St. Xavier's College–Autonomous

Mumbai

Syllabus
For 6th Semester Courses in

B.Voc (Tourism)
B.Voc (Software Development)
(November 2016 Onwards)

Theory Syllabus for Courses:
General Education Component
S.BVS.6.01/A.BVT.6.01:   Popular Culture
S.BVS.6.02/A.BVT.6.02:   Entrepreneurship II
S.BVS.6.03/A.BVT.6.03:   Business Ethics

General Education Component

T. Y. B.VOC   **Course: BVS/BVT 6.01**
Title: Popular Culture
Learning Objectives:
1. To introduce students to the different understandings of Popular Culture.
2. To combine a theoretical and artefactual study through case studies.

Number of lectures: 60

Unit 1: Introduction   **12 lectures**
- What is culture?
- Why study culture?
- How culture matters: Amartya Sen

Unit 2: Popular Culture   **12 lectures**
- Meaning & Definitions
- High Culture and Low Culture
- Mass Culture and Folk Culture
- Culture Industry

Unit 3: Popular Music   **12 lectures**
- America
- Britain
- India
- Middle East
- Africa

Unit 4: Popular Culture & Social Representations (Screenings & Discussions)   12 lectures
- Race: Reel Bad Arabs
- Gender: Women in Indian Cinema
- Caste in Indian Popular Films: Fandry, Masaan, Sairat
- Bombay & The Working Class: Popular Literature, Theatre, Films, Songs

Unit 5: Important Trends and Debates   **12 lectures**
- Class and Cultural Consumption
- Introduction to Fandom: Why Study Fans?
- Cultural Economy of Fandom
- Fashion
- Subculture: The Meaning of Style

Evaluation:
- CIA 1 (20M): Test;
- CIA 2 (20m): Assignment/ Presentation on Unit 3
- ESE (60 M): Written test

Suggested Readings:

1. Appadurai, A. (1997). *Modernity at Large: Cultural Dimensions of Globalisation*. Delhi: Oxford University Press.
2. Fiske, John. *The Cultural Economy of Fandom*
3. Gokulsing, K. M. and W. Dissanayake (eds.). (2009). *Popular Culture in a Globalised India*. Oxon & New York: Routledge.
4. Gray, J., Sandvoss, C., and Harrington, C.L. (Eds.). 2007. *Fandom: identities and communities in a mediated world*. New York: NYU Press.
5. Grindstaff, Laura. (2008). "Culture and Popular Culture: A Case for Sociology." In Annals of the American Academy of Political and Social Science, 619: 206-222.
6. Grossberg Lawrence. *Is There A Fan In The House? The Affective Sensibility of Fandom*
7. Guins, Raiford et al (eds.) (2005). *Popular Culture: a Reader*. London: Sage Pub.
8. Hebdige, Dick (2002). *Subculture: The Meaning of Style*. London & New York: Routeledge
9. Hermes, Joke. (2005). *Re-reading Popular Culture*. Oxford: Blackwell Pub.
10. Kasbekar, Asha. (2006). *Pop Culture India! Media, Arts and Lifestyle*. Santa Barbara: ABC-Clio.
11. Kelly, William (2004). *Locating The Fans*. Albany: State University of New York Press
12. Lewis, Lisa (ed). (1992). *The AdorningAudience: Fan Culture and Popular Media*. London & New York: Routledge
13. Parker, Holt N. (2011). "Toward a Definition of Popular Culture." In *History and Theory* 50: 147-170.
14. Rege, Sharmila. (2002). "Conceptualising Popular Culture: The *Lavni* and *Pawda* in Maharashtra," *Economic and Political Weekly*. **37** (11): 1038 – 1047.
15. Storey, John. (2003). *Inventing popular culture : from folklore to globalization*. Oxford: Blackwell Pub.
16. Storey, John. (2009) *Cultural Theory and Popular Culture: An Introduction. Fifth Edition*. New Delhi: Pearsons
17. Storey, John (ed). (2009) *Cultural Theory and Popular Culture: A Reader. Second Edition*. Athens: University of Georgia Press
18. Strinati, Dominic. (1995). *An introduction to theories of popular culture*. London: Routledge.
19. Weaver, John A. (2005). *Popular culture primer*. New York: Peter Lang Publishing, Inc.
20. Williams, Raymond (1983). *Keywords: A Vocabulary of Culture & Society*. New York: Oxford University Press
21. Williams, Raymond (1989a). Culture Is Ordinary. *Resources of Hope: Culture, Democracy, Socialism*. London: Verpo, pp. 3-14

Title: ENTREPRENEURSHIP (Part II)

Learning Objective:
To equip students with knowledge of creating, establishing, managing, developing or pruning Enterprises through the practice of Management.
Total lectures: 60

Unit 1: Enterprise and Entrepreneurship   **20 lectures**
- Qualities- Skills- Responsibilities- Role- Resources - Levels
- Functional areas of Management (Contexts of Finance- HR- Marketing- Manufacturing- etc.)
- Personality- Attitudes- Work Behaviour- Ability- Values- Job Performance
- Organizational Citizenship- Organizational Performance.
- History and Trends in Entrepreneurship
- Globalization
- Value-based Leadership

Unit 2: Principles of Management   **10 lectures**
- Management Ideas
- Learning Organization
- Culture and Cross-Cultural understanding
- Ethics
- Developing Mission- Vision- Values
- P-O-L-C (Planning-Organizing-Leading-Control)
- Creativity- Passion- Stakeholders

Unit 3: Strategizing   **10 lectures**
- Strategic Management Process- Corporate Strategy-
- SWOT- Internal Analysis Tools. External Analysis Tools- Strategic Focus.
- Porter's Generic Strategy.
- Value Discipline. Value-Chain- VRIO Blocks (Value-Rarity-Inimitability-Organizational).
- 5-Forces. STEPLE.
- Strategy Diamond.

Unit 4: Principles of Organisation   **20 lectures**

- Goals- Objectives- MBO- Balanced Score-Card- Integrating Goal/Objectives with Performance Evaluation- Sustainability Index- Competencies- Motivation- CSR- SMART criteria
- Organization Structures & Change- Establishing Balance- Formalization- Hierarchical Levels- Departmentalization- Functional/Divisional- Impact of Technology- Resistance to Change- Planned change
- Organization Culture- Elements of Culture- Characterizing- Dimensions- Cultural Development & Maintenance
- Social Networks- Sociogram- Actors- Informational ties- Types of Social Networks- Innovation Network- Social Network Analysis- Personal/Operational/Strategic Networks- Mapping

Evaluation:
- CIA 1 (20 marks): Class Test
- CIA 2 (20 marks): Project/Assignments
- End Term Exam: 60 marks (Written exam)

TEXT BOOKS:
Management Fundamentals - Management & Entrepreneurship: Concepts, Application, Skill-Development. Robert N Lussier. South-Western Cengage Learning. 4th Edition.

REFERENCES:
1. The Oxford Handbook of Entrepreneurship – Mark Casson, Bernard Yeung, AnuradhaBasu, Nigel Wadeson. Oxford University Press.
2. Entrepreneurship in India. Dr Sanjay Tiwari, DrAnshujaTiwari. Sarup& Sons.
3. Entrepreneurship Development in India. Sami Uddin. Mittal Publications.
4. Dynamics of Entrepreneurial Development & Management - Vasant Desai. Himalaya Publishing House.
5. Patterns of Entrepreneurship Management. 3rd Edition. Jack M Kaplan, Anthony C Warren. John Willey & Sons Inc.

TYBVOC   **COURSE: BVS/BVT 6.03**

Title: BUSINESS ETHICS

Learning Objectives:
To equip students with knowledge of ethics in creating and managing enterprises or organizations.

Total lectures: 60

Unit 1: Introduction   **05 lectures**
- Overview of Business Ethics.
- Differentiate between Rules/Policies/Law & Ethics.
- Ethics & Social Responsibility.
- Evolution of Ethics in Business.
- Purpose of Business Ethics.

Unit 2: Elements of Business Ethics   **10 lectures**
- Ethical Issues in Business.
- Causes & Influences of Unethical Behaviour.
- Organizational misconduct.
- Classification of Ethical issues.
- Conflict of Interest- Honesty & Fairness.
- Organizational Relationships.
- Ethical Issues related to Ownership.
- Financial Responsibilities.
- Employees & Management Concern.
- Consumer & Marketing Issues.
- How to identify an Ethical Issue.
- Applying Moral Philosophies to Business Ethics.
- Teleology- Deontology- Relativist Perspective- Virtue Ethics- Types of Justice.

Unit 3: Issues in Ethical Decision Making   **15 lectures**
- Social Responsibility- Business Ethics in Social Responsibility- The Legal dimension.
- Disputes in Business Ethics. Dispute Resolution.
- The Ethical dimension. Managing Ethics Programs.
- The Economic dimension.
- The Philanthropic dimension.
- Ethical Issue Intensity.
- Statutory Requirements- Cognitive Moral Development- Kohlberg's Model.
- Corporate Culture. Ethical Climate significance.
- Stress influence on Ethics.
- Opportunity influence on Ethical Behaviour.
- Business Ethics Evaluation & Intentions.

Unit 4: Influences and Conflicts   **15 lectures**
- Organization Structure and Ethical Decision Making.
- Ethical Issues in Centralized Organizations & Decentralized Organizations.
- Role of Corporate Structure in Ethical Decision Making.
- Cultural differences influencing Ethics.
- Key Influences in Ethical Behaviour.

- Whistle Blowing- Organizational Pressure & Ethical Decision Making- Opportunity & Ethical Dilemmas- Conflict Resolution- Improving Ethical Behaviour.

Unit 5: Implementation of Business Ethics   10 lectures
- Development of an Effective Ethics Program- Ethical Compliance- Codes of Ethics-
- Manley's Implementation of Code of Ethics
- Communicating Ethical Standards- Ethics Training Programs- Monitoring, Auditing, Enforcing Ethical Standards- Continuous Improvement Program
- Organizational Performance- Relationship to Performance- Component Trust
- Contribution to Organizational Quality, Customer Satisfaction, Employee Commitment, Profits.
- Bad-Apple-Bad-Barrel Theory.
- Ethical Compliance Audit.

Unit 6: Business Ethics in Global Economy   05 lectures
- Ethical Perspectives in International Business.
- Cultural Relativism- Multinational & Global Ethical Issues- Gender & Human Discrimination- Human Rights. Price Discrimination- Bribery & Foreign Corrupt Practices- Harmful Products- Pollution
- Case Studies on Business Ethics (National & International).

Evaluation:
- CIA 1 (20 marks): Class Test
- CIA 2 (20 marks): /Assignments
- End Term Exam: 60 marks (Written exam)

References:
- Business Ethics Decision Making & Cases OC Ferrell, John Fraedsrich, Linda Ferrell 6th Edition Houghton Miffin. India Edition.
- Business Ethics. Linda Ferrell. 4th edition. Custom Publication
- A Primer on Business Ethics. Tibor R Machan & James E Chesher. Rowman & Littlefield Publishers.
- Managing Business Ethics. Linda K Trevino & Katherine A Nelson. 5th Edition. John Wiley & Sons.
- Essentials of Business Ethics - Creating an Organization of High Integrity and Superior Performance. Dennis Collins. 3rd Edition. John Wiley & Sons.

St. Xavier's College–Autonomous Mumbai
Syllabus
For 6th Semester Courses in B. Voc (Software Development)
From November 2016

Skill Component courses

Theory Course Syllabus for:

    S.BVS.6.04   ERP

    S.BVS.6.05   Software Testing

Practical Course Syllabus for:

S.BVS.6.PR

S.BVS.6.PROJ   Project – II

ENTERPRISE RESOURCE PLANNING WITH SAP

Learning Objective:

To introduce the concept of ERP systems along with SCM's structures and special focus on Material Management module along with SAP Business One software demos as a learning tool.

Number of lectures: 60

UNIT 1

ERP-An Introduction   **(10 lectures)**

What is ERP?

The Need for ERP, Benefits of ERP,

Business Models, Growth of ERP in India

ERP Implementation Lifecycle introduction

Vendors, Consultants & Users

In-house Implementation Pros and Cons,

Vendors, Consultants, End-Users

UNIT 2

Supply Chain Management – I   **(10 lectures)**

Introduction –

What is Supply Chain? Its objective,

Supply Chain Decision making**,**

Process View of a Supply Chain**,**

Examples of Supply Chains

The Network –

    The Role of Distribution in the Supply Chain,

    Factors that influence the Distribution Network Design,

    Design Options for a Distribution Network,

    E-Business and the Distribution Network,

    Channels of Distribution, Distribution Networks in Practice.

UNIT 3

Supply Chain Management - II   **(10 lectures)**

The Customer service dimension –

    Customer Service and Customer Retention**,**

    Service driven logistics systems**,**

    Setting customer service priorities and service standards

Benchmarking the Supply Chain –

    Benchmarking the logistics process,

    Mapping supply chain processes,

    Supplier and distributor benchmarking,

    Setting benchmarking priorities, performance indicators

UNIT 4

ERP Modules   **(10 lectures)**

Finance, Sales and Distribution,

Human Resource Management,

Material Management

UNIT 5 [Text Book 4. Chap 2]

Materials Management organizational structure in SAP   (10 lectures)

Client Structure, Company

Plants, Storage Locations

Warehouse and storage Types

Purchasing Organization

Business Examples – Organizational Structure

UNIT 6 [Text Book 4. Chap 20, 21, 22]   (10 lectures)
Inventory Management

Goods Movements, Goods Issue,

Goods Receipt, Physical Inventory

Returns, Reservations, Stock Transfers,

Business Examples.

Goods Issue

To Production Order, To Scrap,

For Sampling, Posting, Reversal,

Business Examples.

Goods Receipt

For a Purchase Order, For a Production Order,

Entry of inventory, Other Goods Receipts,

Business Examples

Continuous Internal Assessment

Assignments on unit 1-4 / Mid Term Test / Case Study of ERP implementation

Midterm test

List Of Text Books

1. "ERP", Alexis Leon, Tata McGraw Hill.
2. "Supply Chain Management Strategy, Planning and Operation", S Chopra, P. Meindl and D. Kalra, Pearson.
3. "Logistics and Supply Chain Management", Martin Christopher, Pearson.
4. Materials Management with SAP ERP, 3rd Edition, Martin Murray, SAP PRESS.

List Of Recommended Reference Books

1. Alexis Leon, "ERP Demystified", Tata McGraw Hill
2. "Enterprise Resource Planning", E. Monk, B. Wagner, Cengage Learning

SOFTWARE TESTING

Learning Objective:

To develop the skill of software testing

Number of lectures: 60

UNIT 1   [08]

The basics of software testing

Terms and Motivations:

Error and Bug Terminology, Testing Terms, Software Quality

The Fundamental Test Process

Test Planning and Control,

Test Analysis and Design,

Test Implementation and Execution,

Evaluation of the Test Exit Criteria and Reporting,

Test Closure Activities

UNIT 2   [12]

Testing in software life cycle
The General V Model

Component Test:

Explanation of Terms, Test Objects, Test Environment, Test Objectives, Test Strategy,

Integration Test:

Integration Strategy, System Test,

Acceptance test:

Testing for user acceptance, Operational testing, Field testing, alpha testing and beta testing,

Static testing, Foundations, Review,

Walkthroughs, inspections

The General Process, Roles and Responsibility and Types of Review

UNIT 3   [08]

Functional testing

Boundary value analysis testing,

Robustness testing,

Worst case testing,

Equivalence class testing,

Decision table based testing,

Cause effect graphing technique and

State transition testing.

UNIT 4   [12]
Structural testing
Control flow testing,
Statement coverage,
Branch coverage,
Conditional coverage and path coverage,
Data flow testing,
Basis path testing, cyclomatic complexity,
Mutation testing, mutation and mutants,
Mutation operators and mutation score and slice based testing

UNIT 5   [08]

Test Management
Test Organization:
Test Teams, Tasks
Test Planning:
Quality Assurance Plan, Test Plan, Prioritizing Tests
Cost and Economy Analysis:
Cost of Testing, Test Effort Estimation
Definition of Test Strategy:
Preventive Vs Reactive Approach,
Analytical vs. Heuristic Approach

UNIT 6   [12]

Advanced concepts of software testing
Metrics and models in software testing,
Software metrics, categories of metrics,
What should be measured during testing?
Testing web applications,
Functional testing, user interface testing, navigation testing and form based testing,
automated test data generation using genetic algorithm, initial population, Crossover and
mutation, fitness function and algorithm for generating test data.

List Of Text Books
1. Software Testing by Yogesh Singh
List Of Recommended Reference Books
1. Software testing foundations – Andreas Spillner , Tilo Linz , Hans Schaefer (SPD publication)
2. Software Testing –Ron Patton second edition
3. Software engineering – A Practitioners Approach by Roger s Pressman
4. Software testing –Principles ,Techniques and Tools - Tata Mc-Graw Hill education Pvt . Ltd ,New Delhi

SEMESTER VI COURSE : S.BVS.6.PROJ

PROJECT- II

[Total Lectures 180]

Project will carry 6 credits with 200 Marks.

Students can do live project in industry or in-house project.

Students are expected to give time equivalent to 12 lecture periods/week, out of which 3 periods will be contact time for guidance from internal guide. There will be continuous internal assessment (CIA) for 40% of the credit (80Marks).

This will consist of:

CIA 1→ assessment of synopsis and viva on it

CIA 2→ analysis of requirement gathering, system design including DFD,

      Use case, ER, Normalization, Context level diagrams etc.

Remaining 60% of the credit (120Marks) will be end semester examination consisting of documentation, presentation and viva. This will be jointly examined by the project guide and external examiner under the subheading of marks as follows:

Documentation	Presentation (validation, database handling)	viva	Execution of various modules with report and testing	System design understanding
30	30	20	30	10

List of project categories

1) Hardware projects based on microcontroller / PIC
2) Networking projects
3) Mobile projects
4) Wireless technologies
5) Website projects
6) Desktop application
7) Real-time application in Linux/ Unix

8) Or any other suitable project which is approved by the project guide

Suggested format for project report S.BVS.6.PROJ

1) Cover page
2) Certificate from college(for in-house / external project)
3) Synopsis of project
4) Project report
   a) Table of content
   b) Definition of problem
   c) Objective and scope of project
   d) System analysis and design
       i) User requirement
          ▪ Functional requirement
          ▪ Non-functional requirement
       ii) Normalization
       iii) DFD , context level diagrams
       iv) Flowchart, ER diagram
       v) Use case diagrams
   e) Feasibility study
       i) Technical feasibility
       ii) Economical feasibility
       iii) Operational feasibility
   f) Software engineering paradigm applied
   g) Software and hardware requirement specification
   h) PERT chart, Gantt chart
   i) Coding
   j) Code efficiency
   k) Validation checks
   l) Testing
       • Test techniques(white box and black box testing)
       • Writing Test cases
       • Using test data
       • Generating defect reports
       • Use of testing tools(manual/automated)
   m) System security measures
   n) Cost estimation of project
   o) Reports
   p) Screen shots
   q) Future enhancement
   r) Bibliography
   s) Glossary

5) Students have to submit black book to college(1 per group) in A4 size with one side written (approx 150-200 pages) along with CD having full documentation and codes

6) Students doing project in industry will have to get certificate from the company.

B.VOC (Software Development) SEMESTER VI

Practicals   **Course: S.BVS.6.PR**

Title: Enterprise Resource Planning with SAP

Learning Objective:

To introduce the concept of ERP systems to students with the help of case study simulation tutorials using SAP Business One software demos as a learning tool.

Practical List:

1. Case study on Purchase Order

2. Case study on MRP

3. Case study on Sales Order

4. Case study on Warehouse management

5. Case study on Bill of Materials

6. Case study related to Goods movement

7. Case study related to Invoice handling.

PRACTICALS IN SOFTWARE TESTING   **S.BVS.6.PR**

Software Testing

Learning Objective:

To develop the skill of Software Testing

Software Testing practicals

I) Basis path testing

II) Component testing

III) Data flow analysis test

IV) Equivalence class partitioning test

V) Boundary value analysis test

VI) Robustness based testing

VII) State transition testing

VIII) Decision table based test

IX) Branch condition test

X) Mutation test

XI) Navigation test

XII) Data based test

XIII) Form based testing

XIV) Slice based test

XV) Testing using tools