25CB203P	Object Oriented Programming Lab	-	-	2	1	25	25	50

Course Objectives	Course Outcomes
1. To develop a strong foundation in procedural programming using C. 2. To introduce the key differences between C and C++ programming construct 3. To provide a clear understanding of Object-Oriented Programming concepts such as data hiding and encapsulation.	1. Write and debug C programs using appropriate data types, control structures, and error-handling techniques 2. Differentiate between C and C++ programming constructs. 3. Apply OOP principles such as abstraction and encapsulation using classes and objects.

Expt. No.	Title of the experiment
1	Implement the concept of Inline Function.
2	Write a program for parameter passing in c++.
3	Implement the Concept of Classes and Objects in c++.
4	Write a program in c++ to implement the code of local variables and global variables.
5	Write a menu driven Program in c++ with the help of arithmatic operator in order to perform operation of addition,multiplication,division and substraction.
6	Write a program in c++ to Illustrate the concept of parameterized and Copy Constructor in C++.
7	Write a Program in c++ for This Keyword and Friend class.
8	Write a program in C++ For Multiple Inheritance.
9	Demonstrate the concept of Exception Handling in c++.
10	Write a program in C++ for Operator Overloading and Function Overloading in c++.

Text Books:

S.N	Title	Authors	Edition	Publisher
1	The C++ Programming Language	Bjarne Stroustrup		Addison Wesley
2	C++ and Object-Oriented Programming Paradigm	Debasish Jana		PHI Learning Pvt. Ltd.

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B. Tech. Scheme of Examination & Syllabus 2025-26

Computer Science & Business Systems

SECOND SEMESTER

Course Code	Course Name	Th	Tu	Pr	Credits	Evaluation			
						MSE	CA	ESE	Total
25CB204T	Principles of Electronics	2	--	--	2	10	10	30	50

Course Objectives	Course Outcomes
1. Develop a thorough understanding of the working principles, characteristics, and applications of P-N junction diodes, with an emphasis on analyzing and designing rectifier circuits for practical use. 2. Analyze the construction, working principles, and configurations of Bipolar Junction Transistors (BJTs), Field Effect Transistors (FETs), and Metal-Oxide-Semiconductor Field-Effect Transistors (MOSFETs), and apply this understanding to evaluate their applications in circuits. 3. Understand the fundamental concepts of analog and digital electronics, including signal types, logic gates, combinational circuits, and sequential circuits, and apply this knowledge to design and analyze their practical applications in electronic systems.	1. Analyze the V-I characteristics of P-N junction diodes and design efficient rectifier circuits, including half-wave and full-wave rectifiers, with and without filters, to evaluate their performance in various electronic applications. 2. Understand the input and output characteristics of BJTs, FETs, and MOSFETs, analyze their configurations, and apply this knowledge to design and evaluate transistor-based electronic circuits for various applications. **3.** Differentiate between analog and digital signals, understand the functionality of logic gates, design combinational circuits such as multiplexers and demultiplexers, and analyze sequential circuits like S-R and JK flip-flops to apply them effectively in practical applications.

Unit I	**[10 Hrs]**
Diode Basics & its applications: Basic diode and its application, Working of P-N junction diode, forward and reverse biased P-N junction, V-I Characteristics of P-N Junction (both forward and reverse biased) Diode applications: Rectifier circuits: Half wave rectifier (Numerical with capacitor filter), full wave rectifier.	
Unit II	**[10 Hrs]**
Transistor Basics & its Applications: Transistor Basics & its Applications: Working of BJT, Transistor as an amplifier (CE), , CE-I/P and O/P characteristics, Working of Field Effect Transistors, difference between FET & BJT, Construction & working of MOSFET, CMOS: Basic Principles	
Unit III	**[10 Hrs]**
Basics of Digital and Analog Electronics: Difference between analog and digital signal, Basic logic gates, Universal gates, Special gates (XOR & XNOR), Difference between combinational & sequential circuits, Multiplexers and Demultiplexers, Difference between Latch & Flip Flop, Flip Flops: S-R Flip Flop, JK Flip Flop, Basics of operational amplifier, Parameters of Op-Amp (Ideal & Practical).	

Text Books

S.N	Title	Authors	Edition	Publisher
1	Microelectronics Circuits	Adel S. Sedra and Kenneth Carless Smith	7th	Oxford University Press
2	Millman's Integrated Electronics	Jacob Millman, Christos Halkias, Chetan Parikh	2nd	Mc Graw Hill Education
3	Digital Logic & Computer Design	M. Morris Mano	1st	Pearson

Reference Books

S.N	Title	Authors	Edition	Publisher
1	Principles of Electronics	V K Mehta & Rohit Mehta	12th	S. Chand
2	Electronic Devices and Circuit Theory	Robert L. Boylestad, Louis Nashelsky.	9th	Pearson
3	Electronic Principles	Albert Paul Malvino	9th	TMH
4	Electronics Circuits:Discrete & Integrated,	D Schilling C Belove T Apelewicz R Saccardi.	3rd	MC Graw Hill

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B. Tech. Scheme of Examination & Syllabus 2025-26

COMPUTER SCIENCE AND BUSINESS SYSTEMS

SECOND SEMESTER

Course Code	Course Name	Th	Tu	Pr	Credits	Evaluation		
						CA	ESE	Total
25CB204P	Principles of Electronics Lab	-	-	2	1	25	25	50

Course Objectives	Course Outcomes
1. Develop a thorough understanding of the working principles, characteristics, and applications of P-N junction diodes, with an emphasis on analyzing and designing rectifier circuits for practical use. 2. Analyze the construction, working principles, and configurations of Bipolar Junction Transistors (BJTs), Field Effect Transistors (FETs), and Metal-Oxide-Semiconductor Field-Effect Transistors (MOSFETs), and apply this understanding to evaluate their applications in electronic circuits. 3. Understand the fundamental concepts of analog and digital electronics, including signal types, logic gates, combinational circuits, and sequential circuits, and apply this knowledge to design and analyze their practical applications in electronic systems.	**1.** Analyze the V-I characteristics of P-N junction diodes and design efficient rectifier circuits, including half-wave and full-wave rectifiers, with and without filters, to evaluate their performance in various electronic applications. **2.** Understand the input and output characteristics of BJTs, FETs, and MOSFETs, analyze their configurations, and apply this knowledge to design and evaluate transistor-based electronic circuits for various applications. **3.** Differentiate between analog and digital signals, understand the functionality of logic gates, design combinational circuits such as multiplexers and demultiplexers, and analyze sequential circuits like S-R and JK flip-flops to apply them effectively in practical applications.

List of Experiments:

Experiment No.	Name of the Experiment
1	To study the Forward bias characteristic of PN junction Diode.
2	To observe the waveforms of Half Wave Rectifier.
3	To observe the waveforms of Full Wave Rectifier
4	To study the output characteristics of transistor in Common Emitter Configuration.
5	To study Drain Characteristic of FET.
6	To study the basic gates, universal gates, special gates.
7	To study and understand the Multiplexer and demultiplexer.
8	To study and understand the S-R Flip Flop in digital circuits.

Text Books

S. N.	Title	Authors	Edition	Publisher
1.	Microelectronics Circuits	Adel S. Sedra and Kenneth Carless Smith,		Oxford University Press
2.	Millman's Integrated Electronics	Jacob Millman, Christos Halkias, Chetan Parikh		Mc Graw Hill Education
3.	Digital Logic & Computer Design	M. Morris Mano		Pearson

Reference Books

S. N.	Title	Authors	Edition	Publisher
1.	Electronic Devices and Circuit Theory	Robert L. Boylestad, Louis Nashelsky.	9th	Pearson
2.	Electronic Principles	Albert Paul Malvino		TMH
3.	Electronics Circuits : Discrete & Integrated	D Schilling C Belove T Apelewicz R Saccardi.		MC Graw Hill

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SECOND SEMESTER

Course Code	Course Name	Th	Tu	Pr	Credits	Evaluation			
						MSE	CA	ESE	Total
25CB205T	Fundamentals of Economics	2	-	-	2	10	10	30	50

Course Objectives	Course Outcomes
1.To develop students critical thinking and analytical abilities around concepts of economics 2.To make students understand key economic principles, micro economics, macroeconomics, economics theories and relate it to the industry and economy of country	1.Apply the concept of demand analysis and consumer behaviour. 2.Apply concept of theory of Production and market structures in industry. 3.Interpret the concept of national income. Interpret business cycles and monetary and fiscal policy of government.

Unit I	[10 Hrs]
Microeconomics: Principles of Demand and Supply - Supply Curves of Firms - Elasticity of supply ; Demand Curves of Households - Elasticity of Demand - Welfare Analysis - Consumers' and Producers' Surplus - Price Ceilings and Price Floors; Consumer Behaviour - Axioms of Choice - Budget Constraints and Indifference Curves	
Unit II	**[10 Hrs]**
Applications - Tax and Subsidies - Theory of Production - Production Function - Cost Minimization; Cost Curves - Total, Average and Margina Costs - Long Run and Short Run Costs; Equilibrium of a Firm Under Perfect Competition; Monopoly and Monopolistic Competition.	
Unit III	**[10 Hrs]**
Macroeconomics: National Income and its Components - GNP, NNP, GDP, NDP; Consumption Function- Money - Definitions; Demand for Money -Transactionary and Speculative Demand; Business Cycles - Monetary and Fiscal Policy - Central Bank and the Government	

Text Books

S.N	Title	Authors	Edition	Publisher
1	Microeconomics	Pindyck, Robert S., and Daniel L. Rubinfeld.	8th	Pearson
2	Macroeconomics	Dornbusch, Fischer and Startz.	11 th	McGraw-Hill
3	Economics	Paul Anthony Samuelson, William D. Nordhaus	20th	McGraw-Hill

Reference Books

S.N	Title	Authors	Edition	Publisher
1	Intermediate Microeconomics: A Modern Approach	Hal R, Varian	8th	W. W. Norton & Company
2	Principles of Macroeconomics, N. Gregory Mankiw.	N. Gregory Mankiw.	7th	Worth Publishers

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B. Tech. Scheme of Examination & Syllabus 2025-26

COMPUTER SCIENCE AND BUSINESS SYSTEMS

ARISE & SHINE

SECOND SEMESTER

Course Code	Course Name	Th	Tu	Pr	Credits	Evaluation			
						MSE	CA	ESE	Total
25CB206T	Universal Human Values	3	-	-	3	20	20	60	100

Course Objective	Course Outcomes
To develop right understanding through self-exploration and cultivate harmony with self, society, and nature, enabling students to apply universal human values and ethical principles in personal and professional life.	**At the end of the course, students will be able to:** 1. Analyze self and surroundings to understand personal and societal harmony. 2. Evaluate human aspirations and happiness to enhance well-being. 3. Assess universal values in relationships and design strategies for trust, respect, and justice. 4. Analyze human impact on nature and propose sustainable practices. 5. Evaluate eco-friendly systems and develop strategies for sustainable technologies.

Unit I : Introduction **[9Hrs]**

Purpose and motivation for the course.
Self-Exploration, 'Natural Acceptance' and Experiential Validation.
Continuous Happiness and Prosperity.
Right understanding, Relationship and Physical Facility.
Understanding Happiness and Prosperity correctly.
Understanding and living in harmony at various levels.

Unit II : Understanding Harmony **[9Hrs]**

Understanding human being as a co-existence of the sentient 'I' and the material 'Body'.
Understanding the needs of Self ('I') and 'Body' - happiness and physical facility.
Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer).
Understanding the characteristics and activities of 'I' and harmony in 'I'.
Understanding the harmony of I with the Body: Sanyam and Health, correct appraisal of Physical needs.
Prosperity in detail, Programs to ensure Sanyam and Health.

Unit III : Values in relationships **[9Hrs]**

Understanding nine universal values in human-human relationship.
Justice and program for its fulfillment to ensure mutual happiness.
Trust and Respect as the foundational values of relationship, difference between intention and competence, respect and differentiation.
Understanding the harmony in the society (society being an extension of family): Resolution, Prosperity, fearlessness (trust) and co-existence as comprehensive Human Goals.
Visualizing a universal harmonious order in society- Undivided Society, Universal Order- from family to world family.

Unit IV : Co-existing with nature **[9Hrs]**

Understanding the harmony in Nature, Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature.
Understanding Existence as Coexistence of mutually interacting units in all-pervasive space.
Holistic perception of harmony at all levels of existence.
Human being as cause of imbalance in nature, pollution, depletion of resources and role of technology etc.

Unit V : Holistic approach for Engineers **[9Hrs]**

Natural acceptance of human values, Definitiveness of Ethical Human Conduct, Basis for Humanistic Education.
Humanistic Constitution and Humanistic Universal Order Competence in professional ethics:
a. Ability to utilize the professional competence for augmenting universal human order.
b. Ability to identify the scope and characteristics of people friendly and eco-friendly production systems.
c. Ability to identify and develop appropriate technologies and management patterns for above production systems.
Case studies of typical holistic technologies, management models and production systems.
Strategy for transition from the present state to Universal Human Order:
a. At the level of individual: as socially and ecologically responsible engineers, technologists and managers.
b. At the level of society: as mutually enriching institutions and organizations.

Text Books

S.N	Title	Authors	Edition	Publisher
1	Human Values and Professional Ethics	Gaur, Sangal, Bagaria	2010	Excel Books, New Delhi

Reference Books

S.N	Title	Authors	Edition	Publisher
1	Jeevan Vidya: Ek Parichaya	A. Nagaraj	1999	Jeevan Vidya Prakashan, Amarkantak
2.	Human Values	A.N. Tripathi	2004	New Age Intl. Publishers, New Delhi
3.	The Story of My Experiments with Truth	M.K.Gandhi	2009	Fingerprint! Publishers

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SECOND SEMESTER

Course Code	Course Name	Th	Tu	Pr	Credits	Evaluation			
						MSE	CA	ESE	Total
25CB207T	English Language Course	2	--	--	2	10	10	30	50

Course Objectives	Course Outcomes
1. Develop effective writing, reading, presentation and group discussion skills. 2. Help students identify personality traits and develop as a better team player 3. Introduce them to concepts of morality, behavior, diversity and inclusion	Students will be able to: 1. Understand and apply tools of structured written communication, basics of presentation and techniques of reading skills 2. Understand concept of morality, diversity and importance of feedback. 3. Identify individual personality types and diversity to communicate effectively in teams.

Unit I	**[10 Hrs]**
Leadership oriented Leaning (LOL): Creating and launching an E-magazine. Team based project on social issue (towards LOL) Basics of presentation and effective techniques to make presentations. Public speaking - Approach, Voice and Confidence. Creating impactful communication through Ad design Making and delivery of presentation on NGO (social cause)	
Unit II	**[10 Hrs]**
Reading Comprehension and Tools of Structured Written Communication: Tools of reading comprehension - scanning, skimming and intensive reading. Common errors, Good and bad Writing, punctuation rules, Effective use of words - one word for many Effective use of words – analogies Paragraph arrangement	
Unit III	**[10 Hrs]**
Understanding team and diversity: Understanding team, and introduction to Belbin's team roles. Concept of outward and inward behaviour. Big 5 personality traits. Group Discussion - do, dont's and importance. Concept of morality and diversity in society Correlate morality and diversity with NGO project. Expression through Storytelling, skits and blogs.	

Reference Books

S.N	Title	Authors	Edition	Publisher
1	Organisational Behaviour	Fred Luthans	12th	McGraw Hill
2	Oxford Guide to effective writing and speaking	Seely, John	2009 Edition	Oxford Press
3	Advertising and IMC: Principles and Practice	Moriarty,N. Mitchell, W, Wells	2016	Pearson Education India