

SENGUNTHAR ARTS AND SCIENCE COLLEGE

(Autonomous)

**(Affiliated to Periyar University, Salem and Course coordinator AICTE,
New Delhi)**

**An ISO 9001:2015 Certified Institutions. Recognised under section
2(f) and 12(B) of the UGC Act, 1956 and Accredited by NAAC with A-
TIRUCHENGODE – 637 205, NAMAKKAL DT., TAMILNADU**

Website: www.senguarts.edu.in Email id: info@senguarts.co.in

SYLLABUS



B.B.A.

(CBCS-LOCF)

(With effect from the Academic Year 2024 – 25 onwards)

B.O.S. CHAIRMAN

C.D.C.

PRINCIPAL

CORRESPONDENT

INTRODUCTION

B.B.A. (Bachelor of Business Administration) is a three-year undergraduate degree program that focuses on developing business management skills and knowledge. It aims to provide students with a comprehensive understanding of business principles, practices, and methodologies, preparing them for careers in management, entrepreneurship, and leadership.

The three-year course structure is designed with Foundation courses in business management, accounting, economics, and mathematics Introduction to business communication, marketing in the First year, Core courses in human resource management, operations management, and business statistics, Elective courses in areas like entrepreneurship, international business, and management information systems in the Second year and advanced courses in strategic management, business ethics, and corporate governance with specialization courses in areas like marketing, finance, and human resources along with Project work and internship in the final year. With its special features like Industry-aligned curriculum, Practical training through internships and project work, Opportunities for specialization in various business areas, Development of soft skills like communication, teamwork, and leadership it provides a strong foundation for careers in Management, Entrepreneurship, Leadership, Marketing, Finance Human Resources, Operations Management, International Business Management, Consulting Business Analytics.

AIM

The syllabus of this program is aimed at preparing the students with the latest developments and put them on the right track to fulfil the present requirements.

ELIGIBILITY FOR ADMISSION:

The eligibility for a student to join Bachelor of Business Administration course shall be a pass in H.Sc., Preference should be given for commerce and accountancy streams.

PROGRAMME OUTCOMES

REGULATIONS ON LEARNING OUTCOMES-BASED CURRICULUM FRAME WORK (CBCS) FOR UNDER GRADUATE	
Programme	B.B.A., General
Programme Code	24UBA
Duration	3 years [UG]
Programme Outcomes (POs)	PO1: Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study PO2: Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups. PO3: Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development. PO4: Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations. PO5: Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.

	PO6: Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation. PO7: Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team. PO8: Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective. PO9: Reflective thinking: Critical sensibility to lived experiences, with self-awareness and reflexivity of both self and society. PO10 Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.
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Programme Specific Outcomes (PSO)

Programme Specific Outcomes (PSOs)	PSO1 – Placement: To prepare the students who will demonstrate respectful engagement with others' ideas, behaviors, beliefs and apply diverse frames of reference to decisions and actions. PSO 2 - Entrepreneur: To create effective entrepreneurs by enhancing their critical thinking, problem solving, decision making and leadership skill that will facilitate startups and high potential organizations. PSO3 – Research and Development: Design and implement HR systems and practices grounded in researches that comply with employment laws, leading the organization towards growth and development. PSO4 – Contribution to Business World: To produce employable, ethical and innovative professionals to sustain in the dynamic business world. PSO 5 – Contribution to the Society: To contribute to the development of the society by collaborating with stakeholders for mutual benefit.
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	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
PSO 1	3	3	3	3	3	3	3	3	3	3
PSO 2	3	3	3	3	3	3	3	3	3	3
PSO3	3	3	3	3	3	3	3	3	3	3
PSO 4	3	3	3	3	3	3	3	3	3	3
PSO 5	3	3	3	3	3	3	3	3	3	3

Level of Correlation between POs and PSOs (*Suggested by UGC as per Six Sigma Tool– Cause and Effect Matrix*); **1 – Low, 2 –Medium,3–High,0–No Correlation**

FIRST YEAR

SEMESTER-I											
S.No	Course Category	Course Code	Title of the Course	Hours Distribution			Credits	Hours /Week	Marks		
				L	T	P			CIA	ESE	Total
1	Part - I Language	24S1UFTA01	Podhu Tamil – I	6	-	-	3	6	25	75	100
2	Part - II Language	24S1UFEN01	General English – I	6	-	-	3	6	25	75	100
3	Part-III Core-I	24S1UBAC01	Business Management and Practice	5	-	-	5	5	25	75	100
4	Part-III Core-II	24S1UBAC02	Principles and practice of Financial Accounting	5	-	-	5	5	25	75	100
5	Part-III Elective-I	24S1UBAGE01	Economics for Executives	4	-	-	3	4	25	75	100
6	Part-IV NME-I	24S1UBAN01	Basics of Event Management	2	-	-	2	2	25	75	100
7	Part –IV FC	24S1UBAFC01	Managerial Communication	2	-	-	2	2	25	75	100
	Total			30	-	-	23	30	175	525	700

FIRST YEAR

SEMESTER-II											
S. No	Course Category	Course Code	Title of the Course	Hours Distribution			Credits	Hours /Week	Marks		
				L	T	P			CIA	ESE	Total
1	Part-I Language	24S2UFTA02	Podhu Tamil – II	6	-	-	3	6	25	75	100
2	Part –II Language	24S2UFEN02	General English – II	6	-	-	3	6	25	75	100
3	Part -III Core– III	24S2UBAC03	Principles of Marketing	5	-	-	5	5	25	75	100
4	Part-III Core- IV	24S2UBAC04	Cost and Management Accounting	5	-	-	5	5	25	75	100
5	Part -III Elective- II	24S2UBAGE02	International Trade	4	-	-	3	4	25	75	100
6	Part-IV NME - II	24S2UBAN03	Managerial Skill Development	2	-	-	2	2	25	75	100
7	Part –IV SEC - I	24S2UBASP01	Computer Applications in Business – Practical	-	1	1	2	2	25	75	100
	Total			28	-	2	23	30	175	525	700

SECOND YEAR

SEMESTER–III											
S.No.	Course Category	Course Code	Title of the Course	Hours Distribution			Credits	Hours /Week	Marks		
				L	T	P			CIA	ESE	Total
1	Part - I Language	24S3UFTA03	Podhu Tamil – III	6	-	-	3	6	25	75	100
2	Part- II Language	24S3UFEN03	General English – III	6	-	-	3	6	25	75	100
3	Part -III Core -V	24S3UBAC05	Organizational Behaviour	5	-	-	5	5	25	75	100
4	Part-III Core -VI	24S3UBAC06	Financial Management	5	-	-	5	5	25	75	100
5	Part-III Elective –III	24S3USTA04	Business Statistics	3	-	-	3	3	25	75	100
6	Part-IV SEC-II	24S3UBAS02	Business Etiquette and Corporate Grooming	2	-	-	2	2	25	75	100
		24S3UBAS03	Life Skill Education								
7	Part –IV SEC - III	24S3UBAS04	Entrepreneurial Skill New Venture Management	2	-	-	1	2	25	75	100
8	Part- IV EVS	-	Environmental Studies	1	-	-	-	1	-	-	-
	Total			30			22	30	175	525	700

SECOND YEAR

SEMESTER-IV											
S.No	Course Category	Course Code	Title of the Course	Hours Distribution			Credits	Hours /Week	Marks		
				L	T	P			CIA	ESE	Total
1	Part-I Language	24S4UFTA04	Podhu Tamil – IV	6	-	-	3	6	25	75	100
2	Part-II Language	24S4UFEN04	General English – IV	6	-	-	3	6	25	75	100
3	Part-III Core -VII	24S4UBAC07	Business Environment	5	-	-	5	5	25	75	100
4	Part-III Core -VIII	24S4UBAC08	Business Regulatory Frame Work	5	-	-	5	5	25	75	100
5	Part -III Elective- IV	24S4UBAGE03	Operations Research	3	-	-	3	3	25	75	100
6	Part-IV SEC - IV	24S4UBASP05	Tally - Practical	-	1	1	2	2	25	75	100
7	Part - IV SEC - V	24S4UBAS06	Soft Skill Development	2	-		2	2	25	75	100
		24S4UBAS07	Intellectual Property Rights								
8	Part - IV EVS	24S4UES01	Environmental Studies	1	-	-	2	1	25	75	100
	Total			29		1	25	30	200	600	800

THIRD YEAR

SEMESTER–V

S.No	Course Category	Course Code	Title of the Course	Hours Distribution			Credits	Hours /Week	Marks		
				L	T	P			CIA	ESE	Total
1	Part- III Core - IX	24S5UBAC09	Human Resource Management	5	-	-	4	5	25	75	100
2	Part-III Core - X	24S5UBAC10	Research Methodology	5	-	-	4	5	25	75	100
3	Part-III Core - XI	24S5UBAC11	Business Taxation	5	-	-	4	5	25	75	100
4	Part- III Core - XII	24S5UBAC12	Management Information system	5	-	-	4	5	25	75	100
5	Part-III Elective-V	24S5UBAE04	Digital Marketing	4	-	-	3	4	25	75	100
		24S5UBAE05	Industrial Relations								
		24S5UBAE06	Financial Services								
6	Part-III Elective-VI	24S5UBAPR01	Project with Viva –Voce	4	-	-	3	4	25	75	100
7	Part-IV	24S5UVE01	Value Education –Yoga	2	-	-	2	2	25	75	100
8	Part-IV	24S5UIT01	Internship Training	-			2	-	-	-	-
	Total			30			26	30	175	525	700

THIRD YEAR

SEMESTER–VI

S.No	Course Category	Course Code	Title of the Course	Hours Distribution			Credits	Hours /Week	Marks		
				L	T	P			CIA	ESE	Total
1	Part-III Core -XIII	24S6UBAC13	Entrepreneurial Development	6	-	-	4	6	25	75	100
2	Part-III Core – XIV	24S6UBAC14	Services Marketing	6	-	-	4	6	25	75	100
3	Part-III Core - XV	24S6UBAC15	Production and Materials Management	6	-	-	4	6	25	75	100
4	Part-III Elective-VII	24S6UBAE07	Consumer Behaviour	5	-	-	3	5	25	75	100
		24S6UBAE08	Innovation Management								
		24S6UBAE09	Security Analysis and Portfolio Management								
5	Part-III Elective-VIII	24S6UBAE10	Fundamentals of Logistics Management	5	-	-	3	5	25	75	100
		24S6UBAE11	E-Business								
		24S6UBAE12	Strategic Management								
6	PART –IV PCE	24S6UBAPC01	Quantitative Aptitude	2	-	-	2	2	25	75	100
7	PART –V	24S6UEX01	Extension Activities	-	-	-	1	-	-	-	-
	Total			30			21	30	150	450	600

CREDIT SUMMARY

Consolidated Semester wise and Component wise Credit distribution

Parts	Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	13	13	13	13	22	18	92
Part IV	4	4	3	6	4	2	23
Part V	-	-	-	-	-	1	1
Total	23	23	22	25	26	21	140

FIRST YEAR

SEMESTER - I

BUSINESS MANAGEMENT AND PRACTICE

Subject Code	Category	L	T	P	Hours	Credit
24S1UBAC01	Core – I	Y	-	-	5	5

Learning Objectives

- ❖ 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.

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Describe nature, scope, role, levels, functions and approaches of management	PO5
CO2	Apply planning and decision making in management	PO2, PO5, PO6, PO8
CO3	Identify organization structure and various organizing techniques	PO1, PO4
CO4	Understand Direction, Co-ordination & Control mechanisms	PO2, PO6
CO5	Relate and infer ethical practices of organisation.	PO3, PO8

Unit	Details	No. of Hours
I	Overview of Management: Definition – Nature and Scope of Management – Functions – importance – Role, responsibility skills of Manager – Levels of Management - Management Vs Administration –Managements thoughts: contributions of F.W.Taylor, Henri Fayol, Elton Mayo.	15
II	Planning: Definition – Nature – Importance – Types of Planning – Steps in Planning –Decision-making: – Process of Decision-making – Types of Decision.	15
III	Organizing: Definition – Types of Organizations – Span of Control – Departmentalization– Delegation of Authority. Staffing: Meaning – source – selection procedure. Reports on Industrial visit: Organization Structure	15
IV	Direction: Definition –Nature and Purpose. Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling: Meaning and Importance – Control Process. PPT Presentation: Theories of motivation	15
V	Business Ethics: Definition - Types of Ethical Issues -Importance of Business Ethics and Values In Business - Ethics Internal - Ethics External - Environment Protection - Responsibilities of Business.	15
	Total	75
Note: PPT Presentation, Reports on Industrial visit related to the above topics are to be considered for Internal Exam only.		

Text books

- ❖ P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand & Sons,6th Edition, 2017
- ❖ Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
- ❖ Harold Koontz, HienzWeihrich, A RamachandraAryasri; Principles of Management, McGraw Hill, 2nd edition, 2015

Reference books

- ❖ Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.
- ❖ Stephen A. Robbins & David A. Decenzo& Mary Coulter, —Fundamentals of

Managementl 7th Edition, Pearson Education, 2011

- ❖ JAF Stoner, Freeman R.E and Daniel R Gilbert —Managementl, 6th Edition, Pearson Education, 2004.
- Dr.S.K.arthick,Principles of management, Shanlax Publication.

Web Resources

- ❖ <https://www.toolshero.com/management/14-principles-of-management/>
- ❖ <https://open.umn.edu/opentextbooks/textbooks/693>
- ❖ <https://open.umn.edu/opentextbooks/textbooks/34>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	1	3	3	3	3	2	3	1	1
CO 2	2	3	3	3	2	2	1	3	2	1
CO 3	2	3	3	2	3	3	2	3	2	2
CO S4	3	2	3	3	3	3	1	3	2	2
CO 5	2	3	3	3	3	3	2	3	2	2
Total	11	12	15	14	14	14	8	15	9	8
Average	2.2	2.4	3	2.8	2.8	2.8	1.6	3	1.8	1.6

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

PRINCIPLES AND PRACTICE OF FINANCIAL ACCOUNTING

Subject Code	Category	L	T	P	Hours	Credit
24S1UBAC02	Core-II	Y	-	-	5	5

Learning Objectives

- ❖ 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 Hire Purchase system
- ❖ To understand the procedures of Accounting under Single entry system.

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Prepare Journal, ledger, trial balance and cash book	PO2, PO1
CO2	Classify errors and making rectification entries	PO1
CO3	Prepare final accounts with adjustments	PO2, PO6
CO4	Understand Hire Purchase system	PO2, PO6
CO5	Prepare single and double entry system of accounting.	PO6

Unit	Details	No. of Hours
I	Accounting: Meaning –Concepts –Conventions – Books of Accounts – Double Entry Book Keeping – Journal, Ledger, and Preparation of Trial Balance. Difference between journal and ledger - Advantages and limitations of accounting.	15
II	Bank Reconciliation Statement: Preparation of Cash Book– Bank Reconciliation Statement – Rectification of Errors. Creation of statement: Reconciliation Statement	15
III	Final Accounts: Trading account, Profit and Loss account and Balance sheet.– Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital. Report writing: preparation of final account.	15
IV	Hire Purchase System: Preparation of Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Instalment System. Leasing.	15
V	Depreciation: Meaning – Methods – Straight Line Method, Annuity method and Diminishing Balance Method Only. PPT Presentation: Difference between straight line and written down value method.	15
	Total	75
# Note: PPT Presentation, Report writing, Creation of statement related to the above topics are to be considered for Internal Exam only. *Note : (Questions in Theory and Problems may be in the ratio of 30% and 70% respectively)		

Text books

- ❖ Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition
- ❖ TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019
- ❖ M N Arora; Accounting for Management- Himalaya Publications House 2019.
- ❖ SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.

Reference books

- ❖ Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai
- ❖ Jain .S.P& Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition
- ❖ Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition.

- ❖ Shukla&Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi, 15th edition

Web Resources

- ❖ https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MA_NAGERS.pdf
- ❖ <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>
- ❖ <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	1	3	3	3	3	2	3	2	1
CO 2	2	3	3	3	2	2	1	3	2	2
CO 3	2	3	3	2	3	3	2	3	1	2
CO S4	3	2	3	3	3	3	1	3	2	1
CO 5	2	3	3	3	3	3	2	3	1	1
Total	11	12	15	14	14	14	8	15	8	7
Average	2.2	2.4	3	2.8	2.8	2.8	1.6	3	1.6	1.4

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

ECONOMICS FOR EXECUTIVES

Subject Code	Category	L	T	P	Hours	Credit
24S1UBAGE01	Elective - I	Y	-	-	4	3

Learning Objectives

- ❖ To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario
- ❖ To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving
- ❖ To understand the optimal point of cost analysis and production factors of the firm
- ❖ To describe the pricing methods and strategies that are consistent with evolving marketing needs
- ❖ To provide insights to the various market structures in an economy.

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Analyze & apply the various managerial economic concepts in individual & business decisions.	PO2, PO6,PO8
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	PO6, PO8
CO3	Employ production, cost and supply analysis for business decision making	PO1, PO2,PO6
CO4	Identify pricing strategies	PO1, PO2,PO6
CO5	Classify market structures under competitive scenarios.	PO2, PO6, PO8

Unit	Details	No. of Hours
I	Nature and scope of Managerial Economics: Meaning – Definition –Nature and scope –Important of economics – Micro and Macroeconomics – Objectives of Business firm.	12
II	Demand analysis: Meaning – Law of demand – Types of demand-Determinants of demand – Elasticity of demand-Types–Demand forecasting. PPT Presentation: Role Of Income Elasticity In Business Decisions.	12
III	Law of Production: Meaning– production function– Factors of production– Law of variable proportion – Law of return to scale –Economics of scale – Internal and External Economics–Cost output relationship short run and long run.	12
IV	Product Pricing: Meaning – Objectives – Factors – General consideration of pricing – Methods of pricing – Dual pricing – Price discrimination.	12
V	Classification of Market: Meaning –features –Perfect competition – Monopoly – Monopolistic competition – Oligopoly. PPT Presentation: Duopoly market structure.	12
	Total	60
# Note: PPT Presentation related to the above topics to be considered for Internal Exam only.		

Text books

- ❖ Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019
- ❖ Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
- ❖ H L Ahuja; Managerial Economics,S. Chand, 9th Edition,2017.

Reference books

- ❖ Journal of Economic Literature – American Economic Association
- ❖ Arthasastra Indian Journal of Economics & Research
- ❖ Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai
- ❖ Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi

Web Resources

- ❖ <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
- ❖ <https://www.intelligenteconomist.com/profit-maximization-rule>
- ❖ <https://businessjargons.com/determinants-of-elasticity-of-demand.html>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	3	2	2	2	3	1	2	1	2
CO 2	3	1	2	2	0	3	0	3	0	0
CO 3	3	3	2	2	2	3	0	2	0	2
CO S4	3	3	2	2	0	3	0	2	0	0
CO 5	0	3	2	2	0	3	0	3	0	0
Total	11	13	10	10	4	15	1	12	1	4
Average	2.2	2.6	2	2	0.8	3	1	2.4	1	0.8

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

BASICS OF EVENT MANAGEMENT

Subject Code	Category	L	T	P	Hours	Credit
24S1UBAN01	NME - I	Y	-	-	2	2

Learning Objectives

- ❖ To know the basic of event management its concepts
- ❖ To make an event design
- ❖ To make feasibility analysis for event
- ❖ To understand the 5 Ps of Event Marketing
- ❖ To know the financial aspects of event management and its promotion.

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Understand basics of event management	PO1, PO6
CO2	Design events	PO5, PO6
CO3	Study feasibility of organising an event	PO2, PO6
CO4	Gain Familiarity with marketing & promotion of event	PO6
CO5	Develop event budget.	PO6, PO8

Unit	Details	No. of Hours
I	Introduction of Event Management: Definition, Need, Importance, Activities.	6
II	Concept and Design of Events: Event Co-ordination. Developing & Evaluating Event Concept – Event Design. Reports on Field Visit: Conference and Exhibition Design.	6
III	Event Feasibility: Resources – Feasibility, SWOT Analysis.	6
IV	Event Planning & Promotion: Marketing Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations.	6
V	Event Budget: Meaning – Financial Analysis – Event Cost – Event Sponsorship. Preparation: Event Budget.	6
	Total	30
# Note: Reports on Field visit, Preparation related to the above topics are to be considered for Internal Exam only.		

Text Books

- ❖ Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.
- ❖ Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
- ❖ Event Management & Public Relations by Savita Mohan - Enkay Publishing House

Reference books

- ❖ Event Management By Chaudhary, Krishna, Bio-Green Publishers
- ❖ Successful Event Management By Anton Shone & Bryn Parry
- ❖ Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid

Web Resources

- ❖ https://ebooks.lpude.in/management/bba/term_5/dmgt304_event_management.pdf
- ❖ <https://www.inderscience.com/jhome.php?jcode=ijhem>
International Journal of Hospitality & Event Management
- ❖ <https://www.emeraldgrouppublishing.com/journal/ijefm>
International Journal of Event and Festival Management

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	3	3	3	2	3	3	3	2	2
CO 2	2	3	3	3	2	3	3	3	2	0
CO 3	3	2	3	3	3	3	3	2	1	2
CO S4	3	2	3	3	3	3	3	3	2	0
CO 5	2	3	3	3	2	3	3	3	1	0
Total	12	13	15	15	12	15	15	14	8	4
Average	2.4	2.6	3	3	2.4	3	3	2.8	1.6	0.8

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

MANAGERIAL COMMUNICATION

Subject Code	Category	L	T	P	Hours	Credit
24S1UBAFC01	FC	Y	-	-	2	2

Learning Objectives

- ❖ 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.

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Understand communication process and its barriers.	PO1,PO2,PO3, PO4,PO8
CO2	Develop business letters in different scenarios	PO1,PO2,PO3, PO4,PO5,PO6
CO3	Develop oral communication skills & conducting interviews	PO2,PO3,PO4, PO5,PO6,PO7
CO4	Use managerial writing for business communication	PO1,PO2,PO4, PO5,PO6,PO8
CO5	Identify usage of modern communication tools & its significance for managers	PO3,PO4,PO5, PO6,PO7,PO8

Unit	Details	No. of Hours
I	Overview of Communication: Definition – Methods – Types – Principles of Effective Communication – Barriers to Communication – Communication Etiquette.	6
II	Business Letter: Meaning – Layout- Kinds of Business Letters: Application, Offer, Acceptance/ Acknowledgement and Promotion Letters. Business Development Letters – Enquiry, Replies, Order, Sales, Circulars, Grievances. Preparation : Business Letters	6
III	Corporate Etiquette: Interviews- Direct, Telephonic & Virtual Interviews- Group Discussion – Presentation Skills – Body Language.	6
IV	Report writing: Meaning, importance- types of business reports– Oral and written reports- Characteristics of a good report - Drafting of Business Reports – Agenda- Minutes of Meeting - Reports of Individuals – Report by Committees. Preparation : Drafting Resume.	6
V	Modern Forms of Communication: Meaning –Podcasts, Email, Virtual Meetings – Websites and Their Use in Business – Social Media- Professional Networking Sites.	6
	Total	30
# Note: Preparation related to the above topic to be considered for Internal Exam only.		

Text Books

- ❖ Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
- ❖ Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
- ❖ R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015

Reference books

- ❖ Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008

- ❖ R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, McGraw Hill, India Pvt Ltd., New Delhi, 2006
- ❖ Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010

Web Resources

- ❖ https://www.managementstudyguide.com/business_communication.html
- ❖ <https://studiousguy.com/business-communication/>
- ❖ <https://open.umn.edu/opentextbooks/textbooks/8>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	3	2	3	2	3	3	3	0	2
CO 2	3	3	3	3	3	3	2	2	2	1
CO 3	2	3	3	3	3	3	3	2	1	2
CO S4	3	3	2	3	3	3	2	3	0	0
CO 5	2	2	3	3	3	3	3	3	1	1
Total	13	14	13	15	14	15	13	13	4	6
Average	2.6	2.8	2.6	3	2.8	3	2.6	2.6	1.8	1.2

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

SEMESTER - II

PRINCIPLES OF MARKETING

Subject Code	Category	L	T	P	Hours	Credit
24S2UBAC03	Core-III	Y	-	-	5	5

Learning Objectives

- ❖ To understand the marketplace.
- ❖ To identify the market segmentation and the Product mix
- ❖ To select the different pricing methods and channels of distribution.
- ❖ To know the communication mix and sales promotion tools
- ❖ To prepare according to the latest trends in market.

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	List and identify the core concepts of Marketing and its mix.	PO1, PO2, PO3
CO2	Sketch the market segmentation, nature of product, PLC	PO1,PO2, PO3,PO6, PO8
CO3	Analyze the appropriate pricing methods	PO1 PO2, PO3, PO4, PO8
CO4	Determine the importance of various media	PO1, PO2, PO6
CO5	Assess the sales force and applications of digital marketing.	PO1, PO2, PO7

Unit	Details	No. of Hours
I	Overview of Marketing: Fundamentals of Marketing – Functions–Concept of Marketing Mix – Marketing Approaches – Marketing Environment - Factors affecting the Marketing Functions.	15
II	Market Segmentation: Meaning – Need and Basis of Segmentation -Targeting – Positioning Product : Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods - Product Mix New Product Development Process - Product Life Cycle. Report Writing: Marketing Strategy in New Product	15
III	Pricing: Meaning – Factors Influencing Pricing Decisions – Objectives –Methods – Types. Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems. Reports on Field visit: Salesmanship	15
IV	Promotion: Overview - Types of Media & its Characteristics - Print - Electronic - Outdoor – Internet- A Tool To Customer Loyalty. Sales Promotion Tools- IMC(Integrated Marketing Communication) - Definition, Process, Need & Significance - CRM – Importance. Poster Preparation: Advertising Poster.	15
V	Sales Force Management: Meaning – Personal Selling Process- Motivation, Compensation and Control of Sales Force– Digital Marketing: Introduction- Applications &Benefits. Green Marketing.	15
	Total	75
# Note: Report writing, Reports on Field visit, Poster Preparation related to the above topics are to be considered for Internal Exam only.		

Text Books

- ❖ Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
- ❖ RajanSaxena, Marketing Management, Tata McGraw Hill, 2017.
- ❖ L.Natarajan, Marketing, Margham Publications, 2017.

Reference books

- ❖ C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand &Son 2020
- ❖ V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G.

Wasani / Macmillan India Ltd,

❖ Cranfield, Marketing Management, Palgrave Macmillan.

Web Resources

- ❖ http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14the_Edition%28BookFi%29.pdf
- ❖ <https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>
- ❖ <https://www.enotesmba.com/2013/01/marketing-management-notes.html>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	3	2	2	2	3	2	2	1	2
CO 2	3	3	2	3	2	3	2	3	2	1
CO 3	3	3	2	2	2	3	2	3	1	2
CO S4	3	3	2	2	2	3	2	2	1	0
CO 5	3	3	2	2	2	3	2	3	1	0
Total	15	15	10	11	10	15	10	13	6	5
Average	3	3	2	2.2	2	3	2	2.6	1.2	1

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

COST AND MANAGEMENT ACCOUNTING

Subject Code	Category	L	T	P	Hours	Credit
24S2UBAC04	Core-IV	Y	-	-	5	5

Learning Objectives

- ❖ 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.

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Interpret cost sheet & write comments.	PO1, PO2, PO4
CO2	Compare cost, management & financial accounting	PO6
CO3	Analyze the various ratio and compare it with standards to assess deviations	PO2, PO6
CO4	Estimate budget and use budgetary control	PO1, PO2, PO8
CO5	Evaluate marginal costing and its components.	PO2, PO6

Unit	Details	No. of Hours
I	Cost Accounting: Meaning, Nature, Scope and Functions, Need, Importance and Limitations- Cost concepts and classification – Cost sheets.	15
II	Management Accounting: Meaning, Nature, Scope and Functions, Need, Importance and Limitations – Management Accounting Vs. Cost Accounting. Management Accounting Vs. Financial Accounting. Cash Flow and Funds Flow Statement. PPT Presentation: Difference between Cash Flow and Funds Flow Statement. (Report writing)	15
III	Ratio Analysis: Meaning, Benefits and Limitations. Classification of Ratios - Liquidity, Profitability, Turnover.	15
IV	Budgetary Control: Meaning, Objectives, Merits and Demerits – Sales, Production, Flexible Budgets, Cash Budget and Master Budget. Report writing: preparation of Budget.	15
V	Marginal Costing: Meaning, – CVP Analysis – Break Even Analysis .	15
	Total	75
# Note: PPT Presentation, Report writing related to the above topics are to be considered for Internal Exam only. *Note : (Questions in Theory and Problems may be in the ratio of 30% and 70% respectively)		

Text Books

- ❖ T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016
- ❖ Rajiv Kumar Goel&IshaanGoel, Concept Building Approach to Management Accounting ,2019
- ❖ Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017.

Reference books

- ❖ Dr.K.Ganesan& S. UshenaBegam, Accounting for Managers – Volume II, Charulatha Publications, Chennai, 2014
- ❖ HorngrenSunderu Stratton, Introduction to Management Accounting, Pearson

Education, 2013.

- ❖ Colin Drury, Management and Cost Accounting (with CourseMate and eBook Access), Cengage, 2015.

Web Resources

- ❖ <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>
- ❖ <https://efinancemanagement.com/financial-accounting/management-accounting>
- ❖ <https://www.wallstreetmojo.com/ratio-analysis/>
- ❖ <http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-variance>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	2	2	2	2	3	1	2	0	1
CO 2	3	2	2	2	2	3	1	3	2	1
CO 3	3	2	2	2	2	3	1	3	1	1
CO S4	3	2	2	2	2	3	1	2	0	1
CO 5	3	2	2	2	2	3	1	2	1	1
Total	15	10	10	10	10	15	5	12	4	5
Average	3	2	2	2	2	3	1	2.4	1.8	1

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

INTERNATIONAL TRADE

Subject Code	Category	L	T	P	Hours	Credit
24S2UBAGE02	ELECTIVE –II	Y	-	-	4	3

Learning Objectives

- ❖ To familiarize students with basic concepts of International Business
- ❖ To impart knowledge about theories of international trade
- ❖ To know the concepts of foreign exchange market and foreign direct investment
- ❖ To understand the global environment
- ❖ To gain knowledge on the Contemporary Issues of International Business

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Discuss the modes of entry to International Business	PO1, PO5, PO6
CO2	Explain international trade theories	PO3, PO4, PO5
CO3	Understand Foreign exchange market and FDI	PO1, PO2
CO4	Outline the Global Business Environment	PO4, PO5, PO6
CO5	Identify the relevance of international institutions and trading blocs.	PO7, PO8

Unit	Details	No. of Hours
I	Introduction to International Trade: Meaning – Importance - nature and scope- Internationalization process- Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs. PPT Presentation: MNCs in India.	12
II	Trade Theories: Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.	12
III	Foreign Investments: Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.	12
IV	Globalization: Meaning - Globalization of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.	12
V	Regional Economic Grouping: Contemporary Issues in International Business- Institutional support to international business like BREXIT,IMF, World Bank, GATT and WTO. Import & Export Certification And Documentation	12
	Total	60
# Note: PPT presentation related to the above topics to be considered for Internal Exam only.		

Text Books

- ❖ Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4th edition, Pearson ,2017
- ❖ Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020
- ❖ SubbaRao P,International Business, (Text and Cases), Himalaya Publishing House, 2016

Reference books

- ❖ Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.
- ❖ Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010
- ❖ Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.

Web Resources

- ❖ <https://online.hbs.edu/blog/post/international-business-examples>
- ❖ <https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/>
- ❖ <http://www.simplynotes.in/e-notes/mbabba/international-business-management/>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	2	2	2	3	3	2	2	1	0
CO 2	2	2	3	3	3	3	2	3	0	1
CO 3	3	3	2	2	2	3	2	2	1	1
CO S4	3	3	2	3	3	3	2	3	1	1
CO 5	2	2	2	2	2	2	3	3	0	2
Total	13	12	11	12	13	14	11	13	3	5
Average	2.6	2.4	2.2	2.4	2.6	2.8	2.2	2.6	0.6	1

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

MANAGERIAL SKILL DEVELOPMENT

Subject Code	Category	L	T	P	Hours	Credit
24S2UBAN03	NME - II	Y	-	-	2	2

Learning Objectives

- ❖ 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.

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Identify the personal qualities that are needed to sustain in the world of work.	PO1, PO2, PO6, PO7
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	PO1, PO2, PO5
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	PO6, PO7
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	PO1, PO2
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	PO4

Unit	Details	No. of Hours
I	Self Analysis: 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.	6
II	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.	6
III	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.	6
IV	Thinking Skills: The Mind/Brain/Behaviour, Thinking Skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. 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. PPT Presentation: Critical Thinking.	6
V	Communication Related to Course: How to Make oral Presentations, Conducting Meetings, Reporting of Projects, Reporting of Case Analysis, Answering in Viva Voce, Assignment Writing Debates, Presentations, Role Plays and Group Discussions on Current Topics. Audio and Video Recording of the Above Exercises to Improve the Non-Verbal Communication and Professional Etiquettes.	6
	Total	30
# Note: PPT presentation related to the above topics to be considered for Internal Exam only.		

Text Books

- ❖ Managerial Skill Articles
- ❖ The Management Skills of SALL Managers - SiSAL Journal
- ❖ Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP

Reference books

- ❖ Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
- ❖ McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.

- ❖ P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012
- ❖ EQ- soft skills for Corporate Carrer by Dr.SumeetSuseelan

Web Resources

- ❖ <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63>
- ❖ https://www.academia.edu/4358901/managerial_skilldevelopment_pdf
- ❖ https://www.academia.edu/4358901/managerial_skilldevelopment_pdf
- ❖ <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	2	3	3	3	2	2	3	0	1
CO 2	2	2	3	3	3	3	3	2	1	2
CO 3	3	3	3	3	3	3	3	0	0	1
CO S4	3	3	3	3	3	3	2	3	1	0
CO 5	2	2	3	3	3	2	3	3	1	1
Total	12	12	15	15	15	13	13	11	3	5
Average	2.4	2.4	3	3	3	2.6	2.6	2.2	0.6	1

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

COMPUTER APPLICATIONS IN BUSINESS - PRACTICAL

Subject Code	Category	L	T	P	Hours	Credit
24S2UBASP01	SEC -I	-	Y	Y	2	2

Learning Objectives

- ❖ 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 for students with relevance in business scenario and its applications .

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Demonstrate hands on experience with Ms-word for Business activities	PO1, PO2, PO6, PO7
CO2	Demonstrate hands on experience with Ms-Excel for Business activities	PO1, PO2, PO6, PO7
CO3	Demonstrate hands on experience with Ms-power Point for business activities	PO1, PO2, PO6, PO7
CO4	Demonstrate hands on experience with Tally for Business activities	PO1, PO2, PO6, PO7
CO5	Demonstrate hands on experience with Tally for Reporting in business	PO1, PO2, PO6, PO7

Unit	Details	No. of Hours
I	M.S.- Word Processing : 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 . Practical implementation: Creation of mail merge.	6
II	M.S.- Excel Spread sheet analysis: Introduction, Spread sheet application, Menus, Tool Bars and icons, Spread sheet-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, labelling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization Practical implementation: Creation of mark sheet in Excel	6
III	M.S.- Presentation Software: 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. Practical implementation: PPT Presentation on one of the topics.	6
IV	Basic of Tally: 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.	6

V	Google forms: Introduction, Use Google forms to develop & share questionnaire. Practical implementation: Creation & Collection of data through Google form.	6
	Total	30
# Note: Practical Implementation related to the above topics to be considered for Internal Exam only.		

Text Books

- ❖ International Journal of Computer Applications in Technology
- ❖ International Journal of Computer Applications–IJCA
- ❖ P.Rizwan Ahmed; Computer Application in Business, Margham Publications,
- ❖ Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran

Reference books

- ❖ P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019
- ❖ Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman
- ❖ Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
- ❖ S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.

Web Resources

- ❖ <https://www.microsoft.com/en-us/microsoft-365/blog/>
- ❖ <https://byjus.com/govt-exams/microsoft-word/>
- ❖ <https://edu.gcfglobal.org/en/google-forms/>
- ❖ <https://www.tutorialkart.com/tally/tally-tutorial/>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	2	2	2	2	3	2	2	2	1
CO 2	3	2	2	2	2	3	3	2	2	2
CO 3	2	2	2	3	2	3	2	2	0	1
CO 4	3	3	2	2	2	3	3	2	1	0
CO 5	3	3	2	3	2	3	3	2	1	2
Total	13	12	10	12	10	15	13	10	6	6
Average	2.6	2.4	2	2.4	2	3	2.6	2	1.2	1.2

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

SECOND YEAR

SEMESTER - III

ORGANIZATIONAL BEHAVIOUR

Subject Code	Category	L	T	P	Hours	Credit
24S3UBAC05	Core –V	Y	-	-	5	5

Learning Objectives

- ❖ To have extensive knowledge on organizational behaviour and the scope of OB.
- ❖ To create awareness of Individual Behaviour.
- ❖ To enhance the understanding of Group Behaviour
- ❖ To know the basics of Organizational Culture and Organizational Structure
- ❖ To understand Organizational Change, Conflict and Power

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Define Organizational Behaviour, understand the opportunity through OB.	PO1, PO2, PO6, PO7
CO2	Apply self-awareness, motivation, leadership, and learning theories at the workplace.	PO2, PO4, PO5, PO6
CO3	Analyze the complexities and solutions of group behaviour.	PO1, PO2, PO4, PO5, PO6
CO4	Impact and bring positive change in the culture of the organization.	PO2, PO3, PO4, PO5, PO8
CO5	Create a congenial climate in the organization.	PO1, PO2, PO5, PO6, PO8

Unit	Details	No. of Hours
I	Overview of Organizational Behavior: Nature, Scope and Role, Concept - Disciplines that contribute- Opportunities for OB (Globalization, Indian work force diversity, Customer service, Innovation and Change, Networked organizations, Work-life balance, People skills, Positive work environment, Ethics)	15
II	Individual Behaviour: Learning - Concept of learning, conditioning, shaping and reinforcement - Concept of attitude, components, behavior and attitude- Job satisfaction- causation; impact of satisfied employees on workplace. Motivation: Concept- Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory Personality and Values: Concept of personality; Myers- Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit) Perception, decision making: perception and judgments; factors; linking perception to individual decision making P.P.T. Presentation: Theories of Motivation.	15
III	Group Behaviour : Groups and Work Teams: Concept - Five Stage model of group development- Group norms, cohesiveness - Group think and shift – Teams- types of teams- Creating team players from individuals and team based work(TBW) - Leadership: Concept - Trait theories- Behavioral theories (Ohio and Michigan studies) - Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal)	15
IV	Organizational Culture and Structure: Organizational Culture Concept- Impact – Creating and sustaining culture- Concept of structure -Prevalent organizational designs- New design options. Report writing: Globalization and corporate culture.	15
V	Organizational Change, Conflict and Power: Forces of change - Planned change- Resistance- Approaches (Lewin's model, Organizational development) - Concept of conflict, Conflict process - Types, Functional/Dysfunctional. - Introduction to power and politics.	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Neharika Vohra Stephen P. Robbins, Timothy A. Judge, Organizational Behaviour, Pearson Education, 18th Edition, 2022.
- ❖ Fred Luthans, Organizational Behaviour, Tata Mc Graw Hill, 2017.
- ❖ Louis Bevoc, Allison Shearsett, Rachael Collinson, Organizational Behaviour Reference, Nutri Niche System LLC (28 April 2017)

Reference Books:

- ❖ Uma Sekaran, Organizational Behaviour Text & cases, 2nd Edition, Tata Mc Graw Hill Publishing CO. Ltd
- ❖ S.S. Khanka, Organizational Behaviour, S. Chand & Co, New Delhi.
- ❖ J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai, 2017.

Web Resources:

- ❖ <https://www.iedunote.com/organizational-behavior>
- ❖ <https://www.london.edu/faculty-and-research/organisational-behaviour>
- ❖ International Journal of Organization Theory & Behavior Emerald Publishing

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	3	2	2	3	3	2	2	1	1
CO 2	3	3	2	3	3	3	2	3	2	1
CO 3	3	2	2	2	3	3	2	3	2	2
CO 4	3	3	2	2	3	3	2	2	2	2
CO 5	3	3	2	2	3	3	2	2	2	2
Total	14	14	10	11	15	15	10	12	9	8
Average	2.8	2.8	2	2.2	3	3	2	2.4	1.8	1.6

Mapping with Programme: Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Course Coordinator

BOS Chairman

FINANCIAL MANAGEMENT

Subject Code	Category	L	T	P	Hours	Credit
24S3UBAC06	Core –VI	Y	-	-	5	5

Learning Objectives

- ❖ To understand the basics of finance and roles of a finance manager
- ❖ To evaluate capital structure & cost of capital
- ❖ To evaluate capital budgeting
- ❖ To assess dividends
- ❖ To appraise working capital

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Understand the fundamental concepts of finance and the key responsibilities of a finance manager.	PO1,PO5,PO6
CO2	Analyze the components and implications of capital structure and compute the cost of capital.	PO1,PO2,PO6
CO3	Evaluate capital budgeting techniques to support investment decision-making.	PO1,PO6
CO4	Assess different dividend policies and their impact on shareholder value.	PO1,PO6
CO5	Appraise the management of working capital and its role in business operations.	PO1,PO6

Unit	Details	No. of Hours
I	Introduction of Financial Management: Meaning - objectives -Importance– Sources of finance – Functions of financial management – Role of financial manager in Financial Management.	15
II	Capital structures: Meaning - 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 share capital – Cost of debt – Cost of retained earnings–Weighted Average (or) Composite cost of capital (WACC) P.P.T. Presentation: Theories of capital structures.	15
III	Capital Budgeting: Meaning – ARR- Payback period- Net present value-IRR-Capital rationing, simple problems on capital budgeting methods.	15
IV	Dividend policies: Meaning – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter’s Gordon’s – M.M.Hypothesis)	15
V	Working capital: Meaning – Components of working capital – Operating cycle – Factors influencing working capital –Determining (or) Forecasting of working Capital requirements.	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Dr. Kulkarni and Dr. Sathya Prasad, Financial Management, 13th Edition, 2011
- ❖ Advanced Financial Management – Kohok, M.A., Everest Publishing House
- ❖ Financial Management – Kishore R.M., Taxmann Allied Services

Reference Books:

- ❖ Dr. K. Ganesan & S. Ushena Begam, Financial Management, Charulatha Publications, Chennai
- ❖ Financial Management – I.M. Pandey, 2009, Vikas Publishing
- ❖ Financial Management – Prasanna Chandra, 2008, Tata McGraw Hill, New Delhi

Web Resources:

- ❖ <https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/>
- ❖ Journal of Financial Management (e science press.net)
- ❖ Financial Management on JSTOR

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	2	2	2	2	3	1	2	1	1
CO 2	3	3	2	2	2	3	1	3	2	1
CO 3	3	3	2	2	2	3	1	3	2	2
CO 4	3	3	2	2	2	3	1	2	2	2
CO 5	3	3	2	2	2	3	1	2	2	2
Total	15	14	10	10	10	15	5	12	9	8
Average	2.8	2.8	2	2	2	3	1	2.4	1.8	1.6

Mapping with Programme: Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	2	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of course contribution to Pos	3.0	3.0	2.8	3.0	3.0

Course Coordinator

BOS Chairman

BUSINESS STATISTICS

Subject Code	Category	L	T	P	Hours	Credit
24S3USTA04	Elective –III	Y	-	-	3	3

Learning Objectives

- ❖ To Apply the Measures of Central Tendency in Business
- ❖ To Understanding the Measures of Variation
- ❖ To Analysis of Time Series
- ❖ To Understanding Index Numbers and Statistical Quality Control
- ❖ To Testing of Hypothesis

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Measures of Central Tendency	PO1,PO2,PO4, PO6
CO2	Measures of Variation	PO1,PO2,PO6
CO3	Analyze of Time Series	PO1,PO2,PO6
CO4	Understand Index Numbers	PO1,PO2,PO6
CO5	Test Hypothesis	PO2,PO8

Unit	Details	No. of Hours
I	Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency– Arithmetic Mean, Median and Mode–Harmonic Mean and Geometric Mean.	9
II	Measures of Variation – Standard Deviation –Mean deviation– Quartile deviation-Skewness and kurtosis– Lorenz Curve –Simple Correlation– Scatter Diagram– Karl Pearson’s Correlation – Rank Correlation – Regression.	9
III	Analysis of Time Series–Methods of Measuring Trend and Seasonal Variations	9
IV	Index Numbers– Consumer Price Index– Cost of Living Indices.	9
V	Testing of hypothesis–Chi-Square test, T Test, F Test, ANOVA.	9
	Total	45
*Note : (Questions in Theory and Problems may be in the ratio of 30% and 70% respectively)		

Text Books:

- ❖ P.R. Vittal (2004), Business Mathematics and Statistics, Margham Publications, Chennai.
- ❖ S.P. Gupta (2007), Statistical Methods, Sultan Chand & Sons, New Delhi.
- ❖ S.P. Gupta (2007), Elements of Business Statistics, Sultan Chand & Sons, New Delhi.

Reference Books:

- ❖ David M. Levine, David F. Stephan, et al. (7th Edition), Business Statistics: A First Course.
- ❖ Dina Nath Pandit, Statistics: A Modern Approach, Hindustan Publishing Corporation.
- ❖ Padmalochan Hazarika, A Textbook of Business Statistics, S. Chand Publications.

Web Resources:

- ❖ <https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/>
- ❖ <https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf>
- ❖ <http://www.statisticshowto.com>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	3	2	3	3	3	2	3	1	1
CO 2	3	3	2	3	2	3	2	3	2	1
CO 3	3	3	2	2	3	3	2	3	2	2
CO 4	3	3	2	2	2	3	2	3	2	2
CO 5	3	3	2	3	3	3	2	3	2	2
Total	15	15	10	12	13	15	10	15	9	8
Average	3	3	2	2.4	2.6	3	2	3	1.8	1.6

Mapping with Programme: Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Course Coordinator

BOS Chairman

***Its Handling by Mathematics Department**

BUSINESS ETIQUETTE AND CORPORATE GROOMING

Subject Code	Category	L	T	P	Hours	Credit
24S3UBAS02	SEC -II	Y	-	-	2	2

Learning Objectives

- ❖ To impart knowledge about basic etiquettes in professional conduct.
- ❖ To provide understanding about workplace courtesy and ethical issues involved.
- ❖ To suggest guidelines for managing rude and impatient clients.
- ❖ To familiarize students with the significance of cultural sensitivity and appropriate business attire.
- ❖ To stress the importance of professional attire in the workplace.

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Describe basic concepts of business etiquette and corporate grooming	PO5,PO6,
CO2	Outline the etiquette and grooming standards followed in the business environment and the significance of communication	PO4,PO2,PO5, PO6
CO3	Create cultural awareness and moral practices in real-life workplace scenarios	PO8,PO6
CO4	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success	PO1, PO3,PO8, PO6
CO5	Apply professionalism in the workplace considering diversity and courtesy	PO3, PO8,PO6

Unit	Details	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.	6
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 gifts in the business environment – Real life workplace scenarios - Company policy for business etiquette. P.P.T. Presentation: Real life workplace scenarios.	6
III	Workplace Etiquette: Mastering the telephone courtesy - Handling rude or impatient clients -internet usage in the work place – E mail Etiquette - Online chat Etiquette guidelines - Basic disability Etiquette practices. Report writing: E mail Etiquette.	6
IV	Diversity and Cultural Awareness at Workplace: Impact of diversity – Cultural Sensitivity – Taboos and Practices - Inter-Cultural Communication	6
V	Business Attire and Professionalism: Business style and professional image – dress code – guidelines for appropriate business attire-grooming for success.	6
	Total	30
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text books:

- ❖ Journal of Computer-Mediated Communication – Published by the International Communication Association (ICA)
- ❖ Business and Professional Communication – Sage Journals
- ❖ Shital Kakkar Mehra (2012), Business Etiquette: A Guide for the Indian Professional, HarperCollins Publishers

Reference books:

- ❖ Raghu Palat, Indian Business Etiquette, JAICO Publishers
- ❖ Nina Kochhar (2011), At Ease with Etiquette, B. Jain Publisher
- ❖ Nimeran Sahukar & Prem P. Bhalla (2004), The Book of Etiquette and Manners, Pustak Mahal Publishers

Web Resources:

- ❖ <http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf>
- ❖ https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	2	3	3	3	2	2	3	1	1
CO 2	2	2	3	3	3	2	2	3	2	1
CO 3	2	2	3	3	3	2	2	3	2	2
CO 4	2	2	3	3	3	3	2	3	2	2
CO 5	2	2	2	3	3	3	2	3	2	2
Total	10	10	14	15	15	12	10	15	9	8
Average	2	2	2.8	3	3	2.4	2	3	1.8	1.6

Mapping with Programme: Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	2	3	3	3	3
CO4	2	3	3	3	3
CO5	2	3	3	3	3
Weightage	12	15	15	15	15
Weighted percentage of Course Contribution to Pos	2.4	3.0	3.0	3.0	3.0

Course Coordinator

BOS Chairman

LIFE SKILLS EDUCATION

Subject Code	Category	L	T	P	Hours	Credit
24S3UBAS03	SEC -II	Y	-	-	2	2

Learning Objectives

- ❖ To identify and explain the key components and significance of essential life skills for personal and professional growth.
- ❖ To demonstrate effective verbal and non-verbal communication techniques to enhance presentations and goal achievement.
- ❖ To apply critical thinking and problem-solving strategies to address real-life challenges and dynamic situations in the workplace.
- ❖ To collaborate with team members to build and maintain healthy interpersonal relationships in a professional environment.
- ❖ To evaluate personal strengths and areas of improvement through self-reflection and continuous learning practices.

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Understand the importance of Life Skills	PO5,PO6,
CO2	Present effectively to achieve goals	PO2,PO5, PO6
CO3	Solve dynamic problems and challenges	PO8,PO6
CO4	Associate with others for a healthy workplace relationship	PO1, PO3,PO8
CO5	Reflect on their own knowledge and information	PO3, PO8,PO6

Unit	Details	No. of Hours
I	Life Skills – Meaning – Types – Importance - Critical Thinking Skills – Meaning – Importance –Skill Sets. Creative Thinking Verses Critical Thinking.	6
II	Presentation Skills –Meaning – Steps for Effective Presentation – Designing Effective PPT Presentation - Checklist for Effective Presentation. Public Speaking - Meaning - Elements -Do's & Don'ts in Public Speaking – Importance in Business World –Platform Skills.	6
III	Time Management Skills – Meaning – Types –Important Ways to improve the Skills. Work Life Balance – Meaning - Need- Strategies to achieve Healthy Work Life Balance	6
IV	Stress Management – Meaning of Stress - Causes -Types - Techniques. Emotional Intelligence – Meaning – E I Skill Set -IQ verses EQ-Ways to improve EI. P.P.T. Presentation: Real life Emotional Intelligence.	6
V	Interpersonal Skills - Meaning - Importance - IP Skills at Workplace - Team Building -Advantages. Negotiation Skills-Meaning – Effective Negotiation Skills – Types of Negotiations – Ways to strengthen Negotiation Skills.	6
	Total	30
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Life Skills for Success - Alka Wadhwa, Bijay Kumar Das - Vikas Publishing House(2022)
- ❖ Personality Development and Soft Skills - Barun K. Mitra - Oxford University Press - 3rd Edition (2023)
- ❖ Emotional Intelligence: Why It Can Matter More Than IQ - Daniel Goleman - Bantam Books - Revised Edition (2021)

Reference Books:

- ❖ The 7 Habits of Highly Effective People – Stephen R. Covey, Simon & Schuster, 30th Anniversary Edition (2020).
- ❖ Emotional Intelligence 2.0 – Travis Brad & Jean Greaves, TalentSmart, 2021.

- ❖ Mindset: The New Psychology of Success – Carol S. Dweck, Ballantine Books, Updated Edition (2017).

Web Resources:

- ❖ <https://www.mindtools.com>
- ❖ <https://www.skillsyouneed.com>
- ❖ <https://www.verywellmind.com/emotional-intelligence-4157210>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	2	3	3	3	2	2	3	1	1
CO 2	2	2	3	3	3	2	2	3	2	1
CO 3	2	2	3	3	3	2	2	3	2	2
CO 4	2	2	3	3	3	3	2	3	2	2
CO 5	2	2	2	3	3	3	2	3	2	2
Total	10	10	14	15	15	12	10	15	9	8
Average	2	2	2.8	3	3	2.4	2	3	1.8	1.6

Mapping with Programme: Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	2	3	3	3	3
CO4	2	3	3	3	3
CO5	2	3	3	3	3
Weightage	12	15	15	15	15
Weighted percentage of Course Contribution to Pos	2.4	3.0	3.0	3.0	3.0

Course Coordinator

BOS Chairman

ENTREPRENEUR SKILL NEW VENTURE MANAGEMENT

Subject Code	Category	L	T	P	Hours	Credit
24S3UBAS04	SEC -III	Y	-	-	2	1

Learning Objectives

- ❖ To learn to generate and evaluate new business ideas
- ❖ To learn about a business model that generates money
- ❖ To understand how to find, evaluate, and buy a business
- ❖ To evaluate the feasibility of an idea into a venture
- ❖ To understand sources who lend for new ventures

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Understand the concept of entrepreneurship and the skill sets of an entrepreneur	PO2,PO6
CO2	Assess new venture opportunities and analyze strategic choices in relation to new ventures	PO2,PO6
CO3	Develop a credible business plan for real-life situations	PO1, PO2,PO5, PO6
CO4	Coordinate a team to develop, launch, and manage the new venture through effective leadership	PO4,PO5
CO5	Evaluate different sources for financing a new venture	PO2,PO6

Unit	Details	No. of Hours
I	Concept of Entrepreneurship: Evolution -importance – Importance of entrepreneurship- developing creativity and understanding innovation, stimulating creativity - Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.	6
II	Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas -Entry strategies - New Product – Franchising - Buying an existing firm. P.P.T. Presentation: Generating New Business Ideas.	6
III	Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis – Industry and Competitor Analysis-assessing a New Venture's Financial Strength and Viability.	6
IV	Moving from an Idea to a New Venture: Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship. Report writing: Social Entrepreneurship.	6
V	Financing the New Venture: Financing entrepreneurial ventures - Managing growth; Valuation of new company - Arrangement of funds – Traditional sources of financing-Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions.	6
	Total	30
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Journal of Business Venturing – Elsevier
- ❖ Technology, Innovation, Entrepreneurship and Competitive Strategy – Emerald

- ❖ Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha (n.d.), Entrepreneurship, 11th Edition, McGraw Hill

Reference Books:

- ❖ Kathleen R. Allen (2013), New Venture Creation, Cengage Publication
- ❖ Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016), Essentials of Entrepreneurship and Small Business Management, Pearson, Boston
- ❖ K. Ramachandran, Entrepreneurship Development: Indian Cases on Change Agents, McGraw Hill Publication

Web Resources:

- ❖ <https://core.ac.uk/download/pdf/98660713.pdf>
- ❖ https://www.tutorialspoint.com/entrepreneurship_development/starting_a_busine ss.htm

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	3	2	3	3	3	2	2	1	1
CO 2	3	3	2	3	3	3	2	3	2	1
CO 3	3	3	2	3	3	3	3	3	2	2
CO 4	3	3	2	3	3	2	3	3	2	2
CO 5	2	3	2	3	2	3	2	2	2	2
Total	13	15	10	15	14	14	12	13	9	8
Average	2.6	3	2	3	2.8	2.8	2.4	2.6	1.8	1.6

Mapping with Programme: Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Course Coordinator

BOS Chairman

SEMESTER - IV

BUSINESS ENVIRONMENT

Subject Code	Category	L	T	P	Hours	Credit
24S4UBAC07	Core –VII	Y	-	-	5	5

Learning Objectives

- ❖ To impart knowledge on the concept of business environment and its significance
- ❖ To know the political environmental factors and their impact on business
- ❖ To know the economic environmental factors and their impact on business
- ❖ To highlight the importance of the types of social organization
- ❖ To create awareness of industrial and technological advancements

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Understand the concepts of Business Environment	PO1,PO2
CO2	Apply knowledge in business and strategic decisions	PO1,PO2,PO3
CO3	Analyze the importance of business in various social groups	PO2,PO4, PO5,PO6, PO8
CO4	Evaluate the types of economic environment and its impact on business	PO3,PO4,PO5, PO6
CO5	Construct and assess the environment for real-time business	PO1,PO2,PO3, PO8

Unit	Details	No. of Hours
I	Concept of Business Environment: Meaning – nature and significance A brief overview of political, cultural, legal, economic, and social environments and their Impact on business and strategic decisions	15
II	Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention	15
III	Economic Environment: Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capital income, and Their Impact on Business Decisions Five-year planning; establishment of NITI Aayog (National Institution for Transforming India); 1991 New Economic Policy; business liberalization, privatization, and Globalization	15
IV	Social Environment: Cultural heritage, social attitudes, castes and communities, joint family systems, linguistic and religious groups, and types of social organization. P.P.T. Presentation: Groups, and types of social organization.	15
V	Technology environment: Industry4.0-Meaning- Features-basic Applications and Uses-Block chain, AI, AR, Cloud, IOT,IIOT, Big Data and Analytics	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Sankaran, S. (Reprint 2016), Business Environment, Margham Publishing House, Revised Edition
- ❖ Gupta, C.B. (Reprint 2018), Business Environment, Sultan Chand & Sons, Eleventh Revised Edition
- ❖ Joshi, Rosy & Kapoor, Sangam, Business Environment, Kalyani Publishers,

Reference Books:

- ❖ Prakash, N. R. Mohan, Business Environment: A Test/Reference Book with Case Studies (eBook)
- ❖ Ruchi Goyal (2019), Business Environment, Neelkanth Publishers Pvt. Ltd.
- ❖ Business Environment (Fourth Edition), Pearson

Web Resources:

- ❖ <https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/>
- ❖ <https://pestleanalysis.com/political-factors-affecting-business/>
- ❖ <https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	3	2	3	3	2	2	3	1	1
CO 2	3	3	2	3	3	2	2	3	2	1
CO 3	3	3	2	3	3	2	2	3	2	2
CO 4	3	3	2	3	3	2	2	3	2	2
CO 5	3	3	2	3	3	2	2	3	2	2
Total	15	15	10	15	15	10	10	15	9	8
Average	3	3	2	3	3	2	2	3	1.8	1.6

Mapping with Programme: Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	2	3	3
CO3	3	3	3	3	3
CO4	2	3	3	3	3
CO5	3	3	3	3	3
Weightage	14	15	14	15	15
Weighted percentage of Course Contribution to Pos	2.8	3.0	2.8	3.0	3.0

Course Coordinator

BOS chairman

BUSINESS REGULATORY FRAME WORK

Subject Code	Category	L	T	P	Hours	Credit
24S4UBAC08	Core –VIII	Y	-	-	5	5

Learning Objectives

- ❖ To explain the Indian Contracts Act
- ❖ To understand the Sales of Goods Act and Contract of Agency
- ❖ To understand the Indian Companies Act, 1956
- ❖ To understand the Consumer Protection Act and Right to Information (RTI)
- ❖ To understand Cyber Law

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Explain the Provisions of the Indian Contracts Act, 1872	PO1,PO3,PO6, PO8
CO2	Interpret the Sales of Goods Act and Contract of Agency	PO1,PO2,PO3, PO4, PO5,PO8
CO3	Understand the Framework of the Indian Companies Act, 1956	PO3,PO4,PO6, PO8
CO4	Evaluate the Rights under the Consumer Protection Act and RTI Act	PO1,PO2,PO3 PO6,PO7,PO8
CO5	Analyze the Relevance of Cyber Law in the Digital Era	PO1,PO3,PO6, PO7,PO8

Unit	Details	No. of Hours
I	Brief outline of Indian Contracts Act-Special Contracts Act	15
II	Sale of goods Act-Contract of Agency	15
III	Brief outline of Indian Companies Act 1956.- kinds-formation- MOA-AOA-Prospectus- Appointment of Directors- Duties- Meeting- Resolutions-Winding up P.P.T. Presentation: Directors- Duties-Meeting- Resolutions	15
IV	Consumer Protection Act–RTI	15
V	Brief outline of Cyber laws –IT Act 2000 & 2008	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Tulsian, P.C. (2018), Business Law, Third Edition, McGraw Hill Publications
- ❖ Pillai, R.S.N. & Bhagavati, Business Law, Third Edition, Sultan Chand
- ❖ N.D. Kapoor (2019), Elements of Mercantile Law, Sultan Chand & Sons

Reference Books:

- ❖ Business Regulatory Framework, Sahitya Bhawan Publications, Revised 2022
- ❖ Garg, K.C., Sareen, V.K., Sharma, Mukesh (2013), Business Regulatory Framework
- ❖ Bare Acts – RTI, Consumer Protection Act
- ❖ Dr. Pawan Kumar Oberoi (2015), Business Regulatory Framework, Global Academic Publishers & Distributors

Web Resources:

- ❖ <https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---l.html>
- ❖ <http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/>
- ❖ International Journal of Law(lawjournals.org)
- ❖ https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	2	2	2	3	3	1	3	1	1
CO 2	3	2	2	2	3	3	1	3	2	1
CO 3	3	2	2	2	3	3	1	3	2	2
CO 4	3	2	2	2	3	3	1	3	2	2
CO 5	3	2	2	2	3	3	1	3	2	2
Total	15	10	10	10	15	15	5	15	9	8
Average	3	2	2	2	3	3	1	3	1.8	1.6

Mapping with Programme: Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3
CO2	3	3	3	3	3
CO3	3	3	2	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	13	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.6	3.0	3.0

Course Coordinator

BOS Chairman

OPERATIONS RESEARCH

Subject Code	Category	L	T	P	Hours	Credit
24S4UBAGE03	ELECTIVE – IV	Y	-	-	3	3

Learning Objectives

- ❖ To Introduction to Operations Research definition and concept Essential features of LPP.
- ❖ To Formulation of Transportation problem and finding an initial basic feasible solution.
- ❖ To Expressing Assignment problem, Hungarian method-Minimization and Maximization case and Sequencing Problem.
- ❖ To Analyses Network models and constructing network-critical path, various floats.
- ❖ To Analyses Game Theory and Decision Theory

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Analyses Linear Programming	PO1,PO2,PO6
CO2	Analyses Transportation problem	PO1,PO2,PO6
CO3	Analyses Assignment problem	PO1,PO2,PO6
CO4	Analyses Network models	PO1,PO2,PO6
CO5	Analyses Game Theory and Decision Theory	PO1,PO2,PO6

Unit	Details	No. of Hours
I	Linear Programming problem: Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP-simple problems.	9
II	Transportation problem: Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method-Vogel's approximation method to find the optimal solution.	9
III	Assignment problem : Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem- Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.	9
IV	Network models: PERT and CPM— difference between PERT and CPM- constructing network-critical path, various floats, three-time estimates for PERT	9
V	Game Theory: Maximin - Minmax criterion, Saddle point, Dominance property, Graphical method for solving $2 \times n$ and $m \times 2$ game. Decision Theory—statement of Baye's theorem application-decision trees.	9
	Total	45
*Note : (Questions in Theory and Problems may be in the ratio of 30% and 70% respectively)		

Text Books:

- ❖ Operational Research |Research.com
- ❖ Operations Research |Pubs On Line(informs.org)
- ❖ International Journal of Operations research
- ❖ DRH. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019

Reference Books:

- ❖ P.K. Gupta & Man Mohan, Problems in Operations Research, Sultan Chand & Sons, New Delhi.
- ❖ V.K. Kapoor, Introduction to Operational Research, Sultan Chand & Sons, New Delhi.
- ❖ Hamdy A. Taha, Operations Research – An Introduction, Prentice Hall of India, New Delhi.

Web Resources:

- ❖ <https://www.onlinemathlearning.com/linear-programming-example>
- ❖ https://www.kellogg.northwestern.edu/weber/Notes_6_Decision_trees
- ❖ www.pondiuni.edu.in/sites/default/files

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	3	2	2	2	3	2	3	1	1
CO 2	3	3	2	2	3	3	2	3	2	1
CO 3	3	3	2	2	3	3	2	3	2	2
CO 4	3	3	2	2	2	3	2	3	2	2
CO 5	3	3	2	2	2	3	2	3	2	2
Total	15	15	10	10	15	15	10	15	9	8
Average	3	3	2	2	3	3	2	3	1.8	1.6

Mapping with Programme: Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Course Coordinator

BOS Chairman

***Its Handling by Mathematics Department**

TALLY- PRACTICAL

Subject Code	Category	L	T	P	Hours	Credit
24S4UBASP05	SEC – IV	-	Y	Y	2	2

Learning Objectives

- ❖ To impart knowledge about the basic use of Tally and its functions
- ❖ To understand the creation of groups and ledgers
- ❖ To provide understanding about Data Management in Tally
- ❖ To understand the process of GST, EPF, etc.
- ❖ To familiarize students about the significance of Tally in implications in the organizations

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Understand about the basic accounting and Tally ERP 9	PO1
CO2	Identify the maintenance of Ledger and inventory system	PO1, PO2,PO7
CO3	Creation of various vouchers and bill wise details	P01, PO4,PO7
CO4	Understand various taxes, returns, and filing	PO2, PO6,PO7
CO5	Relate and infer various reports generated in Tally ERP 9	PO2,PO7

Unit	Details	No. of Hours
I	Basics of Accounting & Fundamentals of Tally ERP 9: Accounting Principles or Concepts - Rules for Accounting- Creation/Setting up of Company in Tally ERP 9 - Configuration in Tally ERP 9	6
II	Accounting Master in Tally. ERP 9: Groups & Ledgers Creation Inventory Master in Tally.ERP9- Creation of Stock – Groups and Categories and Units of Measure.	6
III	Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers –Invoicing – Bill Wise Details - Cost Centers and Bank Reconciliation and Scenarios Management.	6
IV	Advance Inventory & Taxes in Tally. ERP9: Order processing - Batch Wise Details – POS – TDS – TDS - Returns Filing – TCS - GST Returns – EPF- ESIC & Professional Tax.	6
V	Short Keys in Tally. ERP9: Technological Advantages – Payroll – Report Generations.	6
	Total	30

Text Books:

- ❖ Journal of Emerging Technologies and Innovative Research
- ❖ Global Journal for Research Analysis
- ❖ Tally ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press
- ❖ Vikas Gupta, Comdex Tally ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017

Reference Books:

- ❖ Shraddha Singh & Navneet Mehra, Tally ERP 9, V&S Publishers, 2015
- ❖ Official Guide to Financial Accounting using Tally ERP 9, Fourth Revised & Updated Edition, BPB Publications
- ❖ Asian's Quintessential Course Tally ERP 9 with GST by Vishnu Priya Singh, Edition 2020

Web Resources:

- ❖ <https://tallysolutions.com/learning-hub/>

- ❖ <https://www.tutorialkart.com/tally/tally-tutorial/>
- ❖ <https://sscstudy.com/tally-erp-9-book-pdf-free-download/>
- ❖ <https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	2	2	2	2	3	3	2	1	1
CO 2	3	2	2	2	2	3	3	3	2	1
CO 3	3	2	2	2	2	3	3	3	2	2
CO 4	2	2	2	2	2	2	3	2	2	2
CO 5	2	3	2	2	3	2	3	2	2	2
Total	13	11	10	10	11	13	15	12	9	8
Average	2.6	2.2	2	2	2.2	2.6	3	2.4	1.8	1.6

Mapping with Programme: Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Course Coordinator

BOS Chairman

SOFT SKILL DEVELOPMENT

Subject Code	Category	L	T	P	Hours	Credit
24S4UBAS06	SEC - V	Y	-	-	2	2

Learning Objectives

- ❖ Understand and identify the core contents of effective communication.
- ❖ Develop the ability to analyze communication situations and respond effectively.
- ❖ Recognize and apply the importance of non-verbal communication in various contexts.
- ❖ Enhance skills to participate effectively in group discussions (GD) and contribute to team success.
- ❖ Achieve proficiency in soft skills to facilitate personal and professional growth.

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Identify the core contents of any communication.	PO1,PO6
CO2	Be able to analyze and speak well in any situation.	PO5,PO6
CO3	Realize the importance of non-verbal communication.	PO2,PO6
CO4	Students will be well-established in GD (Group Discussion) skills.	PO6,PO8
CO5	Achieve the desired results of soft skills	PO6,PO8

Unit	Details	No. of Hours
I	Soft Skills – Meaning – Definition – Importance of Soft Skills – Exhibiting and Practicing soft skills.	6
II	Art of Communication – Listening - Kinds of Listening – Factors that hamper Listening - Advantages of Active Listening –Speaking – Meaning – Importance - Speaking in group and Public Speaking – Reading – Meaning – Types of Reading - SQ3R Technique.	6
III	Body Language – Meaning – Origin and Forms of Body Language – Body Language in building interpersonal relations – Etiquette – Meaning – Classification - Benefits. P.P.T. Presentation: Types of Etiquette	6
IV	Group Discussion – Meaning – Importance - Types of GD - Essential elements of GD – Skills required in GD – Consequences of GD – Behavior in GD - Traits tested in GD – Guidelines for GD.	6
V	GEO GRAPHICAL INDICATIONS: Concept, Protection & Significance	6
	Total	30
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ The 7 Habits of Highly Effective People by Stephen R. Covey - Covers personal effectiveness and communication skills.
- ❖ How to Win Friends and Influence People by Dale Carnegie - Focuses on interpersonal relationships and communication.
- ❖ Emotional Intelligence 2.0 by Travis Bradberry & Jean Greaves - Emphasizes emotional intelligence and its role in communication and soft skills.

Reference Books:

- ❖ Soft Skills for the Workplace by Dr. S. B. S. Verma - Focuses on soft skills development for professional success.
- ❖ The Definitive Book of Body Language by Allan and Barbara Pease - Explores the importance and application of body language in communication.

- ❖ The Art of Public Speaking by Dale Carnegie - A comprehensive guide to mastering public speaking and presentation skills.
- ❖ Geographical Indications: A Handbook" by B.L. Wadhwa - Covers the concept, protection, and significance of geographical indications in intellectual property.

Web Resources:

- ❖ <https://www.skillsyouneed.com/ips/soft-skills.html>
- ❖ <https://www.mindtools.com/CommSkll/ActiveListening.htm>
- ❖ <https://www.psychologytoday.com/us/basics/body-language>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	2	2	3	2	2	2	3	1	1
CO 2	3	3	2	2	3	2	3	3	2	1
CO 3	3	3	3	3	2	3	3	3	2	2
CO 4	3	2	2	2	2	2	2	3	2	2
CO 5	3	2	2	2	3	2	3	3	2	2
Total	15	12	11	12	12	11	13	15	9	8
Average	3	2.4	2.2	2.4	2.4	2.2	2.6	3	1.8	1.6

Mapping with Programme: Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

INTELLECTUAL PROPERTY RIGHTS

Subject Code	Category	L	T	P	Hours	Credit
24S4UBAS07	SEC – V	Y	-	-	2	2

Learning Objectives

- ❖ To learn aspects of Intellectual Property Rights to students who are going to play a major role in the development and management of innovative projects in industries.
- ❖ To disseminate knowledge on patents, the patent regime in India and abroad, and registration aspects.
- ❖ To evaluate the copyright law.
- ❖ To disseminate knowledge on copyrights and its related rights and registration aspects.
- ❖ To understand Geographical Indicators.

Course Outcomes		
Course Outcomes	On completion of this course, students will able to	Programme Outcomes
CO1	Imbibe the knowledge of IPR through various laws.	PO1,PO6
CO2	Apply the knowledge of patents.	PO5,PO6
CO3	Understand the process of acquiring a trademark.	PO2,PO6
CO4	Create an awareness about copyrights.	PO6,PO8
CO5	Understand geographical indicators.	PO6,PO8

Unit	Details	No. of Hours
I	I P R Introduction – need for intellectual property right – IPR in India –Different Classifications – Important Principles of IP Management – Commercialization of Intellectual Property Rights –By Licensing – Intellectual Property Rights in the Cyber World.	6
II	Introduction – Classification – Importance – Types of Patent Applications in India - Patentable Invention– Inventions Not Patentable.	6
III	Introduction – Fundamentals – Concept – Purpose - Functions – Characteristics – Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non Registrable Trademarks- Industrial Designs – Need for Protection of Industrial Designs. P.P.T. Presentation: Trade Mark	6
IV	Introduction to Copyright– Conceptual Basis –Copy Right and Related Rights–Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer – Infringement – Copyright pertaining to Software/Internet and other Digital media.	6
V	Geo Graphical Indications: Concept, Protection & Significance Trade Secrets: Introduction– Meaning & Concept - Characteristics of Trade Secrets - Legal Protection - Difference between Trade Secret & Patent - Indian & International Perspective.	6
	Total	30
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Journal of Intellectual Property Rights
- ❖ Intellectual Property Rights: Text and Cases by Dr. R. Radhakrishnan, Dr. S. Balasubramanian
- ❖ Intellectual Property: Patents, Trademarks, and Copyrights by Richard Stim

Reference Books:

- ❖ Landmark Judgements on Intellectual Property Rights by Kush Kalra, Central Law Publishing
- ❖ Intellectual Property Rights in India by V.K. Ahuja, LexisNexis
- ❖ Introduction to Intellectual Property Rights (Softbound) by Singh, Phundan, Daya Publishing House

Web Resources:

- ❖ <https://nptel.ac.in/courses/110/105/110105139/>
- ❖ https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf
- ❖ <https://ipindia.gov.in/>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	2	2	3	2	2	2	3	1	1
CO 2	3	3	2	2	3	2	3	3	2	1
CO 3	3	3	3	3	2	3	3	3	2	2
CO 4	3	2	2	2	2	2	2	3	2	2
CO 5	3	2	2	2	3	2	3	3	2	2
Total	15	12	11	12	12	11	13	15	9	8
Average	3	2.4	2.2	2.4	2.4	2.2	2.6	3	1.8	1.6

Mapping with Programme: Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Course Coordinator

BOS Chairman

THIRD YEAR

SEMESTER - V

HUMAN RESOURCE MANAGEMENT

Subject Code	Category	L	T	P	Hours	Credit
24S5UBAC09	Core –IX	Y	-	-	5	4

Learning Objectives

- ❖ To explain the concepts, functions and process of HRM
- ❖ To examine the selection and placement process.
- ❖ To evaluate the training and performance.
- ❖ To understand the importance of employee engagement and compensation
- ❖ To understand the recent trends in HR

Course Outcomes		
Course Outcomes	On Completion of the course the students will able to	Programme Outcomes
CO1	Explain the concepts, functions and process of HRM	PO1,PO2,PO4,PO6
CO2	Examine the selection and placement process	PO1,PO2,PO4, PO6,PO7,PO8
CO3	Evaluate the training and performance appraisal	PO2,PO3,PO5,PO6, PO8
CO4	Understand the employee engagement and compensation	PO1,PO2,PO3,PO4, PO5,PO6
CO5	Understand the recent trends in HR.	PO2,PO3,PO6,PO7 PO8

Unit	Details	No. of Hours
I	Concepts, Functions and Process of HRM: Nature – scope of HRM – Roles & responsibilities of HR manager- HR Policies & procedures -Concept & scope of Strategic Human resource management (SHRM). P.P.T. Presentation - Environment of HRM	15
II	Human Resource Planning: Job Evaluation – methods - Job analysis - Job description, Job specification. Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement. E-Recruitment and Digital Hiring	15
III	Training and Development: Training Process, Methods, Training Need Assessment, Career Development. Transfer and Promotion. Performance Management: Meaning- Process- Performance Appraisal Methods-Performance Monitoring and review Learning Experience Platforms (LXP)	15
IV	Employee Engagement: Meaning-Importance-evaluation-measuring employee engagement- Employee Compensation- components- incentives- benefits- welfare and social security measures Report writing: Employee Compensation	15
V	Human Resource Audit: Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices, Understanding People Analytics, Multigenerational workforce. Global HRM, Hyper automation in HR Processes	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018
- ❖ **Steve** Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1st Edition, 2017
- ❖ Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1st Edition, 2018

Reference Books:

- ❖ V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3rd Edition ,2010

- ❖ K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6th Edition
- ❖ Garry Deseler, Human Resource Management, Pearson, 15th Edition, 2017.

Web Resources:

- ❖ <https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf>
- ❖ <http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf>
- ❖ <https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	3	2	2	2	3	2	2	1	1
CO 2	3	3	2	2	2	3	2	2	2	1
CO 3	3	3	2	2	2	3	2	3	2	2
CO 4	3	3	2	2	3	3	2	2	2	2
CO 5	3	3	2	2	2	3	2	2	2	2
Total	15	15	10	10	11	15	10	11	9	8
Average	3	3	2	2	2.2	3	2	2.2	1.8	1.6

Mapping with Programme Specific Outcomes

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	2	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution toPos	3.0	3.0	2.8	3.0	3.0

Course coordinator

BOS Chairman

RESEARCH METHODOLOGY

Subject Code	Category	L	T	P	Hours	Credit
24S5UBAC10	Core –X	Y	-	-	5	4

Learning Objectives

- ❖ To familiarize the students to the basic concepts of Research and operationalize research problem Examine the selection and placement process.
- ❖ 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

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	Understand the concepts and principles of Research	PO1, PO2, PO6, PO7
CO2	Comprehend and decide the usage of design and formulate hypothesis	PO1, PO2, PO6
CO3	Analyze data collection sources and tools	PO1, PO2, PO7
CO4	Summarize and establish solutions through data Analysis	PO1, PO2, PO6
CO5	Compare and justify the process of writing and organizing a research report.	PO1, PO2, PO3, PO4, PO6

Unit	Details	No. of Hours
I	Fundamentals of Business Research: Meaning and definition of Research in Business – Research Process- formulating the problem, designing, sampling, pilot testing. P.P.T. Presentation - Pilot Testing.	15
II	Research Design: Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling: sampling and Scaling methods - characteristics- process-techniques.	15
III	Data Collection: Sources of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules. Report writing: Types of questionnaires.	15
IV	Data Analysis and Preparation: Data entry, Data coding, editing, classification and tabulation & cross tabulation- presentation of data - Artificial Intelligence and machine Learning in Data Analysis.	15
V	Report Presentation: Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism.	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ W.Lawrence Newman|| Social Research Methods: Qualitative and Quantitative Approaches 7th Edition, Pearson Education India 2014
- ❖ Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6th Edition , 2022
- ❖ Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition,2019

Reference Books:

- ❖ C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.
- ❖ Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018.

❖ Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education
2021

Web Resources:

- ❖ https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf
- ❖ <https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	3	2	2	2	3	3	2	1	1
CO 2	3	3	2	2	2	3	3	2	2	1
CO 3	3	3	2	2	2	3	3	2	2	2
CO 4	3	3	2	2	2	3	3	2	2	2
CO 5	3	3	3	3	3	3	3	3	2	2
Total	15	15	11	11	11	15	10	11	9	8
Average	3	3	2.2	2.2	2.2	3	3	2.2	1.8	1.6

Mapping with Programme Specific Outcomes

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	2	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

Course coordinator

BOS Chairman

BUSINESS TAXATION

Subject Code	Category	L	T	P	Hours	Credit
24S5UBAC11	Core –XI	Y	-	-	5	4

Learning Objectives

- ❖ To understand the basic concepts of Taxes.
- ❖ 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

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	To define and understand the basic concepts of tax.	PO2, PO6
CO2	To Examine and apply GST rules in real-time business situations.	PO2, PO5, PO6
CO3	To analyze the elements of GST mechanism in India.	PO6, PO7, PO8
CO4	To evaluate the rules of Income Tax and methods of valuation for customs.	PO2, PO4
CO5	To prepare the needed documents under GST Compliance.	PO1, PO2, PO4, PO8

Unit	Details	No. of Hours
I	Introduction to Business Taxation: Objectives of Taxation – Canons of Taxation – Tax System in India – Direct and Indirect Taxes – Meaning and Types. P.P.T. Presentation –Taxation.	15
II	Concept, Meaning and Definition of Taxation: Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assesses, 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	15
III	Function and power of customs authorities: 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.	15
IV	Introduction and Definition of GST: 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. Report writing: – prepare bill with GST	15
V	Process of GST: 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 Incentives -E-Invoice and E-way Bill.	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ V.S. Datey, Central Excise, JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.
- ❖ Business Taxation (Goods & Services TAX - GST), Margam Publication, Edition 2019.
- ❖ Srinivasan N.P and Priya Swami. M, Business Taxation, Kalyani publishers Edition 2013.

Reference Books:

- ❖ Dr. Rajani Bhat & Dr. Dhamodharan V, Indirect Taxation , TR Publications , Chennai , 2020
- ❖ DR. Vandhana Bangar , Yogendra Bangar , Indirect tax laws, Aadhyaprakasam Allahabad 2018.
- ❖ T.S. Reddy & Y. Hariprasad Reddy , Business Taxation, Margham Publications, Chennai 2018.

Web Resources:

- ❖ <https://www.gst.gov.in/>
- ❖ <https://gstcouncil.gov.in/>
- ❖ <https://taxguru.in/custom-duty/types-duties-customs.html>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	2	2	2	3	2	2	2	1	1
CO 2	3	2	2	2	2	2	2	2	2	1
CO 3	3	2	2	2	3	2	2	2	2	2
CO 4	3	2	2	2	3	2	2	2	1	2
CO 5	2	2	2	2	3	2	2	2	2	2
Total	13	10	10	10	14	10	10	10	8	8
Average	2.6	2	2	2	2.8	2	2	2	1.6	1.6

Mapping with Programme-Specific Outcomes :

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

MANAGEMENT INFORMATION SYSTEM

Subject Code	Category	L	T	P	Hours	Credit
24S5UBAC12	Core –XII	Y	-	-	5	4

Learning Objectives

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

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	Understand MIS in decision making	PO1, PO4, PO7, PO8
CO2	Explain MIS, its structure and role in management Functions	PO1, PO4, PO5, PO7
CO3	Classify & discuss information system categories, Database Management systems	PO2, PO5, PO6, PO7, PO8
CO4	Discuss SDLC and functional information system Categories	PO1, PO4, PO5, PO7
CO5	Outline functions of BPO, Data mining and the recent trends in information management	PO2, PO3, PO4, PO6, PO7, PO8

Unit	Details	No. of Hours
I	Management Information Systems and Decision Making: Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues. P.P.T. Presentation - Process of MIS.	15
II	System Concepts and Information Systems: Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive Advantage Report Writing: competitive Advantage of Information System.	15
III	System Design and Functional Information Systems: System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Production, Finance and HRM ,Marketing.	15
IV	Decision Support and Business Analytics: Decision Support Systems-Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of Big data. Report Writing: Business Analytics.	15
V	Introduction to AI Applications in Business: AI in Retail, Healthcare, E-Commerce, Financial Services, Insurance and Entertainment – AI Applications in Human Resource Management, Marketing, Sales, Operations and Supply Chain Management – Benefits and Challenges of AI – Ethical Issues in AI – Future of Artificial Intelligence in Business. P.P.T. Presentation: Emerging Trends in AI and Business Transformation	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India.
- ❖ Dr. S.P. Rajagopalan, —Management Information Systems and EDP ", Margham Publications , Chennai.

Reference Books:

- ❖ Mudrick& Ross, "Management Information Systems", Prentice - Hall of India.
- ❖ Management Information System by Concise study by Kelkhar S A

❖ CSV Murthy - "Management Information Systems" Himalaya publishing House.

Web Resources:

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

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	2	2	2	3	3	3	2	1	1
CO 2	3	2	2	2	3	3	3	2	1	2
CO 3	2	2	2	2	2	2	3	2	2	2
CO 4	3	3	2	2	2	3	3	2	2	2
CO 5	3	2	2	2	3	3	3	2	2	2
Total	14	11	10	10	13	14	15	10	8	9
Average	2.8	2.2	2	2	2.6	2.8	3	2	1.6	1.8

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	2	3	3
CO3	3	3	3	3	3
CO4	2	3	3	3	3
CO5	3	3	3	3	3
Weightage	14	15	14	15	15
Weighted percentage of Course Contribution toPos	2.8	3.0	2.8	3.0	3.0

Course coordinator

BOS Chairman

DIGITAL MARKETING

Subject Code	Category	L	T	P	Hours	Credit
24S5UBAE04	ELECTIVE-V	Y	-	-	4	3

Learning Objectives

- ❖ 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 familiarize online and Social media marketing
- ❖ To Understand various data analytics and measurement tools in digital Marketing

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	Discuss digital marketing and its framework	PO1, PO2, PO7, PO8
CO2	Identify, use appropriately and explain digital marketing tools	PO1, PO2, PO4, PO6, PO7, PO8
CO3	Explain social media marketing and crowdsourcing	PO1, PO2, PO4, PO6, PO7, PO8
CO4	Discuss online reputation management and its Influence	PO1, PO2, PO6, PO7, PO8
CO5	Identify the various data analytics and measurement tools in digital marketing	PO1, PO2, PO6, PO7, PO8

Unit	Details	No. of Hours
I	Introduction of Digital Marketing: 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. P.P.T. Presentation:- Digital Marketing	12
II	Concept of Digital Marketing: 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 – AI – Based content Marketing Strategy.	12
III	Media Marketing and Bank Theory: Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowd - sourcing – Lead generation & sales in social media.	12
IV	Online Reputation Management: Online Reputation Management - Social commerce: Ratings & Reviews–Word of Mouth- User generated content– Co-Marketing–Affiliate Marketing – Influencer Marketing	12
V	Digital Analytics & Measurement: Digital Analytics & Measurement - Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking - Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life time value) Report Writing : ROI and CLV	12
	Total	60

Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only

Text Books:

- ❖ Journal of Digital & Social Media Marketing
- ❖ International Journal of Internet Marketing and Advertising
- ❖ Understanding Digital Marketing, Damian ryan, 4th Edition 2017 publisher: Korgan page limited USA

Reference Books:

- ❖ Nitin C Kamat & Chinmay Nitin Kamat, Digital Social Media Marketing, Himalaya Publishing House, 2018.
- ❖ Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.

Web Resources:

- ❖ <https://www.soravjain.com/ebook/ebook.pdf> http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf
- ❖ <https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and->
- ❖ <https://www.optron.in/blog/digital-marketing/>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	2	3	3	3	3	3	2	2	1
CO 2	2	2	3	3	3	2	3	2	2	2
CO 3	2	2	3	3	3	2	3	2	2	2
CO 4	2	2	3	3	3	2	3	2	2	2
CO 5	2	2	3	3	3	2	3	2	2	2
Total	10	10	15	15	15	11	15	10	10	8
Average	2	2	3	3	3	2.2	3	2	2	1.8

Mapping with Programme Specific Outcomes :

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

INDUSTRIAL RELATIONS

Subject Code	Category	L	T	P	Hours	Credit
24S5UBAE05	ELECTIVE-V	Y	-	-	4	3

Learning Objectives

- ❖ 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.

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	Understand the role and importance of Industrial Relations	PO1,PO2,PO6.PO8
CO2	Understanding the concepts of industrial Disputes and settlement.	PO1, PO2,PO4,PO5, PO6
CO3	Understanding the concepts of Labour legislation.	PO1, PO2, PO3,PO6.PO7
CO4	Identifying the concepts of Workers Participation in Management	PO1,PO2,PO4, PO5,PO6
CO5	Understanding the concepts of Trade Union	PO1, PO2, PO4, PO5

Unit	Details	No. of Hours
I	Fundamentals of Industrial Relations: Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India. P.P.T. Presentation - IR in India	12
II	Industrial Disputes, Grievances and Settlement: Industrial Dispute - Causes and Consequences, Strikes – Lockouts, Lay Off, Retrenchment, Transfer & Closure - Settlement of Disputes – Machinery – Negotiation, Conciliation, Mediation, Arbitration and Adjudication. Grievance: Causes & Redressal Procedure, Standing Orders Report Writing – Causes and Redressal Procedure	12
III	Overview of Labor Legislation: Labor Legislation - Factories Act 1948, Employee state insurance act 1948, Employee Compensation act 1923, Payment of wages act,1936, Payment of Bonus act,1965, Employee Provident Fund and Miscellaneous Provisions Act 1952 , Payment of Gratuity act,1972-Trade union Act.	12
IV	Workers' Participation in Management: Workers 'participation in management - Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. P.P.T. Presentation – Joint management council & shop council	12
.	Trade Unions: Trade Unions – Meaning and Growth -Economic, Social and Political Conditions for the Growth of Trade Unions -Objectives of Trade Unions -Structure of Trade Unions. Collective Bargaining: Collective Bargaining - Definition – Meaning - Types, Process &Importance.	12
	Total	60
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Dr.CBMamoria, Satish Mamoria,PSubba Rao, Dynamics of Industrial Relations, Himalaya Publishing house,16 e,2022
- ❖ Arun Monappa, Industrial Relations & Labour laws,Tata McGraw Hill, 2012

- ❖ C S Venkata Ratnam ,Manoranjan Dhal, Industrial Relations, Oxford, 2nd Edition

Reference Books:

- ❖ Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018
- ❖ Gupta CB (Dr), Kapoor N.D., Tripathi PC; Industrial Relations and Labour Laws, Sultan Chand and Sons, 2020.
- ❖ S C Shrivastava, Industrial Relations & Labour Laws, Vikas Publishing,2022

Web Resources:

- ❖ <https://labour.gov.in/industrial-relations>
- ❖ https://www.srcc.edu/e-resources?field_e_resources_tid=447

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	3	2	2	2	2	2	2	1	1
CO 2	3	3	2	2	3	2	2	3	2	1
CO 3	2	2	3	2	2	3	3	2	2	2
CO 4	3	3	3	2	3	2	2	3	2	2
CO 5	3	2	2	2	3	3	2	3	2	2
Total	14	13	12	10	13	12	11	13	9	8
Average	2.8	2.6	2.4	2	2.6	2.4	2.2	2.6	1.8	1.6

Mapping with Programme Specific Outcomes :

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	2	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution toPos	3.0	3.0	2.8	3.0	3.0

Course coordinator

BOS Chairman

FINANCIAL SERVICES

Subject Code	Category	L	T	P	Hours	Credit
24S5UBAE06	ELECTIVE-V	Y	-	-	4	3

Learning Objectives

- ❖ To Understand the types of financial services and its environment.
- ❖ To Recognize role and functions of merchant banker and capital market.
- ❖ To Compare and contrast factoring, leasing, hire purchase and consumer Finance.
- ❖ To Understand Consumer Finance, Venture capital and credit rating.
- ❖ To Understand mutual funds and its functions.

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	List types of financial services and their role	PO1,PO2,PO6
CO2	Recognize role and functions of merchant banker and capital market	PO1, PO2, PO3, PO4, PO6
CO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance	PO1, PO2, PO3 , PO6
CO4	Understand Consumer Finance, Venture capital and credit rating	PO2, PO6, PO8
CO5	Understand mutual funds and its functions	PO 2

Unit	Details	No. of Hours
I	Financial Services and Financial System: Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector. Financial Environment; Financial System- RBI, Commercial Banks; Financial Institutions-National Stock Exchange; Non-Banking Financial Companies(NBFCs). P.P.T. Presentation - RBI & commercial Bank	12
II	Merchant Banking and Capital Market: Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI	12
III	Leasing, Hire Purchase and Factoring: Leasing and Hire purchase- Concepts and features – Types of lease Accounts. Factoring – Functions of Factoring Report Writing – Lease Accounts	12
IV	Specialized Financial Services: Venture Capital –Regional Capital -Residual Capital -Credit Rating – Consumer Finance. P.P.T. Presentation - Consumer Finance	12
V	Mutual Funds and Digital Payments: Mutual Funds - Meaning – Types – Functions – Advantages - Introduction to digital payments- crypto currency.	12
	Total	60
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Financial Services By Kevin D Peterson.
- ❖ Financial markets and services By E.Gordon and K. Natarajan.
- ❖ Financial services and Markets By Dr Punithavathy pandian.

Reference Books:

- ❖ Financial Services –M.Y.Khan
- ❖ Financial Services –B.Santhanam
- ❖ Law of Insurance – Dr.M.N.Mishra

Web Resources:

- ❖ <http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf>
- ❖ <https://academyfinancial.org/journal>

❖ Financial Remedies Journal

❖ https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	2	2	2	3	3	2	2	1	2
CO 2	2	2	2	2	2	3	2	3	2	2
CO 3	3	3	2	2	2	2	2	3	2	2
CO 4	3	3	2	2	3	2	2	2	2	2
CO 5	3	3	2	2	2	2	2	2	2	2
Total	13	13	10	10	12	12	10	12	9	10
Average	2.6	2.6	2	2	2.2	2.2	2	2.2	1.8	2

Mapping with Programme Specific Outcomes :

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	2
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	14
Weighted percentage of Course Contribution toPos	3.0	3.0	3.0	3.0	2.8

Course coordinator

BOS Chairman

PROJECT WITH VIVA-VOCE

Subject Code	Category	L	T	P	Hours	Credit
24S5UBAPR01	ELECTIVE-VI	-	-	Y	4	3

Learning Objectives:

- ❖ To Give Idea about Research Project
- ❖ To identify the research problem
- ❖ To review Literature
- ❖ To give knowledge on Data Collection and Analysis
- ❖ To Learn Project Preparation

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Program me Outcomes
CO1	Gain knowledge about Research Project	PO1
CO2	Increase knowledge on research problem	PO2
CO3	Improve practice in review of literature	PO3
CO4	Gain knowledge on Data Collection and Analysis	PO1,PO2
CO5	Be Proficient in Project Preparation	PO6,PO7,PO8

PROJECT DESCRIPTION GUIDELINES

- ❖ Project report is to bridge theory and practice.
- ❖ The project work should be neatly presented in not less than 50 pages and not more than 120 pages
- ❖ Paper Size should be A4
- ❖ 1.5 spacing should be used for typing the general text. General text shall be justified typed in the Font style - Font: Times New Roman/Font Size: 12 for text)
- ❖ Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings). The report should be professional.
- ❖ The candidate should submit periodical report of the project to the supervisor.
- ❖ Two reviews will be conducted before the Viva Voce
- ❖ Each candidate should submit hardcopy (3 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.
- ❖ The project should be undertaken in the candidate's chosen area of specialization and should reflect the application of relevant theoretical concepts to practical business situations.

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25Marks
	Review I	
	Review II	
External Evaluation	Project Report – Viva Voce	75 Marks
	Total	100 Marks

Method of Assessment	
Review I	Problem Identification and Review of Literature
Review II	Rough Draft
Final	Project Report – Viva Voce

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	3	2	2	2	3	3	3	1	1
CO 2	3	3	2	2	2	3	3	3	2	1
CO 3	3	3	2	2	2	3	3	3	2	2
CO 4	3	3	2	2	2	3	3	3	2	2
CO 5	3	3	2	2	2	3	3	3	2	2
Total	15	15	10	10	10	15	15	15	9	8
Average	3	3	2	2	2	3	3	3	1.8	1.6

Mapping with Programme Specific Outcomes

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution toPos	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

SEMESTER - VI

ENTREPRENEURIAL DEVELOPMENT

Subject Code	Category	L	T	P	Hours	Credit
24S6UBAC13	CORE XIII	Y	-	-	6	4

Learning Objectives

- ❖ To impart knowledge on the concept of Entrepreneur and Entrepreneurship.
- ❖ To know the various ideas and implementation of business plan.
- ❖ To throw light on importance of the Business analysis and evaluation.
- ❖ To discuss the role of Government in developing entrepreneurship.
- ❖ To understand the problems and remedies of Entrepreneurial failure.

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	To understand the concepts of Entrepreneurship development.	PO1,PO2
CO2	To apply knowledge in the business plans and implementation.	PO1, PO2,PO3
CO3	To analyze the various analyses of business in setting up of enterprises.	PO2,PO4, PO5,PO8
CO4	To create the awareness about various schemes and subsidies of government for entrepreneurial development.	PO3,PO4, PO5, PO6,PO7
CO5	To evaluate and assess the various problems and remedies of entrepreneurship	PO1,PO2,PO3, PO8

Unit	Details	No. of Hours
I	Entrepreneur and Entrepreneurship: Meaning and Definition of Entrepreneur – Types – Traits – Role in Economic Development – Meaning and Definition of Entrepreneurship – Factors Affecting Entrepreneurship – Entrepreneur vs. Entrepreneurship – Recent Developments in Entrepreneurship	18
II	Business Idea Generation and Innovation : Generating Innovative Business Ideas – Brainstorming – Focus Groups – Surveys – Customer Advisory Boards – Creativity and Product Selection – Capital Budgeting – Project Profile Preparation – Matching Entrepreneur with the Project – Introduction to Patents and Trademarks. Report Writing – Project Profile Preparation	18
III	Business Plan and Project Analysis: Business Plan Development – Feasibility Study – Project Evaluation – Market Analysis – Technical Analysis – Cost-Benefit Analysis – Project Formulation – Assessment of Business Models – Initial Problems in Setting up Enterprises – Sustainable and Social Enterprises.	18
IV	Start-up and Government Support in India: Start-up Business in India – Start-up India – Stand-Up India – Aatmanirbhar Bharat – Make in India – ASPIRE – MUDRA – Women Entrepreneurship – Schemes for Women Entrepreneurs – Annapurna – Dena Shakti – MUDRA Loans for Women – Street Shakti – Role of MSME, SSI, SIDO, EDI and MDI. PPT Presentation – Start-up Business in India	18
V	Industrial Sickness and Business Rehabilitation: Types of Industrial Sickness – Causes – Problems and Remedies – Preventive Measures – Remedial Measures – Rehabilitation of Sick Industries – Preventive and Rehabilitation Strategies – Case Study Discussions. PPT Presentation – Problems and Remedies of Sick Industries	18
	Total	90
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.
- ❖ Kuratko/rao, Entrepreneurship: a south asian perspective.- Cengage, New Delhi.
- ❖ Leach/Melicher, Entrepreneurial Finance – Cengage.

Reference Books

- ❖ Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.
- ❖ The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries

Web Resources:

- ❖ https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf
- ❖ <https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf>
- ❖ <https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20->

Mapping with Programme outcomes: 3- Strong, 2 – Medium, 1 – Low

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	3	2	3	3	3	2	2	2	1
CO 2	3	3	2	3	3	3	2	3	2	1
CO 3	3	3	2	3	3	3	3	3	2	2
CO 4	3	3	2	3	3	2	3	3	2	2
CO 5	2	3	2	3	2	3	2	2	2	2
Total	13	15	10	15	14	14	12	13	10	8
Average	2.6	3	2	3	2.8	2.8	2.2	2.6	2	1.6

Mapping with Programme Specific Outcomes :

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	2	3
CO3	3	2	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	14	15	14	15
Weighted percentage of Course Contribution to Pos	3.0	2.8	3.0	2.8	3.0

Course coordinator

BOS Chairman

SERVICES MARKETING

Subject Code	Category	L	T	P	Hours	Credit
24S6UBAC14	CORE XIV	Y	-	-	6	4

Learning Objectives

- ❖ To recall the basic concepts of Services Marketing.
- ❖ 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.

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	To define and understand the concepts of Services Marketing.	PO1, PO4, PO6, PO8
CO2	To Examine and apply Marketing Mix in Service Marketing.	PO2, PO3, PO4, PO6, PO7, PO8
CO3	To analyze and design various strategies in the field of Services Marketing.	PO4, PO5, PO6
CO4	To evaluate the role of delivering Quality Service.	PO2, PO7
CO5	To design the tools of Marketing	PO1, PO3, PO5, PO8

Unit	Details	No. of Hours
I	Introduction to Service Marketing: Marketing Services: Introduction growth of the service sector. Concept of service- Characteristics - classification of service designing of the service, Blue printing using technology, developing human resources, building service aspirations.	18
II	Service Marketing Mix: 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. Report Writing – Additional Dimension in Services Marketing	18
III	Service Marketing Management: 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. P.P.T Presentation – Effective management of service marketing.	18
IV	Service Quality and Customer Relationship Management: Service Quality – Meaning and Importance -Causes of Poor Service Quality -Service Quality Gaps -SERVQUAL and SERVPERF -Customer Expectations versus Perceived Service Gap -Factors Affecting Service Quality -Techniques for Resolving Service Quality Gaps -Service Quality Standards - Service Performance Gap – Factors and Solutions -Strategies for Closing the Service Performance Gap -Customer Relationship Management (CRM) -External Communication with Customers -Promise versus Delivery Gap -Developing Appropriate and Effective Communication for Service Quality. Report writing - SERVQUAL-SERVPERF.	18
V	Marketing of Service Industries: Financial services- Health services- Tourism and Hospitality services - Professional service- Public utility service- Educational service and e- service.	18
	Total	90
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Reddy P.N. (2011)– Services Marketing – Himalaya Publication
- ❖ Christopher Lovelock ,Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher

Reference Books

- ❖ Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.
- ❖ S.M. Jha, Services marketing, Himalaya Publishers, India
- ❖ Baron, Services Marketing, Second Edition. Palgrave Macmillan

Web Resources:

- ❖ <https://www.managementstudyguide.com/seven-p-of-services-marketing.htm>
- ❖ <https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875>
- ❖ <https://www.marketingtutor.net/service-marketing/>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	2	3	2	3	2	3	2	1	1
CO 2	3	2	3	2	3	2	2	2	2	2
CO 3	3	3	3	2	2	2	3	3	2	2
CO 4	3	2	3	3	3	3	2	3	2	2
CO 5	2	3	2	3	2	3	3	2	2	2
Total	13	12	14	12	13	12	13	12	9	9
Average	2.6	2.2	2.8	2.2	2.6	2.2	2.6	2.2	1.8	1.8

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution toPos	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

PRODUCTION AND MATERIALS MANAGEMENT

Subject Code	Category	L	T	P	Hours	Credit
24S6UBAC15	CORE XV	Y	-	-	6	4

Learning Objectives

- ❖ To provide comprehensive outlook on basic concepts and practices of production.
- ❖ To understand types of layout facilities
- ❖ To analyze work study methods and quality control
- ❖ To enable the students to gain knowledge on Inventory control and Vendor rating
- ❖ To give an insight to Purchase management

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	Provide comprehensive outlook on basic concepts, and practices of production	PO1, PO2, PO6
CO2	Identify right plant location and plant layout of Factory	PO1, PO2, PO6
CO3	To analyze and design various strategies in the field of Services Marketing.	PO4, PO5, PO6
CO4	To evaluate the role of delivering Quality Service.	PO2, PO7
CO5	To design the tools of Marketing	PO1, PO3, PO5, PO8

Unit	Details	No. of Hours
I	Introduction to Production Management: Meaning, Scope and Functions of Production Management -Types of Production Systems -Production Design -Process Planning -Plant Location -Factors Influencing Plant Location -Trends in Plant Location. PPT Presentation – Plant Location Trends	18
II	Layout of Manufacturing Facilities: Meaning and Importance of Plant Layout -Principles of a Good Layout -Factors Influencing Layout -Basic Types of Layouts - Layout of Manufacturing Facilities -Layout of Service Facilities. Report Writing – Functions of Plant Layout	18
III	Methods Analysis and Work Measurement: Meaning and Scope of Methods Study -Methods Study Procedure - Purpose of Time Study -Stop-Watch Time Study -Performance Rating -Allowance Factors -Standard Time -Work Sampling Technique. Quality Control: Meaning and Objectives of Quality Control- Purposes of Inspection- Acceptance Sampling – Variables and Attributes- Control Charts	18
IV	Integrated Materials and Inventory Management: Concept of Integrated Materials Management -Functions and Advantages -Inventory Control -Functions and Importance of Inventory -Stock Replenishment -Materials Forecasting -Material Requirements Planning (MRP) -Basic MRP Tools -ABC Analysis - VED Analysis -FSN Analysis -Inventory Control of Spares and Slow-Moving Items -Economic Order Quantity (EOQ) -Economic Batch Quantity (EBQ) -Stores Planning -Great -Materials Handling – Objectives and Functions. Report Writing – ABC, VED and FSN Analysis	18
V	Purchase Management: Meaning and Objectives of Purchase Management -Purchasing Procedure -Dynamic Purchasing -Principles of Purchasing -Import Substitute -Vendor Rating -Vendor Management -Technology in Purchase Management – ERP and E-Procurement Systems .	18
	Total	90
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ R.B Khanna, Production and Operations management, Prentice Hall Publications, 2015
- ❖ Anil Kumar S and N Suresh, Operation Management, New Age International 1st Edition, 2018
- ❖ William J. Stevenson, Operations Management Mc Graw Hill; 13th Edition, 2022

Reference Books

- ❖ P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015
- ❖ M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004
- ❖ P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.

Web Resources:

- ❖ https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf
- ❖ https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf
- ❖ https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	2	2	2	2	3	2	3	1	1
CO 2	3	3	2	2	3	3	2	3	1	1
CO 3	3	3	2	2	2	3	2	3	2	2
CO 4	3	3	2	2	2	3	2	3	2	2
CO 5	3	3	2	2	2	3	2	3	2	2
Total	15	14	10	10	11	15	10	15	8	8
Average	3	2.8	2	2	2.2	3	2	3	1.6	1.6

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	2	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

Course coordinator

BOS Chairman

CONSUMER BEHAVIOR

Subject Code	Category	L	T	P	Hours	Credit
24S6UBAE07	ELECTIVE-VII	Y	-	-	5	3

Learning Objectives

- ❖ To Understand the different concepts relating to nature, scope and application of consumer behavior.
- ❖ To Understand the various internal influences on consumer behavior.
- ❖ To Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.
- ❖ To Learn about the various external influences on consumer behavior
- ❖ To Understand the process of human decision making in a marketing context.

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	Explain the concept of Consumer Behaviour & describe Consumer research process in detail.	PO4
CO2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.	PO2, PO3, PO4, PO6
CO3	Analyze the consumer decision process.	PO6, PO8, PO2
CO4	Assess the impact of consumer's motivation, personality on the buying behaviour.	PO6,PO8
CO5	Determine customer satisfaction and consequent post purchase behavior	PO3, PO1, PO2

Unit	Details	No. of Hours
I	Consumer Behavior and Market Segmentation: Introduction to Consumer Behavior - Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; Introduction to Industrial Buying Behavior; Market Segmentation, VALS 2 segmentation profile. E- Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer, Influences on E-Buying P.P.T Presentation – Market Segmentation	15
II	Internal Influences on Consumer Behaviour: Internal Influences on Consumer Behavior - Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory. Types of involvement.	15
III	Consumer Personality, Perception, Learning and Attitudes: Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self- images; Role of self-consciousness. Consumer Perception: Perceptual Process-selection, organization & interpretation. Learning & Consumer Involvement: learning theories- classical conditioning, instrumental conditioning, cognitive learning; involvement theory. Consumer Attitudes: Formation of attitudes; functions performed by attitudes; attitude towards advertisement Model. Report Writing: consumer Personality	15
IV	External Influences on Consumer Behaviour: External Influences on Consumer Behavior - Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class & Consumer behavior: Determinants of social class; introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process. P.P.T Presentation – Determinants of social class	15
V	Consumer Decision Making: Consumer Decision Making - Diffusion of Innovation: Definition of innovation -resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation.	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Consumer Behaviour – Satish K Batra, S H H Kazmi
- ❖ Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai

- ❖ Leon G Schiffman, Joseph WesenBlit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015

Reference Books:

- ❖ Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India
- ❖ Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited

Web Resources:

- ❖ <https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457>
- ❖ https://issuu.com/thenappanganesen/docs/e-bookconsumer_behaviour_11th_edition

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	2	2	3	2	2	2	2	1	1
CO 2	2	3	3	3	2	3	2	2	2	1
CO 3	2	3	2	2	2	3	2	3	2	2
CO 4	2	2	2	2	2	3	2	3	2	2
CO 5	3	3	3	2	2	2	2	2	2	2
Total	11	13	12	12	10	13	10	12	9	8
Average	2.2	2.6	2.4	2.4	2	2.6	2	2.4	1.8	1.6

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution toPos	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

INNOVATION MANAGEMENT

Subject Code	Category	L	T	P	Hours	Credit
24S6UBAE08	ELECTIVE-VII	Y	-	-	5	3

Learning Objectives

- ❖ To have a broad understanding on the concept innovation management.
- ❖ To familiarize the students about the creativity and innovation in product development.
- ❖ To have a broad understanding of the innovation strategy and its competitive advantage.
- ❖ To provide the knowledge about the technical innovation and its need and importance.
- ❖ To understand the business strategy and objectives in current scenario.

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	To understand the concepts of Innovation management.	PO1,PO2
CO2	To understand the concepts of Innovation management.	PO1,PO2
CO3	To demonstrate the value of customers in increasing the profitability ratio.	PO2,PO4, PO5,PO8
CO4	To impart knowledge about the need and importance of technical innovation	PO3,PO4, PO5, PO6,PO7
CO5	In short the goal of this study is to understand the current state of your business.	PO1,PO2,PO3, PO8

Unit	Details	No. of Hours
I	Fundamentals of Innovation Management: Concept –Scope – Characteristics - Evolution of Innovation Management – Significance - Factors Influencing, process of innovation - types of innovation - challenges and barriers of Innovation. P.P.T Presentation - process of innovation	15
II	Innovation Tools and Creative Thinking: Tools for Innovation - Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, &Creative Focus. Group Creative Techniques: Brain Storming, off The Wall Thinking &Thinking Hats Method.	15
III	Product and Process Innovation: Areas of Innovation Product Innovation - Concept, New product development, Packaging and Positioning Innovation Process Innovation: Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering P.P.T Presentation - Product Innovation	15
IV	Customer Value and Competitive Strategy: Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy. Report Writing - competitive marketing strategy.	15
V	Technological Innovation and Productivity: Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen
- ❖ "Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen
- ❖ Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons

Reference Books:

- ❖ Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House
- ❖ James A Christiansen, —Competitive Innovation Management, published by Macmillan Business,
- ❖ Paul Trott, —Innovation Management & New Product Development, published by Pitman,

- ❖ Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.

Web Resources:

- ❖ <https://www.coursera.org/learn/innovation-management>
- ❖ <https://sloanreview.mit.edu/tag/innovation-management/>
- ❖ <https://www.worldscientific.com/worldscinet/ijim>
- ❖ <https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	3	2	2	2	3	2	3	1	1
CO 2	3	3	2	2	3	3	2	3	1	1
CO 3	3	3	3	2	3	2	2	2	2	2
CO 4	3	3	2	2	3	3	2	3	2	2
CO 5	3	3	2	2	2	2	2	2	2	2
Total	15	15	11	10	13	13	10	13	8	8
Average	3	3	2.2	2	2.6	2.6	2	2.6	1.6	1.6

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution toPos	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Subject Code	Category	L	T	P	Hours	Credit
24S6UBAE09	ELECTIVE-VII	Y	-	-	5	3

Learning Objectives

- ❖ Understand the basic concepts and terminologies relating to stock market
- ❖ Evaluate the value of different equity and debt instruments
- ❖ Comprehend the different methods of performing fundamental and technical analysis
- ❖ Evaluate portfolio based on different portfolio theories
- ❖ Possess a basic knowledge of derivatives, its types and characteristics

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	Recall the meaning of the basic terminologies used in stock market.	PO1
CO2	Explain and infer the final worth of various investment Processes	PO2, PO6, PO7
CO3	Solve problems relating to various investment decisions	PO2, PO4, PO8
CO4	Analyze theories and problems relating to stock market	PO8.PO6
CO5	Interpret the various investment models that aid in investment decision making	PO6, PO2

Unit	Details	No. of Hours
I	Investment Management and Security Markets 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. SEBI – functions and structure. Financial intermediaries. Return and Risk – Meaning, types of risk. Problem: Measurement of risk and return	15
II	Equity and bond valuation Theory: Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity Problems: 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	15
III	Security analysis 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.	15
IV	Portfolio management 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	15
V	Derivatives Theory: characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Punithavathy Pandian (2012), Security Analysis & Portfolio Management, Vikas Publishing 2nd edition
- ❖ Prasanna Chandra, (2021) Investment Analysis & Portfolio Management, McGraw Hill 6th edition
- ❖ E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini (2018) Security Analysis & Portfolio Management, Pearson 7th edition
- ❖ S Kevin (2006) Portfolio Management, PHI publishing , 2nd Revised edition

Reference Books:

- ❖ Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.
- ❖ Bodi, Kane, Markus, Mohanty, Investments, 8 th edition, Tata McGraw Hill, 2011.
- ❖ V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013.

Web Resources:

- ❖ www.stock-trading-infocentre.com
- ❖ www.sebi.gov.in
- ❖ <https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	2	2	2	2	2	2	2	2	2
CO 2	2	3	2	2	2	3	3	2	2	0
CO 3	2	3	2	3	2	2	2	3	1	2
CO 4	2	2	2	2	2	3	2	3	2	0
CO 5	2	3	2	2	2	3	2	2	1	0
Total	11	13	10	11	10	13	11	12	8	4
Average	2.2	2.6	2	2.2	2	2.6	2.2	2.4	1.6	0.8

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

FUNDAMENTALS OF LOGISTICS MANAGEMENT

Subject Code	Category	L	T	P	Hours	Credit
24S6UBAE10	ELECTIVE-VIII	Y	-	-	5	3

Learning Objectives

- ❖ To Understand the various basic concepts and terms relating to Logistics
- ❖ To Comprehend the importance of customer service and outsourcing relevant to Logistics
- ❖ To Evaluate the importance and issues in global logistics
- ❖ To Possess an overall knowledge about the services and factors allied to logistics
- ❖ To Understand the technological impact of logistics

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	Explain the basic concepts relating to logistics	PO4
CO2	Analyse the role of outsourcing and customer service in logistics	PO1,PO6, PO8
CO3	Appraise the needs, modes and issues relating to global logistics	P01, PO2, PO4,PO6,PO8
CO4	Describe about the different activities allied to Logistics	PO4,PO6
CO5	Identify the various areas of logistics where technology can be applied	PO7, PO6

Unit	Details	No. of Hours
I	Introduction to Logistics: History of Logistics- Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement. Basic concepts of national logistics policy Report writing : Role of Logistics in Modern Business Operations	15
II	Customer Service and outsourcing: Definition of Customer Service- Elements of Customer Service Phases in Customer Service. Customer Retention. Procurement and Outsourcing Definition of Procurement/Outsourcing Benefits of Logistics Outsourcing. Critical Issues in Logistics Outsourcing P.P.T. Presentation: Customer Service Lifecycle in Logistics	15
III	Global Logistics Global Supply Chain: Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization Modes of Transportation in Global Logistics- Barriers to Global Logistics -Financial Issues in Logistics Performance Need for Integrated logistics Role of 3PL&4PL. Brief overview of EXIM	15
IV	Key logistics activities: Warehousing: Meaning, Types, Benefits. Transportation Meaning; Types of Transportations, efficient transportation system and its benefits- - Express service for international and domestic shipping Report writing: Growth of Express Logistics in E-Commerce	15
V	Technology &Logistics: Informatics - Bar coding-GPS-Point of sale data-Artificial Intelligence-Electronic data interchange-types-benefits- Cloud Computing Applications in Logistics	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited
- ❖ Logistics and Supply Chain Management, Martin Christopher, Pearson Education Limited 2012
- ❖ Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011
- ❖ Punithavathy Pandian (2012), Security Analysis & Portfolio Management, Vikas 2012

Reference Books:

- ❖ Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012.
- ❖ Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012.
- ❖ Logistics Management, Ismail Reji, Excel Book, First Edition, 2008

Web Resources:

- ❖ <https://www.techtarget.com/searcherp/definition/logistics-management>
- ❖ <https://www.track-pod.com/blog/functions-of-logistics/>
- ❖ <https://www.projectmanager.com/blog/logistics-management-101>
- ❖ <https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	2	2	3	2	2	2	2	1	2
CO 2	3	2	2	2	2	3	2	3	2	1
CO 3	3	3	2	3	2	3	2	3	1	2
CO 4	2	2	2	3	2	3	2	2	1	1
CO 5	2	2	2	2	2	3	3	2	1	1
Total	12	11	10	13	10	14	11	12	6	7
Average	2.4	2.2	2	2.6	2	2.8	2.2	2.4	1.2	1.4

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution toPos	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

E-BUSINESS

Subject Code	Category	L	T	P	Hours	Credit
24S6UBAE11	ELECTIVE-VIII	Y	-	-	5	3

Learning Objectives

- ❖ 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.

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	To define and understand the basic concepts of business done through web	PO2, PO6, PO7
CO2	To Examine and apply web tools in real-time business situations.	PO2, PO5, PO6, PO7
CO3	To analyze the security threats in e-business.	PO6, PO7, PO8
CO4	To evaluate strategies for marketing.	PO2, PO4, PO7
CO5	To prepare the environment for e-business.	PO1, PO2, PO4, PO7, PO8

Unit	Details	No. of Hours
I	Fundamentals of E-Business: Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e- business	15
II	E-Business Tools and Software: Web based tools for e - business - e - business software - overview of packages P.P.T. Presentation: Overview of packages	15
III	Secure E-Business: Security threats to e - business - implementing security for e - commerce and electronic payment systems.	15
IV	E-Business Strategies and Applications: Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals.	15
V	E-Business Environment and Planning: The environment of e-business - international - legal ethical - tax issues - business plan for implementing e- Business Report writing: legal ethical in e- business	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000
- ❖ Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E- Business
- ❖ Kosiv, David - Understanding E-Commerce

Reference Books:

- ❖ Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
- ❖ Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
- ❖ SmanthaShurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.

Web Resources:

- ❖ https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf
- ❖ <https://www.techtarget.com/searchcio/definition/e-business>
- ❖ <https://www.britannica.com/technology/e-commerce>
- ❖ <https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	2	2	2	3	3	3	3	1	1
CO 2	2	3	3	2	3	3	3	2	2	1
CO 3	2	3	3	2	2	3	3	3	2	2
CO 4	2	2	3	3	2	2	3	2	2	2
CO 5	2	2	3	2	3	2	3	2	2	2
Total	10	11	14	11	13	13	15	12	9	8
Average	2	2.2	2.8	2.2	2.6	2.6	3	2.4	1.8	1.6

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution toPos	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

STRATEGIC MANAGEMENT

Subject Code	Category	L	T	P	Hours	Credit
24S6UBAE12	ELECTIVE-VIII	Y	-	-	5	3

Learning Objectives

- ❖ To understand the concept of strategy and strategic management process.
- ❖ To create awareness of evolving business environment.
- ❖ To understand strategic alternatives and make appropriate strategic choice
- ❖ To know the basics of strategic implementation
- ❖ To understand recent trends for competitive advantage

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	To develop an understanding of the strategic management process and the complexities of business environment.	PO1, PO2, PO5, PO6
CO2	To analyze the external environmental and internal organizational factors influencing strategy formulation.	PO1, PO2, PO6, PO7
CO3	To demonstrate the skills required for selection of the most suitable strategies for a business organization.	PO1, PO2, PO4, PO5, PO6
CO4	To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies.	PO1, PO2, PO4 PO5, PO8
CO5	To familiarize with current developments	PO1, PO3, PO4,PO8

Unit	Details	No. of Hours
I	Introduction to Strategic Management - Overview of Strategic Management Process Levels of Strategy Strategic Intent-Vision and Mission Business Definition ESG (Environmental, Social, and Governance) Strategy.	15
II	Strategic Analysis and Environmental Appraisal: External Environment Appraisal using PESTEL Competitor Analysis using Porter 's 5-Forces model Environmental Threat and Opportunity Profile (ETOP) Value chain Analysis Strategic Advantage Profile(SAP) Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis. P.P.T. Presentation: Digital Transformation and Environmental Analysis	15
III	Strategic alternatives at corporate level: concept of grand strategies -Strategic choice models - BCG, GE Nine Cell Matrix, Hofer 's Matrix-Strategic alternatives at business level: Michael Porter 's Generic competitive strategies Report writing :BCG Matrix as a Strategic Portfolio Analysis Tool	15
IV	Strategic Implementation: Developing short- term objectives and policies, functional tactics, and rewards. Structural Implementation: an overview of Structural Considerations Behavioral Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control.	15
V	Concept of Balanced Scorecard approach: Use of Big data for Balanced score card Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate Sustainability.	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14th Edition (2017)
- ❖ Jauch, Glueck& Gupta, Business Policy and Strategic Management, (Frank Brothers), (7th Edition)
- ❖ Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12th Edition)

Reference Books:

- ❖ N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press – First Edition – Second Impression (2012)
- ❖ Ireland, Hoskisson&Manikutty (2009), Strategic Management – A South Asian

- Perspective, Cengage Learning- Ninth Edition(2012)
- ❖ Kenneth Carrig, Scott A Snell. Strategic Execution: Driving Breakthrough performance in business, Stanford University Press(2019)

Web Resources:

- ❖ Strategic management journal <https://onlinelibrary.wiley.com/journal/10970266>
- ❖ <https://str.aom.org/teaching/all-levels>
- ❖ <https://online.hbs.edu/courses/business-strategy/>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	2	2	2	2	3	2	3	1	1
CO 2	3	3	3	2	3	3	2	3	2	1
CO 3	2	3	2	2	3	2	2	2	2	2
CO 4	3	3	2	2	3	3	2	3	2	2
CO 5	2	2	3	2	2	2	2	2	2	2
Total	13	13	12	10	13	13	10	13	9	8
Average	2.6	2.6	2.4	2	2.6	2.6	2	2.6	1.8	1.6

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution toPos	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

QUANTITATIVE APTITUDE

Subject Code	Category	L	T	P	Hours	Credit
24S6UBAPC01	PCE	2	-	-	2	2

Learning Objectives

- ❖ To categorize, apply and use thought process to distinguish between concepts of Quantitative methods.
- ❖ To prepare and explain the fundamentals related to various possibilities and probabilities related to time
- ❖ To be able to solve questions relating to percentages, Profit and loss
- ❖ To analyze data in Charts
- ❖ To understand the application Geometry and mensuration

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	Use their logical thinking and analytical abilities to solve reasoning questions	PO1, PO6
CO2	Solve questions related to time and distance and time and work	PO1 PO6
CO3	Apply concept of percentages, Profit and loss, discount	PO1 PO6
CO4	Interpret data using bar charts and diagrams	PO1 PO6
CO5	Solve questions relating to Geometry and Mensuration	PO1 PO6

Unit	Details	No. of Hours
I	Numerical computation: Applications based on Numbers, Chain Rule, Ratio Proportion	6
II	Numerical estimation–I Applications Based on Time and work, Time and Distance	6
III	Numerical estimation–II Applications based on percentages, Profit Loss and Discount, Simple interest and Compound Interest Partnerships, Shares and dividends	6
IV	Data interpretation Data interpretation related to Averages, Mixtures And allegations, Bar charts, Pie charts, Venn diagrams	6
V	Application to industry in Geometry and Menstruation	6
	Total	30

Text Books:

- ❖ Quantitative aptitude by R S Agarwal, S Chand Publication
- ❖ Fast Track Objective Arithmetic by Rajesh Verma , Arihant
- ❖ Quantitative Aptitude and Reasoning by R V Praveen, PHI
- ❖ Essential Quantitative Aptitude for Competitive Exams - 2nd Edition by Rajat Vijay Jain , Disha Publications
- ❖ Quantitative Aptitude & Data Interpretation Topic-wise Solved Papers for IBPS/ SBI Bank PO/ Clerk Prelim & Main Exam (2010-19) 3rd Edition by Disha Experts, Disha Publications

Reference Books:

- ❖ Barron's by Sharon Welner Green and Ira K Wolf(GalgotiaPublicationspvt.Ltd.)
- ❖ Quantitative Aptitude by U Mohan Rao Scitechpublications
- ❖ Quantitative Aptitude by Arun SharmaMcGrawhillpublications
- ❖ Quantitative Aptitude by Abhijit Guha
- ❖ Quantitative Aptitude by Pearson publications

Mapping with Programme Outcomes: S- Strong, M – Medium, L – Low

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	3	2	2	3	3	2	2	1	1
CO 2	3	2	2	2	2	3	2	2	2	1
CO 3	3	3	2	2	2	3	2	2	2	2
CO 4	3	3	2	2	3	3	2	2	2	2
CO 5	3	2	2	2	2	3	2	2	2	2
Total	15	13	10	10	12	15	10	10	9	8
Average	3	2.6	2	2	2.4	3	2	2	1.8	1.6

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution toPos	3	3	3	3	3

Course coordinator

BOS Chairman

HUMAN RESOURCE MANAGEMENT

Subject Code	Category	L	T	P	Hours	Credit
24S5UBAC09	Core –IX	Y	-	-	5	4

Learning Objectives

- ❖ To explain the concepts, functions and process of HRM
- ❖ To examine the selection and placement process.
- ❖ To evaluate the training and performance.
- ❖ To understand the importance of employee engagement and compensation
- ❖ To understand the recent trends in HR

Course Outcomes		
Course Outcomes	On Completion of the course the students will able to	Programme Outcomes
CO1	Explain the concepts, functions and process of HRM	PO1,PO2,PO4,PO6
CO2	Examine the selection and placement process	PO1,PO2,PO4,PO6,PO7,PO8
CO3	Evaluate the training and performance appraisal	PO2,PO3,PO5,PO6,PO8
CO4	Understand the employee engagement and compensation	PO1,PO2,PO3,PO4,PO5,PO6
CO5	Understand the recent trends in HR.	PO2,PO3,PO6,PO7,PO8

Unit	Details	No. of Hours
I	Concepts, Functions and Process of HRM: Nature – scope of HRM – Roles & responsibilities of HR manager- HR Policies & procedures -Concept & scope of Strategic Human resource management (SHRM). P.P.T. Presentation - Environment of HRM	15
II	Human Resource Planning: Job Evaluation – methods - Job analysis - Job description, Job specification. Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement. E-Recruitment and Digital Hiring	15
III	Training and Development: Training Process, Methods, Training Need Assessment, Career Development. Transfer and Promotion. Performance Management: Meaning- Process- Performance Appraisal Methods-Performance Monitoring and review Learning Experience Platforms (LXP)	15
IV	Employee Engagement: Meaning-Importance-evaluation-measuring employee engagement- Employee Compensation- components- incentives- benefits- welfare and social security measures Report writing: Employee Compensation	15
V	Human Resource Audit: Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices, Understanding People Analytics, Multigenerational workforce. Global HRM, Hyper automation in HR Processes	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018
- ❖ **Steve** Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1st Edition, 2017
- ❖ Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1st Edition, 2018

Reference Books:

- ❖ V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3rd Edition ,2010

- ❖ K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6th Edition
- ❖ Garry Deseler, Human Resource Management, Pearson, 15th Edition, 2017.

Web Resources:

- ❖ <https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf>
- ❖ <http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf>
- ❖ <https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	3	2	2	2	3	2	2	1	1
CO 2	3	3	2	2	2	3	2	2	2	1
CO 3	3	3	2	2	2	3	2	3	2	2
CO 4	3	3	2	2	3	3	2	2	2	2
CO 5	3	3	2	2	2	3	2	2	2	2
Total	15	15	10	10	11	15	10	11	9	8
Average	3	3	2	2	2.2	3	2	2.2	1.8	1.6

Mapping with Programme Specific Outcomes

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	2	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution toPos	3.0	3.0	2.8	3.0	3.0

Course coordinator

BOS Chairman

RESEARCH METHODOLOGY

Subject Code	Category	L	T	P	Hours	Credit
24S5UBAC10	Core –X	Y	-	-	5	4

Learning Objectives

- ❖ To familiarize the students to the basic concepts of Research and operationalize research problem Examine the selection and placement process.
- ❖ 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

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	Understand the concepts and principles of Research	PO1, PO2, PO6, PO7
CO2	Comprehend and decide the usage of design and formulate hypothesis	PO1, PO2, PO6
CO3	Analyze data collection sources and tools	PO1, PO2, PO7
CO4	Summarize and establish solutions through data Analysis	PO1, PO2, PO6
CO5	Compare and justify the process of writing and organizing a research report.	PO1, PO2, PO3, PO4, PO6

Unit	Details	No. of Hours
I	Fundamentals of Business Research: Meaning and definition of Research in Business – Research Process- formulating the problem, designing, sampling, pilot testing. P.P.T. Presentation - Pilot Testing.	15
II	Research Design: Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling: sampling and Scaling methods - characteristics- process-techniques.	15
III	Data Collection: Sources of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules. Report writing: Types of questionnaires.	15
IV	Data Analysis and Preparation: Data entry, Data coding, editing, classification and tabulation & cross tabulation- presentation of data - Artificial Intelligence and machine Learning in Data Analysis.	15
V	Report Presentation: Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism.	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ W.Lawrence Newman|| Social Research Methods: Qualitative and Quantitative Approaches 7th Edition, Pearson Education India 2014
- ❖ Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6th Edition , 2022
- ❖ Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition,2019

Reference Books:

- ❖ C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.
- ❖ Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018.

❖ Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education
2021

Web Resources:

- ❖ https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf
- ❖ <https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	3	2	2	2	3	3	2	1	1
CO 2	3	3	2	2	2	3	3	2	2	1
CO 3	3	3	2	2	2	3	3	2	2	2
CO 4	3	3	2	2	2	3	3	2	2	2
CO 5	3	3	3	3	3	3	3	3	2	2
Total	15	15	11	11	11	15	10	11	9	8
Average	3	3	2.2	2.2	2.2	3	3	2.2	1.8	1.6

Mapping with Programme Specific Outcomes

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	2	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

Course coordinator

BOS Chairman

BUSINESS TAXATION

Subject Code	Category	L	T	P	Hours	Credit
24S5UBAC11	Core –XI	Y	-	-	5	4

Learning Objectives

- ❖ To understand the basic concepts of Taxes.
- ❖ 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

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	To define and understand the basic concepts of tax.	PO2, PO6
CO2	To Examine and apply GST rules in real-time business situations.	PO2, PO5, PO6
CO3	To analyze the elements of GST mechanism in India.	PO6, PO7, PO8
CO4	To evaluate the rules of Income Tax and methods of valuation for customs.	PO2, PO4
CO5	To prepare the needed documents under GST Compliance.	PO1, PO2, PO4, PO8

Unit	Details	No. of Hours
I	Introduction to Business Taxation: Objectives of Taxation – Canons of Taxation – Tax System in India – Direct and Indirect Taxes – Meaning and Types. P.P.T. Presentation –Taxation.	15
II	Concept, Meaning and Definition of Taxation: Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assesses, 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	15
III	Function and power of customs authorities: 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.	15
IV	Introduction and Definition of GST: 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. Report writing: – prepare bill with GST	15
V	Process of GST: 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 Incentives -E-Invoice and E-way Bill.	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ V.S. Datey, Central Excise, JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.
- ❖ Business Taxation (Goods & Services TAX - GST), Margam Publication, Edition 2019.
- ❖ Srinivasan N.P and Priya Swami. M, Business Taxation, Kalyani publishers Edition 2013.

Reference Books:

- ❖ Dr. Rajani Bhat & Dr. Dhamodharan V, Indirect Taxation , TR Publications , Chennai , 2020
- ❖ DR. Vandhana Bangar , Yogendra Bangar , Indirect tax laws, Aadhyaprakasam Allahabad 2018.
- ❖ T.S. Reddy & Y. Hariprasad Reddy , Business Taxation, Margham Publications, Chennai 2018.

Web Resources:

- ❖ <https://www.gst.gov.in/>
- ❖ <https://gstcouncil.gov.in/>
- ❖ <https://taxguru.in/custom-duty/types-duties-customs.html>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	2	2	2	3	2	2	2	1	1
CO 2	3	2	2	2	2	2	2	2	2	1
CO 3	3	2	2	2	3	2	2	2	2	2
CO 4	3	2	2	2	3	2	2	2	1	2
CO 5	2	2	2	2	3	2	2	2	2	2
Total	13	10	10	10	14	10	10	10	8	8
Average	2.6	2	2	2	2.8	2	2	2	1.6	1.6

Mapping with Programme-Specific Outcomes :

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

MANAGEMENT INFORMATION SYSTEM

Subject Code	Category	L	T	P	Hours	Credit
24S5UBAC12	Core –XII	Y	-	-	5	4

Learning Objectives

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

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	Understand MIS in decision making	PO1, PO4, PO7, PO8
CO2	Explain MIS, its structure and role in management Functions	PO1, PO4, PO5, PO7
CO3	Classify & discuss information system categories, Database Management systems	PO2, PO5, PO6, PO7, PO8
CO4	Discuss SDLC and functional information system Categories	PO1, PO4, PO5, PO7
CO5	Outline functions of BPO, Data mining and the recent trends in information management	PO2, PO3, PO4, PO6, PO7, PO8

Unit	Details	No. of Hours
I	Management Information Systems and Decision Making: Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues. P.P.T. Presentation - Process of MIS.	15
II	System Concepts and Information Systems: Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive Advantage Report Writing: competitive Advantage of Information System.	15
III	System Design and Functional Information Systems: System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Production, Finance and HRM ,Marketing.	15
IV	Decision Support and Business Analytics: Decision Support Systems-Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of Big data. Report Writing: Business Analytics.	15
V	Introduction to AI Applications in Business: AI in Retail, Healthcare, E-Commerce, Financial Services, Insurance and Entertainment – AI Applications in Human Resource Management, Marketing, Sales, Operations and Supply Chain Management – Benefits and Challenges of AI – Ethical Issues in AI – Future of Artificial Intelligence in Business. P.P.T. Presentation: Emerging Trends in AI and Business Transformation	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India.
- ❖ Dr. S.P. Rajagopalan, —Management Information Systems and EDP ", Margham Publications , Chennai.

Reference Books:

- ❖ Mudrick& Ross, "Management Information Systems", Prentice - Hall of India.
- ❖ Management Information System by Concise study by Kelkhar S A

❖ CSV Murthy - "Management Information Systems" Himalaya publishing House.

Web Resources:

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

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	2	2	2	3	3	3	2	1	1
CO 2	3	2	2	2	3	3	3	2	1	2
CO 3	2	2	2	2	2	2	3	2	2	2
CO 4	3	3	2	2	2	3	3	2	2	2
CO 5	3	2	2	2	3	3	3	2	2	2
Total	14	11	10	10	13	14	15	10	8	9
Average	2.8	2.2	2	2	2.6	2.8	3	2	1.6	1.8

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	2	3	3
CO3	3	3	3	3	3
CO4	2	3	3	3	3
CO5	3	3	3	3	3
Weightage	14	15	14	15	15
Weighted percentage of Course Contribution toPos	2.8	3.0	2.8	3.0	3.0

Course coordinator

BOS Chairman

DIGITAL MARKETING

Subject Code	Category	L	T	P	Hours	Credit
24S5UBAE04	ELECTIVE-V	Y	-	-	4	3

Learning Objectives

- ❖ 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 familiarize online and Social media marketing
- ❖ To Understand various data analytics and measurement tools in digital Marketing

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	Discuss digital marketing and its framework	PO1, PO2, PO7, PO8
CO2	Identify, use appropriately and explain digital marketing tools	PO1, PO2, PO4, PO6, PO7, PO8
CO3	Explain social media marketing and crowdsourcing	PO1, PO2, PO4, PO6, PO7, PO8
CO4	Discuss online reputation management and its Influence	PO1, PO2, PO6, PO7, PO8
CO5	Identify the various data analytics and measurement tools in digital marketing	PO1, PO2, PO6, PO7, PO8

Unit	Details	No. of Hours
I	Introduction of Digital Marketing: 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. P.P.T. Presentation:- Digital Marketing	12
II	Concept of Digital Marketing: 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 – AI – Based content Marketing Strategy.	12
III	Media Marketing and Bank Theory: Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowd - sourcing – Lead generation & sales in social media.	12
IV	Online Reputation Management: Online Reputation Management - Social commerce: Ratings & Reviews–Word of Mouth- User generated content– Co-Marketing–Affiliate Marketing – Influencer Marketing	12
V	Digital Analytics & Measurement: Digital Analytics & Measurement - Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking - Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life time value) Report Writing : ROI and CLV	12
	Total	60

Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only

Text Books:

- ❖ Journal of Digital & Social Media Marketing
- ❖ International Journal of Internet Marketing and Advertising
- ❖ Understanding Digital Marketing, Damian ryan, 4th Edition 2017 publisher: Korgan page limited USA

Reference Books:

- ❖ Nitin C Kamat & Chinmay Nitin Kamat, Digital Social Media Marketing, Himalaya Publishing House, 2018.
- ❖ Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.

Web Resources:

- ❖ <https://www.soravjain.com/ebook/ebook.pdf> http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf
- ❖ <https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and->
- ❖ <https://www.optron.in/blog/digital-marketing/>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	2	3	3	3	3	3	2	2	1
CO 2	2	2	3	3	3	2	3	2	2	2
CO 3	2	2	3	3	3	2	3	2	2	2
CO 4	2	2	3	3	3	2	3	2	2	2
CO 5	2	2	3	3	3	2	3	2	2	2
Total	10	10	15	15	15	11	15	10	10	8
Average	2	2	3	3	3	2.2	3	2	2	1.8

Mapping with Programme Specific Outcomes :

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

INDUSTRIAL RELATIONS

Subject Code	Category	L	T	P	Hours	Credit
24S5UBAE05	ELECTIVE-V	Y	-	-	4	3

Learning Objectives

- ❖ 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.

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	Understand the role and importance of Industrial Relations	PO1,PO2,PO6.PO8
CO2	Understanding the concepts of industrial Disputes and settlement.	PO1, PO2,PO4,PO5, PO6
CO3	Understanding the concepts of Labour legislation.	PO1, PO2, PO3,PO6.PO7
CO4	Identifying the concepts of Workers Participation in Management	PO1,PO2,PO4, PO5,PO6
CO5	Understanding the concepts of Trade Union	PO1, PO2, PO4, PO5

Unit	Details	No. of Hours
I	Fundamentals of Industrial Relations: Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India. P.P.T. Presentation - IR in India	12
II	Industrial Disputes, Grievances and Settlement: Industrial Dispute - Causes and Consequences, Strikes – Lockouts, Lay Off, Retrenchment, Transfer & Closure - Settlement of Disputes – Machinery – Negotiation, Conciliation, Mediation, Arbitration and Adjudication. Grievance: Causes & Redressal Procedure, Standing Orders Report Writing – Causes and Redressal Procedure	12
III	Overview of Labor Legislation: Labor Legislation - Factories Act 1948, Employee state insurance act 1948, Employee Compensation act 1923, Payment of wages act,1936, Payment of Bonus act,1965, Employee Provident Fund and Miscellaneous Provisions Act 1952 , Payment of Gratuity act,1972-Trade union Act.	12
IV	Workers' Participation in Management: Workers 'participation in management - Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. P.P.T. Presentation – Joint management council & shop council	12
.	Trade Unions: Trade Unions – Meaning and Growth -Economic, Social and Political Conditions for the Growth of Trade Unions -Objectives of Trade Unions -Structure of Trade Unions. Collective Bargaining: Collective Bargaining - Definition – Meaning - Types, Process &Importance.	12
	Total	60
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Dr.CBMamoria, Satish Mamoria,PSubba Rao, Dynamics of Industrial Relations, Himalaya Publishing house,16 e,2022
- ❖ Arun Monappa, Industrial Relations & Labour laws,Tata McGraw Hill, 2012

- ❖ C S Venkata Ratnam ,Manoranjan Dhal, Industrial Relations, Oxford, 2nd Edition

Reference Books:

- ❖ Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018
- ❖ Gupta CB (Dr), Kapoor N.D., Tripathi PC; Industrial Relations and Labour Laws, Sultan Chand and Sons, 2020.
- ❖ S C Shrivastava, Industrial Relations & Labour Laws, Vikas Publishing,2022

Web Resources:

- ❖ <https://labour.gov.in/industrial-relations>
- ❖ https://www.srcc.edu/e-resources?field_e_resources_tid=447

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	3	2	2	2	2	2	2	1	1
CO 2	3	3	2	2	3	2	2	3	2	1
CO 3	2	2	3	2	2	3	3	2	2	2
CO 4	3	3	3	2	3	2	2	3	2	2
CO 5	3	2	2	2	3	3	2	3	2	2
Total	14	13	12	10	13	12	11	13	9	8
Average	2.8	2.6	2.4	2	2.6	2.4	2.2	2.6	1.8	1.6

Mapping with Programme Specific Outcomes :

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	2	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution toPos	3.0	3.0	2.8	3.0	3.0

Course coordinator

BOS Chairman

FINANCIAL SERVICES

Subject Code	Category	L	T	P	Hours	Credit
24S5UBAE06	ELECTIVE-V	Y	-	-	4	3

Learning Objectives

- ❖ To Understand the types of financial services and its environment.
- ❖ To Recognize role and functions of merchant banker and capital market.
- ❖ To Compare and contrast factoring, leasing, hire purchase and consumer Finance.
- ❖ To Understand Consumer Finance, Venture capital and credit rating.
- ❖ To Understand mutual funds and its functions.

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	List types of financial services and their role	PO1,PO2,PO6
CO2	Recognize role and functions of merchant banker and capital market	PO1, PO2, PO3, PO4, PO6
CO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance	PO1, PO2, PO3 , PO6
CO4	Understand Consumer Finance, Venture capital and credit rating	PO2, PO6, PO8
CO5	Understand mutual funds and its functions	PO 2

Unit	Details	No. of Hours
I	Financial Services and Financial System: Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector. Financial Environment; Financial System- RBI, Commercial Banks; Financial Institutions-National Stock Exchange; Non-Banking Financial Companies(NBFCs). P.P.T. Presentation - RBI & commercial Bank	12
II	Merchant Banking and Capital Market: Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI	12
III	Leasing, Hire Purchase and Factoring: Leasing and Hire purchase- Concepts and features – Types of lease Accounts. Factoring – Functions of Factoring Report Writing – Lease Accounts	12
IV	Specialized Financial Services: Venture Capital –Regional Capital -Residual Capital -Credit Rating – Consumer Finance. P.P.T. Presentation - Consumer Finance	12
V	Mutual Funds and Digital Payments: Mutual Funds - Meaning – Types – Functions – Advantages - Introduction to digital payments- crypto currency.	12
	Total	60
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Financial Services By Kevin D Peterson.
- ❖ Financial markets and services By E.Gordon and K. Natarajan.
- ❖ Financial services and Markets By Dr Punithavathy pandian.

Reference Books:

- ❖ Financial Services –M.Y.Khan
- ❖ Financial Services –B.Santhanam
- ❖ Law of Insurance – Dr.M.N.Mishra

Web Resources:

- ❖ <http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf>
- ❖ <https://academyfinancial.org/journal>

❖ Financial Remedies Journal

❖ https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	2	2	2	3	3	2	2	1	2
CO 2	2	2	2	2	2	3	2	3	2	2
CO 3	3	3	2	2	2	2	2	3	2	2
CO 4	3	3	2	2	3	2	2	2	2	2
CO 5	3	3	2	2	2	2	2	2	2	2
Total	13	13	10	10	12	12	10	12	9	10
Average	2.6	2.6	2	2	2.2	2.2	2	2.2	1.8	2

Mapping with Programme Specific Outcomes :

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	2
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	14
Weighted percentage of Course Contribution toPos	3.0	3.0	3.0	3.0	2.8

Course coordinator

BOS Chairman

PROJECT WITH VIVA-VOCE

Subject Code	Category	L	T	P	Hours	Credit
24S5UBAPR01	ELECTIVE-VI	-	-	Y	4	3

Learning Objectives:

- ❖ To Give Idea about Research Project
- ❖ To identify the research problem
- ❖ To review Literature
- ❖ To give knowledge on Data Collection and Analysis
- ❖ To Learn Project Preparation

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Program me Outcomes
CO1	Gain knowledge about Research Project	PO1
CO2	Increase knowledge on research problem	PO2
CO3	Improve practice in review of literature	PO3
CO4	Gain knowledge on Data Collection and Analysis	PO1,PO2
CO5	Be Proficient in Project Preparation	PO6,PO7,PO8

PROJECT DESCRIPTION GUIDELINES

- ❖ Project report is to bridge theory and practice.
- ❖ The project work should be neatly presented in not less than 50 pages and not more than 120 pages
- ❖ Paper Size should be A4
- ❖ 1.5 spacing should be used for typing the general text. General text shall be justified typed in the Font style - Font: Times New Roman/Font Size: 12 for text)
- ❖ Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings). The report should be professional.
- ❖ The candidate should submit periodical report of the project to the supervisor.
- ❖ Two reviews will be conducted before the Viva Voce
- ❖ Each candidate should submit hardcopy (3 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.
- ❖ The project should be undertaken in the candidate's chosen area of specialization and should reflect the application of relevant theoretical concepts to practical business situations.

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25Marks
	Review I	
	Review II	
External Evaluation	Project Report – Viva Voce	75 Marks
	Total	100 Marks

Method of Assessment	
Review I	Problem Identification and Review of Literature
Review II	Rough Draft
Final	Project Report – Viva Voce

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	3	2	2	2	3	3	3	1	1
CO 2	3	3	2	2	2	3	3	3	2	1
CO 3	3	3	2	2	2	3	3	3	2	2
CO 4	3	3	2	2	2	3	3	3	2	2
CO 5	3	3	2	2	2	3	3	3	2	2
Total	15	15	10	10	10	15	15	15	9	8
Average	3	3	2	2	2	3	3	3	1.8	1.6

Mapping with Programme Specific Outcomes

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution toPos	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

ENTREPRENEURIAL DEVELOPMENT

Subject Code	Category	L	T	P	Hours	Credit
24S6UBAC13	CORE XIII	Y	-	-	6	4

Learning Objectives

- ❖ To impart knowledge on the concept of Entrepreneur and Entrepreneurship.
- ❖ To know the various ideas and implementation of business plan.
- ❖ To throw light on importance of the Business analysis and evaluation.
- ❖ To discuss the role of Government in developing entrepreneurship.
- ❖ To understand the problems and remedies of Entrepreneurial failure.

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	To understand the concepts of Entrepreneurship development.	PO1,PO2
CO2	To apply knowledge in the business plans and implementation.	PO1, PO2,PO3
CO3	To analyze the various analyses of business in setting up of enterprises.	PO2,PO4, PO5,PO8
CO4	To create the awareness about various schemes and subsidies of government for entrepreneurial development.	PO3,PO4, PO5, PO6,PO7
CO5	To evaluate and assess the various problems and remedies of entrepreneurship	PO1,PO2,PO3, PO8

Unit	Details	No. of Hours
I	Entrepreneur and Entrepreneurship: Meaning and Definition of Entrepreneur – Types – Traits – Role in Economic Development – Meaning and Definition of Entrepreneurship – Factors Affecting Entrepreneurship – Entrepreneur vs. Entrepreneurship – Recent Developments in Entrepreneurship	18
II	Business Idea Generation and Innovation : Generating Innovative Business Ideas – Brainstorming – Focus Groups – Surveys – Customer Advisory Boards – Creativity and Product Selection – Capital Budgeting – Project Profile Preparation – Matching Entrepreneur with the Project – Introduction to Patents and Trademarks. Report Writing – Project Profile Preparation	18
III	Business Plan and Project Analysis: Business Plan Development – Feasibility Study – Project Evaluation – Market Analysis – Technical Analysis – Cost-Benefit Analysis – Project Formulation – Assessment of Business Models – Initial Problems in Setting up Enterprises – Sustainable and Social Enterprises.	18
IV	Start-up and Government Support in India: Start-up Business in India – Start-up India – Stand-Up India – Aatmanirbhar Bharat – Make in India – ASPIRE – MUDRA – Women Entrepreneurship – Schemes for Women Entrepreneurs – Annapurna – Dena Shakti – MUDRA Loans for Women – Street Shakti – Role of MSME, SSI, SIDO, EDI and MDI. PPT Presentation – Start-up Business in India	18
V	Industrial Sickness and Business Rehabilitation: Types of Industrial Sickness – Causes – Problems and Remedies – Preventive Measures – Remedial Measures – Rehabilitation of Sick Industries – Preventive and Rehabilitation Strategies – Case Study Discussions. PPT Presentation – Problems and Remedies of Sick Industries	18
	Total	90
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.
- ❖ Kuratko/rao, Entrepreneurship: a south asian perspective.- Cengage, New Delhi.
- ❖ Leach/Melicher, Entrepreneurial Finance – Cengage.

Reference Books

- ❖ Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.
- ❖ The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries

Web Resources:

- ❖ https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf
- ❖ <https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf>
- ❖ <https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20->

Mapping with Programme outcomes: 3- Strong, 2 – Medium, 1 – Low

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	3	2	3	3	3	2	2	2	1
CO 2	3	3	2	3	3	3	2	3	2	1
CO 3	3	3	2	3	3	3	3	3	2	2
CO 4	3	3	2	3	3	2	3	3	2	2
CO 5	2	3	2	3	2	3	2	2	2	2
Total	13	15	10	15	14	14	12	13	10	8
Average	2.6	3	2	3	2.8	2.8	2.2	2.6	2	1.6

Mapping with Programme Specific Outcomes :

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	2	3
CO3	3	2	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	14	15	14	15
Weighted percentage of Course Contribution to Pos	3.0	2.8	3.0	2.8	3.0

Course coordinator

BOS Chairman

SERVICES MARKETING

Subject Code	Category	L	T	P	Hours	Credit
24S6UBAC14	CORE XIV	Y	-	-	6	4

Learning Objectives

- ❖ To recall the basic concepts of Services Marketing.
- ❖ 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.

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	To define and understand the concepts of Services Marketing.	PO1, PO4, PO6, PO8
CO2	To Examine and apply Marketing Mix in Service Marketing.	PO2, PO3, PO4, PO6, PO7, PO8
CO3	To analyze and design various strategies in the field of Services Marketing.	PO4, PO5, PO6
CO4	To evaluate the role of delivering Quality Service.	PO2, PO7
CO5	To design the tools of Marketing	PO1, PO3, PO5, PO8

Unit	Details	No. of Hours
I	Introduction to Service Marketing: Marketing Services: Introduction growth of the service sector. Concept of service- Characteristics - classification of service designing of the service, Blue printing using technology, developing human resources, building service aspirations.	18
II	Service Marketing Mix: 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. Report Writing – Additional Dimension in Services Marketing	18
III	Service Marketing Management: 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. P.P.T Presentation – Effective management of service marketing.	18
IV	Service Quality and Customer Relationship Management: Service Quality – Meaning and Importance -Causes of Poor Service Quality -Service Quality Gaps -SERVQUAL and SERVPERF -Customer Expectations versus Perceived Service Gap -Factors Affecting Service Quality -Techniques for Resolving Service Quality Gaps -Service Quality Standards - Service Performance Gap – Factors and Solutions -Strategies for Closing the Service Performance Gap -Customer Relationship Management (CRM) -External Communication with Customers -Promise versus Delivery Gap -Developing Appropriate and Effective Communication for Service Quality. Report writing - SERVQUAL-SERVPERF.	18
V	Marketing of Service Industries: Financial services- Health services- Tourism and Hospitality services - Professional service- Public utility service- Educational service and e- service.	18
	Total	90
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Reddy P.N. (2011)– Services Marketing – Himalaya Publication
- ❖ Christopher Lovelock ,Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher

Reference Books

- ❖ Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.
- ❖ S.M. Jha, Services marketing, Himalaya Publishers, India
- ❖ Baron, Services Marketing, Second Edition. Palgrave Macmillan

Web Resources:

- ❖ <https://www.managementstudyguide.com/seven-p-of-services-marketing.htm>
- ❖ <https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875>
- ❖ <https://www.marketingtutor.net/service-marketing/>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	2	3	2	3	2	3	2	1	1
CO 2	3	2	3	2	3	2	2	2	2	2
CO 3	3	3	3	2	2	2	3	3	2	2
CO 4	3	2	3	3	3	3	2	3	2	2
CO 5	2	3	2	3	2	3	3	2	2	2
Total	13	12	14	12	13	12	13	12	9	9
Average	2.6	2.2	2.8	2.2	2.6	2.2	2.6	2.2	1.8	1.8

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution toPos	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

PRODUCTION AND MATERIALS MANAGEMENT

Subject Code	Category	L	T	P	Hours	Credit
24S6UBAC15	CORE XV	Y	-	-	6	4

Learning Objectives

- ❖ To provide comprehensive outlook on basic concepts and practices of production.
- ❖ To understand types of layout facilities
- ❖ To analyze work study methods and quality control
- ❖ To enable the students to gain knowledge on Inventory control and Vendor rating
- ❖ To give an insight to Purchase management

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	Provide comprehensive outlook on basic concepts, and practices of production	PO1, PO2, PO6
CO2	Identify right plant location and plant layout of Factory	PO1, PO2, PO6
CO3	To analyze and design various strategies in the field of Services Marketing.	PO4, PO5, PO6
CO4	To evaluate the role of delivering Quality Service.	PO2, PO7
CO5	To design the tools of Marketing	PO1, PO3, PO5, PO8

Unit	Details	No. of Hours
I	Introduction to Production Management: Meaning, Scope and Functions of Production Management -Types of Production Systems -Production Design -Process Planning -Plant Location -Factors Influencing Plant Location -Trends in Plant Location. PPT Presentation – Plant Location Trends	18
II	Layout of Manufacturing Facilities: Meaning and Importance of Plant Layout -Principles of a Good Layout -Factors Influencing Layout -Basic Types of Layouts - Layout of Manufacturing Facilities -Layout of Service Facilities. Report Writing – Functions of Plant Layout	18
III	Methods Analysis and Work Measurement: Meaning and Scope of Methods Study -Methods Study Procedure - Purpose of Time Study -Stop-Watch Time Study -Performance Rating -Allowance Factors -Standard Time -Work Sampling Technique. Quality Control: Meaning and Objectives of Quality Control- Purposes of Inspection- Acceptance Sampling – Variables and Attributes- Control Charts	18
IV	Integrated Materials and Inventory Management: Concept of Integrated Materials Management -Functions and Advantages -Inventory Control -Functions and Importance of Inventory -Stock Replenishment -Materials Forecasting -Material Requirements Planning (MRP) -Basic MRP Tools -ABC Analysis - VED Analysis -FSN Analysis -Inventory Control of Spares and Slow-Moving Items -Economic Order Quantity (EOQ) -Economic Batch Quantity (EBQ) -Stores Planning -Great -Materials Handling – Objectives and Functions. Report Writing – ABC, VED and FSN Analysis	18
V	Purchase Management: Meaning and Objectives of Purchase Management -Purchasing Procedure -Dynamic Purchasing -Principles of Purchasing -Import Substitute -Vendor Rating -Vendor Management -Technology in Purchase Management – ERP and E-Procurement Systems .	18
	Total	90
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ R.B Khanna, Production and Operations management, Prentice Hall Publications, 2015
- ❖ Anil Kumar S and N Suresh, Operation Management, New Age International 1st Edition, 2018
- ❖ William J. Stevenson, Operations Management Mc Graw Hill; 13th Edition, 2022

Reference Books

- ❖ P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015
- ❖ M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004
- ❖ P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.

Web Resources:

- ❖ https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf
- ❖ https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf
- ❖ https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	2	2	2	2	3	2	3	1	1
CO 2	3	3	2	2	3	3	2	3	1	1
CO 3	3	3	2	2	2	3	2	3	2	2
CO 4	3	3	2	2	2	3	2	3	2	2
CO 5	3	3	2	2	2	3	2	3	2	2
Total	15	14	10	10	11	15	10	15	8	8
Average	3	2.8	2	2	2.2	3	2	3	1.6	1.6

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	2	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

Course coordinator

BOS Chairman

CONSUMER BEHAVIOR

Subject Code	Category	L	T	P	Hours	Credit
24S6UBAE07	ELECTIVE-VII	Y	-	-	5	3

Learning Objectives

- ❖ To Understand the different concepts relating to nature, scope and application of consumer behavior.
- ❖ To Understand the various internal influences on consumer behavior.
- ❖ To Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.
- ❖ To Learn about the various external influences on consumer behavior
- ❖ To Understand the process of human decision making in a marketing context.

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	Explain the concept of Consumer Behaviour & describe Consumer research process in detail.	PO4
CO2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.	PO2, PO3, PO4, PO6
CO3	Analyze the consumer decision process.	PO6, PO8, PO2
CO4	Assess the impact of consumer's motivation, personality on the buying behaviour.	PO6,PO8
CO5	Determine customer satisfaction and consequent post purchase behavior	PO3, PO1, PO2

Unit	Details	No. of Hours
I	Consumer Behavior and Market Segmentation: Introduction to Consumer Behavior - Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; Introduction to Industrial Buying Behavior; Market Segmentation, VALS 2 segmentation profile. E- Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer, Influences on E-Buying P.P.T Presentation – Market Segmentation	15
II	Internal Influences on Consumer Behaviour: Internal Influences on Consumer Behavior - Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory. Types of involvement.	15
III	Consumer Personality, Perception, Learning and Attitudes: Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self- images; Role of self-consciousness. Consumer Perception: Perceptual Process-selection, organization & interpretation. Learning & Consumer Involvement: learning theories- classical conditioning, instrumental conditioning, cognitive learning; involvement theory. Consumer Attitudes: Formation of attitudes; functions performed by attitudes; attitude towards advertisement Model. Report Writing: consumer Personality	15
IV	External Influences on Consumer Behaviour: External Influences on Consumer Behavior - Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class & Consumer behavior: Determinants of social class; introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process. P.P.T Presentation – Determinants of social class	15
V	Consumer Decision Making: Consumer Decision Making - Diffusion of Innovation: Definition of innovation -resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation.	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Consumer Behaviour – Satish K Batra, S H H Kazmi
- ❖ Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai

- ❖ Leon G Schiffman, Joseph WesenBlit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015

Reference Books:

- ❖ Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India
- ❖ Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited

Web Resources:

- ❖ <https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457>
- ❖ https://issuu.com/thenappanganesen/docs/e-bookconsumer_behaviour_11th_edition

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	2	2	3	2	2	2	2	1	1
CO 2	2	3	3	3	2	3	2	2	2	1
CO 3	2	3	2	2	2	3	2	3	2	2
CO 4	2	2	2	2	2	3	2	3	2	2
CO 5	3	3	3	2	2	2	2	2	2	2
Total	11	13	12	12	10	13	10	12	9	8
Average	2.2	2.6	2.4	2.4	2	2.6	2	2.4	1.8	1.6

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution toPos	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

INNOVATION MANAGEMENT

Subject Code	Category	L	T	P	Hours	Credit
24S6UBAE08	ELECTIVE-VII	Y	-	-	5	3

Learning Objectives

- ❖ To have a broad understanding on the concept innovation management.
- ❖ To familiarize the students about the creativity and innovation in product development.
- ❖ To have a broad understanding of the innovation strategy and its competitive advantage.
- ❖ To provide the knowledge about the technical innovation and its need and importance.
- ❖ To understand the business strategy and objectives in current scenario.

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	To understand the concepts of Innovation management.	PO1,PO2
CO2	To understand the concepts of Innovation management.	PO1,PO2
CO3	To demonstrate the value of customers in increasing the profitability ratio.	PO2,PO4, PO5,PO8
CO4	To impart knowledge about the need and importance of technical innovation	PO3,PO4, PO5, PO6,PO7
CO5	In short the goal of this study is to understand the current state of your business.	PO1,PO2,PO3, PO8

Unit	Details	No. of Hours
I	Fundamentals of Innovation Management: Concept –Scope – Characteristics - Evolution of Innovation Management – Significance - Factors Influencing, process of innovation - types of innovation - challenges and barriers of Innovation. P.P.T Presentation - process of innovation	15
II	Innovation Tools and Creative Thinking: Tools for Innovation - Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, &Creative Focus. Group Creative Techniques: Brain Storming, off The Wall Thinking &Thinking Hats Method.	15
III	Product and Process Innovation: Areas of Innovation Product Innovation - Concept, New product development, Packaging and Positioning Innovation Process Innovation: Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering P.P.T Presentation - Product Innovation	15
IV	Customer Value and Competitive Strategy: Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy. Report Writing - competitive marketing strategy.	15
V	Technological Innovation and Productivity: Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen
- ❖ "Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen
- ❖ Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons

Reference Books:

- ❖ Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House
- ❖ James A Christiansen, —Competitive Innovation Management, published by Macmillan Business,
- ❖ Paul Trott, —Innovation Management & New Product Development, published by Pitman,

- ❖ Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.

Web Resources:

- ❖ <https://www.coursera.org/learn/innovation-management>
- ❖ <https://sloanreview.mit.edu/tag/innovation-management/>
- ❖ <https://www.worldscientific.com/worldscinet/ijim>
- ❖ <https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	3	2	2	2	3	2	3	1	1
CO 2	3	3	2	2	3	3	2	3	1	1
CO 3	3	3	3	2	3	2	2	2	2	2
CO 4	3	3	2	2	3	3	2	3	2	2
CO 5	3	3	2	2	2	2	2	2	2	2
Total	15	15	11	10	13	13	10	13	8	8
Average	3	3	2.2	2	2.6	2.6	2	2.6	1.6	1.6

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution toPos	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Subject Code	Category	L	T	P	Hours	Credit
24S6UBAE09	ELECTIVE-VII	Y	-	-	5	3

Learning Objectives

- ❖ Understand the basic concepts and terminologies relating to stock market
- ❖ Evaluate the value of different equity and debt instruments
- ❖ Comprehend the different methods of performing fundamental and technical analysis
- ❖ Evaluate portfolio based on different portfolio theories
- ❖ Possess a basic knowledge of derivatives, its types and characteristics

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	Recall the meaning of the basic terminologies used in stock market.	PO1
CO2	Explain and infer the final worth of various investment Processes	PO2, PO6, PO7
CO3	Solve problems relating to various investment decisions	PO2, PO4, PO8
CO4	Analyze theories and problems relating to stock market	PO8.PO6
CO5	Interpret the various investment models that aid in investment decision making	PO6, PO2

Unit	Details	No. of Hours
I	Investment Management and Security Markets 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. SEBI – functions and structure. Financial intermediaries. Return and Risk – Meaning, types of risk. Problem: Measurement of risk and return	15
II	Equity and bond valuation Theory: Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity Problems: 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	15
III	Security analysis 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.	15
IV	Portfolio management 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	15
V	Derivatives Theory: characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Punithavathy Pandian (2012), Security Analysis & Portfolio Management, Vikas Publishing 2nd edition
- ❖ Prasanna Chandra, (2021) Investment Analysis & Portfolio Management, McGraw Hill 6th edition
- ❖ E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini (2018) Security Analysis & Portfolio Management, Pearson 7th edition
- ❖ S Kevin (2006) Portfolio Management, PHI publishing , 2nd Revised edition

Reference Books:

- ❖ Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.
- ❖ Bodi, Kane, Markus, Mohanty, Investments, 8 th edition, Tata McGraw Hill, 2011.
- ❖ V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013.

Web Resources:

- ❖ www.stock-trading-infocentre.com
- ❖ www.sebi.gov.in
- ❖ <https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	2	2	2	2	2	2	2	2	2
CO 2	2	3	2	2	2	3	3	2	2	0
CO 3	2	3	2	3	2	2	2	3	1	2
CO 4	2	2	2	2	2	3	2	3	2	0
CO 5	2	3	2	2	2	3	2	2	1	0
Total	11	13	10	11	10	13	11	12	8	4
Average	2.2	2.6	2	2.2	2	2.6	2.2	2.4	1.6	0.8

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

FUNDAMENTALS OF LOGISTICS MANAGEMENT

Subject Code	Category	L	T	P	Hours	Credit
24S6UBAE10	ELECTIVE-VIII	Y	-	-	5	3

Learning Objectives

- ❖ To Understand the various basic concepts and terms relating to Logistics
- ❖ To Comprehend the importance of customer service and outsourcing relevant to Logistics
- ❖ To Evaluate the importance and issues in global logistics
- ❖ To Possess an overall knowledge about the services and factors allied to logistics
- ❖ To Understand the technological impact of logistics

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	Explain the basic concepts relating to logistics	PO4
CO2	Analyse the role of outsourcing and customer service in logistics	PO1,PO6, PO8
CO3	Appraise the needs, modes and issues relating to global logistics	P01, PO2, PO4,PO6,PO8
CO4	Describe about the different activities allied to Logistics	PO4,PO6
CO5	Identify the various areas of logistics where technology can be applied	PO7, PO6

Unit	Details	No. of Hours
I	Introduction to Logistics: History of Logistics- Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement. Basic concepts of national logistics policy Report writing : Role of Logistics in Modern Business Operations	15
II	Customer Service and outsourcing: Definition of Customer Service- Elements of Customer Service Phases in Customer Service. Customer Retention. Procurement and Outsourcing Definition of Procurement/Outsourcing Benefits of Logistics Outsourcing. Critical Issues in Logistics Outsourcing P.P.T. Presentation: Customer Service Lifecycle in Logistics	15
III	Global Logistics Global Supply Chain: Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization Modes of Transportation in Global Logistics- Barriers to Global Logistics -Financial Issues in Logistics Performance Need for Integrated logistics Role of 3PL&4PL. Brief overview of EXIM	15
IV	Key logistics activities: Warehousing: Meaning, Types, Benefits. Transportation Meaning; Types of Transportations, efficient transportation system and its benefits- - Express service for international and domestic shipping Report writing: Growth of Express Logistics in E-Commerce	15
V	Technology &Logistics: Informatics - Bar coding-GPS-Point of sale data-Artificial Intelligence-Electronic data interchange-types-benefits- Cloud Computing Applications in Logistics	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited
- ❖ Logistics and Supply Chain Management, Martin Christopher, Pearson Education Limited 2012
- ❖ Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011
- ❖ Punithavathy Pandian (2012), Security Analysis & Portfolio Management, Vikas 2012

Reference Books:

- ❖ Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012.
- ❖ Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012.
- ❖ Logistics Management, Ismail Reji, Excel Book, First Edition, 2008

Web Resources:

- ❖ <https://www.techtarget.com/searcherp/definition/logistics-management>
- ❖ <https://www.track-pod.com/blog/functions-of-logistics/>
- ❖ <https://www.projectmanager.com/blog/logistics-management-101>
- ❖ <https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	2	2	3	2	2	2	2	1	2
CO 2	3	2	2	2	2	3	2	3	2	1
CO 3	3	3	2	3	2	3	2	3	1	2
CO 4	2	2	2	3	2	3	2	2	1	1
CO 5	2	2	2	2	2	3	3	2	1	1
Total	12	11	10	13	10	14	11	12	6	7
Average	2.4	2.2	2	2.6	2	2.8	2.2	2.4	1.2	1.4

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution toPos	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

E-BUSINESS

Subject Code	Category	L	T	P	Hours	Credit
24S6UBAE11	ELECTIVE-VIII	Y	-	-	5	3

Learning Objectives

- ❖ 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.

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	To define and understand the basic concepts of business done through web	PO2, PO6, PO7
CO2	To Examine and apply web tools in real-time business situations.	PO2, PO5, PO6, PO7
CO3	To analyze the security threats in e-business.	PO6, PO7, PO8
CO4	To evaluate strategies for marketing.	PO2, PO4, PO7
CO5	To prepare the environment for e-business.	PO1, PO2, PO4, PO7, PO8

Unit	Details	No. of Hours
I	Fundamentals of E-Business: Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e- business	15
II	E-Business Tools and Software: Web based tools for e - business - e - business software - overview of packages P.P.T. Presentation: Overview of packages	15
III	Secure E-Business: Security threats to e - business - implementing security for e - commerce and electronic payment systems.	15
IV	E-Business Strategies and Applications: Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals.	15
V	E-Business Environment and Planning: The environment of e-business - international - legal ethical - tax issues - business plan for implementing e- Business Report writing: legal ethical in e- business	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000
- ❖ Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E- Business
- ❖ Kosivir, David - Understanding E-Commerce

Reference Books:

- ❖ Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
- ❖ Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
- ❖ SmanthaShurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.

Web Resources:

- ❖ https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf
- ❖ <https://www.techtarget.com/searchcio/definition/e-business>
- ❖ <https://www.britannica.com/technology/e-commerce>
- ❖ <https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	2	2	2	2	3	3	3	3	1	1
CO 2	2	3	3	2	3	3	3	2	2	1
CO 3	2	3	3	2	2	3	3	3	2	2
CO 4	2	2	3	3	2	2	3	2	2	2
CO 5	2	2	3	2	3	2	3	2	2	2
Total	10	11	14	11	13	13	15	12	9	8
Average	2	2.2	2.8	2.2	2.6	2.6	3	2.4	1.8	1.6

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution toPos	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

STRATEGIC MANAGEMENT

Subject Code	Category	L	T	P	Hours	Credit
24S6UBAE12	ELECTIVE-VIII	Y	-	-	5	3

Learning Objectives

- ❖ To understand the concept of strategy and strategic management process.
- ❖ To create awareness of evolving business environment.
- ❖ To understand strategic alternatives and make appropriate strategic choice
- ❖ To know the basics of strategic implementation
- ❖ To understand recent trends for competitive advantage

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	To develop an understanding of the strategic management process and the complexities of business environment.	PO1, PO2, PO5, PO6
CO2	To analyze the external environmental and internal organizational factors influencing strategy formulation.	PO1, PO2, PO6, PO7
CO3	To demonstrate the skills required for selection of the most suitable strategies for a business organization.	PO1, PO2, PO4, PO5, PO6
CO4	To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies.	PO1, PO2, PO4 PO5, PO8
CO5	To familiarize with current developments	PO1, PO3, PO4,PO8

Unit	Details	No. of Hours
I	Introduction to Strategic Management - Overview of Strategic Management Process Levels of Strategy Strategic Intent-Vision and Mission Business Definition ESG (Environmental, Social, and Governance) Strategy.	15
II	Strategic Analysis and Environmental Appraisal: External Environment Appraisal using PESTEL Competitor Analysis using Porter 's 5-Forces model Environmental Threat and Opportunity Profile (ETOP) Value chain Analysis Strategic Advantage Profile(SAP) Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis. P.P.T. Presentation: Digital Transformation and Environmental Analysis	15
III	Strategic alternatives at corporate level: concept of grand strategies -Strategic choice models - BCG, GE Nine Cell Matrix, Hofer 's Matrix-Strategic alternatives at business level: Michael Porter 's Generic competitive strategies Report writing :BCG Matrix as a Strategic Portfolio Analysis Tool	15
IV	Strategic Implementation: Developing short- term objectives and policies, functional tactics, and rewards. Structural Implementation: an overview of Structural Considerations Behavioral Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control.	15
V	Concept of Balanced Scorecard approach: Use of Big data for Balanced score card Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate Sustainability.	15
	Total	75
Note: P.P.T. Presentation, Report writing related to the above topics are to be considered for Internal Exam only		

Text Books:

- ❖ Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14th Edition (2017)
- ❖ Jauch, Glueck& Gupta, Business Policy and Strategic Management, (Frank Brothers), (7th Edition)
- ❖ Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12th Edition)

Reference Books:

- ❖ N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press – First Edition – Second Impression (2012)
- ❖ Ireland, Hoskisson&Manikutty (2009), Strategic Management – A South Asian

- Perspective, Cengage Learning- Ninth Edition(2012)
- ❖ Kenneth Carrig, Scott A Snell. Strategic Execution: Driving Breakthrough performance in business, Stanford University Press(2019)

Web Resources:

- ❖ Strategic management journal <https://onlinelibrary.wiley.com/journal/10970266>
- ❖ <https://str.aom.org/teaching/all-levels>
- ❖ <https://online.hbs.edu/courses/business-strategy/>

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	2	2	2	2	3	2	3	1	1
CO 2	3	3	3	2	3	3	2	3	2	1
CO 3	2	3	2	2	3	2	2	2	2	2
CO 4	3	3	2	2	3	3	2	3	2	2
CO 5	2	2	3	2	2	2	2	2	2	2
Total	13	13	12	10	13	13	10	13	9	8
Average	2.6	2.6	2.4	2	2.6	2.6	2	2.6	1.8	1.6

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution toPos	3.0	3.0	3.0	3.0	3.0

Course coordinator

BOS Chairman

QUANTITATIVE APTITUDE

Subject Code	Category	L	T	P	Hours	Credit
24S6UBAPC01	PCE	2	-	-	2	2

Learning Objectives

- ❖ To categorize, apply and use thought process to distinguish between concepts of Quantitative methods.
- ❖ To prepare and explain the fundamentals related to various possibilities and probabilities related to time
- ❖ To be able to solve questions relating to percentages, Profit and loss
- ❖ To analyze data in Charts
- ❖ To understand the application Geometry and mensuration

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Programme Outcomes
CO1	Use their logical thinking and analytical abilities to solve reasoning questions	PO1, PO6
CO2	Solve questions related to time and distance and time and work	PO1 PO6
CO3	Apply concept of percentages, Profit and loss, discount	PO1 PO6
CO4	Interpret data using bar charts and diagrams	PO1 PO6
CO5	Solve questions relating to Geometry and Mensuration	PO1 PO6

Unit	Details	No. of Hours
I	Numerical computation: Applications based on Numbers, Chain Rule, Ratio Proportion	6
II	Numerical estimation–I Applications Based on Time and work, Time and Distance	6
III	Numerical estimation–II Applications based on percentages, Profit Loss and Discount, Simple interest and Compound Interest Partnerships, Shares and dividends	6
IV	Data interpretation Data interpretation related to Averages, Mixtures And allegations, Bar charts, Pie charts, Venn diagrams	6
V	Application to industry in Geometry and Menstruation	6
	Total	30

Text Books:

- ❖ Quantitative aptitude by R S Agarwal, S Chand Publication
- ❖ Fast Track Objective Arithmetic by Rajesh Verma , Arihant
- ❖ Quantitative Aptitude and Reasoning by R V Praveen, PHI
- ❖ Essential Quantitative Aptitude for Competitive Exams - 2nd Edition by Rajat Vijay Jain , Disha Publications
- ❖ Quantitative Aptitude & Data Interpretation Topic-wise Solved Papers for IBPS/ SBI Bank PO/ Clerk Prelim & Main Exam (2010-19) 3rd Edition by Disha Experts, Disha Publications

Reference Books:

- ❖ Barron's by Sharon Welner Green and Ira K Wolf(GalgotiaPublicationspvt.Ltd.)
- ❖ Quantitative Aptitude by U Mohan Rao Scitechpublications
- ❖ Quantitative Aptitude by Arun SharmaMcGrawhillpublications
- ❖ Quantitative Aptitude by Abhijit Guha
- ❖ Quantitative Aptitude by Pearson publications

Mapping with Programme Outcomes: S- Strong, M – Medium, L – Low

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	3	3	2	2	3	3	2	2	1	1
CO 2	3	2	2	2	2	3	2	2	2	1
CO 3	3	3	2	2	2	3	2	2	2	2
CO 4	3	3	2	2	3	3	2	2	2	2
CO 5	3	2	2	2	2	3	2	2	2	2
Total	15	13	10	10	12	15	10	10	9	8
Average	3	2.6	2	2	2.4	3	2	2	1.8	1.6

Mapping with Programme Specific Outcomes:

CO/PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution toPos	3	3	3	3	3

Course coordinator

BOS Chairman