

A.V.V.M. Sri Pushpam College (Autonomous), Poondi – 613 503
PG & Research Department of Business Administration
B.B.A PROGRAMME IN BUSINESS ADMINISTRATION
OUTCOME BASED EDUCATION - CHOICE BASED CREDIT SYSTEM
SCHEME OF PROGRAMME AND SYLLABUS
(For the candidates admitted from 2023-2024 onwards)

Vision and Mission of the college

Vision

To provide quality academic programmes and value oriented higher education to the rural community, equip them to encounter current regional, national and global demands upholding moral standards and intellectual competency.

Mission

- To provide conducive environment for quality teaching-learning process and innovative research.
- To bestow substantial educational experience that is intellectually, socially, and personally transformative.
- To strive to bring out the latent potentiality and core competency of the learners
- To foster the culture of research-based learning, independent academic inquiry by encouraging the students to involve in research activities ranging from hands on training, student projects, publications etc.,
- To nurture essential skills, competent minds and compassionate hearts.
- To impart a practical, demanding and overall development of the personality generated by love, consideration and care for the society.
- To serve the society by extending needful outreach programmes to the rural populace.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

- Make the learners realise the transformative power of education.
- Acquire profound disciplinary, applied, integrative knowledge and intellectual competency and domain specific and generic skills.
- Pursue lifelong learning and generate innovative solutions for the problems at individual and social level.
- Create a collaborative and inclusive environment, and serve the betterment of the society with moral integrity.
- Motivate to become a committed professional with necessary ethics as a leader as well as a team player.

PROGRAMME OUTCOMES for B.B.A Programmes

PO1: Problem Solving Skill: Problem analysis: Identify, review, formulate and analyse the problem or reformation to provide conclusions applying analytic thought to body of knowledge.

PO2: Decision Making Skill: Ability to inquire, identifying problems, logical flaws, analyse data from various sources, interpret and draw valid conclusions.

PO3: Ethical Value: Demonstrate moral/ethical values in carrying out his duties in his profession and identify unethical work.

PO4: Communication Skill: Effectively communicate thoughts, ideas or any complex information orally or written using appropriate media clearly and concisely

PO5: Individual and Team Leadership Skill: Demonstrate ability to work effectively individually, within the group and Lead groups.

PO6: Employability Skill: Become empowered individuals to be employed in various positions in industry, academia and research.

PO7: Entrepreneurial Skill: Equipped with skills and competencies to become a global entrepreneur.

PO8: Contribution to Society: Demonstrate moral/ethical values in carrying out his duties in his profession and identify unethical work.

Curriculum structure for UG Programmes (OBE-CBCS) – 2023

	Nature of Course	Total No. of Courses	Total marks	Total credits	Total credits for the Programme
Part – I	Language (Tamil / Hindi)	04	400	12	123 (CGPA)
Part – II	English	04	400	12	
Part – III	Core Courses	14	1400	65	
	Core Industry Module (CIM)	01	100	04	
	Elective Courses(Generic) - Allied	06	600	18	
	Elective Courses (Discipline Centric)	04	400	12	
Part – IV	Skill Enhancement Course - Non Major Elective (NME)	01	100	02	17 (Non CGPA)
	Skill Enhancement Course – Discipline Specific (SEC)	02	200	04	
	Professional Competency Skill Enhancement Course (PCSE)	01	100	02	
	Gender Studies(GS)	01	100	02	
	Environmental Studies (EVS)	01	100	02	
	Value Education (VE)	01	100	02	
	Internship / Industrial Activity	--	--	02	
Part – V	Extension Activity (EA)	--	--	01	
	Total	40	4000	140	140
	Value Added Course (VAC)	01	100	--	--
	Extra Credit Course – MOOC / Field visit / Hands on Training	--	--	Max: 4	--

***Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V has to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree**

S. No.	Seme ster	Part	Category	Course Code	Title of the Course	Maximum Marks			Minimum Marks			Hours/ Week	Credits		
						CIA	EE	Total	CIA	EE	Total				
19.	IV	I	Language	23U4BAT4/H4	Tamil – IV / Hindi – IV	25	75	100	10	30	40	6	3		
20.		II	Language	23U4BAE4	English – IV	25	75	100	10	30	40	6	3		
21.		III	Core - CIM	23U4BACIM	Human Resource Management	25	75	100	10	30	40	5	4		
22.			Core	23U4BAC7	Accounting for Managers – II	25	75	100	10	30	40	5	4		
23.			Allied	23U4BAA5	Computer Application in Business (Non-Semester)	25	75	100	10	30	40	3	3		
24.		Allied	23U4BAA6	Service Marketing	25	75	100	10	30	40	5	3			
25.		IV	SEC	23U4BASEC1	Digital Literacy in Marketing	25	75	100	10	30	40	2	2		
26.			GS	23U4BAGS	Gender Studies	-	100	100	-	-	40	SS	2		
		Extra Credit	Field visit / Hands on Training			-	-	-	-	-	-	-	-		
27.	V	III	Core	23U5BAC8	Operation Management	25	75	100	10	30	40	5	5		
28.			Core	23U5BAC9	Advertising Management and Sales Promotion	25	75	100	10	30	40	5	5		
29.			Core	23U5BAC10	Research Methodology	25	75	100	10	30	40	5	5		
30.			Elective	23U5BAEL1A/ 23U5BAEL1B	Management Information System Industrial Relation	25	75	100	10	30	40	4	3		
31.			Elective	23U5BAEL2A/ 23U5BAEL2B	Financial literacy Security analysis and portfolio management	25	75	100	10	30	40	4	3		
32.			NME	23U5BANME	Managerial Skill Development	25	75	100	10	30	40	2	2		
33.			Core	23U5BAC11PR	Project with Viva Voce	25	75	100	10	30	40	5	4		
		IV	Internship / Industrial Training (Carried out in II Year summer vacation – 30 hours)									-	2		
34.	VI	III	Core	23U6BAC12	Financial Management	25	75	100	10	30	40	6	5		
35.			Core	23U6BAC13	Material Management	25	75	100	10	30	40	5	5		
36.			Core	23U6BAC14	Business Taxation	25	75	100	10	30	40	5	5		
37.			Elective	23U6BAEL3A/ 23U6BAEL3B	Consumer Behavior Financial Services	25	75	100	10	30	40	5	3		
38.			Elective	23U6BAEL4A/ 23U6BAEL4B	Logistics and Supply chain Management E-Business	25	75	100	10	30	40	5	3		
39.		IV	SEC	23U4BASEC2	Business Etiquette and corporate grooming	25	75	100	10	30	40	2	2		
40.			PCSE	23U6BAPCSE	Comprehensive Knowledge	-	100	100	-	40	40	2	2		
		V	Extension Activities			Extension Activities (Outside College hours)							-	1	
		Value Add Course			Event Management							-	100		
					Total							4000		180	140

Internship/ Industrial Activity:

Students must complete in-plant training in any industry or organization where a programme-related procedure is being used, and this training must be done during the summer vacation at the end of II Year. A minimum of 30 hours should be spent on training. Students must submit a report on their training together with a certificate from the relevant industry or organization authority.

MOOC:

Massive Open Online Course (MOOC) is offered in the II and III Semester as an Extra Credit Course. Students can avail any one or more of the courses available in MOOC to equip their skill and knowledge themselves. To receive the extra credit, students must provide their MOOC course completion certificate at the end of the second year.

Field visit / Hands on Training:

In order to achieve experiential learning, these programmes with a minimum of 15 hours of contact time are offered as Extra Credit Courses in the III & IV Semester.

Evaluation of visit report will be held at the end of IV Semester.

Components of Evaluation:

Internal Marks : 25

External Marks : 75

Total : 100

Skill Enhancement course (SEC) offered by the Business Administration Department

1. Digital Literacy in Marketing
2. Business Etiquette and corporate grooming

Non – Major Elective (NME) Course offered by the Business Administration Department

Managerial Skill Development

Value Added Course offered by the Business Administration Department

“**Event Management**” will be conducted for III UG students as a certificate Course.

Semester	Subject Code	Title Of The Paper	Hours Of Teaching/ Week	No. of Credits
I	23U1BAT1	வாதுத் தமிழ் - 1	6	3

Nature of the Course

1. Employability Oriented வேலை வாய்ப்புச் சார்ந்தது	✓	7. Addresses Professional Ethics தொழில் நெறிமுறைகளை நிறைவு செய்தல்	
2. Entrepreneurship Oriented தொழில் முனைவு சார்ந்தது		8. Relevant To Local Need உள்ளூர் தேவைகளோடு தொடர்புடையது	✓
3. Skill Development Oriented திறன்மேம்பாடு சார்ந்தது	✓	9. Relevant To Regional Need மண்டல அளவிலான தேவைகளோடு தொடர்புடையது	
4. Addresses Gender Sensitization பாலின உணர்வின் பூர்த்தி செய்தல்		10. Relevant To National Need தேசிய அளவிலான தேவைகளோடு தொடர்புடையது	
5. Addresses Environment and Sustainability சுற்றுச் சூழல் மற்றும் நிலைத் தன்மை நிறைவு செய்தல்		11. Relevant To Global Development Need உலக அளவிலான தேவைகளோடு தொடர்புடையது	
6. Addresses Human Values மனித மதிப்புகளை நிறைவு செய்தல்	✓		

Course Objectives

- முதலாமாண்டுப் பட்ட வகுப்பு மாணவர்களுக்குத் தமிழ் மொழி இலக்கியங்களை அறிமுகம் செய்தல்
- தற்கால இலக்கியப் போக்குகளையும் இலக்கணங்களையும் மாணவர் அறியுமாறு செய்தல்.
- மாணவர்களுக்குத் தமிழ் படைப்பாற்றலைத் தூண்டுதல்.
- தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்ப கற்பித்தல் நடைமுறைகளை மேற்கொள்ளுதல்.

Unit	Details	Hours
Unit-I	மரபுக் கவிதை 1. பெ. சுந்தரனார் - தமிழ்த் தெய்வ வணக்கம் 2. பாரதிதாசன் - சிறுத்தையே வெளியில் வா 3. கவிமணி - புத்தரும் சிறுவனும் 4. முடியரசன் - மொழி உணர்ச்சி 5. கண்ணதாசன் - ஆட்டனத்தி ஆதிமந்தி — ஆதிமந்தி புலம்பல் 6. சுரதா - துறைமுகம் தொகுப்பிலிருந்து ஏதேனும் ஒரு கவிதை 7. தமிழ் ஒளி - கடல்	18 Hrs

Unit-II	புதுக்கவிதை 1. அப்துல் ரகுமான் - வீட்டுக்கொரு மரம் வளர்ப்போம் 2. ஈரோடு தமிழன்பன் - சென்றியூ கவிதைகள் (ஏதேனும் ஐந்து கவிதைகள்) 3. வைரமுத்து - பிற்சேர்க்கை 4. மு.மேத்தா- வாழைமரம் 5. அறிவுமதி -வள்ளுவம் பத்து 6. நா முத்துக்குமார் - ஆனந்த யாழை மீட்டுகிறாய் 7. சுகிர்தராணி - சபிக்கப்பட்ட முத்தம் 8. இளம்பிறை -நீ எழுத மறுக்கும் எனது அழகு	18 Hrs
Unit-III	சிறுகதைகள் 1. வாய்ச் சொற்கள் - ஜெயகாந்தன் (மாலை மயக்கம் தொகுப்பு) 2. கடிதம் - புதுமைப்பித்தன் 3. முள்முடி - தி ஜானகிராமன் 4. சிதறல்கள் - விழி.பா.இதயவேந்தன் 5. காகித உறவு - சு.சமுத்திரம் 6. வீட்டின் மூலையில் சமையல் அறை - அம்பை 7. (மொழிபெயர்ப்புக் கதை) ஆண்டன் செக்காவ் - நாயக்காரச் சீமாட்டி, சந்தியா	18 Hrs
Unit-IV	1. பாடம் சார்ந்த இலக்கிய வரலாறு 2. இராகபாவம் — கேட்டிவி	18 Hrs
Unit-V	மொழித்திறன் போட்டி தேர்வு 1.பொருள் பொதிந்த சொற்றொடர் அமைத்தல் 2. ஓர் எழுத்து ஒரு மொழி 3. வேற்றுமை உருபுகள் 4. திணை, பால், எண், இடம் 5. கலைச்சொல்லாக்கம், மொழிபெயர்ப்பு. (குறிப்பு: அலகு 4, 5 ஆகியன போட்டித் தேர்வு நோக்கில் நடத்தப்பட வேண்டும்).	18 Hrs

CO Number	CO Statement	Cognitive Level
CO1	பாரதியார் காலந்தொட்டு தற்காலப் புதுக்கவிதைகள் வரை கவிதை இலக்கியம் அறிமுகப்படுத்தப்படுவதால் படைப்பாற்றல் திறன் பெறுதல்.	K2
CO2	புதுக்கவிதை வரலாற்றினை அறிந்து கொள்வர்.	K3
CO3	இக்கால இலக்கிய வகையினைக் கற்பதன் மூலம் படைப்பாக்கத் திறனைப் பெறுவர்.	K4
CO4	மொழியறிவோடு சிந்தனைத்திறன் அதிகரித்தல்.	K3
CO5	தமிழ்மொழியைப் பிழையின்றி எழுதவும், புதிய கலைச் சொற்களை உருவாக்கவும் அறிந்து கொள்ளுதல்.	K5

Text Books

1. தமிழ் இலக்கிய வரலாறு -செம்பதிப்பு- பெ.சுபாஷ் சந்திரபோஸ்

பார்வை நூல்கள்

1. தமிழ் இலக்கிய வரலாறு - சிற்பி.பாலசுப்பிரமணியன்
2. புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு - தமிழண்ணல்
3. வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு - எஃப்.பாக்கியமேரி

Web Resource

Related Online Contents (MOOC, SWAYAM, NPTEL, Websites etc.)

1. Tamil Heritage Foundation- www.tamilheritage.org <<http://www.tamilheritage.org>> Tamil virtual University Library-
2. www.tamilvu.org/library
3. <http://www.virtualvu.org/library> Project Madurai - www.projectmadurai.org.
4. Chennai Library- www.chennai.library.com <<http://www.chennai.library.com>>.
5. Tamil Universal Digital Library- www.ulib.prg <<http://www.ulib.prg>>.
6. Tamil E-Books Downloads- [tamale books downloads. blogspot.com](http://tamalebooks.com)
7. Tamil Books on line- [books.tamil cube.com](http://books.tamilcube.com)
8. Catalogue of the Tamil books in the Library of British Congress archive.org
9. Tamil novels on line - books.tamilcube.com

பொதுத்தமிழ் —1												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	3	2	3	3	3	2	2	2	3	2	3	2
CLO2	3	3	2	2	2	3	2	3	3	2	2	2
CLO3	3	2	3	3	2	2	2	3	2	3	3	2
CLO4	2	3	3	2	2	2	3	2	3	2	3	3
CLO5	3	3	2	2	2	3	3	2	2	2	3	3

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
I	23U1BAE1	PART - II GENERAL ENGLISH	6	3

Learning Objectives		
LO1	To enable earners to acquire self awareness and positive thinking required in Various life situations.	
LO2	To help the macquire the attribute of empathy	
LO3	To assist them in acquiring creative and critical thinking abilities	
LO4	To enable them to learn the basic grammar	
LO5	To assist the min developing LSRW skills	
Unit No.	Unit Title &Text	No.of Periods for the Unit
I	SELF-AWARENESS(WHO) & POSITIVE THINKING (UNICEF) Life Story Chapter 1 from Malala Yousafzai, I am Malala An Autobiography or The Story of My Experiments with Truth (Chapters 1, 2 & 3) M.K.Gandhi Poem Where the Mind is Without Fear–Gitanjali 35– Rabindranath Tagore Love Cycle– Chinua Achebe	20
II	EMPATHY Poem Nine Gold Medals– David Roth Alice Fellor poverty–William Words worth Short Story The School for Sympathy– E.V. Lucas Barn Burning – William Faulkner	20
III	CRITICAL & CREATIVE THINKING Poem The Things That Haven't Been Done Before– Edgar Guest Stopping by the Woods on a Snowy Evening– Robert Frost Readers Theatre The Magic Brocade – A Tale of China Stories on Stage–Aaron Shepard (Three Sideway Stories from Wayside School” by Louis Sachar)	20
IV	Reflective Thinking The Running Rivulets of man The Lady in the Silver Coat Mr.Applebaum at Play The Feigning Brawl of an Imposter Thy Life is my Lesson	15
V	Communication Skill Part of Speech Articles Noun Pronoun Verb	15

Adverb Adjective Preposition	
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Course Outcomes		
Course Outcomes	On completion of this course, students will:	
CO1	Acquire self awareness and positive thinking required in various life situations	PO1,PO7
CO2	Acquire the attribute of empathy.	PO1,PO2,PO10
CO3	Acquire creative and critical thinking abilities.	PO4,PO6,PO9
CO4	Learn basic grammar	PO4,PO5,PO6
CO5	Development and integrate the use of four language skills i.e., listening, speaking, reading and writing.	PO3,PO8
Textbooks (Latest Editions)		
1.	Malala Yousafzai. Iam Malala, Little, Brown and Company, 2013.	
2.	M.K.Gandhi. An Autobiography or The Story of My Experiments with Truth (Chapter – I), Rupa Publications, 2011.	
3.	Rabindranath Tagore. "Gitanjali 35" from Gitanjali (Song Offerings): A Collection of Prose Translations Made by the Author from the Original Bengali. MacMillan, 1913.	
4.	N.Krishnasamy. Modern English: A Book of Grammar, Usage and Composition Macmillan, 1975.	
5.	Aaron Shepard. Stories on Stage, Shepard Publications, 2017.	
6.	J.C.Nesfield. English Grammar Composition and Usage, Macmillan, 2019.	
7.	Sri.KTV. Melodious Harmony, New Century Book House. 2022	
Web Resources		
1	Malala Yousafzai. Iam Malala (Chapter 1) https://archive.org/details/i-am-malala	
2	M.K.Gandhi. An Auto biography or The Story of My Experiments with Truth (Chapter-1)- Rupa Publication, 2011 https://www.indiastudychannel.com/resources/146521-Book-Review-An-Autobiography-or-The-story-of-my-experiments-with-Truth.aspx	
3	Rabindranath Tagore. "Gitanjali 35" from Gitanjali (Song Offerings) https://www.poetryfoundation.org/poems/45668/gitanjali-35	
4	Aaron Shepard. Stories on Stage, Shepard Publications, 2017 https://amzn.eu/d/9rVzINv	
5	JCNesfield. Manual of English Grammar and Composition. https://archive.org/details/in.ernet.dli.2015.44179	

Mapping with Programme Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	2	3	2
CO2	2	3	3	3	2	3	3	2	2	2
CO3	3	3	3	2	3	3	3	2	3	2
CO4	3	3	3	3	3	3	3	2	2	2
CO5	3	2	3	3	3	3	3	2	2	3

Mapping with Programme Specific Outcomes:

CO /PO	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3
CO2	3	3	3	3
CO3	3	3	3	3
CO4	3	3	3	3
CO5	3	3	3	3
Weight age	15	15	15	15
Weighted percentage of Course Contribution to POS	3.0	3.0	3.0	3.0

3– Strong, 2 –Medium, 1-Low

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
I	23U1BAC1	Principles of Management	5	5

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To impart knowledge about evolution of management
To provide understanding on planning process and importance of decision making in organization
To learn the application of principles in organization
To study the process of effective controlling in organization
To familiarize students about significance of ethics in business and its implications.

SYLLABUS

Unit	Content	No. of Hours
I	Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management –Difference between administration vs Management- Development of Scientific Management and other Schools of thought and approaches.	12
II	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.	12
III	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.	12
IV	Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.	12
V	Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business	12

Reference books

P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017
L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.
Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
Dr.C.B.Gupta; Principles of Management, Sultan Chand & Sons, 3 rd Edition.
Harold Koontz, HienzWeihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015

WEB SOURCE:

1	https://www.toolshero.com/management/14-principles-of-management/
2	https://open.umn.edu/opentextbooks/textbooks/693
3	https://open.umn.edu/opentextbooks/textbooks/34
4	https://openstax.org/subjects/business
5	https://blog.hubspot.com/marketing/management-principles

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Describe nature, scope, role, levels, functions and approaches of management	K1, K3
CO2	Apply planning and decision making in management	K2
CO3	Identify organization structure and various organizing techniques	K3,K2 -
CO4	Understand Direction, Co-ordination & Control mechanisms	K4
CO5	Relate and infer ethical practices of organisation.	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze;
K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;
1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
I	23U1BAC2	Accounting for Managers - I	5	5

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need				Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To impart knowledge about basic concepts of accounting its applications
To analyze and interpret financial reports of a company
To understand the gross profit and net profit earned by organization
To foster knowledge on Depreciation Accounting.
To understand the procedures of Accounting under Single entry system.

SYLLABUS

Unit	Content	No. of Hours
I	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance	12
II	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account	12
III	Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital, Abnormal loss, managerial remuneration.	12
IV	Partnership Accounts- Basic concepts of admission, retirement and death of a partner including treatment of goodwill. Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method.	12
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method	12

Reference books

TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019
David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017
M N Arora; Accounting for Management- Himalaya Publications House 2019.
SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.

WEB SOURCE:

1	https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf
2	https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf
3	https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles
4	https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
5	https://www.profitbooks.net/what-is-depreciation

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Prepare Journal, ledger, trial balance and cash book	K1, K3
CO2	Classify errors and making rectification entries	K2
CO3	Prepare final accounts with adjustments	K3,K2 -
CO4	Pass depreciation entries and prepare depreciation accounts	K4
CO5	Prepare single and double entry system of accounting.	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze; K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;
1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
I	23U1BAA1	Allied - MANAGERIAL ECONOMICS	5	3

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To familiarize students with concepts of economics and its relevant in business scenario
To understand the applications & implications of economics in decision-making and problem solving.
To Understand the optimal point of productivity of a firm.
To describe the pricing strategies that are consistent with evolving marketing needs
To Provide insights to the various market structures in an economy.

SYLLABUS

Unit	Content	No. of Hours
I	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.	12
II	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.	12
III	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.	12
IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination	12
V	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly	12

Reference books

1.	Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019
2.	Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
3.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016

WEB SOURCE :-

1.	https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597
2.	http://www.simplynotes.in/e-notes/mbabba/managerial-economics/
3.	https://businessjargons.com/determinants-of-elasticity-of-demand.html □
4.	http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134 □
	https://www.intelligenteconomist.com/profit-maximization-rule/ □

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Analyze & apply the various economic concepts in individual & business decisions.	K1, K3
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	K2
CO3	Employ production, cost and supply analysis for business decision making	K3,K2 -
CO4	Identify pricing strategies	K4
CO5	Classify market under competitive scenarios.	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze;
K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;
1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
I & II	23U2BAA2	Allied - BUSINESS COMMUNICATION (NS)	3	-

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To educate students role & importance of communication skills
To build their listening, reading, writing & speaking communication skills.
To introduce the modern communication for managers.
To understand the skills required for facing interview
To facilitate the students to understand the concept of Communication.

SYLLABUS

Unit	Content	No. of Hours
I	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.	12
II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.	12
III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language	12
IV	Communication through Reports – Agenda- Minutes of Meeting - Resume Writing	12
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites	12

Reference books

1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
3.	R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
4.	Kevin Galaagher, Skills Development for Business and Management Students,

	Oxford University Press, Delhi, 2010
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015

WEB SOURCE:	
1	https://www.managementstudyguide.com/business_communication.html
2	https://studiousguy.com/business-communication/
3	https://www.oercommons.org/curated-collections/469
4	https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/
5	https://open.umn.edu/opentextbooks/textbooks/8

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Understand communication process and its barriers.	K1, K3
CO2	Develop business letters in different scenarios	K2
CO3	Develop oral communication skills & conducting interviews	K3, K2 -
CO4	Use managerial writing for business communication	K4
CO5	Identify usage of modern communication tools & its significance for managers	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze; K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;

1 - Weakly Correlated; 0 – No correlation

Semester	Subject Code	Title Of The Paper	Hours Of Teaching/ Week	No. of Credits
II	23U2BAT2	வொதுத் தமிழ் - 2	6	3

Nature of the Course

1. Employability Oriented வேலை வாய்ப்புச் சார்ந்தது	✓	7. Addresses Professional Ethics தொழில் நெறிமுறைகளை நிறைவு செய்தல்	
2. Entrepreneurship Oriented தொழில் முனைவு சார்ந்தது		8. Relevent To Local Need உள்ளூர் தேவைகளோடு தொடர்புடையது	✓
3. Skill Development Oriented திறன்மேம்பாடு சார்ந்தது	✓	9. Relevent To Regional Need மண்டல அளவிலான தேவைகளோடு தொடர்புடையது	
4. Addresses Gender Sensitization பாலின உணர்திறன் பூர்த்தி செய்தல்		10. Relevent To National Need தேசிய அளவிலான தேவைகளோடு தொடர்புடையது	
5. Addresses Environment and Sustainability சுற்றுச் சூழல் மற்றும் நிலைத் தன்மை நிறைவு செய்தல்		11. Relevent To Global Development Need உலக அளவிலான தேவைகளோடு தொடர்புடையது	
6. Addresses Human Values மனித மதிப்புகளை நிறைவு செய்தல்	✓		

Course Objectives

1. சமய இலக்கியங்களையும் சிற்றிலக்கியங்களையும் மாணவர்களுக்கு அறிமுகப்படுத்துதல்.
2. மாணவர்களுக்கு மொழித்திறனை வளர்க்கப் பயிற்சி அளித்தல்.
3. மாணவர்களுக்குச் சிறுகதை இலக்கிய வடிவத்தை உணர்த்துதல்.

Unit	Details	Hours
Unit-I	1. திருநாவுக்கரசர் தேவாரம் - நாமார்க்கும் குடியல்லோம் எனத் தொடங்கும் பதிகம் (10 பாடல்கள்) 2. ஆண்டாள் - திருப்பாவை (முதல் 10 பாசரம்)	18 Hrs
Unit-II	1. வள்ளலார் - அருள் விளக்க மாலை (முதல் 10 பாடல்) 2. எச். ஏ. கிருட்டிணப்பிள்ளை - இரட்சணிய மனோகரம் - பால்ய பிரார்த்தனை 3. குணங்குடி மஸ்தான் சாகிபு - பராபரக்கண்ணி (முதல் 10 கண்ணி)	18 Hrs
Unit-III	சிற்றிலக்கியங்கள் 1. தமிழ்விடு தூது (முதல் 20 கண்ணி) 2. திருக்குற்றாலக் குறவஞ்சி - குறத்தி மலைவளம் கூறுதல் 3. முக்கூடல் பள்ளு - நாட்டு வளம்	18 Hrs
Unit-IV	1. பாடம் தழுவிய இலக்கிய வரலாறு 2. மனோரஞ்சிதம் - கேட்டிவி	18 Hrs
Unit-V	மொழித்திறன்/போட்டித் தேர்வுத் திறன் 1. தொடர் வகைகள் 2. மரபுத்தொடர், பழமொழிகள் 3. பிறமொழிச் சொற்களைக் களைதல் 4. வழச்சொற்கள் நீக்குதல் 5. இலக்கணக் குறிப்பு அறிதல்	18 Hrs

CO Number	CO Statement	Cognitive Level
CO1	பக்தி இலக்கியங்களைக் கற்பதன் மூலம் பக்தி நெறியினையும், சமய நல்லிணக்கத்தையும் தெரிந்து பின்பற்றுவர்.	K1, K2
CO2	சிற்றிலக்கியங்களின்வழி இலக்கியச் சுவையினையும் பண்பாட்டு அறிவினையும் பெறுவர்.	K2
CO3	பட்டப் படிப்பினைப் படிக்கும் போதே பெரும்பான்மையான தமிழ் இலக்கியங்கள் குறித்த அறிவினைப் பெறுவர்.	K4
CO4	தமிழ்ச் சமூகப் பண்பாட்டு வரலாற்றினை இலக்கியங்கள் வாயிலாக அறிவர்.	K3
CO5	போட்டித் தேர்வுகளில் வெற்றி பெறுவதற்குத் தமிழ்ப் பாடத்தினைப் பயன்கொள்ளும் வகையில் ஏற்ற பயிற்சி பெறுவர்.	K4

Text Books

1. தமிழ் இலக்கிய வரலாறு -செம்பதிப்பு- பெ.சுபாஷ் சந்திரபோஸ்

பார்வை நூல்கள்

1. தமிழ் இலக்கிய வரலாறு - சிற்பி.பாலசுப்பிரமணியன்
2. புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு - தமிழண்ணல்
3. வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு - எஃப்.பாக்கியமேரி

Web Resource

Related Online Contents (MOOC, SWAYAM, NPTEL, Websites etc.)

1. Tamil Heritage Foundation- www.tamilheritage.org <<http://www.tamilheritage.org>> Tamil virtual University Library-
2. www.tamilvu.org/library
3. <http://www.virtualvu.org/library> Project Madurai - www.projectmadurai.org.
4. Chennai Library- www.chennai.library.com <<http://www.chennai.library.com>>.
5. Tamil Universal Digital Library- www.ulib.prg <<http://www.ulib.prg>>.
6. Tamil E-Books Downloads- tamilebooksdownloads.blogspot.com
7. Tamil Books on line- books.tamilcube.com
8. Catalogue of the Tamil books in the Library of British Congress archive.org
9. Tamil novels on line - books.tamilcube.com

பொதுத்தமிழ் —2												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	3	2	3	3	3	2	2	2	3	2	3	2
CLO2	3	3	2	2	2	3	2	3	3	2	2	2
CLO3	3	2	3	3	2	2	2	3	2	3	3	2
CLO4	2	3	3	2	2	2	3	2	3	2	3	3
CLO5	3	3	2	2	2	3	3	2	2	2	3	3

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
II	23U2BAE2	PART - II GENERAL ENGLISH	6	3

Learning Objectives		
LO1	To make students realize the importance of resilience	
LO2	To enable them to become good decision makers	
LO3	To enable them to imbibe problem-solving skills	
LO4	To enable them to use tenses appropriately	
LO5	To help the student use English effectively at the work place.	
Unit No.	Unit Title & Text	No. of Periods for the Unit
I	RESILIENCE Poem Don't Quit – Edgar A. Guest Still Here – Langston Hughes Short Story Engine Trouble – R.K. Narayan Rip Van Winkle – Washington Irving	20
II	DECISION MAKING Short Story The Scribe – Kristin Hunter The Lady or the Tiger – Frank Stockton Poem The Road not Taken – Robert Frost Snake – D. H. Lawrence	20
III	PROBLEM SOLVING Prose life Story How I taught My Grandmother to Read – Sudha Murthy Autobiography How Frog Went to Heaven – A Tale of Angolo Wings of Fire (Chapters 1, 2, 3) by A.P.J. Abdul Kalam	20
IV	Moral Values The Stoic Penalty Nobility in Reasoning Malu, the Frivolous Freak Honesty is the Cream of Chastity A Boy in Boy's Town	15
V	Tenses Present Past Future Concord	15

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Realize the importance of resilience	PO1,PO7
CO2	Become good decision-makers	PO1,PO2,PO10
CO3	Imbibe problem-solving skills	PO4,PO6,PO9
CO4	Use tenses appropriately	PO4, PO5,PO6
CO5	Use English effectively at the work place.	PO3,PO8

Text Books (Latest Editions)	
References Books	
1	Martin Hewings. Advanced English Grammar. Cambridge University Press, 2000
2	SP Bakshi, Richa Sharma. Descriptive English. Arihant Publications (India) Ltd., 2019.
3.	Sheena Cameron, Louise Dempsey. The Reading Book: A Complete Guide to Teaching Reading. S & L. Publishing, 2019.
4	Barbara Sherman. Skimming and Scanning Techniques, Liberty University Press, 2014.
5.	Phil Chambers. Brilliant Speed Reading: What every one need to read, however. Pearson, 2013.
6.	Communication Skills: Practical Approach Ed. Shaikh Moula Ramendra Kumar. Stories of Resilience, Blue Rose Publications, 2020.
7.	Sri.KTV.Melodious Harmony, New Century Book House. 2022

Web Sources

1	Langston Hughes. Still Here https://poetryace.com/im-still-here
2	R.K. Narayan. Engine Trouble http://www.sbioaschooltrichy.org/work/Work/images/new/8e.pdf
3	Washington Irving. Rip Van Winkle https://www.gutenberg.org/files/60976/60976-h/60976-h.htm
4	Frank Stockton. The Lady or the Tiger https://www.gutenberg.org/ebooks/396

Mapping with Programme Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	2	3	2
CO2	2	3	3	3	2	3	3	2	2	2
CO3	3	3	3	2	3	3	3	2	3	2
CO4	3	3	3	3	3	3	3	2	2	2
CO5	3	2	3	3	3	3	3	2	2	3

3-Strong, 2-Medium, 1-Low Mapping with Programme Specific Outcomes:

CO /PO	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3
CO2	3	3	3	3
CO3	3	3	3	3
CO4	3	3	3	3
CO5	3	3	3	3
Weight age	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
II	23U2BAC3	ORGANIZATIONAL BEHAVIOR	5	4

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√		Addresses Human Values	√	

Course Objectives

The main objectives of this course are to:

To have extensive knowledge of OB.
To create awareness of job satisfaction.
To enhance the importance of workplace counseling.
To analyze the importance of coordination.
To measure the organizational development.

SYLLABUS

Unit	Content	No. of Hours
I	Need and scope of organizational behaviour - Theories of organization - Individual difference Vs Group intelligence tests -Measurement of intelligence - Personality Tests - Nature – Types and uses of perception	12
II	Motivation - Financial and non -Financial motivational techniques - Job satisfaction - meaning - Factors - Theories -Measurement -Morale - Importance - Employee attitudes and behavior and their significance to employee productivity.	12
III	Work environment - Good house-keeping practices - Design of work place – Fatigue & stress – Causes and prevention and their importance – Work place counseling - Leadership -Types and theories of leadership	12
IV	Group dynamics -Cohesiveness - Co-operation - Competition - Resolution - Sociometry - Group norms - Role position status	12
V	Organizational culture and climate - Organizational Development-Needs	12

Reference books

1.	Uma Sekaran, Organizational Behaviour Text & cases, 2 nd edition, Tata McGraw Hill Publishing CO. Ltd
2.	Gangadhar Rao, Narayana, V.S.P Rao, Organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1 st edition
3.	S.S. Khanka, Organizational Behaviour, S. Chand & Co, New Delhi.

4.	J. Jayasankar, <i>Organizational Behaviour</i> , Margham Publications, Chennai, 2017.
5.	John Newstrom, <i>Organizational Behaviour: Human Behaviour at Work</i> , McGraw Hill Education; 12th edition (1 July 2017)

WEB SOURCE:	
1	https://www.iedunote.com/organizational-behavior
2	https://www.london.edu/faculty-and-research/organisational-behaviour
3	Journal of Organizational Behavior on JSTOR
4	International Journal of Organization Theory & Behavior Emerald Publishing
5	https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	To define Human behaviour at work place.	K1, K3
CO2	To apply motivation, leadership and learning theories at work place.	K2
CO3	To analyze the complexities and solutions of human behaviour.	K3,K2 -
CO4	To explain issues relating to individual and group behaviour.	K4
CO5	To create a congenial climate in the organization.	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze; K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;
1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
II	23U2BAC4	ENTREPRENEURIAL DEVELOPMENT	5	4

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To familiarize the students to the basic concepts of entrepreneurship and skills of entrepreneur.
To provide insights on ideation and patents.
To throw light on feasibility.
To discuss business plan and start up.
To create awareness on funding and grants.

SYLLABUS

Unit	Content	No. of Hours
I	Entrepreneurship Entrepreneur: Meaning of entrepreneurship – Types of Entrepreneurships – Traits of entrepreneurship – Factors promoting entrepreneurship- Barriers to entrepreneurship- the entrepreneurial culture- Stages in entrepreneurial process – Women entrepreneurship and economic development- SHG.	12
II	Developing Successful Business Ideas Recognizing opportunities – trend analysis – generating ideas – Brainstorming, Focus Groups, Surveys, Customer advisory boards, Day in the life research – Encouraging focal point for ideas and creativity at a firm level- Protecting ideas from being lost or stolen – Patents and IPR	12
III	Opportunity Identification and Evaluation Opportunity identification and product/service selection – Generation and screening the project ideas – Market analysis, technical analysis, Cost benefit analysis and network analysis- Project formulation – Assessment of project feasibility- Dealing with basic and initial problems of setting up of Enterprises.	12
IV	Business Planning Process Meaning of business plan- Business plan process- Advantages of business planning- preparing a model project report for starting a new venture (Team-based project work)	12
V	Funding Sources of Finance- Venture capital- Venture capital process- Business angles- Commercial banks- Government Grants and Schemes.	12

Reference books

1.	A.K.Singh, <i>Entrepreneurial Development and Management</i> , Laxmi Publication, 2nd Edition.
2.	Hisrich, <i>Entrepreneurship</i> , Tata Mc Graw Hill, New Delhi, 2001.
3.	K. Ramachandran, <i>Entrepreneurial Development</i> , McGraw-Hill Education, 2008.
4.	Vasanth Desai, <i>Dynamics of Entrepreneurial Development & Management</i> , Himalaya Publishing House, 2016.
5.	Robert D. Hisrich, <i>International Entrepreneurship</i> , Sage Publications, Third Edition, 2016.

WEB SOURCE:

1	https://leverageedu.com/blog/entrepreneurship-development/
2	https://www.vedantu.com/commerce/entrepreneurship-development-process
3	The Journal of Entrepreneurship- Sage
4	The international Journal of Entrepreneurship and Innovation – Sage
5	https://www.himpub.com/documents/Chapter2011.pdf

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	To Understand the role of entrepreneur in economic development.	K1, K3
CO2	To sketch ideas and learn to research and patent.	K2
CO3	To analyze and draft a business plan.	K3,K2 -
CO4	To assess the process involved in starting a new business.	K4
CO5	To elaborate the agencies for funding.	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze; K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;
1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
I & II	23U2BAA2	Allied - BUSINESS COMMUNICATION (NS)	3	3

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To educate students role & importance of communication skills
To build their listening, reading, writing & speaking communication skills.
To introduce the modern communication for managers.
To understand the skills required for facing interview
To facilitate the students to understand the concept of Communication.

SYLLABUS

Unit	Content	No. of Hours
I	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.	12
II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.	12
III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language	12
IV	Communication through Reports – Agenda- Minutes of Meeting - Resume Writing	12
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites	12

Reference books

1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
3.	R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
4.	Kevin Galaagher, Skills Development for Business and Management Students,

	Oxford University Press, Delhi, 2010
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015

WEB SOURCE:	
1	https://www.managementstudyguide.com/business_communication.html
2	https://studiousguy.com/business-communication/
3	https://www.oercommons.org/curated-collections/469
4	https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/
5	https://open.umn.edu/opentextbooks/textbooks/8

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Understand communication process and its barriers.	K1, K3
CO2	Develop business letters in different scenarios	K2
CO3	Develop oral communication skills & conducting interviews	K3, K2 -
CO4	Use managerial writing for business communication	K4
CO5	Identify usage of modern communication tools & its significance for managers	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze; K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;

1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
II	23U2BAA3	Allied - BUSINESS ENVIRONMENT	5	3

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To impart knowledge on the concept of business environment & its significance.
To know the various environment factors and its impact on business.
To throw light on importance of the types of Social Organization.
To discuss on the role of Planning.
To create awareness of RBI & Stock Exchange.

SYLLABUS

Unit	Content	No. of Hours
I	The concept of Business Environment – Its nature and significance – Brief overview of political – Cultural – Legal – Economic and social environments and their impact on business and strategic decisions	12
II	Political Environment – Government and Business relationships in India	12
III	Social environment – Cultural heritage- Social attitudes – Castes and communities – Joint family systems – linguistic and religious groups – Types of social organization	12
IV	Economic Environment – Economic systems and their impact of business – Role of planning - NITI aayog.	12
V	Financial Environment – Financial system – Commercial bank – Financial Institutions – RBI Stock Exchange – IDBI – Non-Banking Financial Companies NBFCs	12

Reference books

1.	Justin Paul, <i>Business Environment</i> , Tata McGraw Hill, New Delhi, 2006.
2.	John Brinkman, Ilve Navarro Bateman, Donna Harper, Caroline Hodgson, <i>Unlocking the Business Environment</i> , Routledge.
3.	Shaikh Saleem, <i>Business Environment</i> , Pearson Education; Fourth edition

	(15 July 2020); Pearson Education.
4.	Dr.Amit Kumar, <i>Business Environment</i> , Sahitya Bhawan Publications; 2021st edition (1 January 2019).
5.	Wim Hulleman and Ad Marijs, <i>Economics and Business Environment</i> , Routledge.

WEB SOURCE:	
1	https://pestleanalysis.com/political-factors-affecting-business/
2	https://iimm.org/wp-content/uploads/2019/04/IIMM_BE_Book.pdf
3.	https://www.marketingtutor.net/political-factors-affect-business/
4.	https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/
5.	https://opentext.wsu.edu/cpim/chapter/chapter-4-the-economic-and-political-environment/

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	To understand the concepts of Business Environment.	K1, K3
CO2	To apply knowledge in the business and strategic decisions.	K2
CO3	To analyze the importance of business.	K3,K2 -
CO4	To evaluate the types of business environment and its global impact.	K4
CO5	To construct and stimulate environment for real-time business.	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze;
K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;

1 - Weakly Correlated; 0 – No correlation

Semester	Subject Code	Title Of The Paper	Hours Of Teaching/ Week	No. of Credits
III	23U3BAT3	வொதுத் தமிழ் - 3	6	3

Nature of the Course

1. Employability Oriented வேலை வாய்ப்புச் சார்ந்தது		7. Addresses Professional Ethics தொழில் நெறிமுறைகளை நிறைவு செய்தல்	✓
2. Entrepreneurship Oriented தொழில் முனைவு சார்ந்தது		8. Relevent To Local Need உள்ளூர் தேவைகளோடு தொடர்புடையது	✓
3. Skill Development Oriented திறன்மேம்பாடு சார்ந்தது	✓	9. Relevent To Regional Need மண்டல அளவிலான தேவைகளோடு தொடர்புடையது	
4. Addresses Gender Sensitization பாலின உணர்திறன் பூர்த்தி செய்தல்		10. Relevent To National Need தேசிய அளவிலான தேவைகளோடு தொடர்புடையது	
5. Addresses Environment and Sustainability சுற்றுச் சூழல் மற்றும் நிலைத் தன்மை நிறைவு செய்தல்		11. Relevent To Global Development Need உலக அளவிலான தேவைகளோடு தொடர்புடையது	
6. Addresses Human Values மனித மதிப்புகளை நிறைவு செய்தல்	✓		

Course Objectives

1. இலக்கியங்களின் சிறப்பினை உணர்த்துதல். 2. காலந்தோறும் எழுந்த காப்பியங்களின் போக்கையும், புதினத்தின் இலக்கிய வடிவத்தை மாணவர்கள் உணருமாறு செய்தல். 3. யாப்பு, அணி போன்ற இலக்கிய வகைகளையும் மொழி பெயர்ப்புத் திறனையும் மாணவர்கள் உணருமாறு செய்தல். 4. தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்பக் கற்பித்தல் நடைமுறைகளை மேற்கொள்ளுதல்.
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Unit	Details	Hours
Unit-I	பெருங்காப்பியங்கள் 1. சிலப்பதிகாரம் - வழக்குரைகாதை-இளங்கோவடிகள் 2. மணிமேகலை ஆதிரை பிச்சையிட்ட காதை சீத்தலைச்சாத்தனார் 3. சீவகசிந்தாமணி - பூமகள் இலம்பகம் திருத்தக்கதேவர் 4. வளையாபதி—நாதகுத்தனார்	18 Hrs
Unit-II	சமயக் காப்பியங்கள் 1. பெரியபுராணம் - பூசலார் நாயனார்புராணம்-சேக்கிழார் 2. கம்பராமாயணம்- மந்தரை சூழ்ச்சிப் படலம்-கம்பர் 3. வில்லிபாரதம் - மற்போர் சருக்கம்-வில்லிபுத்தூராழ்வார் 4. சீறாப்புராணம் - புலி வசனித்த படலம்-உமறுப்புலவர்	18 Hrs
Unit-III	புதினம் 1. வஞ்சிமாநகரம் (வரலாற்றுப் புதினம்) -நா. பார்த்தசாரதி	18 Hrs

Unit-IV	1.பாடம் தழுவிய இலக்கிய வரலாறு 2.குரல் கொடுக்கும் வானம்பாடி - கேட்டிவி	18 Hrs
Unit-V	மொழித்திறன்/போட்டித் தேர்வுத் திறன் 1. நூல் மதிப்புரை 2. திறனாய்வு செய்தல் 3. கடிதம் வரைதல் 4. விண்ணப்பம் எழுதுதல்	18 Hrs

CO Number	CO Statement	Cognitive Level
CO1	காப்பியங்கள் அறிமுகப்படுத்தப்படுவதால் தமிழ் மொழியின் உயர்வையும் சிறப்பையும் உணர்தல்.	K1, K2
CO2	தமிழ்ப் புதினங்களின்வழி சமகாலப் படைப்புகளின் வாழ்வியல் சிந்தனைகளை அறிந்து கொள்வர்.	K2
CO3	நாவல் இலக்கியம் அறிமுகப்படுத்தப்படுவதால் சிந்தனை ஆற்றல், படைப்பாற்றல், கற்பனைத்திறன் வளர்தல்.	K4
CO4	யாப்பு, அணி இலக்கணங்கள், மொழிபெயர்ப்புத்திறன் ஆகியவற்றைக் கற்பதன் மூலம் போட்டித் தேர்வுகளை எதிர் கொள்ளுதல்.	K3
CO5	காப்பியங்கள் அறிமுகப்படுத்தப்படுவதால் தமிழ் மொழியின் உயர்வையும் சிறப்பையும் உணர்தல்.	K4

Text Books

1. தமிழ் இலக்கிய வரலாறு -செம்பதிப்பு- பெ.சுபாஷ் சந்திரபோஸ் பார்வை நூல்கள்
2. தமிழ் இலக்கிய வரலாறு - சிற்.பி.பாலசுப்பிரமணியன்
3. புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு - தமிழண்ணல்
4. வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு - எஃப்.பாக்கியமேரி

Web Resources

Related Online Contents (MOOC, SWAYAM, NPTEL, Websites etc.)

1. Tamil Heritage Foundation- www.tamilheritage.org <<http://www.tamilheritage.org>> Tamil virtual University Library-
2. www.tamilvu.org/library
3. <http://www.virtualvu.org/library> Project Madurai - www.projectmadurai.org.
4. Chennai Library- www.chennai.library.com <<http://www.chennai.library.com>>.
5. Tamil Universal Digital Library- www.ulib.prg <<http://www.ulib.prg>>.
6. Tamil E-Books Downloads- [tamale books downloads. blogspot.com](http://tamalebooks.blogspot.com)
7. Tamil Books on line- [books. tamil cube.com](http://books.tamilcube.com)
8. Catalogue of the Tamil books in the Library of British Congress archive.org
9. Tamil novels on line - books.tamilcube.com

பொதுத்தமிழ் —3												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	3	2	3	3	3	2	2	2	3	2	3	2
CLO2	3	3	2	2	2	3	2	3	2	3	2	2
CLO3	2	2	2	3	2	3	3	2	2	2	2	3
CLO4	3	2	2	2	3	2	3	3	2	3	3	3
CLO5	2	2	2	3	2	3	2	3	3	2	3	3

B.B.A.

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
III	23U3BAE3	PART - II GENERAL ENGLISH	6	3

Learning Objectives		
LO1	To make students realize the importance of resilience	
LO2	To enable them to become good decision makers	
LO3	To enable them to imbibe problem-solving skills	
LO4	To enable them to use tenses appropriately	
LO5	To help the student use English effectively at the work place.	
Unit No.	Unit Title & Text	No. of Periods for the Unit
I	ACTIVE LISTENING Short Story Ina Grove–Akutagawa Ryunosuke Translated from Japanese by Takashi Kojima The Gift of the Magi – O’ Henry Prose Listening – Robin Sharma Nobel Prize Acceptance Speech –Wangari Maathai	20
II	INTERPERSONAL RELATIONSHIPS Prose Telephone Conversation–Wole Soyinka Of Friendship – Francis Bacon Song (Motivational/ Narrative) Ulysses–Alfred Lord Tennyson And Still IRise– Maya Angelou	20
III	COPING WITH STRESS Poem Leisure– W.H. Davies Anxiety Monster– Rhona McFerran Readers Theatre The Forty Fortunes: A Tale of Iran Where there is a Will–Mahesh Dattani	20
IV	Grammar Phrasal Verb & Idioms Modals and Auxiliaries Verb Phrases–Gerund, Participle, Infinitive	15
V	Composition/Writing Skills Official Correspondence–Leave Letter, Letter of Application, Permission Letter Drafting Invitations Brochures for Programmes and Events	15

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Listen actively	PO1,PO7
CO2	Develop interpersonal relationship skills	PO1,PO2,PO10
CO3	Acquire self-confidence to cope with stress	PO4,PO6,PO9
CO4	Master grammar skills	PO4,PO5,PO6
CO5	Carryout business communication effectively	PO3,PO8

Text Books (Latest Editions)

1	Wangari Maathai–Nobel Lecture. Nobel Prize Outreach AB 2023.Jul 2023.
2	Mahesh Dattani,Where there is W ill. Penguin, 2013.
3	Martin Hewings, Advanced English Grammar, Cambridge University Press,2000
4	EssentialEnglishGrammarbyRaymondMurphy

WebResources

1	WangariMaathai–NobelLecture.NobelPrizeOutreachAB2023.Mon.17Jul 2023. https://www.nobelprize.org/prizes/peace/2004/maathai/lecture/
2	TelephoneConversation-Wole Soyinka https://www.k-state.edu/english/westmank/spring_00/SOYINKA.html
3	AnxietyMonster- RhonaMcFerran- www.poetrysoup.com

Mapping with Programme Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	2	3	2
CO2	2	3	3	3	2	3	3	2	2	2
CO3	3	3	3	2	3	3	3	2	3	2
CO4	3	3	3	3	3	3	3	2	2	2
CO5	3	2	3	3	3	3	3	2	2	3

3– Strong, 2– Medium, 1 -Low

Mapping with Programme Specific Outcomes:

CO /PO	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3
CO2	3	3	3	3
CO3	3	3	3	3
CO4	3	3	3	3
CO5	3	3	3	3
Weight age	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
III	23U3BAC5	MARKETING MANAGEMENT	5	5

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To understand the marketplace.
To identify the PLC stages and the pricing strategies.
To select the different marketing channels of distribution.
To appraise the Sales Forecasting.
To prepare according to the latest trends in market.

SYLLABUS

Unit	Content	No. of Hours
I	Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.	12
II	Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. New Product Development Process - Product Life Cycle. Branding – Packaging. Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Segmentation – Need And Basis of Segmentation - -Targeting – Positioning (20 Hours)	12
III	Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems. A Brief Overview of: Advertising – Publicity –Public Relation – Personal Selling – Direct Selling and Sales Promotion - Buyer Behavior –Buying Motives – Factors Influencing Buyer Behaviour.	12
IV	Sales Forecasting – Various Methods of Sales Forecasting - Sales Management: Motivation, Compensation and Control of Salesmen - CRM – Importance – Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty	12
V	Digital Marketing: Introduction, Types (Search Engine Marketing,	12

	Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing) – Applications & Benefits - IMC (Integrated marketing communication): - Definition, Process, Need & Significance	
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Reference books

1.	Philip Kotler, 2003, <i>Marketing Management</i> , 11th edition, Pearson Education (Singapore) Pte Ltd, New Delhi.
2.	V.S. Ramaswamy & S. Namakumari, 1994, <i>Principles of Marketing</i> , first edition, S.G. Wasani / Macmillan India Ltd,
3.	Cranfield, <i>Marketing Management</i> , Palgrave Macmillan.
4.	Harsh V Verma & Ekta Duggal, <i>Marketing</i> , Oxford University Press, 2017.
5.	Sontakki C.N, <i>Marketing Management</i> , Kalyani Publishers, Ludhiana.

WEB SOURCE:

1.	http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf
2.	https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf
3.	https://www.enotesmba.com/2013/01/marketing-management-notes.html
4.	Industrial Marketing Management Journal ScienceDirect.com by Elsevier
5.	Journal of Marketing Management Taylor & Francis Online (tandfonline.com)

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	To list and identify the core concepts of Marketing and its mix.	K1, K3
CO2	To sketch the nature of product, PLC and pricing strategies.	K2
CO3	To analyze the appropriate promotional mix.	K3, K2 -
CO4	To assess the sales and evaluation of customers.	K4
CO5	To prepare and rearrange the latest trends in market.	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze; K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated

1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
III	23U3BAC6	BUSINESS REGULATORY FRAMEWORK	5	4

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

Explain Indian Contracts Act
Understand Sales of goods act& contract of agency
Understand Indian Companies Act 1956
Understand Consumer Protection Act – RTI
Understand Cyber law

SYLLABUS

Unit	Content	No. of Hours
I	Brief outline of Indian Contracts Act - Special contracts Act	12
II	Sale of goods Act - Contract of Agency	12
III	Brief outline of Indian Companies Act 1956.-	12
IV	Consumer Protection Act – RTI	12
V	Brief outline of Cyberlaws – IT Act 2000 & 2008	12

Reference books

1	N.D. Kapoor, 1993, Business Laws, Sultan Chand, New Delhi
2	K.S. Anantharaman, 2003 Business and Corporate Laws, Sitaraman& co. Pvt. Ltd.
3	Chandrasekaran ,2004 Sitaraman & co Pvt Ltd, Intellectual Property Law
4	Bare Acts- FEMA, Consumer Protection Act
5	Acharya -2004, Intellectual Property Rights Asia Law House Publication,

WEB SOURCE:

1	https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---l.html
2	http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/

3	https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661
4	International Journal of Law (lawjournals.org)
5	https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Explain Indian Contracts Act	K1, K3
CO2	Understand Sales of goods act and Contract of Agency	K2
CO3	Understand Indian Companies Act 1956	K3, K2 -
CO4	Understand Consumer Protection Act – RTI	K4
CO5	Understand Cyber law	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze;
K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;

1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
III	23U3BAA4	Allied – Mathematics and Statistics for Managers	5	3

Nature of the course

Employability Oriented	✓	Relevant to Local need		Addresses Gender Sensitization	
Entrepreneurship Oriented		Relevant to regional need		Addresses Environment and Sustainability	
Skill development Oriented	✓	Relevant to national need		Addresses Human Values	
		Relevant to Global development need	✓	Addresses Professional Ethics	

Course Objectives

The main objectives of this course are:

<ol style="list-style-type: none"> To introduce the concept of network scheduling. To teach various methods to solve transportation problems and assignment problem. To impart the knowledge to solve the linear programming problems.

SYLLABUS

Unit	Content	No. of Hours
I	Matrices: different types of matrices – addition and subtraction of matrices – Multiplication of matrices – elementary operations – Determinants – solution of system of linear equation by Cramer's rule.	15
II	Elements of differential calculus – Maxima and Minima – Application of these concepts to Business, Economics. (Simple problems only)	15
III	Operations Research: An Overview - Definitions of OR-Applications and Limitations of OR - Linear programming problem: Formulation – Graphical Method - Solved Problems.	15
IV	Transportation problem: North west corner rule – Least cost method – Vogel's approximation method (initial basic Feasible solution only) – unbalanced transportation problem - Assignment problem: Balanced Assignment problem unbalanced Assignment problem Maximum Assignment problem - Solved problems. (Problems Only) <i>Self-Study: Transportation problem by MODI method</i>	15
V	Network scheduling by PERT/CPM: Network - Critical path Method – PERT calculation – PERT algorithm – solved problems.	15

***Note:** Questions may be asked from the *Self-study* content for only CIA test (Mid and End semesters) and **NOT** for the external (Semester Examinations)

Text Book:

1. Business Mathematics and statistics by Pa. Navanitham, Jai Publishers Trichy.
2. Problems in Operations Research by PK Gupta and Man Mohan, Sulthan& sons,2014

Unit	Text Book	Chapter(s)	Page (s)
I	1	4	147-160, 164-173
II	1	6, 7	247-267, 282-292
III	2	0, 1, 2	1-19, 39-53
IV	2	15, 16	293-298, 349- 357
V	2	27	691-714

References:

1. S.C. Gupta – Fundamentals of Statistics - Sultan Chand & Sons, Delhi.
2. Operation Research, KanthiSwarub, P. K. Gupta and Manmohan, Sultan Chand & Sons, New Delhi, 1982.
3. Operations Research – Principles and Practice, Don T. Philips, A. Ravindran, James J. Solberg, John Wiley & Sons, 1976.

Web resources:

1. <https://nptel.ac.in/courses/112106134/>

Pedagogy: Teaching / Learning methods:

Chalk and Board, Virtual Class room, LCD projector, Video Conference, Guest Lectures, Tutorial, Assignment, Seminar.Library, Net Surfing, NPTEL Course Materials, Use of Mathematical software.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Find the solution of linear equations by cramer’s rule.	K1, K2
CO2	Calculate maxima and minima.	K2, K3
CO3	Formulate the linear programming problems and solve it.	K2, K3, K4
CO4	Understand transportation problems and assignment problems.	K2, K3, K4
CO5	Solve network problems by PERT / CPM.	K4, K5, K6

Cognitive Level:K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze;

K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	2	2	3	3
CO2	3	3	3	3	3	3	3	3
CO3	2	3	3	2	2	3	3	2
CO4	3	2	3	1	3	3	1	2
CO5	2	1	3	2	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;
1 - Weakly Correlated; 0 – No correlation

Mapping of Course Outcomes with Programme Specific Outcomes:-

CO \ PSO	PS01	PS02	PS03	PS04	PS05	PS06	PS07
CO1	2	2	3	2	3	2	3
CO2	2	2	3	2	3	2	2
CO3	2	3	3	2	2	2	3
CO4	3	3	1	2	1	2	3
CO5	1	3	2	2	2	2	1

3 – Strongly Correlated; 2 – Moderately Correlated;
1 – Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
II & IV	23U4BAA5	ALLIED - COMPUTER APPLICATION IN BUSINESS (NS)	3	-

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To build skills in Ms-Word
To build skills in Ms-Excel,
To build skills in Ms- Power Point
To understand the basics of tally
To familiarize students with google forms for students with relevance in business scenario and its applications.

SYLLABUS

Unit	Content	No. of Hours
I	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .	12
II	Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell	12

	check, formula auditing, tracking changes, customization	
III	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.	12
IV	Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet	12
V	Use Google forms to develop & share questionnaire.	12

Reference books

1.	P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.
2.	Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman
3.	Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
4.	Lisa A. Bucki, John Walkenbach, FaitheWempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.
5.	S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.

WEB SOURCE:

1.	https://www.microsoft.com/en-us/microsoft-365/blog/
2	https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18
3	https://byjus.com/govt-exams/microsoft-word/
4	https://edu.gcfglobal.org/en/google-forms/
5	https://www.tutorialkart.com/tally/tally-tutorial/

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Demonstrate hands on experience with Ms-word for business activities	K1, K3
CO2	Demonstrate hands on experience with Ms-Excel for business activities	K2
CO3	Demonstrate hands on experience with Ms-power point for business activities	K3, K2 -
CO4	Demonstrate hands on experience with Tally for business activities	K4
CO5	Demonstrate hands on experience with Tally for reporting in business	K5

Cognitive Level : **K1** - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze;
K5 – Evaluate; **K6** – Create

Mapping of Course Outcomes with Programme Specific Outcomes

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;
1 - Weakly Correlated; 0 – No correlation

Semester	Subject Code	Title Of The Paper	Hours Of Teaching/ Week	No. of Credits
IV	23U4BAT4	வ்யாதுத் தமிழ் - 4	6	3

Nature of the Course

1. Employability Oriented வேலை வாய்ப்புச் சார்ந்தது		7. Addresses Professional Ethics தொழில் நெறிமுறைகளை நிறைவு செய்தல்	
2. Entrepreneurship Oriented தொழில் முனைவு சார்ந்தது		8. Relevent To Local Need உள்ளூர் தேவைகளோடு தொடர்புடையது	✓
3. Skill Development Oriented திறன்மேம்பாடு சார்ந்தது	✓	9. Relevent To Regional Need மண்டல அளவிலான தேவைகளோடு தொடர்புடையது	
4. Addresses Gender Sensitization பாலின உணர்திறன் பூர்த்தி செய்தல்		10. Relevent To National Need தேசிய அளவிலான தேவைகளோடு தொடர்புடையது	
5. Addresses Environment and Sustainability சுற்றுச் சூழல் மற்றும் நிலைத் தன்மை நிறைவு செய்தல்	✓	11. Relevent To Global Development Need உலக அளவிலான தேவைகளோடு தொடர்புடையது	
6. Addresses Human Values மனித மதிப்புகளை நிறைவு செய்தல்	✓		

Course Objectives

1. சங்க இலக்கியத்தின் சிறப்பையும், நாடகம் என்னும் இலக்கிய வகையின் தன்மையையும் அகத்திணை, புறத்திணை இலக்கணங்களையும் மாணவர்களுக்கு அறிமுகப்படுத்துதல்.
2. தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்பக் கற்பித்தல் நடைமுறைகளை மேற்கொள்ளுதல்.
3. சங்க இலக்கியத்தில் காணப்பெறும் வாழ்வியல் சிந்தனைகளை அறிந்து கொள்வர்.
4. தமிழின் தொன்மையையும், செம்மொழித் தகுதியையும் அறிந்து கொள்ளுதல்.

Unit	Details	Hours
Unit-I	எட்டுத்தொகை 1 நற்றிணை (10, 14, 16), குறுந்தொகை (16, 17, 19, 20, 25, 29, 38, 44, 40) கலித்தொகை (38, 51), அகநானூறு (15, 33, 55), புறநானூறு (37, 86, 112), பரிபாடல் —55	
Unit-II	எட்டுத்தொகை 2 நெடுநல்வாடை-நக்கீரர்	18 Hrs
Unit-III	நாடகம் - சபாபதி-பம்மல் சம்பந்த முதலியார்	18 Hrs
Unit-IV	1. பாடம் தழுவிய இலக்கிய வரலாறு 2. பயணங்கள் தொடரும் - கேட்டிவி	18 Hrs
Unit-V	1. மொழிபெயர்ப்பு / கலைச்சொற்கள் 2. கொடுக்கப்பட்டுள்ள ஆங்கிலப்பகுதியைத் தமிழில் மொழிபெயர்த்தல் 3. அலுவலகத் கடிதம் - தமிழில் மொழிபெயர்த்தல்	18 Hrs

CO Number	CO Statement	Cognitive Level
CO1	சங்க இலக்கியத்தில் காணப்பெறும் வாழ்வியல் சிந்தனைகளை அறிந்து கொள்வர்.	K1, K2
CO2	தமிழின் தொன்மையையும், செம்மொழித் தகுதியையும் அறிந்து கொள்ளுதல்.	K2
CO3	நாடக இலக்கியம் மூலம் நடிப்பாற்றலையும். கலைத்தன்மையையும், படைப்பாற்றலையும் வளர்த்தல்.	K4
CO4	தமிழிலிருந்து அலுவலகக் கடிதங்களை மொழிபெயர்க்கும் அறிவைப் பெறுவர்.	K3
CO5	மொழியறிவோடு வேலை வாய்ப்பினைப் பெறுதல்.	K4

Text Books

1. தமிழ் இலக்கிய வரலாறு -செம்பதிப்பு- பெ.சுபாஷ் சந்திரபோஸ் பார்வை நூல்கள்.
2. தமிழ் இலக்கிய வரலாறு - சிற்பி.பாலசுப்பிரமணியன்.
3. புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு - தமிழண்ணல்
1. வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு - எஃப்.பாக்கியமேரி

Web Resources

Related Online Contents (MOOC, SWAYAM, NPTEL, Websites etc.)

1. Tamil Heritage Foundation- www.tamilheritage.org <<http://www.tamilheritage.org>> Tamil virtual University Library-
2. [www.tamilvu.org/ library](http://www.tamilvu.org/library)
3. <http://www.virtualvu.org/library> Project Madurai - www.projectmadurai.org.
4. Chennai Library- www.chennaiLibrary.com <<http://www.chennaiLibrary.com>>.
5. Tamil Universal Digital Library- www.ulib.prg <<http://www.ulib.prg>>.
6. Tamil E-Books Downloads- tamilebooks.com downloads. blogspot.com
7. Tamil Books on line- books.tamilcube.com
8. Catalogue of the Tamil books in the Library of British Congress archive.org
9. Tamil novels on line - books.tamilcube.com

பொதுத்தமிழ் —4												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	3	2	3	3	3	2	2	2	3	2	3	2
CLO2	3	3	2	2	2	3	2	3	3	2	2	2
CLO3	3	2	3	3	2	2	2	3	2	3	3	2
CLO4	2	3	3	2	2	2	3	2	3	2	3	3
CLO5	3	3	2	2	2	3	3	2	2	2	3	3

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
IV	23U4BAE4	PART - II GENERAL ENGLISH	6	3

Learning Objectives		
LO1	To make students realize the importance of resilience	
LO2	To enable them to become good decision makers	
LO3	To enable them to imbibe problem-solving skills	
LO4	To enable them to use tenses appropriately	
LO5	To help the use English effectively at the work place.	
Unit No.	Unit Title &Text	No.of Periods for the Unit
I	GOALSETTING(UNICEF) Life Story From Chinese Cinderella–Adeline Yen Mah Why I Write- George Orwell Short Essay On Personal Mastery–Robin Sharma On the Love of Life – William Hazlitt	20
II	INTEGRITY Short Story The Taxi Driver – K.S. Duggal Kabuliwala - Rabindranath Tagore A Retrieved Reformation –O Henry Extract from a play The Quality of Mercy (Trial Scene from the Merchant of Venice - Shakespeare)	20
III	COPING WITH EMOTIONS Poem Pride – Dahlia Ravikovitch Phenomenal Woman – Maya Angelou Reader’s Theatre The Giant’s Wife A Tall Tale of Irel and–William Carleton The Princess and the God :A Tale of Ancient India	20
IV	Language Competency Sentences Simple Sentences Compound Sentences Complex Sentences Direct and Indirect Speech	15
V	Report Writing Narrative Report Newspaper Report Drafting Speeches Welcome Address Vote of Thanks	15

Course Outcomes

Course Outcomes	On completion of this course, students will;	
CO1	Determine their goals	PO1,PO7
CO2	Identify the value of integrity.	PO1,PO2,PO10
CO3	Deal with emotions.	PO4,PO6,PO9
CO4	Frame grammatically correct sentences	PO4,PO5,PO6
CO5	Write cohesive reports.	PO3,PO8

Text Books (Latest Editions)

1	Oxford Practice Grammar, John Eastwood, Oxford University Press
2	Cambridge Grammar of English, Ronald Carter and Michael McCarthy
3.	George Orwell Essays, Penguin Classics

Web Resources

1	http://www.gradesaver.com/George-orwell-essays/study/summary
2	O' Henry. A Retrieved Reformation. https://americanenglish.state.gov/files/ae/resource_files/a-retrieved-reformation.pdf
	Maya Angelou. Phenomenal Woman. https://www.poetryfoundation.org/poems/48985/phenomenal-woman
3	TheQuality of Mercy, https://poemanalysis.com
4	https://www.oxfordscholarlyeditions.co.in/display/10.1093/acrade/9780199235742.book.1/acrade-9780199235742-div1-106-WilliamHazilitt

Mapping with Programme Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	2	3	2
CO2	2	3	3	3	2	3	3	2	2	2
CO3	3	3	3	2	3	3	3	2	3	2
CO4	3	3	3	3	3	3	3	2	2	2
CO5	3	2	3	3	3	3	3	2	2	3

3–Strong, 2–Medium, 1–Low**Mapping with Programme Specific Outcomes:**

CO /PO	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3
CO2	3	3	3	3
CO3	3	3	3	3
CO4	3	3	3	3
CO5	3	3	3	3
Weight age	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
IV	23U4BACIM	Industry Module - HUMAN RESOURCE MANAGEMENT	5	4

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

Explain the concepts, functions and process of HRM
Examine the selection and placement process
Evaluate performance appraisal and compensation
Understand Labor management strategies and trade union policies
Understand the recent trends in HR

SYLLABUS

Unit	Content	No. of Hours
I	Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Human resource planning –	12
II	Recruitment – Selection – Methods of Selection – Uses of various tests – interview techniques in selection and placement. Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development.	12
III	Performance appraisal – Transfer – Promotion and termination of services – Career development. Remuneration - Components of remuneration – Incentives – Benefits – Motivation – Welfare and social security measures.	12
IV	Labour Relation – Functions of Trade Unions – Forms of collective bargaining- Workers’ participation in management – Types and effectiveness – Industrial Disputes and Settlements (laws excluded)	12
V	Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices	12

Reference books

1.	V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3 rd Edition ,2010
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2.	K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6 th Edition
3.	Garry Deseler, Human Resource Management, Pearson, 15 th Edition, 2017
4.	L M Prasad , Human Resource Management , Sultan Chand and Sons 3 rd Edition , 2014
5.	Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010

WEB SOURCE:	
1	https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf
2	http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf
3	https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf
4	https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835
5	http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Explain the concepts, functions and process of HRM	K1, K3
CO2	Examine the selection and placement process	K2
CO3	Evaluate performance appraisal and compensation	K3,K2 -
CO4	Understand labour management strategies and trade union policies	K4
CO5	Understand the recent trends in HR	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze;
K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;

1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
IV	23U4BAC7	ACCOUNTING FOR MANAGERS - II	5	4

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To provide basic understanding of cost concepts and classification.
To develop skills in tools & techniques and critically evaluate decision making in business.
To understand various ratios and cash flow related to finance
To recognize the role of budgets and variance as a tool of planning and control.
To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios

SYLLABUS

Unit	Content	No. of Hours
I	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – cost sheets – Tenders & Quotation	12
II	Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.	12
III	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover.	12
IV	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget	12
V	Marginal Costing – CVP analysis – Break even analysis	12

Reference books

1.	T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016
2.	Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015.
3.	Hornrgren Sunderu Stratton, Introduction to Management Accounting, Pearson

	Education,2013.
4.	Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting ,2019
5.	Colin Drury, Management and Cost Accounting (with CourseMate and eBook Access), Cengage, 2015.

WEB SOURCE:	
1	https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/
2	https://efinancemanagement.com/financial-accounting/management-accounting
3	http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859
4	https://www.wallstreetmojo.com/ratio-analysis/
5	http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Interpret cost sheet & write comments.	K1, K3
CO2	Compare cost, management & financial accounting	K2
CO3	Analyze the various ratio and compare it with standards to assess deviations	K3,K2 -
CO4	Estimate budget and use budgetary control	K4
CO5	Evaluate marginal costing and its components	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze; K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;
1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
III & IV	23U4BAA5	ALLIED - COMPUTER APPLICATION IN BUSINESS (NS)	3	3

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To build skills in Ms-Word
To build skills in Ms-Excel,
To build skills in Ms- Power Point
To understand the basics of tally
To familiarize students with google forms for students with relevance in business scenario and its applications.

SYLLABUS

Unit	Content	No. of Hours
I	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .	12
II	Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization	12
III	Introduction, opening new presentation, Presentation templates, presentation	12

	layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.	
IV	Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet	12
V	Use Google forms to develop & share questionnaire.	12

Reference books

1.	P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.
2.	Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman
3.	Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
4.	Lisa A. Bucki, John Walkenbach, FaitheWempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.
5.	S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.

WEB SOURCE:

1.	https://www.microsoft.com/en-us/microsoft-365/blog/
2	https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18
3	https://byjus.com/govt-exams/microsoft-word/
4	https://edu.gcfglobal.org/en/google-forms/
5	https://www.tutorialkart.com/tally/tally-tutorial/

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Demonstrate hands on experience with Ms-word for business activities	K1, K3
CO2	Demonstrate hands on experience with Ms-Excel for business activities	K2
CO3	Demonstrate hands on experience with Ms-power point for business activities	K3,K2 -
CO4	Demonstrate hands on experience with Tally for business activities	K4
CO5	Demonstrate hands on experience with Tally for reporting in business	K5

Cognitive Level : **K1** - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate; **K6** – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;
1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
IV	23U4BAA6	ALLIED - SERVICE MARKETING	5	3

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To recall the basic concepts of Services Marketing3
To know the Marketing Mix in Service Marketing.
To examine effectiveness of Service Marketing.
To discuss on delivering Quality Service.
To analyze the Marketing of Services.

SYLLABUS

Unit	Content	No. of Hours
I	Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.	12
II	Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing-people, physical evidence and process.	12
III	Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.	12
IV	Delivering Quality Service: Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.	12
V	Marketing of Service With Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services.	12

Reference books

1.	Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.
2.	S.M. Jha, Services marketing, Himalaya Publishers, India
3.	Baron, Services Marketing, Second Edition. Palgrave Macmillan
4.	Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
5.	Thakur.G.S. Sandhu supreet& Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna.

WEB SOURCE:

1	https://www.managementstudyguide.com/seven-p-of-services-marketing.htm
2	https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875
3	https://www.marketingtutor.net/service-marketing/
4	https://www.marketing91.com/service-marketing/
5	https://www.marketing91.com/service-marketing-mix/

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	To define and understand the concepts of Services Marketing.	K1, K3
CO2	To Examine and apply Marketing Mix in Service Marketing.	K2
CO3	To analyze and design various strategies in the field of Services Marketing.	K3,K2 -
CO4	To evaluate the role of delivering Quality Service.	K4
CO5	To design the tools of Marketing	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze;
K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;

1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
IV	23U4BASEC1	Skill Enhancement course - DIGITAL LITERACY IN MARKETING	2	2

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To provide basic knowledge about digital marketing.
To understand and develop various digital marketing tools used for business.
To know the digital analytics and measurement tools used for digital marketing.
To familiarise online and Social media marketing
To Understand various data analytics and measurement tools in digital marketing

SYLLABUS

Unit	Content	No. of Hours
I	Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.	12
II	Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.	12

Reference books

1.	Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.
2.	Nitin C Kamat & Chinmay Nitin Kamat, Digital Social Media Marketing, Himalaya Publishing House, 2018.
3.	Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.
4.	Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015.
5.	Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.

WEB SOURCE:

1. <https://www.soravjain.com/ebook/ebook.pdf>
2. <https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners>
3. <https://www.optron.in/blog/digital-marketing/>
4. <https://www.tutorialsduniya.com/notes/digital-marketing-notes/>
5. <https://digitalmarketinginstitute.com/resources/ebooks>

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	To define and understand the concepts of Services Marketing.	K1, K3
CO2	To Examine and apply Marketing Mix in Service Marketing.	K2
CO3	To analyze and design various strategies in the field of Services Marketing.	K3, K2 -
CO4	To evaluate the role of delivering Quality Service.	K4
CO5	To design the tools of Marketing	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze;
K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;

1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
V	23U5BAC8	OPERATION MANAGEMENT	5	5

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To provide comprehensive outlook on basic concepts, theories and practices of production.
To know the quality concepts & and quality control measures in area of production.
To understand layout and service facilities
To compare and contrast inventory management techniques
To analyse work study methods

SYLLABUS

Unit	Content	No. of Hours
I	Introduction: Nature and Scope of Operations Management. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.	12
II	Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.	12
III	Production and Inventory Control: Basic types of production – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP). JIT	12
IV	Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.	12
V	Service Operations Management: Introduction – Types of Service – Service Encounter–Service Facility Location – Service Processes and Service Delivery.	12

Reference books

1.	P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015
2.	N.G. Nair; Production Management, JBA Publishers, Edition 2004
3.	K.ShridharaBhat; Production and Materials Management, Himalaya publishing house, 2012
4.	P. Ramamurthy; Production and Operations Management, JBA publishers, 2nd edition 2013.
5.	R.B.Khana; Production and Operations Management, Prentice hall publications, 2007.

WEB SOURCE:

1	https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf
2	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf
3	https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf
4	https://backup.pondiuni.edu.in/sites/default/files/Part%20I%20Operations%20Management.pdf
5	https://www.studocu.com/in/course/lovely-professional-university/operation-management/4335497

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Provide comprehensive outlook on basic concepts, theories and practices of production	K1, K3
CO2	Describe route chart, maintenance schedule for production.	K2
CO3	Identify right plant location and plant layout of factory	K3,K2 -
CO4	Know work study & method study, its procedure & quality control techniques in production.	K4
CO5	Understand service operations management	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze;
K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;

1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
V	23U5BAC9	ADVERTISING MANAGEMENT AND SALES PROMOTION	5	5

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√		Addresses Human Values	√	

Course Objectives

The main objectives of this course are to:

To understand the role of advertising and audience
To manage Media
To design implementation strategies and select agencies
To device sale promotion
To understand social impact of sales and advertising

SYLLABUS

Unit	Content	No. of Hours
I	Advertising: Advertising, objectives, task and process, market segmentation and target audience – Message and copy development.	12
II	Media: Mass Media - Selection, Planning and Scheduling – Web Advertising	12
III	Implementation: Implementing the programme coordination and control – Advertising agencies – Organization and operation.	12
IV	Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented – planning, budgeting and implementing and controlling campaigns	12
V	Control: Measurement of effectiveness – Ethics, Economics and Social Relevance - Integrated marketing communication.	12

Reference books

1.	Advertising Promotion And Other Aspects Of Integrated Marketing Communications, 9th Edition, J Craig Andrews
2	Advertising and promotion By George E Belch,KeyoorPurai,Michael A Belch, Tata Mc Graw Hill Pubishing

3	Advertising and Personal selling by Dr Ruchi Gupta
4	Advertising: Principles and practices By wells , W./Moriarty , S./Burnett, Pearsons
5	Tested advertising methods by John Caples, prentice hall

WEB SOURCE:	
1	https://oms.bdu.ac.in/ec/admin/contents/175_P16MBA4EM4_2020051909561946.pdf
2	https://www.bimkadapa.in/materials/ASPM%20TOTAL%205%20UNITS%20MATERIAL.pdf
3	International Journal of Research in Marketing, Elsevier
4	Journal of Advertising – Taylor and Francis
5	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7010.pdf

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Understand the concepts and principles of sales and advertising	K1, K3
CO2	Comprehend and decide the usage of mass media	K2
CO3	Design and deliver advertisements	K3, K2 -
CO4	Summarize and operationalize sales promotion	K4
CO5	Control and justify the process of advertising.	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze; K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;
1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
V	23U5BAC10	RESEARCH METHODOLOGY	5	5

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To familiarize the students to the basic concepts of Research and operationalize research problem
To provide insights on research design and scaling
To throw light on data collection and presentation
To elucidate on Hypothesis Testing and other statistical Test
To summarize and present research results with focus on ethics and plagiarism

SYLLABUS

Unit	Content	No. of Hours
I	Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing.	12
II	Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling techniques.	12
III	Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules, data entry, tabulation & cross tabulation-and Graphic presentation. Data.	12
IV	Analysis and Preparation: Hypothesis testing – statistical significance, statistical testing procedure. Tests of significance- -Simple Correlation - Regression	12
V	Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism.	12

Reference books

1.	C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.
2.	Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018.
3.	Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia

	2011.
4.	Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.
5.	Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021

WEB SOURCE:	
1	https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf
2	https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf
3	https://prog.lmu.edu.ng/colleges\CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf
4	https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf
5	https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Understand the concepts and principles of Research	K1, K3
CO2	Comprehend and decide the usage of design and formulate hypothesis	K2
CO3	Analyze data collection sources and tools	K3,K2 -
CO4	Summarize and establish solutions through data analysis	K4
CO5	Compare and justify the process of writing and organizing a research report.	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze; K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;
1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
V	23U5BAEL1A	Major Elective – I MANAGEMENT INFORMATION SYSTEM	4	3

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

Understand MIS in decision making
Explain MIS, its structure and role in management functions
Classify & discuss information system categories, Database Management systems
Discuss SDLC and functional information system categories
Outline functions of BPO, Data mining and the recent trends in information management

SYLLABUS

Unit	Content	No. of Hours
I	Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues	12
II	Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage	12
III	Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.	12
IV	System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.	12
V	Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data.	12

Reference books

1.	Mudrick& Ross, "Management Information Systems", Prentice - Hall of India.
2.	Sadagopan, "Management Information Systems" - Prentice- Hall of India
3.	CSV Murthy -"Management Information Systems" Himalaya publishing House.
4.	Dr. S.P. Rajagopalan, "Management Information Systems and EDP ", Margham Publications, Chennai.
5	Management Information System byOka MM

WEB SOURCE:	
1	https://www.tutorialspoint.com/management_information_system/management_information_system.htm
2	http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf
3	JMIS - Journal of Management Information Systems (jmis-web.org)
4	Management Information Systems Quarterly AIS Affiliated Journals Association for Information Systems (aisnet.org)
5	https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Understand MIS in decision making	K1, K3
CO2	Explain MIS, its structure and role in management functions	K2
CO3	Classify & discuss information system categories, Database Management systems	K3, K2 -
CO4	Discuss SDLC and functional information system categories	K4
CO5	Outline functions of BPO, Data mining and the recent trends in information management	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze; K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;

1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
V	23U5BAEL1B	MAJOR ELECTIVE- I INDUSTRIAL RELATION	4	3

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To educate about the Industrial legislation in India.
To provide knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances etc.,
To know about Labor Legislation
To provide knowledge about the Councils and Collective Bargaining
To educate about Trade Unions

SYLLABUS

Unit	Content	No. of Hours
I	Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India.	12
II	Industrial Dispute: Meaning, Employee Dissatisfaction, Strikes – Lockouts, Lay Off & Causes of Conflict. Settlement of Disputes – Machinery – Negotiations Conciliation, Meditation, Arbitration and Adjudication. Grievance: Definition & Redressal Procedure	12
III	Labor Legislation: Factories Act 1948, Employee state insurance act 1948, Employee Compensation act 1923, Employee Provident Funds and Miscellaneous Provisions Act 1952 & Trade Union Act 1926.	12
IV	Workers' participation in management: Labors Participation in Management Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. Collective Bargaining: Definition, Meaning, Types, Process & Importance.	12
V	Trade Unions – Growth – Economic, Social and Political Conditions - Objectives-Structures and Functions–Social And Economic Responsibilities of Trade Union.	12

Reference books

1.	Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018
2.	Gupta CB (Dr), Kapoor N.D., Tripathi PC; Industrial Relations and Labour Laws, Sultan Chand and Sons, 2020.
3.	Chris Hall; Trade Union and its State, Princeton University, 2017
4.	Ian Beard well; Contemporary Industrial Relation, Oxford University Press, 1996
5.	R C Sharma; Industrial Relation and Labour Legislation, PHL learning Pvt ltd, 2016

WEB SOURCE:

1	Industrial Relations Journal
2	C S Venkata Ratnam , Manoranjan Dhal, Industrial Relations, Oxford, 2 nd Edition
3	A M Sharma, Industrial Relations and Labour Laws, HPH, Revised Edition
4	P R N Sinha, Indu Bala Dinha, Seema Priyadarshini Shekhar, Industrial Relations , Trade Unions and Labour Legislation, Pearson , 3e
5	Labor Laws, Taxmann

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Understand the role and importance of Industrial Relations	K1, K3
CO2	Understanding the concepts of industrial Disputes and settlement.	K2
CO3	Understanding the concepts of Labour legislation.	K3,K2 -
CO4	Identifying the concepts of Workers Participation in Management	K4
CO5	Understanding the concepts of Trade Union	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze; K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;
1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
V	23U5BAEL2A	MAJOR ELECTIVE – II FINANCIAL LITERACY	4	3

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To impart knowledge about basic of finance
To provide understanding risk vs return on various financial investments
To familiarize students about Investments in Commodities and Real Estates
To impart knowledge about Mutual Funds
To familiarize students about Crypto investments and Tax Planning

SYLLABUS

Unit	Content	No. of Hours
I	Financial institutions, Financial Intermediaries, Financial markets and financial instruments	12
II	Financial Planning, Investment Objectives, Basics of Risk and return- Insurance policies – Significance of Term insurance and Health insurance	12
III	Investments in Commodity, Real estate investments	12
IV	Mutual Funds Analysis – Evaluation criteria of Selecting the best fund, Stock Analysis – Evaluation criteria of best stocks	12
V	Crypto Investments – Financial freedom -Tax Planning	12

Reference books

1.	Richard A Lambert, Financial Literacy, Wharton School Press
2.	Eric Tyson, Personal Finance for Dummies, IDG Books, 9 th Edition
3.	Alan John and Jon Law, Crypto Technical Analysis, Alan John
4.	G Victor Hallman and Jerry S Resenbloom, Private Wealth Management, Wharton School Press, 8 th edition
5.	H Sadhak, Mutual Funds in India, Sage Response, 2 nd edition

WEB SOURCE:	
1.	https://www.moneycontrol.com/mutual-funds/find-fund/
2.	www.screener.in
3.	https://www.iarfc.org/publications/journal-of-personal-finance
4.	https://ticker.finology.in/
5.	https://www.investopedia.com/terms/m/mutualfund.asp

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Describe nature, scope, role, levels, functions of financial institutions, Financial Intermediaries, Financial markets and financial instruments	K1, K3
CO2	Comprehend investment objectives, Risk and return and Insurance	K2
CO3	Identify Investments in Commodity, Real estate investments	K3, K2 -
CO4	Analyse Mutual fund and Stock	K4
CO5	Understand Crypto currency, Tax and Financial Freedom	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze;
K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;

1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
V	23U5BAEL2B	MAJOR ELECTIVE- II SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	4	3

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

Understand Financial intermediaries, financial markets and risk return trade off
Evaluate the performance of bonds and Equity Valuation
To study Fundamental and Technical analysis
Illustrate Portfolio Management
To know about Derivatives

SYLLABUS

Unit	Content	No. of Hours
I	Theory: Meaning, objectives, classification of investment. Investment versus speculation. security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY. Stock exchanges- BSE, NSE, OTCEI. Financial intermediaries. Return and Risk – Meaning, types of risk. Problem: Measurement of risk and return	12
II	Theory: Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity Problem: Equity valuation models -Walter model, Gordon's model, the p/e ratio or earnings multiplier approach, measuring bond yields- yield to maturity, holding period return	12
III	Theory: Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels Problems: Relative Strength Analysis, Moving Averages breadth of market	12
IV	Theory: steps in portfolio management, Portfolio Models –Capital Asset Pricing Model, Arbitrage Pricing Theory Problems: Evaluation of Portfolios; Sharpe Model, Jensen's Model, Treynor's model	12

V	Theory: characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.	12
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Reference books

1.	Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.
2.	Bodi, Kane, Markus, Mohanty, Investments, 8 th edition, Tata McGraw Hill, 2011.
3.	V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013.
4.	V.K.Bhalla, Investment Management, S.Chand& Company Ltd., 2012
5.	Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press

WEB SOURCE:

1.	www.stock-trading-infocentre.com
2.	www.sebi.gov.in
3.	https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/
4.	https://www.investopedia.com/terms/t/technicalanalysis.asp
5.	https://groww.in/p/portfolio-management

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	On completion of this course, students will;	K1, K3
CO2	Recall the meaning of the basic terminologies used in stock market.	K2
CO3	Explain and infer the final worth of various investment processes	K3,K2 -
CO4	Solve problems relating to various investment decisions	K4
CO5	Analyze theories and problems relating to stock market	K5
	Interpret the various investment models that aid in investment decision making	

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze;
K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;
1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
V	23U5BANME	NON MAJOR ELECTIVE MANAGERIAL SKILL DEVELOPMENT	2	2

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To improve the self-confidence, groom the personality and build emotional competence
To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
To assess the Emotional intelligence
To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions
To improve professional etiquettes

SYLLABUS

Unit	Content	No. of Hours
I	<p>Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills</p> <p>Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.</p>	12
II	<p>Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.</p> <p>Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking.</p> <p>Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.</p>	12

Reference books

1.	Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
2.	McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
3.	Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
4.	P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012
5.	EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan

WEB SOURCE:

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3	https://www.academia.edu/4358901/managerial_skill_development_pdf
4	https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf
5	https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Identify the personal qualities that are needed to sustain in the world of work.	K1, K3
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	K2
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	K3,K2 -
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	K4
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze;
K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

PSO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately C3orrelated;

1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
VI	23U6BAC12	FINANCIAL MANAGEMENT	6	5

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

Understand the basics of finance and roles of finance manager
Evaluate Capital structure & Cost of capital
Evaluate Capital budgeting
Assess dividends
Appraise Working Capital

SYLLABUS

Unit	Content	No. of Hours
I	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.	12
II	Capital structures planning - Factors affecting capital structures – Determining Debt and equity proportion – Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – cost of preference capital – Cost of debt – Cost of retained earnings – weighted Average (or) composite cost of capital (WACC)	12
III	Capital Budgeting: ARR, Pay backperiod, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.	12
IV	Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter's Gordon's –M.M. Hypothesis)	12
V	Working capital – components of working capital –operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.	12

Reference books

1.	Financial Management - I.M.Pandey, 2009 Vikas Publishing
2.	Financial Management – PrasannaChandra , 2008, Tata Mc Graw Hill, New Delhi
3.	Financial Management – S.N.Maheswari
4.	Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons
5.	Financial Management – A. Murthy

WEB SOURCE:

1.	https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/
2.	https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf
3.	Journal of Financial Management (esciencepress.net)
4.	Financial Management on JSTOR
5.	Financial Management Wiley online library

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Understand the basics of finance and roles of finance manager	K1, K3
CO2	Evaluate Capital structure & Cost of capital	K2
CO3	Evaluate Capital budgeting	K3,K2 -
CO4	Assessing dividends	K4
CO5	Appraise Working Capital	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze;
K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

PSO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;
1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
VI	23U6BAC13	MATERIAL MANAGEMENT	5	5

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To provide functional knowledge on Materials Management.
To Enable the students to gain knowledge on Inventory control, Procurement, Store keeping.
To furnish students about Vendor management and Vendor rating.
To Understand and maintain effective stores and material handling system
To give an insight to Purchase Management

SYLLABUS

Unit	Content	No. of Hours
I	Materials Management- Definition-Function-Importance of Materials Management	12
II	Integrated materials management- the concept- service function advantages- Inventory Control- Function of Inventory - Importance- Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning.	12
III	Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution- International purchase- Import purchase procedure	12
IV	Store Keeping and Materials Handling- Objectives - Functions - Store Keeping - Stores Responsibilities - Location of Store House - Centralized Store Room - Equipment – Security Measures - Protection and Prevention of Stores.	12
V	Vendor Rating - Vendor Management - Purchase Department - Responsibility - Buyer Seller Relationship - Value Analysis - Iso Types.	12

Reference books

1.	P. Saravanavel& S. Sumathi; Production and Materials Management, Margham Publications, 2015.
2.	Steve Chapman, Tony K. Arnold, Ann K. Gatewood, Lloyd Clive; Introduction to Materials Management. Eighth Edition, Pearson, 2017.
3.	P. Gopalakrishnan; Purchasing Materials Management, 1s edition, McGraw Hill Education, 2017.
4.	P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.
5.	Prem Virat; Materials Management, Springer Nature, 2014.

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2.	https://examupdates.in/materials-management-notes/
3	https://www.slideshare.net/DevikaAntharjanam/3integrated-approach-to-materialmanagement
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5	https://www.investopedia.com/terms/e/economicorderquantity.asp <input type="checkbox"/>

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Understand the principles of effective materials management	K1, K3
CO2	Outline inventory control concepts and its replenishment to manage inventory	K2
CO3	Discuss purchase management procedure	K3,K2 -
CO4	Explain store keeping functions and its security	K4
CO5	Identify Vendor rating mechanisms and vendor relationship management.	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze; K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;
1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
VI	23U6BAC14	BUSINESS TAXATION	5	5

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To understand the basic concepts of Tax
To provide insights on the Income Tax Act.
To evaluate the procedure for assessment and methods of valuation for customs.
To discuss on GST.
To analyze and apply the returns, Tax payment and Penalties under GST.

SYLLABUS

Unit	Content	No. of Hours
I	Objectives Of Taxation–Canons of Taxation – Tax System In India– Direct And Indirect Taxes– Meaning And Types.	12
II	Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure	12
III	Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback.	12
IV	Definitions of GST – business related person’s capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration.	12
V	Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions.	12

Reference books

1.	Senthil and Senthil, Business Taxation, Himalaya Publication, 4 th Edition.
2.	Vinodk.Singania, Indirect Tax, Sultan Chand and Sons, Edition2013.
3.	Dr. Vinodk.Singania and Dr. Monica Singhanian, Students Guide to Income Tax (including service tax, vat) , JBA Publishers, Edition2013.
4.	DR. VandhanaBangar , Yogendra Bangar , Indirect tax laws, AadhyaPrakasam Allahabad 2018.
5.	T.S. Reddy &Y.Hariprasad Reddy , Business Taxation, Margham Publications, Chennai 2018.

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4.	https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901 □
5.	https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/ □

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	To define and understand the basic concepts of tax.	K1, K3
CO2	To Examine and apply GST rules in real-time business situations.	K2
CO3	To analyze the elements of GST mechanism in India.	K3,K2 -
CO4	To evaluate the rules of Income Tax and methods of valuation for customs.	K4
CO5	To prepare the needed documents under GST Compliance.	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze; K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;
1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
VI	23U6BAEL3A	MAJOR ELECTIVE - III CONSUMER BEHAVIOR	5	3

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To explain the concept of consumer behavior
To evaluate the factors affecting consumer behaviour in detail and analyze the consumer decision process.
To understand the Consumer Decision Making Process
To impart knowledge about personality and Consumer Behaviour
To know about Consumer Learning and Consumer Involvement

SYLLABUS

Unit	Content	No. of Hours
I	Introduction to Consumer Behaviour and Consumer Research: Consumer Behaviour – Definition, Consumer and Customers, Buyers and Users, Organizations as Buyers, Development of Marketing Concept, Consumer Behaviour and its Applications in Marketing, Consumer Research Process.	12
II	Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.	12
III	Consumer Decision Making Process - Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era.	12
IV	Personality and consumer behavior – nature and characteristics of personality-theories of personality- influence of personality on consumer behavior- consumer motivation - concepts, needs, goals and motives-themes in consumer motivation.Attitude – characteristics – components – functions of attitude – factors influencing attitude – themes of attitude	12
V	Consumer Learning, Memory and Involvement: Introduction, Components of Learning, Behavioral Theory, Cognitive Learning Theory, Concept of Involvement, Dimensions of Involvement - Model of consumer involvement	12

Reference books

1.	Bennet and Kassar, Consumer Behaviour, Prentice Hall of India, New Delhi
2.	Jay D. Lindquist and Joseph Sirgy, Shopper, Buyer and Consumer Behavior, Biztranza 2008.
3.	Paul Peter et al., Consumer Behavior and Marketing Strategy, Tata McGraw Hill, Indian Edition, 7th Edition 2005.
4.	Sheth Mittal, Consumer Behavior- A Managerial Perspective, Thomson Asia (P) Ltd., 2003.
5.	David L. Louden and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.

WEB SOURCE:

1.	https://theintactone.com/2019/08/31/ccsubba-401-consumer-behavior/
2.	https://indiafreenotes.com/bba406-consumer-behavior/
3.	https://opentextbc.ca/introconsumerbehaviour/chapter/involvement-levels/
4.	https://www.yourarticlelibrary.com/consumers/personality-consumers/personality-of-consumer-nature-theories-and-life-style-concept/64136
5.	https://www.iedunote.com/attitude-and-consumer-behavior

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Describe concepts underlying consumer behavior	K1, K3
CO2	Evaluate the influence of internal and external factors on consumer consumption preferences.	K2
CO3	Interpret the power of individual influences on decision making and consumption.	K3, K2 -
CO4	Identify & outline the significance of Motivation, Personality & Attitude with consumer behavior.	K4
CO5	Relate consumer learning, involvement & decision making.	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze; K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;
1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
VI	23U6BAEL3B	MAJOR ELECTIVE – III FINANCIAL SERVICES	5	3

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

List types of financial services and their role
Recognize role and functions of merchant banker and capital market
Compare and contrast factoring, leasing, hire purchase and consumer Finance
Understand Consumer Finance, Venture capital and credit rating
Understand mutual funds and its functions

SYLLABUS

Unit	Content	No. of Hours
I	Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector.	12
II	Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI	12
III	Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor	12
IV	Venture Capital – Credit Rating – Consumer Finance	12
V	Mutual Funds: Meaning – Types – Functions – Advantages	12

Reference books

1.	Financial Services –M.Y.Khan
2.	Financial Services –B.Sanathanam
3.	Law of Insurance – Dr.M.N.Mishra
4.	Indian Financial System – H.r.Machiraju
5.	A Review of current Banking Theory and Practice – S.K.Basu.

WEB SOURCE:	
1.	http://vsclub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf
2.	http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf
3.	https://academyfinancial.org/journal
4.	Financial Remedies Journal
5.	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	List types of financial services and their role	K1, K3
CO2	Recognize role and functions of merchant banker and capital market	K2
CO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance	K3, K2 -
CO4	Understand Consumer Finance, Venture capital and credit rating	K4
CO5	Understand mutual funds and its functions	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze;
K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;

1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
VI	23U6BAEL4A	MAJOR ELECTIVE – IV LOGISTICS AND SUPPLY CHAIN MANAGEMENT	5	3

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To impart knowledge about basic functions of Logistics and Supply Chain Management
To provide understanding of Value Chain and SCM
To familiarize students about Inventory Management
To learn about Logistics Packaging
To Know about Logistics Information system and e commerce

SYLLABUS

Unit	Content	No. of Hours
I	Concept of Logistics: Introduction, Objectives, Concept of Logistics, Objectives of logistics, Types of logistics, Concept of Logistics Management, Evolution of Logistics, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, Logistics and Competitive Advantage, Logistics Mix, Logistics in Organized Retail in India.	12
II	Supply Chain Management: Introduction, Objectives, Defining Value Chain, Organization level, Activities, Industry level, Value reference model, Concept of Supply Chain Management (SCM), Functions and Contribution of Supply Chain Management, Creating value, Enlisting suppliers to innovate, Leveraging value chain partners, Supply Chain Effectiveness and Indian Infrastructure, Framework for Supply Chain	12

	Solution, Supply Chain Relationships, Building a long-term relationship with vendors, Supplier relationship management (SRM).	
III	Inventory Management: Introduction, Objectives, Concept of Inventory, Types of Inventory, Concept of Inventory Management, Importance of inventory management, Objectives of inventory management, Different Types of Inventory Costs, Inventory Performance Measures, Inventory turnover ratio (ITR), Framework of performance indicators, Inventory Planning Measures, Economic order quantity (EOQ), Reorder point, Safety stock, Supplier-managed inventory.	12
IV	Logistical Packaging: Introduction, Objectives, Concept of Logistical Packaging, Design Consideration in Packaging, Types of Packaging Material, Packaging Costs, Introduction to Logistics Outsourcing.	12
V	Logistics Information System: Introduction, Objectives, Concept of Logistics Information System (LIS), Importance of LIS, Principles of designing LIS, Logistics Information Architecture, Application of Information Technology in Logistics and Supply Chain Management, Introduction to E – Commerce Logistics.	12

Reference books

1.	Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012.
2.	Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012.
3.	Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education, 5 th edition, 2013.
4.	Joel D. Wisner, G. Keong Leong, Keah-Choon Tan, Principles of Supply Chain Management A Balanced Approach, South-Western, Cengage Learning, 3rd edition, 2011.
5.	Altekar Rahul V, Supply Chain Management-Concept and Cases, PHI, 3 rd edition, 2005.

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1.	https://www.techtargget.com/searcherp/definition/logistics-management
2	https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/
3	https://www.bigcommerce.com/articles/ecommerce/inventory-management/
4	https://www.mbaknol.com/management-information-systems/logistic-information-system-and-its-objectives/
5	https://www.oracle.com/in/scm/what-is-supply-chain-management/#:~:text=At%20the%20most%20fundamental%20level,product%20at%20its%20final%20destination.

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Discuss about the Logistics and Supply Chain Management and its Retail usage.	K1, K3
CO2	Identify the Framework and relationship Supply Chain Management	K2
CO3	Identify the various techniques of Inventory Management	K3, K2 -
CO4	Understand the Packaging techniques and outsourcing of Logistics Services.	K4
CO5	Understand the use of Information System and E-Commerce in Logistics and Supply Chain Management.	K5

Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze; K5 – Evaluate; K6 – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;
1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
VI	23U6BAEL4B	MAJOR ELECTIVE – IV E-BUSINESS	5	3

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To understand the basic concepts of electronic business.
To identify web-based tools.
To examine the security threats to e-business.
To discuss the strategies on marketing.
To analyze the business plan for e-business.

SYLLABUS

Unit	Content	No. of Hours
I	Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business	12
II	Web based tools for e - business - e - business software - overview of packages	12
III	Security threats to e - business - implementing security for e - commerce and electronic payment systems.	12
IV	Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals	12
V	The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business	12

Reference books

1.	Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
2.	Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
3.	SmanthaShurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.
4.	David Whitely, E Commerce Strategy, Technology and Applications, TMH
5.	J. Christopher Westle and Theodre H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press

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Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	To define and understand the basic concepts of business done through web	K1, K3
CO2	To Examine and apply web tools in real-time business situations.	K2
CO3	To analyze the security threats in e-business.	K3,K2 -
CO4	To evaluate strategies for marketing.	K4
CO5	To prepare the environment for e-business.	K5

Cognitive Level : **K1** - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze;
K5 – Evaluate; **K6** – Create

Mapping of Course Outcomes with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

3 - Strongly Correlated; 2 - Moderately Correlated;

1 - Weakly Correlated; 0 – No correlation

Semester	Course Code	Course Title	Hours of Teaching / Cycle	No. of Credits
IV	23U6BASEC2	Skill Enhancement course – BUSINESS ETIQUETTE AND CORPORATE GROOMING	2	2

Nature of the course

Relevant to Local need		Employability Oriented	√	Addresses Professional Ethics	
Relevant to national need		Entrepreneurship Oriented	√	Addresses Gender Sensitization	
Relevant to regional need		Skill development Oriented		Addresses Environment and Sustainability	
Relevant to Global need	√			Addresses Human Values	√

Course Objectives

The main objectives of this course are to:

To understand the basic concepts of electronic business.
To identify web-based tools.
To examine the security threats to e-business.
To discuss the strategies on marketing.
To analyze the business plan for e-business.

SYLLABUS

Unit	Content	No. of Hours
I	Introduction to Business Etiquette: Introduction- ABCs of etiquette-meeting and greeting scenarios-principles of exceptional work behavior-role of good manners in business-professional conduct and personal spacing.	12
II	Workplace Courtesy and Business Ethics: Workplace Courtesy-Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment-conflict resolution strategies-Choosing appropriate gift in the business environment-real lifework place scenarios –company policy for business etiquette.	12

Reference books

1.	Indian Business Etiquette, Raghu Palat, JAICO Publishers
2.	Nina Kochhar, "At Ease with Etiquette", B. Jain Publisher, 2011
3.	Nimeran Sahukar, Prem P. Bhalla, "The Book of Etiquette and Manners", Pustak Mahi Publishers, 2004
4.	Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.
5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter, Mc Graw Hill Education

WEB SOURCE:	
1.	http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf
2.	https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf
3	https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf
4	https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm
5	https://wikieducator.org/Business_etiquette_and_grooming

Pedagogy: Teaching / Learning methods

Lecture, Assignment, PPT presentation, Quiz, Group Discussion.

Course Outcomes

On the successful completion of the course, students will be able to

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CO2	To Examine and apply web tools in real-time business situations.	K2
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Cognitive Level : K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze; K5 – Evaluate; K6 – Create

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CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3

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