

P.K.R. ARTS COLLEGE FOR WOMEN

(AUTONOMOUS)

**(Re-accredited with 'A' grade by NAAC - Affiliated to Bharathiar
University, Coimbatore)**

GOBICHETTIPALAYAM – 638 476.

DEPARTMENT OF MANAGEMENT

Bachelor of Business Administration



SYLLABUS

*For the candidates admitted from the Academic Year
2023-2024 & onwards
Under CBCS PATTERN*



BBA - PROGRAMME STRUCTURE

CBCS Pattern: 2023 – 2024 & Onwards

CATEGORY	COMPONENTS	NO.OF COURSES	CREDIT (S) / COURSE	TOTAL CREDITS	PROPOSED SEMESTER
Part - I	Language	4	3	12	I – IV
Part - II	English	4	3	12	I – IV
	Effective English	1	1	1	II
Part - III	Core Courses: A). Core/ Allied / Elective and Open Elective: (Theory/Practical/ online Exam/ Project work & Viva-voce)	24	1/2/4/5	93	I – VI
	Institutional Training/ Articleship Training/ Mini Project	1	1	1	To be done in summer vacation of Semester IV, ESE in Semester V
Part - IV	A). Foundation: i. Environmental Studies	1			I
	ii. Yoga and Ethics	1	2	4	II
	B). Ability Enhancement: i. Information Security	1			III
	ii. Consumer Rights	1	2	4	IV
	C). Non – Major Elective: i. Indian Women and Society / Advanced Tamil	1	2	2	III
	D). Skill Enhancement: i. Communication Skills for Executives/Nan Mudhalvan	1	2	6	IV
	ii. Life Skills	1			V
	iii. Soft Skills for Business/ Nan Mudhalvan	1			VI
Part – V	A). Proficiency Enhancement: Green Marketing (Self Study)	1	2	2	V
	B). Competency Enhancement: i. NSS/YRC/RRC/CCC/PHY.EDC/ Others	1			
	ii. Professional Grooming	1	1	3	I - VI
	iii. Students Social Activity	1			

Total Marks: 3700 & Total Credits: 140



**P.K.R ARTS COLLEGE FOR WOMEN (Autonomous),
Gobichettipalayam – 638476.**

BACHELOR OF BUSINESS ADMINISTRATION

Programme Scheme and Scheme of Examinations

(For students admitted from 2023-2024 & onwards)

(For branches offering Part-I and Part-II for four semesters)

SCHOLASTIC COURSES

Category / Part	Component	Course Code	Title of the Course	Hrs/ week	Exam hrs.	CIA	ESE	Total marks	Credits**
SEMESTER – I									
I	Language : I	23LTU01/ 23LHU01/ 23LFU01/ 23LKU01/ 23LMU01/ 23LSU01	Tamil- I/ Hindi-I/ French-I/ Kannada-I/ Malayalam-I/ Sanskrit-I	4	3	25	75	100	3
II	English: I	23LEU01	English – I	4	3	25	75	100	3
III	Core: I	23BAU01	Management Process and Office Management	6	3	25	75	100	5
III	Core: II	23BAU02	Fundamentals of Accounting	6	3	25	75	100	5
III	Core : III Allied: I	23BAU03	Business Mathematics	6	3	25	75	100	4
III	Core :IV Practical: I	23BAU04	Fundamentals of Computers	2	--	--	--	--	--
IV	Foundation: I	23FCU01	Environmental studies	2	3	50	--	50	2
TOTAL				30				550	22
SEMESTER – II									
I	Language : II	23LTU02/ 23LHU02/ 23LFU02/ 23LKU02/ 23LMU02/ 23LSU02	Tamil- II/ Hindi-II/ French II/ Kannada-II/ Malayalam-II/ Sanskrit-II	4	3	25	75	100	3

II	English : II	23LEU02	English – II	4	3	25	50*	75	3
II		23LEEU02	Effective English	2	-	25	-	25	1
III	Core : V	23BAU05	Economics Theories for Managers	5	3	25	75	100	4
III	Core : VI	23BAU06	Organisational Behaviour and communication	5	3	25	75	100	4
III	Core :IV Practical: I	23BAU04	Fundamentals of Computers	2	3	40	60	100	2
III	Core : VII Allied : II	23BAU07	Business Statistics	6	3	50	50	100	4
IV	Foundation: II	23FCU02	Yoga and Ethics	2	3	50	--	50	2
			TOTAL	30				650	23

***Examination will be conducted for 75 Marks and it is converted to 50 Marks**

SEMESTER – III									
I	Language: III	23LTU03/ 23LHU03/ 23LFU03/ 23LKU03/ 23LMU03/ 23LSU03	Tamil- III/ Hindi-III/ French III/ Kannada-III/ Malayalam-III/ Sanskrit-III	4	3	25	75	100	3
II	English: III	23LEU03	English - III	4	3	25	75	100	3
III	Core : VIII	23BAU08	Human Resource Management	6	3	25	75	100	4
III	Core : IX	23BAU09	Production management	6	3	25	75	100	4
III	Core : X Allied : III	23BAU10	Taxation Law & Practice	6	3	25	75	100	4
IV	Ability Enhancement: I	23AEU01	Information Security	2	3	50	--	50	2
IV	Non- Major Elective	23NMU01A / 23NMU01B	Indian Women and Society/ Advanced Tamil	2	3	50	--	50	2
			TOTAL	30				600	22

SEMESTER – IV									
I	Language: IV	23LTU04/ 23LHU04/ 23LFU04/ 23LKU04/ 23LMU04/ 23LSU04	Tamil- IV/ Hindi-IV/ French IV/ Kannada-IV/ Malayalam-IV/ Sanskrit-IV	4	3	25	75	100	3
II	English: IV	23LEU04	English - IV	4	3	25	75	100	3
III	Core : XI	23BAU11	Financial Management	6	3	25	75	100	5
III	Core: XII	23BAU12	Marketing Management	5	3	25	75	100	4
III	Core : XIII Allied : IV	23BAU13	Business Law	6	3	25	75	100	4
IV	Skill Enhancement: I	23SEBAU0 1/23SEU01	Communication Skills for Executives (Project & Viva –Voce)/ Naan Mudhalvan	3	3	50	--	50	2
IV	Ability Enhancement: II	23AEU02	Consumer Rights	2	3	50	--	50	2
			TOTAL	30				600	23
SEMESTER – V									
III	Core : XIV	23BAU14	Services Marketing	6	3	25	75	100	4
III	Core : XV	23BAU15	Research Methods for Management	6	3	25	75	100	5
III	Core : XVI	23BAU16	Entrepreneurship & Project Management	5	3	25	75	100	4
III	Core : XVII	23BAU17A/ 23BAU17B/ 23BAU17C	Institutional Training/ Articleship Training/ Mini Project	--	3	100	--	100	1
III	Core: XVIII Open Elective:	**	Open Elective Course – Opted by the students offered by other departments	4	3	25	75	100	2

III	Core: XIX Elective: I	23BAU18A/ 23BAU18B/ 23BAU18C	Equity Research & portfolio Management/ Strategic Management/ Customer Relationship Management	6	3	25	75	100	5
IV	Skill Enhancement: II	23SEU02	Life Skills (JeevanKaushal)	3	3	50	--	50	2
V	Proficiency Enhancement	23PEBAU01	Green Marketing (Self Study)	--	3	--	100	100	2
			TOTAL	30				750	25
SEMESTER – VI									
III	Core : XX	23BAU19	Cost and Management Accounting	6	3	25	75	100	5
III	Core : XXI	23BAU20	Investment Management	5	3	25	75	100	4
III	Core : XXII	23BAU21	Project Work & Viva- Voce	4	3	20	80	100	1
III	Core: XXIII Elective: II	23BAU22A/ 23BAU22B/ 23BAU22C	Financial Services/ Labour Welfare and Industrial Relations/ Brand Management/	6	3	25	75	100	5
III	Core: XXIV Elective: III	23BAU23A/ 23BAU23B/ 23BAU23C	Integrated Marketing Communication/ International Business/ E-Commerce	6	3	25	75	100	5
IV	Skill Enhancement: III	23SEBAU03 /23SEU03	Soft Skills for Business (Project & Viva – Voce)/Naan Mudhalvan	3	3	50	--	50	2
			TOTAL	30				550	22
V	Competency Enhancement		NSS/YRC/RRC/CCC/PH Y.EDU/ Others				SEMESTER I – VI		1
			Professional Grooming				SEMESTER I – VI		1

		Students Social activity		SEMESTER I – VI	1
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Total Marks: 3700

Total credits: 140

**NOTE:CREDIT TRANSFERABILITY FOR ALL COURSES FROM
UGCREFERRED SWAYAM AND MOOC COURSES.**

Curriculum Structure and syllabus for the BBA programme are prepared and verified in line with the guidelines of CDC.

Prepared by

Approved by

Dr.G.K.Pooranee
Assistant Professor of Management

Chair Person
Dr.V.Kavitha
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a) List of elective courses for Semester – V&VI:

Category/ Part	Component	Course Code	Title of the Course	Hrs/ Week	Exam hrs.	CIA	ESE	Total Marks	Credits
III	Core: XIX	23BAU18A	Equity Research & portfolio Management	6	3	25	75	100	5
		23BAU18B	Strategic Management	6	3	25	75	100	5
		23BAU18C	Customer Relationship Management	6	3	25	75	100	5
III	Core: XXIII	23BAU22A	Financial Services	6	3	25	75	100	5
		23BAU22B	Labour Welfare and Industrial Relations	6	3	25	75	100	5
		23BAU22C	Brand Management	6	3	25	75	100	5
III	Core: XXIV	23BAU23A	Integrated Marketing Communication	6	3	25	75	100	5
		23BAU23B	International Business	6	3	25	75	100	5
		23BAU23C	E-Commerce	6	3	25	75	100	5

b) List of elective courses for Semester –VI:

Category/ Part	Component	Course Code	Title of the Course	Hrs/ Week	Exam hrs.	CIA	ESE	Total Marks	Credits
III	Core: XXIII	23BAU22A	Financial Services	6	3	25	75	100	5
		23BAU22B	Labour Welfare and Industrial Relations	6	3	25	75	100	5
		23BAU22C	Brand Management	6	3	25	75	100	5
III	Core: XXIV	23BAU23A	Integrated Marketing Communication	6	3	25	75	100	5
		23BAU23B	International Business	6	3	25	75	100	5
		23BAU23C	E-Commerce	6	3	25	75	100	5

c) Courses for Skill Enhancement:

Category/ Part	Component	Course Code	Title of the Course	Hrs/ Week	Exam hrs.	CIA	ESE	Total Marks	Credits
IV	Skill Enhancement:I	21SEBAU01 /23SEU01	Communication Skills for Executives (Project & Viva – Voce)/Nan Mudhalvan	3	3	50	--	50	2
IV	Skill Enhancement :II	21SEU02	Life Skills (JeevanKaushal)	3	3	50	--	50	2
IV	Skill Enhancement:III	21SEBAU03/ 23SEU03	Soft Skills for Business (Project & Viva – Voce)/Nan Mudhalvan	3	3	50	--	50	2

d) Courses for Ability Enhancement:

Category/ Part	Component	Course Code	Title of the Course	Hrs/ Week	Exam hrs.	CIA	ESE	Total Marks	Credits
IV	Ability Enhancement:I	23AEU01	Information Security	2	3	50	--	50	2
IV	Ability Enhancement:II	23AEU02	Consumer Rights	2	3	50	--	50	2

e)Course for Proficiency Enhancement:

Category / Part	Component	Course Code	Title of the Course	Hrs/ Week	Exam hrs.	CIA	ESE	Total Marks	Credits
IV	Proficiency Enhancement Courses	23PEBAU01	Green Marketing (Self Study)	--	3	--	100	100	2

f)Courses for Competency Enhancement:

Semester	Course	Hours per Week	Credit
I - VI	NSS/YRC/RRC/CCC/PHY.EDU/ Others	Self-Paced	1
I - VI	Professional Grooming	with Faculty mentoring and Support	1
I - VI	Students Social activity (Related to the Curriculum)	Faculty mentoring and Support	1

Chair Person
 Dr.V.Kavitha
 Associate Professor & Head
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SYLLABUS

(For those admitted from the academic year 2023-2024 & onwards)

SEMESTER - I

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part - III	Core: I	23BAU01	MANAGEMENT PROCESS AND OFFICE MANAGEMENT	72	5

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
FIRST	I	25	75	100

PREAMBLE:

To have an in-depth knowledge in basic concepts of management, and also to understand about the functions of management , office functions and their implications in an effective manner.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Define the concepts and techniques of the business and management process.	K1
CO2	Understand the terms in business and management levels along with functions involved in management functions.	K2
CO3	Demonstrate the various business phases, theories and process of management for effective decision making.	K3
CO4	Recall the concepts of office organization and office management.	K4
CO5	Describes the office and its concepts for monitoring its functions and performance	K5

K1 – Remember; **K2 – Understand;** **K3 – Apply;** **K4 – Analyze;** **K5 – Evaluate;**
K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	0	0
CO2	9	9	3	9	3	1	0
CO3	9	9	9	3	3	3	1
CO4	9	3	1	3	3	1	3
CO5	9	1	1	0	9	3	9
Total Contribution of COs to POs	45	31	23	24	21	8	13
Weighted Percentage of COs Contribution to POs	2.60	2.22	1.97	2.46	2.63	1.41	2.06

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

UNIT – I: Introduction to Business (12 Hours)

Introduction to business: Meaning, definition, objectives, scope, branches of business, requirements of a successful business –Indian business: Introduction, plans, merits & demerits, recent technologies in business. Management: Definition, scope, functions, levels of management, role of managers, Management as a science or an art

UNIT – II: Function of Management – I (15 Hours)

Planning: Meaning, Nature, importance, process, types, obstacles to effective planning - Organizing: Meaning, definition, scope – organizational structure: Meaning, type, importance- Delegation of authority– Centralisation & Decentralisation- Staffing: Nature & purpose, staffing process. Directing: Definition, principles, and functions

UNIT – III: Functions of Management – II (15 Hours)

Controlling: Definition, nature & process of control- Controlling techniques: traditional and non- traditional control devices - Leadership: Meaning, importance, qualities for a leader –

leadership styles, theories of leadership - Motivation: Meaning, nature, need, types of motivation, theories of motivation.

UNIT – IV: Modern office management and organisation (15 Hours)

Modern Office Management: Basic concepts of modern office, importance, functions of office, office manager qualities and functions , Office location: Meaning, factors considered in selection of location - Layout: objectives, types, advantage of good layout

UNIT – V: Office system and procedures (15 Hours)

System and procedures meaning, importance, advantage, essentials of a successful office system, planning and designing office system, analysis of flow of work. Office Reports: Report writing, types.

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Koontz, H & Weihrih. H.	Essentials of Management	TataMcGraw – Hill Education	2010
2.	Drafr,R. L	Principles of Management	Cengage Learning	2012
3.	Dinkar Pagare	Business Management	Sultan Chand & Sons	2013
4.	S.P.Arora	Office organisation and Management	Vikas Publishing House Pvt Ltd	2014
5.	R.K.Chopra	Office Management	Himalaya Publishing House	2015

WEB REFERENCES:

- <https://www.bptrends.com/publicationfiles/02-06-WP-ManagementasaProcess-Lodato-2.pdf>
- <http://egyankosh.ac.in/bitstream/123456789/8182/1/Unit-1.pdf>
- <http://www.igntu.ac.in/eContent/BVoc-Media-04Sem-Arpita%20Priyadarshi-management.pdf>
- <http://www.fimt-ggsipu.org/pdf/Neeru.pdf>
- <https://nptel.ac.in/courses/110/105/110105146/>
- <https://m.youtube.com/watch?v=q6LMjurECZM>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part - III	Core: II	23BAU02	FUNDAMENTALS OF ACCOUNTING	72	5

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
FIRST	I	25	75	100

PREAMBLE:

To equip the learners with fundamental principles of accountancy for trading and non-trading organisations.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Recall the basic principles of accounting and identify the business transactions with modules given.	K1
CO2	Distinguish the books of accounts and convert their uses in business entities.	K2
CO3	Apply the concepts of accounting standards and principles to show the financial status of business.	K3
CO4	Break down the results of the books of accounts to analyse the reliability of a business organisation.	K4
CO5	Justify the role of accounting in business through accounting principles and essentials which foreseeing the realities in Indian context of business world.	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	0	0
CO2	9	9	3	4	3	1	0
CO3	9	8	9	3	2	3	1

CO4	9	3	1	3	3	1	3
CO5	9	1	2	0	2	3	4
Total Contribution of COs to POs	45	30	24	19	13	8	8
Weighted Percentage of COs Contribution to POs	2.60	2.15	2.05	1.95	1.63	1.41	1.27

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Accounting and its Concepts (12 Hours)

Fundamentals of accounting - Meaning, scope, need and objectives – Accounting Principles: Concepts and conventions, accounting equation - Journal: Rules of debit and credit, compound journal entry - Ledger: Rules regarding posting of ledgers – Subsidiary books: Purchase, purchase return, sales & sales return.

UNIT – II: Trial Balance (15 Hours)

Meaning, objectives, preparation of trial balance - Errors: Types of errors, rectification of errors-Bank Reconciliation statements: Problems.

UNIT – III: Depreciation (15 Hours)

Meaning, definition – Methods of accounting for depreciation, straight line and written down value problems – Accounting for Non-trading concerns – Accounts from incomplete records.

UNIT – IV: Final Accounts (15 Hours)

Trading account, profit & loss account and balance sheet with adjustments.

UNIT – V: Accounting Standards (15 Hours)

Introduction, objectives of accounting standards, procedure for issuing accounting standards, advantages & disadvantages of accounting standards, accounting standards in India. **Note: Distribution of marks: Theory 20% Problem 80%**

TEXT BOOK:

S. No	Authors	Title	Publishers	Year of Publication
1.	N.Vinayakam, P.L.Mani and K.L. Nagarajan	Principles of Accountancy	Sultan Chand Publications	2010

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Jain & Narang	Financial Accounting	Kalyani Publishers, Patiala	2009
2.	R. L. Gupta & V.K. Gupta	Financial Accounting	Sultan Chand Publications	2009
3.	Tuisian P.C	Financial Accounting	Tata McGraw – Hill Publication	2009
4.	K.L.Nagarajan & N.Vinayakam	Principles of Accountancy	Eurasia Publishing House (P) Ltd, New Delhi.	2009
5.	T.S. Reddy & Dr. A. Murthy	Financial Accounting	Margham Publications, Chennai	2011

WEB REFERENCE:

- https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Foundation-Paper2-Revised.pdf
- <https://www.tgct.gov.in/tgportal/staffcollege/DR%20ACTOs%2017.01.2020%20to%2018.02.2020/February%20-%202020%20%20PDF's/05.02.2020,%201.%20%20S.Srinivas%20Sir,%20Chartered%20Accountant,%20Accounting%20Fundamentals.pdf>
- <https://www.icsi.edu/docs/webmodules/publications/FULL%20FAA%20PDF.pdf>
- https://www.cerritos.edu/dljohnson/includes/docs/ACCT_101_Chapter_1_Handout.pdf
- <http://www.ddegjust.ac.in/studymaterial/bba/bba-104.pdf>
- <https://m.youtube.com/watch?v=P9JIBbZas3w>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part - III	Core: III Allied: I	23BAU03	Business Mathematics	72	4

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
FIRST	I	25	75	100

Preamble

To enable the students to gain the knowledge about the series, set theory, matrix, simple and compound interest, linear programming problem.

Course Outcomes

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	recall the notions and concepts of set theory, matrices, series, simple and compound interest and LPP	K ₁
CO2	classify interests, series, sets and matrices	K ₂
CO3	apply the formulae to solve the different business problems based on interests, series, matrix, sets and LPP	K ₃
CO4	examine series, sets and set operations, interests, matrix and matrix operations and LPP	K ₄
CO5	evaluate LPP using graphical method, set operations and the solution of system of simultaneous linear equations	K ₅

K₁ - Remember; K₂ – Understand; K₃ - Apply; K₄ - Analyze; K₅ – Evaluate.

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

Pos\Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	3	3
CO2	9	9	9	9	1	1	1
CO3	9	9	3	3	1	1	1
CO4	9	9	3	3	1	1	0
CO5	9	9	3	3	1	1	0
Total Contribution of Cos to POs	45	45	27	27	7	7	5
Weighted Percentage of Cos contribution to POs	2.60	3.22	2.31	2.77	0.88	1.23	0.79

Level of Correlation: 0 – No Correlation; 1 – Low; 3 – Medium; 9 – High between CO's and PO's

COURSE CONTENT:

UNIT - I: SERIES (12 Hours)

Sequence and series - Arithmetic progression –Geometric progression .

UNIT- II: SET THEORY (12 Hours)

Introduction- Types of sets- Set operation- Venn diagrams.

UNIT - III :MATHEMATICS OF FINANCE (12 Hours)

Basic concepts - Simple Interest and Compound Interest: Simple Interest – Formulae and problems – Compound Interest – Formulae and problems.

UNIT - IV: MATRICES, DETERMINANTS (12 Hours)

Definition of a matrix- Order of a matrix – Types of a matrix– Matrix operations: A System of Linear Equations – Determinants- Cramer’s Rule.

UNIT - V: LINEAR PROGRAMMING PROBLEM (12 Hours)

Introduction-meaning and scope -Limitations -Linear Programming Problem – Formulation of LPP – Solution by Graphical Method Solution.

NOTE: Distribution Of Marks: Theory 20%, Problem 80%.

TEXT BOOK

Navnitham. P.A.(2012) - “Business mathematics and statistics”, Jai publishers, Trichy.

Unit - I	Chapter 1	Page: 1-29
Unit - II	Chapter 3	Page: 104-126
Unit -III	Chapter 2	Page: 43-60
Unit -IV	Chapter 4	Page: 147-175
Unit -V	Chapter 9	Page: 328-345

REFERENCE BOOKS:

1. Sundaresan and Jayaseelan, (2013)- “ Introduction to Business Mathematics”, Sultan chand Co& Ltd, Newdelhi.
2. Sanchetti, D.C and Kapoor, V.K.(2011)- “ Business Mathematics” , Sultan chand Co& Ltd, Newdelhi.
3. G.K.Ranganath, C.S.Sampamgiram and Y.Rajan(1998)-“A Text book Business Mathematics-Himalaya Publishing House.

WEB REFERENCES:

- 1.<https://www.youtube.com/watch?v=xFAwNmQ5nX8>
- 2.<https://youtu.be/pn2Fx9-G1Ds>

3. <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjgnuGA9JbzAhVNgUsFHQ88BngQFnoECAyQAQ&url>

4. <https://www.slideshare.net/FEShubina/Fset-theory&usg=AOvVaw00ArORMHl7hXEse-TTPj>

5. <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwiQj5ek9JbzAhUYXSsKHWDJBh4QFnoECDQQAQ&url=https://www.craftonhills.edu/current-students/tutoring-center/mathematics-tutoring/matrices-cramers.pdf&usg=AOvVaw0eqkDuobliESS3V0IVLKs>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core :IV Practical: I	23BAU04	FUNDAMENTALS OF COMPUTERS	48	2

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
FIRST &SECOND	I&II	40	60	100

PREAMBLE:

To equip the students with basic computer knowledge

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Use libre office programs to create personal, academic and business documents following current professional and industry standards	K1
CO2	Create scientific and technical documents incorporating equations, images, charts, tables	K2
CO3	Develop technical presentations which use charts, tables, images, visual aids to share data	K3
CO4	Build spreadsheets to perform calculations using formulae, built in functions and display datas using charts and tables	K4
CO5	Design and construct databases to store, extract and analysedatas.	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	0	0
CO2	9	9	9	9	3	3	0
CO3	9	9	3	3	0	3	3
CO4	9	9	3	1	1	9	3
CO5	9	3	1	0	9	3	9
Total Contribution of COs to POs	45	39	25	22	16	18	15
Weighted Percentage of COs Contribution to POs	2.60	2.79	2.14	2.25	2.01	3.17	2.37

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Introduction (10 Hours)

Introduction to libre office writer: short cuts—document types—working with documents, Introduction to libre office calc — spread sheet & its applications — opening spread sheet—shortcuts working with spreadsheets, introduction to libre office impress — opening new presentation — different presentation templates— setting backgrounds — selecting presentation layouts, introduction to libre office base—data base concepts— tables—queries—reports.

UNIT – II: Ms Word or libre office writer (10 Hours)

Text formatting usage of numbering, bullets, footer and header. – Usage of spell check and find & Replace – Picture insertion and alignment – Mail merge concepts.

UNIT – III: Ms-Excel or Libre office calc (10 Hours)

Cell editing – Usage of formulae and built-in functions-Data sorting (both number and alphabets) - Filters – Drawing graphics.

UNIT – IV: Power point or libre office impress (10 Hours)

Inserting clip arts and pictures – Insertion of new slides – Preparation of organization charts –Usage of design templates.

UNIT – V: Ms-access or libre office base (8 Hours)

Creating a table - Queries operation – Create a report – Sorting.

WEB REFERENCE:

1. <https://sites.pitt.edu/~poole/libreofficeTutorials/libreofficeBackcover.pdf>
2. <https://www.youtube.com/watch?v=4RiUYjIZEug>
3. <https://www.youtube.com/watch?v=gKfSit0umuA>
4. <https://www.youtube.com/watch?v=vR7yVoPn2bs>
5. <https://www.youtube.com/watch?v=ekMNTktguik>
6. <https://www.youtube.com/watch?v=XsEGn5YSUws>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – IV	Foundation: I	21FCU01	ENVIRONMENTAL STUDIES	24	2

Contact hours per week: 2

Year	Semester	Internal Marks	External Marks	Total Marks
FIRST	I	50	--	50

PREAMBLE:

To bring about an awareness of a variety of environmental concerns and to create a pro-environmental attitude and a behavioural pattern in society that is based on creating sustainable lifestyle

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Define environment, ecosystem, biodiversity, environmental pollution and social issues.	K1
CO2	Explain the natural resources, types of ecosystem, geographical classification of India, causes of environmental pollution and the problems related to the society.	K2
CO3	Identify the information related to environment and the resources to protect it.	K3
CO4	Analyze the classification of natural resources, energy flow in the ecosystem, threats to biodiversity, disaster management and the role of information technology in environment and human health.	K4
CO5	Assess the environmental issues with a focus on sustainability.	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	3	3
CO2	9	9	9	9	3	1	3
CO3	9	9	9	9	1	1	3
CO4	9	9	9	9	1	1	3
CO5	9	9	3	3	1	1	3
Total Contribution of COs to POs	45	45	39	39	9	7	15
Weighted Percentage of COs Contribution to POs	2.60	3.22	3.34	4.00	1.13	1.23	2.37

Unit I: Multidisciplinary Nature of Environmental Studies: (4 Hours)

Environment: Definition, Components, Segments and Types. **Natural Resources:** Meaning, Components: (1. **Forest**-Meaning, Importance and Types 2. **Water**- Meaning, Types and Problems 3. **Mineral**- Meaning and Classification 4.**Food**-Meaning and Problems 5.**Energy**-Meaning, Forms and Types 6.**Land**- Meaning, Structure and Functions, Components), **Classification:** Renewable and Non-Renewable Resources, Role of an Individual in Conservation of Natural Resources.

Unit II (5 Hours)

Ecosystems – Definition, Features, Structure and Function of an Ecosystem, Producers, Consumers and Decomposers, Energy Flow in the Ecosystem (Water, Carbon, Nitrogen, Oxygen and Energy), Food Chains, Food Webs and Ecological Pyramids

Introduction Types, Characteristics Features, Structure and Function of the following Ecosystem:

- Forest Ecosystem
- Grassland Ecosystem
- Desert Ecosystem
- Aquatic Ecosystems (Ponds, Streams, Lakes, Rivers, Ocean, Estuaries)

Unit III (5 Hours)

Biodiversity and its Conservation-Introduction – Definition – Genetic, Species and Ecosystem Diversity, Biogeographical Classification of India -Value of Biodiversity – Consumptive Use, Productive Use, Social, Ethical, Aesthetic and Option Value- Biodiversity at Global, National and Local Levels- India as a Mega-Diversity Nation- Hot-Spots of Biodiversity- Threats to Biodiversity – Habitat Loss, Poaching of Wildlife, Man-Wildlife

Conflicts- Endangered and Endemic Species of India Conservation of Biodiversity – In-situ and Ex-situ and Conservation of Biodiversity.

Unit IV

(5 Hours)

Environmental Pollution: Definition, Causes, Effects, control measures and Prevention Acts for Air, Water, Soil, Noise, Thermal Pollutions and Nuclear Hazards. **Solid Waste Management:** Meaning, Causes, effects and control measures of urban and industrial wastes. **Disaster Management:** Meaning, Types of Disasters: floods, earthquake, cyclone and landslides. **Environmental Ethics:** Issues and possible solutions- Climate change, global warming, acid rain, ozone layer depletion, nuclear - accidents and holocaust. Consumerism and waste products, Public Awareness.

Unit V

(5 Hours)

Social Issues and the Environment: From Unsustainable to Sustainable development- Urban problems related to energy- Water conservation, rain water harvesting, watershed management- Resettlement and rehabilitation of people; its problems and concerns.

Human Population and the Environment: Population growth and distribution- Population explosion – Family Welfare Programme-Environment and human health- HIV/AIDS- Role of Information Technology in Environment and human health- Medical transcription and bio-informatics.

REFERENCE

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
4. Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
5. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001,
6. Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p
7. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
8. Down to Earth, Centre for Science and Environment (R)
9. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev.,
10. Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
11. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural
12. History Society, Bombay (R)
13. Heywood, V.H &Waston, R.T. 1995. Global Biodiversity Assessment, Cambridge Univ. Press 1140p.
14. Jadhav, H &Bhosale, V.M. 1995. Environmental Protection and Laws, Himalaya Pub. House, Delhi 284 p.
15. Mckinney, M.L. & School, R.M. 1996. Environmental Science systems &Solutions, Web enhanced edition. 639p.
16. Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
17. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
18. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
19. Rao M N. &Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ.Co. Pvt. Ltd. 345p.

20. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
 21. Survey of the Environment, The Hindu (M)
 22. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, BlackwellScience (TB)

SEMESTER: II

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part - III	Core: V	23BAU05	ECONOMICS THEORIES FOR MANAGERS	70	4

Contact hours per week: 5

Year	Semester	Internal Marks	External Marks	Total Marks
FIRST	II	25	75	100

PREAMBLE:

The purpose of this course is to provide students with a basic understanding of the economic theory and analytical tools that can be used to enhance the knowledge in managerial perspective.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Recall the definitions of economics theories for managers.	K1
CO2	Generalize the concepts of economics along with demand, supply, Production function, market structure and public sectors.	K2
CO3	Discover depth knowledge about scope and laws of economics along with the classification of various aspects.	K3
CO4	Differentiate the various elements of economic theories along with the market structure and government entities.	K4
CO5	Summarize the concept of elasticity and role of economics, market classification and public sector.	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	1	0
CO2	9	9	9	9	3	0	0
CO3	9	9	3	3	0	3	1
CO4	9	3	3	3	3	3	3
CO5	3	3	1	0	9	3	9
Total Contribution of COs to POs	39	33	21	24	18	10	13
Weighted Percentage of COs Contribution to POs	2.25	2.36	1.80	2.46	2.26	1.76	2.06

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Fundamental concepts in economics (12 Hours)

Introduction to Economics: Definition, nature and scope of economics – Micro and Macro Economics, Role of economics in decision making.

UNIT – II: Demand analysis and supply analysis (12 Hours)

Analysis: Meaning of demand, types of demand, law of demand, determinants of demand, demand function, elasticity of demand – price elasticity of demand, income elasticity of demand, cross elasticity of demand – Supply Analysis: Law of supply, supply schedule, supply curve, price elasticity of supply.

UNIT – III: Production Analysis (12 Hours)

Production function, types of production function, law of returns, law of variable proportions, law of increasing returns, law of constant returns, law of diminishing returns, returns to scale.

UNIT – IV: Market structures & pricing (12 Hours)

Market Structures: Meaning of market, classification of markets - pricing: pricing under perfect competition, imperfect competition, monopolistic market, oligopoly market, and duopoly market.

UNIT – V: Government and public sector in India**(12 Hours)**

Government and Business, performance of public enterprises in India, price policy in public utilities- Public sector: Meaning, goals, types and classification, evolution and objectives, role of public sectors in India.

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Dr. S. Sankaran	Business Economics	Margham Publications	2014

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Sundaram K.P & Sundaram E	Business Economics	Sultan Chand & Sons	1983
2.	V.G. Mankar	Business Economics	Macmillan India	1999
3.	P.L. Mehta	Managerial Economics	Sultan Chand & Sons	2013

WEB REFERENCE:

- <https://backup.pondiuni.edu.in/sites/default/files/Managerial%20Economics.pdf>
<https://m.youtube.com/watch?v=sbNUf-K4L1U>
- <https://gladtutor.com/business-economics-notes/>
- https://onlinecourses.swayam2.ac.in/cec19_cm02/preview
- <https://ocw.mit.edu/courses/sloan-school-of-management/15-988-system-dynamics-self-study-fall-1998-spring-1999/readings/economics.pdf>
- <https://nptel.ac.in/content/storage2/courses/110101005/downloads/Lecture%2019.pdf>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part - III	Core: VI	23BAU06	ORGANISATIONAL BEHAVIOUR AND COMMUNICATION	70	4

Contact hours per week: 5

Year	Semester	Internal Marks	External Marks	Total Marks
FIRST	II	25	75	100

PREAMBLE:

To study organizational behavior concepts, human behavior patterns, leadership and motivation, and organizational dynamics and it familiarizes with communication methods and letter presentation.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Define the conceptual framework of OB and its practical applications in the organisational setup.	K1
CO2	Explain the important issues pertaining to individual and group behaviour aspects in an organisation	K2
CO3	Evaluate the issues in OB, individual and group behaviour, leadership and organisational culture.	K3
CO4	Illustrates the required business communication skills for managing a business organisation.	K4
CO5	Relate the elements which influence the business communication skills and analyse the best expressions in business world.	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	0	0
CO2	9	9	9	9	3	1	0
CO3	9	9	9	3	3	3	1
CO4	9	3	1	3	3	3	3
CO5	9	1	1	0	9	3	9
Total Contribution of COs to POs	45	31	29	24	21	10	13
Weighted Percentage of COs	2.60	2.22	2.48	2.46	2.63	1.76	2.06

Contribution to POs							
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Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

Course Content

UNIT – I: INTRODUCTION TO ORGANISATIONAL BEHAVIOR (12 hours)

Organisational Behavior: Meaning, definition, nature, scope, fundamental concepts of OB, determinants of OB, models of OB – Contributing disciplines to OB – emerging issues and challenges in OB.

UNIT – II: INDIVIDUAL AND GROUP BEHAVIOUR (15 hours)

Personality: Meaning & Definition, Determinants of Personality, Personality Traits, Personality & OB. Perception: Meaning & Definition, Perceptual process, Importance of Perception in OB. Groups in organisation: Nature, Types, Group Cohesiveness & Group Decision Making- managerial Implications, Effective Team Building

UNIT III : DYNAMICS OF ORGANISATIONAL BEHAVIOUR (15 Hours)

Organisational Culture & Climate: Meaning, importance, types, methods for creation and changing the culture, impact of culture on organization effectiveness, Organization Climate: Meaning, Definition, and Factors Affecting Organization Climate. Organisational change: Meaning, Process, reasons for change, methods, resistance to change - types, managing resistance to change.

UNIT – IV: EFFECTIVE COMMUNICATION IN ORGANISATION (15 hours)

Communication: Meaning, Process, Importance, Types, Barriers to communication, Communication as a tool for improving Interpersonal Effectiveness .Communication medium: Verbal and Non Verbal Communication, communication through letters – need – functions – kinds of business letter –layout of business letters – enquiries and replies.

Unit V: SPECIMEN LETTER AND REPORT WRITING (15 hours)

Bank correspondence – Export and import correspondence, Preparation for Meeting: Circulars, notices, and preparing agenda & minutes of meeting. Application Letters: Resume preparation. Report writing: Importance, characteristics, structure of reports and kinds of reports – Modern Communication Methods: Internet – E-mail, E-Learning – Video Conferencing - SMS.

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	K.Aswathappa	Organisational Behaviour	Himalaya Publishing House	2016
2.	Rajendra Pal &	Essentials of	Sultan Chand &	2010

	J.S.Korlahalli	Business Communication	Sons	
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REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Udai Pareek	Understanding Organisational Behaviour	Oxford Higher Education	2010
2.	R.K Sharma & S.K. Gupta	Organisational Behaviour	Kalyani Publishers	2011
3.	UrmilaRaj	Business Communication	Himalaya Publishing House	2008
4.	M.S.Ramesh & Pattenshetty	Effective Business English and Correspondence	Sultan Chand & Sons	2010

WEB REFERENCE:

1. <https://www.iedunote.com/organizational-behavior>
2. <http://alumni.bpkihs.edu/download/k-aswathappa-organizational-behaviour>
3. <https://theintactone.com/2019/09/01/ccsubba-201-organizational-behavior/>
4. <https://www.slideshare.net/BabasabPatil/marketing-management-full-notes-mba-11624923>
5. https://www.icsi.edu/media/webmodules/CSEET/BUSINESS_COMMUNICATION_printable.pdf
6. <http://www.rapodar.ac.in/pdf/elearn/Business%20Communication%20Semester%20I%20notes.pdf>
7. <https://www.lsms.ac/public/uploads/YbBkW8F7LAVRLjc7RZJh9PVbojT8dkUv8DV0d4iF1YKVh8BBywd1575394856ZiK14FBsdZIJoy9O7Yp4gTlui0ioob62VKDTIEWmjzs8rkSeE.pdf>
8. <http://www.mim.ac.mw/books/Business%20Communication.pdf>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: VII	23BAU07	BUSINESS	72	4

	Allied: II		STATISTICS		
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Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
FIRST	II	25	75	100

Preamble

To enable the students to gain the knowledge about diagrams and graphs, measures of central tendency, time series, correlation and regression.

Course Outcomes

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	recall the formulae of mean, median, mode, correlation, regression and secular trend methods	K ₁
CO2	identify one and two dimensional diagrams, properties of correlation and regression, graphs of time series and types of averages	K ₂
CO3	draw trend line, regression line, graphs, one dimensional and two dimensional diagrams.	K ₃
CO4	analyze the time series, co-efficient of correlation and regression equations and relationship among mean, median, mode.	K ₄
CO5	evaluate the problems on correlation and regression , measures of central tendency, time series and graphs of time series	K ₅

K₁ - Remember; K₂ – Understand; K₃ - Apply; K₄ - Analyze; K₅ – Evaluate.

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

Pos\Cos	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	9	9	9	9	3	3	3
CO2	9	9	9	9	1	1	1
CO3	9	9	3	3	1	1	1
CO4	9	9	3	3	1	1	0
CO5	9	9	3	3	1	1	0

Total Contribution of Cos to POs	45	45	27	27	7	7	5
Weighted Percentage of Cos contribution to POs	2.60	3.22	2.31	2.77	0.88	1.23	0.79

Level of Correlation: 0 – No Correlation; 1 – Low; 3 – Medium; 9 – High between CO's and PO's

COURSE CONTENT:

UNIT –I: DIAGRAMS AND GRAPHS (15 Hours)

Diagrams - Rules for Constructions- Types of Diagrams-Drawing Diagrams in one dimensional, two dimensional. Graphs- Graphs of time series & Histograms – Graphs of frequency distribution (equal class-intervals only)

UNIT –II: MEASURES OF CENTRAL TENDENCY (15 Hours)

Meaning and definition-Types of averages -Arithmetic mean –Median – Mode

UNIT–III: CORRELATION (14 Hours)

Correlation Analysis – Meaning of correlation; Types of correlation -Scatter Diagram - Karl Pearson's coefficient of correlation - Spearman's rank correlation coefficient – Concurrent Deviation Method.

UNIT –IV: REGRESSION (14 Hours)

Simple linear regression- Meaning and uses - Differences between Correlation and regression - Two regression lines -Properties of Regression lines and Co-efficient.

UNIT –V: ANALYSIS OF TIME SERIES (14 Hours)

Analysis of Time Series:Definition – Uses - Methods of Secular Trend – Graphical Method – Method of Semi Averages – Method of Moving Averages – Method of Least squares.

NOTE: No derivation and proof, simple problems only.

TEXT BOOK

Navnitam. PA(2012) – “Business Mathematics and Statistics”, Jai Publishers, Trichy.

UNIT	CHAPTER	PAGE
I	VI	98-118, 124-134
II	VII	159 – 227
III	XII	503-539
IV	XIII	540-553,563-571
V	XIV	579-600

REFERENCE BOOKS:

1. Gupta S.P(2014) – “Statistical Methods” , Sultan Chand & Sons, New Delhi.
2. Vittal. P.R(2002) - Business Mathematics and Statistics, Margham publishers, Chennai.

WEB REFERENCES:

1. <https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/>
2. <http://www.pitt.edu/~super4/33011-34001/33851.ppt>
3. <https://www.itl.nist.gov/div898/handbook/pmc/section4/pmc4.htm>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – IV	Foundation: II	23FCU02	YOGA AND ETHICS	24	2

Year	Semester	Internal Marks	External Marks	Total Marks
FIRST	II	50	---	50

Contact hours per week: 2

Preamble:

To enable the learners to acquire the knowledge on basic yogasanas and values and practice them in real life.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	recollect the basic terminologies in yoga and value education	K1
CO2	Demonstrate the importance of yoga, mental exercises, principles of life and components of values.	K2
CO3	apply the techniques of dynamic & mental exercises and philosophical values in real life	K3
CO4	Classify the different types of asanas, stages of mind, analysis of thought, ethical values and social values.	K4
CO5	evaluate how the yoga and value education make a person strong both physically and mentally	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	3	1	1	3
CO2	9	9	9	3	3	1	3
CO3	9	9	9	3	3	3	3
CO4	9	9	9	3	3	3	3
CO5	9	9	9	3	3	3	3
Total Contribution of COs to POs	45	45	45	15	13	11	15
Weighted Percentage of COs Contribution to POs	2.60	3.22	3.85	1.54	1.63	1.94	2.37

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

As per UGC Notification

COURSE CONTENT:

UNIT- I:YOGA AND HEALTH

(5 Hours)

Theory:

Yoga-Meaning- Importance of Yoga – Pancha Koshas - Benefits of Yoga-General Guidelines.

Practice:

Dynamic Exercise- Surya Namaskar-Basic Set of Asanas-Pranayama &Kriya.

UNIT- II:ART OF NURTURING THE MIND

(5 Hours)

Theory:

Ten Stages of Mind-Mental Frequency – Methods for Concentration

Eradication of Worries- Benefits of Blessings- Greatness of Friendship- Individual Peace and World Peace

Practice: - Worksheet

UNIT- III: PHILOSOPHY AND PRINCIPLES OF LIFE

(5 Hours)

Purpose and Philosophy of Life- Introspection – Analysis of Thought - Moralization of Desires- Neutralization of Anger.

Vigilance and Anti- Corruption- Redressal mechanism - Urban planning and Administration.

Practice - Worksheet

UNIT- IV: VALUE EDUCATION (Part-I)**(5 Hours)**

Ethical Values: Meaning – Need and Significance- Types - Value education – Aim of education and value education

Components of value education: Individual values – Self discipline, Self Confidence, Self Initiative, Empathy, Compassion, Forgiveness, Honesty, Sacrifice, Sincerity, Self-control, Tolerance and Courage.

Practice - Worksheet

UNIT – V: VALUE EDUCATION (Part-II)**(4 Hours)**

Family Values

Constitutional or National values – Democracy, Socialism, Secularism, Equality, Justice, Liberty, Freedom and Fraternity.

Social values – Pity and probity, self control, universal brotherhood.

Professional values – Knowledge thirst, sincerity in profession, regularity, punctuality and faith.

Religious values – Tolerance, wisdom, character.

Practice - Worksheet

REFERENCE BOOKS:

- 1 Vethathiri Maharishi (2015), 'Yoga for human excellence' - Sri Vethathiri Publications.
2. Value Education for human excellence- study material by Bharathiar University.
3. Value Education - Study Material by P.K.R Arts College for Women

SEMESTER - III

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: VIII	23BAU08	HUMAN RESOURCE MANAGEMENT	72	4

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
SECOND	III	25	75	100

PREAMBLE:

To familiarize the students with concepts and principles of Human Resource Management.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Identify key terms, theories, concepts and practices of HRM	K1
CO2	Explain the competence to manage human resource functions within organisations.	K2
CO3	Apply innovative solutions that contribute to human resource management	K3
CO4	Analyze the current issues, trends, practices, and processes to solve human resource challenges.	K4
CO5	Evaluate the competence level that contributes to human resource management.	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	1
CO2	9	9	9	9	0	1	0
CO3	9	9	9	3	3	3	9
CO4	9	9	9	3	3	3	3
CO5	9	9	9	3	3	3	3
Total Contribution of COs to POs	45	45	45	27	18	10	16
Weighted Percentage of COs Contribution to POs	2.60	3.22	3.85	2.77	2.26	1.76	2.53

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Introduction

(12 Hours)

Personnel Management: Meaning, objectives, functions, role of personnel manager - personnel policies: types, formulation of personnel policies - difference between HRM and Personnel management HRM: Meaning, definition, objectives, functions, role of HR

manager. HR 4.0 – Meaning, difference between traditional HR and HR 4.0, benefits of HR 4.0, adaptation of HR 4.0.

UNIT – II: Human Resource Planning and Acquiring (15 Hours)

Human Resource Planning: Meaning, definition, process, factors influencing HRP, benefits Recruitment: Meaning, purpose, process, sources of recruitment - Selection: Meaning, process, factors affecting selection - Induction: Definition - contents of an induction program.

UNIT – III: Training and development (15 Hours)

Training: Meaning, definition, need for training, process, methods of training, difference between on the job and off- the job training. Development: Meaning, definition, process, methods of development, difference between training and development.

UNIT – IV: Performance appraisal and job change (15 Hours)

Performance Appraisal: Definition, techniques of performance appraisal, merits and demerits - Promotion: Definition, types of promotion, benefits of promotion and problems of promotion. Transfer: Definition, reasons for transfer, types of transfer - Demotion: Definition, reasons for demotion.

UNIT – V: Career planning and recent trends in HRM (15 Hours)

Career Planning: Meaning, concepts, stages in career planning - Recent trends in HRM: Computer applications in HRM, Human resource accounting and auditing.

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	K. Aswathappa	Human Resource Management	Tata Mc Graw Hill	2013

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	C.B.Gupta	Human Resource Management	Sultan Chand Sons	2012
2.	C.B.Mamoria	Personnel Management	Himalaya Pulishing House	2016
3.	Edwin Flippo	Personnel Management	Tata McGraw Hill	2008

WEB REFERENCE:

1. <https://borgenproject.org/topic-1-introduction-to-human-resources-management/>
2. <https://www.slideshare.net/preeti52/acquiring-human-resources>
3. <https://www.c2essentials.com/resources/the-five-steps-of-human-resources-planning/>
4. <https://www.toppr.com/guides/business-management-and-entrepreneurship/human-resource-management/training-and-development/>
5. <https://www.slideshare.net/Robinkhristi1/career-planning-13396874>.
6. <https://www.wtwco.com/en-IN/Insights/2020/05/hr-4-0-shaping-people-strategies-in-the-fourth-industrial-revolution>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: IX	23BAU09	PRODUCTION MANAGEMENT	72	4

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
SECOND	III	25	75	100

PREAMBLE:

To enable students understand the principles, practices and areas of application in shop floor management.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	State the basic concepts and theories of production management	K1
CO2	Comprehend the production management situations with their outcome.	K2
CO3	Relate production management concepts and their influence on business decisions.	K3
CO4	Break down the tools and techniques in production management to understand the insights.	K4
CO5	Summarize the evolution of the enterprise information system in the digital transformation era.	K5

K1 – Remember; **K2 – Understand;** **K3 – Apply;** **K4 – Analyze;** **K5 – Evaluate;**
K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	9	4	4
CO2	9	9	9	4	6	2	2
CO3	9	9	6	5	4	1	6
CO4	9	7	3	1	5	3	1
CO5	9	4	2	1	1	3	1
Total Contribution of COs to POs	45	38	27	20	25	13	14
Weighted Percentage of COs Contribution to POs	2.60	2.72	2.31	2.05	3.14	2.29	2.22

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Introduction (12 Hours)

Production Management: Meaning, definition, functions, elements of production, production process- Production System: Meaning, functions, types, advantages and disadvantages.

UNIT – II: Facilities location and layout (15 Hours)

Plant Location: Meaning, importance, factors influencing plant location. Classification of Sites for Industrial Unit: urban, rural, sub – urban – merits and demerits. Production Plant Layout: Definition, objectives, essentials of good layout, tools, types (advantages and disadvantages of each type).

UNIT – III: PPC and plant maintenance (15 Hours)

Production Planning and Control: Definition, objectives, importance, functions, tools of PPC, stages in PPC – Maintenance of Plant: Introduction and types.

UNIT – IV: Design of work system and purchase (15 Hours)

Work Study: Definition, components, importance, procedure, benefits – Method Study: Definition, objectives, procedure. TQM: Meaning, objectives, elements, benefits - ISO: Features, advantages, procedure for obtaining ISO.

UNIT – V: Trends in Industry 4.0**(15 Hours)**

Industry 4.0: Enterprise information systems (EIS) in production. Enterprise Resource Planning (ERP), Manufacturing Execution Systems (MES) – Basic concepts and applications.

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	K. Aswathappa	Production and operations Management	Himalaya Publishing House	2010

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Pannerselvam	Production and operations Management	Prentice hall of India	3 rd Edition
2.	B.S.Goyel	Production and Operations Management	PragatiPrakashan	2012
3.	M.M.Varma	Material Management	Sultan Chand & Sons	4 th Edition 2012

Web Reference:

1. An Overview of Next-generation Manufacturing Execution Systems: How important isMES for Industry 4.0? -
2. https://www.researchgate.net/publication/332600803_An_Overview_of_Next-generation_Manufacturing_Execution_Systems_How_important_is_MES_for_Industry_40

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: X Allied: III	23BAU10	TAXATION LAW & PRACTICE	72	4

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
SECOND	III	25	75	100

PREAMBLE:

The course aims to provide you with a sound understanding of the principles of taxation in relation to income tax for individuals and trading entities.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Know the basic principles underlying the Income tax Act and outline the computation of the income of assessee.	K1
CO2	Distinguish the direct and indirect tax and their legal importance.	K2
CO3	Apply the taxation law and practices to learn the specific factual situations of tax payments of a business.	K3
CO4	Analyse and evaluate the tax and GST implications of using various legal forms of business.	K4
CO5	Summarise various tax liabilities, in a clear manner, using statutory provisions.	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	5	6	9	6	4
CO2	9	9	5	5	6	3	2
CO3	9	9	6	3	3	1	2
CO4	9	3	4	3	2	1	3
CO5	9	6	3	2	1	1	2
Total Contribution of COs to POs	45	36	26	19	21	12	13
Weighted Percentage of COs Contribution to POs	2.60	2.58	2.23	1.95	2.63	2.11	2.06

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Introduction

(12 Hours)

General Principles of taxation, distinction between direct and indirect taxes, tax evasion, avoidance, cause, and remedies – Direct Taxes: Income Tax Act 1961, important

definitions, basis of charge, residential status, Income exempted from income tax, Heads of income.

UNIT – II: Salary (15 Hours)

Computation of income under salary. (Problems to be included).

UNIT – III: House property and business and profession (15 Hours)

Computation of income under house property and profits and gains of business, profession (problems be included), Income tax Authorities, duties and their powers

UNIT – IV: GST (15 Hours)

Overview of GST: Implementation of GST, Liability of the Tax Payer, GST Network, GST Council – Levy of GST: Introduction, composition scheme, remission of tax/duty- Registration: Introduction, registration procedure, important points, special persons, amendments /cancellation. Industry 4.0: application on digitalized indirect tax reporting and adopting global tax regulation for connecting enterprises – the physical-digital-physical loop.

UNIT – V: Central excise duty (15 Hours)

Central Excise Duty, objectives of excise duty, goods exempted from duty, customs duties, levy of import and export duty, types of import duty, exemption from customs duty, distinction between advalorem and specific duties.

Note: Theory and problems shall be distributed at 60% & 40% respectively.

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Bhagavathi Prasad	Income tax law & practice	Wishwaprakashan	2011
2.	Gaur & Narang	Income tax law & practice	Kalyani publications	2011
3.	Mehrothra	Income tax law & practice	Sathiyabhawan publication	2017
4.	Abhisheka, Rastogi	Professional's guide to GST	Taxmann	2018

WEB REFERENCE:

1. <https://www.icsi.edu/docs/webmodules/Publications/4.%20Tax%20Laws%20and%20Practice.pdf>
2. <http://kamarajcollege.ac.in/Department/Commerce/III%20Year/005%20Major%20Eleotive%20I%20-%20Income%20Tax%20Law%20&%20Practice%20I%20-%20V%20Sem.pdf>
3. <https://www.wirc-icai.org/images/material/BASICS-GST.pdf>

4. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-11-NEW-GST-Revised.pdf>
5. https://taxguru.in/wp-content/uploads/2013/07/CE-Made-Simple-taxguru.in_.pdf
6. <https://m.youtube.com/watch?v=Ysk5IIKvm7g>
7. <https://www2.deloitte.com/us/en/insights/focus/industry-4-0/why-global-tax-governance-is-critical-for-industry-4-0.html>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – IV	Non – Major Elective	23NMU01A/ 23NMU01B	INDIAN WOMEN AND SOCIETY/ ADVANCED TAMIL	24	2

Contact hours per week: 2

Year	Semester	Internal Marks	External Marks	Total Marks
SECOND	III	50	--	50

PREAMBLE:

To familiarize students with the specific cultural contexts of women in India

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	know women status in Indian society as an academic discipline	K1
CO2	interpret the various roles of women, challenges and issues faced by them in the society	K2
CO3	find out solutions to their legal issues and protect themselves from the violence against women emphasize on women entrepreneurship for their empowerment	K3
CO4	critically analyze the lifestyle and challenges of women	K4
CO5	discuss the importance of women health and issues related to women in general	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	3	0	3
CO3	9	9	9	9	9	9	9

CO4	3	3	3	9	9	9	9
CO5	3	3	1	1	1	9	9
Total Contribution of COs to POs	33	33	31	37	22	27	30
Weighted Percentage of COs Contribution to POs	1.90	2.36	2.65	3.79	2.76	4.75	4.75

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

Unit 1: Historical Background (5 Hours)

History of Women's status from Vedic times, Women's participation in India's Pre and Post Independence movement and Economic Independence, fundamental rights and importance of women in Modern Society

Unit 2: Role of Women (Challenges & Remedies) (5 Hours)

Women in Family, Agriculture, Education, Business, Media, Defense, Research and Development, Sports, Civil Services, Banking Services, Social Work, Politics and Law

Unit 3: Women and Health (5 Hours)

Women and health issues, Malnutrition, Factors leading to anemia, Reproductive maternal health and Infant mortality, Stress

Unit 4: Issues of Women (5 Hours)

Women's issues, Dowry Related Harassment and Dowry Deaths, Gender based violence against women, Sexual harassment, Loopholes in Practice to control women issues

Unit 5: Women Empowerment (4 Hours)

Meaning, objectives, Problems and Issues of Women Empowerment, Factors leading to Women Empowerment, Role and Organization of National Commission for Women, Central and State Social Welfare Board for Women Empowerment, Reality of women empowerment in the era of globalization

REFERENCE BOOKS:

S.No	Authors	Title	Publishers	Year of Publication
1	Mala Khullar	Writing the Women's Movement: A Reader	Zubaan	2005
2	IAWS	The State and the Women's Movement in India	IAWS, Delhi	1994

3	Kosambi,Meera	Crossing Thresholds: Feminist Essays in Social History	Permanent Black	2007
4	TRowbotham, Sheila	Hidden from History: Women's Oppression and the Fightagainst It	Pluto Press, London	1975
5	Susheela Mehta	Revolution and the Status of Women	Metropolitan Bookco.pvt ltd, New Delhi	1989

SEMESTER - IV

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XI	23BAU11	FINANCIAL MANAGEMENT	72	5

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
SECOND	IV	25	75	100

PREAMBLE:

To enable the students gain insights into the various concepts about information systems and their subsequent management in an organization.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Name the basic concepts of management information system	K1
CO2	Understand the basic concepts and technologies of a computer system which support the management information system.	K2
CO3	Interpret the structure of MIS and challenges involved in MIS.	K3
CO4	Analyse the benefits of EDI in MIS using internet, intranet, extranet, client server applications.	K4
CO5	Summarize the E- Business models and applications of MIS.	K5

K1 – Remember;K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	0	0
CO2	9	9	9	9	3	1	0
CO3	9	9	9	3	3	3	1
CO4	9	3	1	3	3	3	3
CO5	9	1	1	0	9	3	9
Total Contribution of COs to POs	45	31	29	24	21	10	13
Weighted Percentage of COs Contribution to POs	2.60	2.22	2.48	2.46	2.63	1.76	2.06

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Foundation of management information system (12 Hours)

MIS: Definition, Objectives of MIS, characteristics, applications of MIS, benefits and limitations of MIS, success and failure of MIS- differences between data and information.

UNIT – II: Types of Information System (15 Hours)

Transaction Processing Systems, Management Information Systems, Decision Support Systems, Executive Information Systems.

UNIT – III: Structure of MIS (15 Hours)

Managing information resources, planning and implementing change, integrating business change with IT, controlling of information system, security and ethical challenges in managing IT.

UNIT – IV: Electronic Data Interchange (15 Hours)

EDI & types - Web EDI: LAN, WAN, difference between internets, intranet, extranet. Mobile EDI. Introduction to client server.

UNIT – V: INTRODUCTION TO E-BUSINESS using MIS (15 Hours)

E-BUSINESS MODEL: Framework for E-commerce, Application services and transaction Models – B2C Transactions, B2B Transactions, Intra-Organisational Transactions. MIS industry 4.0: Consumer oriented Application: Finance and Home Banking, Home shopping, Home Entertainment, social challenges of information technology.

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	O'Brien.J.A, Marakas	Management Information Systems	McGrawHill	2011

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Goyal	Management Information System	Macmillan	4 th Edition
2.	LaudonandLaundon	Management Information System	Pearson	11 th Edition
3.	W.S. Jawadekar	Management Information System	Tata Mc Gra-Hill	2002
4.	S. Sadogopan.PHI	Management Information Systems	ISBN 81 – 20311809	1998Edn
5.	G.R. Murdick PHI	Information Systems for modern management	2 nd Edition	

WEB REFERENCE:

- <http://repositori.uji.es/xmlui/bitstream/handle/10234/46625/s63.pdf?sequence=1&isAllowed=y>
- <https://egyanagar.osou.ac.in/download-slm.php?file=DIM-07-BLOCK-04-1520928242.pdf>
- http://bvksnewindia.com/downloads/MIS_Short_Notes.pdf
- <https://www.ece.uvic.ca/~itraore/elec567-13/notes/dist-03-4.pdf>
- <https://nptel.ac.in/courses/110/105/110105148/>
- <https://nptel.ac.in/courses/122/105/122105022/>
- <https://www.youtube.com/watch?v=TzgJHgi7sFY>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XII	23BAU12	MARKETING MANAGEMENT	60	4

Contact hours per week: 5

Year	Semester	Internal Marks	External Marks	Total Marks
SECOND	III	25	75	100

PREAMBLE:

To make the students to understand the insights about marketing environment and its implications in business world.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Recall the key terms and its definitions in Marketing management	K1
CO2	Explain the concepts of marketing management	K2
CO3	Relate the concepts of Advertising and sales promotions in marketing environment, physical distribution	K3
CO4	Analyze the segments of markets, product mix consumer buying behaviour and pricing policies	K4
CO5	Compare micro and macro environments in market, approaches of marketing, recent trends in marketing	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	3	0
CO2	9	9	9	9	3	1	0
CO3	9	9	9	3	3	1	1
CO4	9	3	1	3	3	3	1
CO5	9	1	1	9	3	1	9
Total Contribution of COs to POs	45	31	29	33	21	9	11
Weighted Percentage of COs Contribution to POs	2.60	2.22	2.48	3.38	2.63	1.58	1.74

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Introduction (12 Hours)

Market: Meaning & definition, classification of markets, Evolution of Marketing - Marketing: Definition, scope, functions, importance, concepts, approaches to marketing, roles & responsibilities of marketing manager - Marketing Management: Meaning & definition, characteristics, functions, frame work of marketing department.

UNIT – II: Marketing Environment and Segmentation (12 Hours)

Marketing Environment: Meaning, factors affecting micro & macro environments- Market Segmentation: Meaning, definition, criteria, bases and requisites of sound market segmentation - Consumer Buying Behaviour: Meaning, process, types, categories that affect the buying decision process.

UNIT – III: Product Mix (12 Hours)

Marketing Mix - Product Mix: The Product, characteristics, benefits, classifications, consumer goods, industrial goods, new product development process, failure of new product, product life cycle.

UNIT – IV: Physical Distribution (12 Hours)

Pricing: Objectives, factors influencing pricing policy and methods of pricing, kinds of pricing- Physical Distribution: Meaning, factors affecting channel selection, types of marketing channels - Promotion: Meaning and significance of promotion.

UNIT – V: Promotional Mix & Channel of Distribution (12 Hours)

Meaning & definition, objectives, functions, kinds, causes of failure of advertising - Sales Promotion: Definition, objectives, effectiveness of sales promotion, kinds-Recent trends in Marketing with respect to industry 4.0, IOT applications in media, marketing and advertisement.

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Philip kotler	Marketing Management	Pearson Education	2017

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	RajanSaxena	Marketing Management	Tata McGraw Hill	2017

2.	C.B.Gupta	Marketing Management	Sultan Chand Sons	2015
3.	M. Govindarajan	Marketing Management: Concepts, cases, challenges and trends	Prentice Hall India	2007

WEB REFERENCE:

1. <http://mpbou.edu.in/slm/mba1p6.pdf>
2. <http://www.himpub.com/documents/Chapter903.pdf>
3. <https://nptel.ac.in/courses/110/104/110104068/>
4. <https://www.youtube.com/watch?v=eOPT0W8E8G4>
5. https://www.youtube.com/watch?v=Io_mSvKptdc
6. <http://www.uop.edu.pk/ocontents/marketing%20mix.pdf>
7. <http://ppup.ac.in/download/econtent/pdf/Sales%20Promotion%20&%20Advertising.pdf>
8. <https://blog.bosch-si.com/industry40/industry-40-iot-market-trends/>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XIII Allied: IV	23BAU13	BUSINESS LAW	72	4

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
SECOND	IV	25	75	100

PREAMBLE:

To have an in-depth knowledge in basic concepts of Business Law and provides an introduction to law from a business perspective.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Recall the different acts for enabling business	K1
CO2	Explain the legal liability arising in the business environment through the Acts.	K2

CO3	Evaluate the legal protection through these Acts.	K3
CO4	Analyze various provisions in the Law of Contract, Sale of good Act, Agency, Negotiable Instruments Act and consumer Protection Act.	K4
CO5	Interpret the rights given to consumers through these Acts in Business environment.	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	9	3	9
CO2	9	9	9	9	9	3	9
CO3	9	9	9	9	9	3	9
CO4	9	9	9	3	9	3	9
CO5	9	9	9	3	9	3	9
Total Contribution of COs to POs	45	45	45	24	45	15	45
Weighted Percentage of COs Contribution to POs	2.60	3.22	3.85	2.46	5.65	2.64	7.12

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Law of contract 1872 (12 Hours)

Law of Contract 1872: Definition & nature of contract, types of contract, essential elements of contract: offer & acceptance, consideration & capacity to contract, free consent, legality of object & consideration, contingent contract, quasi contract, discharge of contract, remedies for breach of contract.

UNIT – II: Sale of goods act 1930 (15 Hours)

Sale of Goods Act 1930: Definitions of Formation of contracts of sale, goods and their classification, price, conditions and warranties, transfer of property in goods,

performance of the contract of sale, unpaid seller and his rights, sale by auction, hire purchase agreement.

UNIT – III: Creation of agency (15 Hours)

Creation of agency: Classification of agents, relations of principal and agent, delegation of authority, relation of principal with third parties, personal liability of agent, Termination of agency.

UNIT – IV: Negotiable instruments act 1881 (15 Hours)

Negotiable Instruments Act 1881: Definition of negotiable instruments, features, promissory note, bill of exchange and cheque, holder and holder in the due course, crossing of a cheque, types of crossing, negotiation, dishonour and discharge of negotiable instrument.

UNIT – V: Consumer protection act 1986 (15 Hours)

Consumer Protection Act 1986: Rights of a consumer, filing of appeals at the district level, state level, national level, Intellectual Property Rights, meanings, patent rights, trademarks, copy rights, plagiarism.

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	D.Kapoor	Business Law	Sultan chand& sons	2008

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	S.S.Gulshan	Mercantile Law	Excel books	2001
2.	P.R.Chadha	Business Law	Galgotia publishing	2007
3.	M.C.Kuchhal	Mercantile Law	Vikas publishing pvt ltd	2009

WEB REFERENCE:

1. <https://legislative.gov.in/sites/files/A1872-09>
2. <https://www.legalserviceindia.com/laws/contracts>
3. https://legislative.gov.in/sites/default/files/A1930-3_0.pdf
4. <https://www.toppr.com/guides/business-laws-cs/indian-contract-act-1872/creation-of-agency/>

5. <https://financialservices.gov.in/sites/default/files/Negotiable%20Instruments%20Act1881.pdf>
6. http://ncdrc.nic.in/bare_acts/Consumer%20Protection%20Act-1986.html

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part - IV	Skill Enhancement: I	23SEBAU01	COMMUNICATION SKILLS FOR EXECUTIVES (PROJECT & VIVA-VOCE)	36	2

Contact hours per week: 3

Year	Semester	Internal Marks	External Marks	Total Marks
SECOND	IV	50	--	50

PREAMBLE:

To develop the interpersonal skills, communication, correct pronunciation, voice modulation and business etiquettes

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Know the skills required for budding managers.	K1
CO2	Comprehend the skills required for business.	K2
CO3	Apply the skills to communicate well in the business environment.	K3
CO4	Infer the implications of the skills for good communication	K4
CO5	Evaluate the vocabulary, listening, speaking, reading and writing skills for better presentation of business reports and for good communication.	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	3	9	0	9
CO2	9	9	3	3	9	1	9
CO3	9	9	0	3	9	3	9
CO4	9	9	0	0	9	3	9

CO5	9	9	0	0	9	3	9
Total Contribution of COs to POs	45	45	6	9	45	10	45
Weighted Percentage of COs Contribution to POs	2.60	3.22	0.51	0.92	5.65	1.76	7.12

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Vocabulary building (5 Hours)

Vocabulary building: Explain abstract words, words often to confuse, abbreviations, idioms and phrasal verbs, one word substitution, business terms.

UNIT – II: Reading skills (7 Hours)

Reading: Newspaper reading on daily basis, practice louder reading and other members in listening mode, purpose of reading, types of reading; techniques for effective reading, book review, allow students to select a novel or autobiography or self - improvement or short stories book

UNIT – III: Listening skills (8 Hours)

Write an essay on the ART OF LISTENING in your own word, list the qualities for a good listener, illustrate the difference between hearing and listener, enumerate the types of listeners, list and comprehend the common barriers to the listening process, identify measures to improve your listening and practice too them.

Listening exercises : Listen from movie clips, news items,(with sub-titles), Business News Channels such as Bloomberg, UTV, CNN IBN, India Today, NDTV 24x7, NDTV Profit, News9, News X, Times Now, Listen to inspiring speeches by great personalities.

UNIT – IV: Speaking skills (5 Hours)

- Conversation Skills
- Interview Skills
- Presentation Skills
- Public Speaking
- Role Play
- Debate
- Group Discussion

UNIT – V: Writing skills**(11 Hours)**

Form filling: Railway ticket booking with specimen of reservation/cancellation slip, banking transaction slips sample specimen copy collect and paste (forms for account opening, pay-in-slips, purchase of DDs, RTGS/NEFTs). Difference between resume and curriculum vitae-Styles and layouts of a Resume: Contents of Good Resume, Guidelines for Writing Resume, Different Types of Resumes, designing covering letter, Reason for a Cover Letter to Apply for a Job , Format of Cover Letter.

List the environmental issues of an industry of your choice operating in your region - Visit a few e-com websites and note down the appealing features and negative impressions in the SDRN.

WEB REFERENCE:

1. <https://www.geektonight.com/business-communication-pdf-notes/>
2. <https://www.slideshare.net/raiuniversity/bba-i-eclsu3reading-comprehension>
3. <https://bbamantra.com/listening/>
4. <https://www.slideshare.net/prakasraja/communication-skills-ppt>
5. <https://www.slideshare.net/maahwash/writing-skills-presentation-for-bba>
6. <https://www.slideshare.net/tigerjayadev/communication-and-its-importance-53791690>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – IV	Ability Enhancement: II	23AEU02	CONSUMER RIGHTS	24	2

Contact hours per week: 3

Year	Semester	Internal Marks	External Marks	Total Marks
THIRD	IV	50	--	50

PREAMBLE:

This paper seeks to familiarize the students with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Memorize the procedure of redress of consumer complaints, and the role of different agencies in	K1

	establishing product and service standards	
CO2	Explain the Consumer Protection Law in India	K2
CO3	Impart sound practical grounding about the practice of consumer law and the procedure followed	K3
CO4	Evaluate the regulations and legal actions that helps to protect consumers	K4
CO5	Analyse the knowledge and skills needed for a career in this field	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	1
CO2	9	9	9	9	1	0	1
CO3	9	9	9	3	3	1	1
CO4	9	3	1	1	3	3	3
CO5	9	1	3	0	9	9	9
Total Contribution of COs to POs	45	31	31	21	17	13	15
Weighted Percentage of COs Contribution to POs	2.60	2.22	2.65	2.15	2.13	2.29	2.37

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

Unit 1: Conceptual Framework

(5 Hours)

Consumer and Markets: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology. **Experiencing and Voicing Dissatisfaction:** Consumer buying process, Consumer Satisfaction/dissatisfaction-Grievances-complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Complaint Handling Process: ISO 10000 suite

Unit 2: The Consumer Protection Law in India

(5 Hours)

Objectives and Basic Concepts: Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice, and restrictive trade practice.

Organizational set-up under the Consumer Protection Act: Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District

Forums, State Commissions, and National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

Unit 3: Grievance Redressal Mechanism under the Indian Consumer Protection Law (5 Hours)

Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal; Offences and penalties. **Leading Cases decided under Consumer Protection law by Supreme Court/National Commission:** Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

Unit 4: Role of Industry Regulators in Consumer Protection (5 Hours)

- i. Banking: RBI and Banking Ombudsman
- ii. Insurance: IRDA and Insurance Ombudsman
- iii. Telecommunication: TRAI
- iv. Food Products: FSSAI
- v. Electricity Supply: Electricity Regulatory Commission
- vi. Real Estate Regulatory Authority

Unit 5: Contemporary Issues in Consumer Affairs (4 Hours)

Consumer Movement in India: Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings.

Quality and Standardization: Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance; Role of International Standards: ISO an Overview

Note: Unit 2 and 3 refers to the Consumer Protection Act, 1986. Any change in law would be added appropriately after the new law is notified

Suggested Readings:

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007) *Consumer Affairs*, Universities Press.
2. Choudhary, Ram Naresh Prasad (2005). *Consumer Protection Law Provisions and Procedure*, Deep and Deep Publications Pvt Ltd.

3. G. Ganesan and M. Sumathy. (2012). *Globalisation and Consumerism: Issues and Challenges*, Regal Publications
4. Suresh Misra and Sapna Chadah (2012). *Consumer Protection in India: Issues and Concerns*, IIPA, New Delhi
5. Rajyalaxmi Rao (2012), *Consumer is King*, Universal Law Publishing Company
6. Girimaji, Pushpa (2002). *Consumer Right for Everyone* Penguin Books.
7. E-books :- www.consumereducation.in
8. Empowering Consumers e-book,
9. ebook, www.consumeraffairs.nic.in
10. *The Consumer Protection Act, 1986 and its later versions.* www.bis.org

Articles

1. Misra Suresh, (Aug 2017) "Is the Indian Consumer Protected? One India One People.
2. Raman Mittal, Sonkar Sumit and Parineet Kaur (2016) *Regulating Unfair Trade Practices: An Analysis of the Past and Present Indian Legislative Models*, Journal of Consumer Policy.
3. Chakravarthy, S. (2014). *MRTTP Act metamorphoses into Competition Act*. CUTS Institute for Regulation and Competition position paper. Available online at www.cuts-international.org/doc01.doc.
4. Kapoor Sheetal (2013) "Banking and the Consumer" *Akademias* (ISSN 2231-0584)
5. Bhatt K. N., Misra Suresh and Chadah Sapna (2010). *Consumer, Consumerism and Consumer Protection*, Abhijeet Publications.
6. Kapoor Sheetal (2010) "Advertising-An Essential Part of Consumer's Life-Its Legal and Ethical Aspects", *Consumer Protection and Trade Practices Journal*, October 2010.
7. Verma, D.P.S. (2002). *Regulating Misleading Advertisements, Legal Provisions and Institutional Framework*. Vikalpa. Vol. 26. No. 2. pp. 51-57.

Periodicals

1. *Consumer Protection Judgments (CPJ)* (Relevant cases reported in various issues)
2. Recent issues of magazines: *International Journal on consumer law and practice*, National Law School of India University, Bengaluru
3. '*Consumer Voice*', Published by VOICE Society, New Delhi.

Websites:

www.ncdrc.nic.in

www.consumeraffairs.nic.in

www.iso.org.

www.bis.org.in

www.consumereducation.in

www.consumervice.in

www.fssai.gov.in

www.cercindia.org

SEMESTER - V

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XIV	23BAU14	SERVICES MARKETING	72	4

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
THIRD	V	25	75	100

PREAMBLE:

To impart the deeper knowledge in services marketing concepts.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Recall the concepts in service marketing	K1
CO2	Explain the characteristics, role of technology, importance of SQ, distribution methods in service marketing	K2
CO3	Show the reasons for growth, positioning of services, key factors for closing the gap, augmented marketing mix	K3
CO4	Analyze the difference between goods and services, service marketing triangle, measuring SQ, financial services	K4
CO5	Summarize the segmentation strategies, services types, SERVQUAL model, 7p's of marketing and marketing of different services	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate;

K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	3	0

CO2	9	9	9	9	3	1	0
CO3	9	9	9	3	3	1	1
CO4	9	3	1	3	3	3	1
CO5	9	1	1	9	3	1	9
Total Contribution of COs to POs	45	31	29	33	21	9	11
Weighted Percentage of COs Contribution to POs	2.60	2.22	2.48	3.38	2.63	1.58	1.74

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Marketing of services (12 Hours)

Services Marketing: Meaning, concepts of services, reasons for growth in service sector, types, characteristics, difference between goods and services.

UNIT – II: Positioning and segmentation of services (15 Hours)

Service marketing Triangle: Internal marketing, external marketing, inter active marketing, role of technology in services marketing – Service marketing strategies: Segmentation, targeting and positioning of services.

UNIT – III: Service quality (15 Hours)

Service quality: Definition, importance of service quality, developing service quality, measuring service quality – SERVQUAL model, key factors and strategies for closing the gap.

UNIT – IV: Service marketing mix 7 P's (15 Hours)

Service marketing mix: Product decisions, pricing strategies and tactics, promotion of services, placing or distribution methods for services – additional dimensions in services: people, physical evidence and process.

UNIT – V: Marketing of service with special reference (15 Hours)

Financial services, Health services, Hospitality services including Travel, Hotels and Tourism, Communication services and Educational services.

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Zeithaml V A	Services Marketing	McGraw Hill Edn India	2016

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	RajendraNargundkar	Services Marketing	Mc Graw Hill Edn (India) p ltd	2013
2.	R.Srinivasan	Services Marketing	PHI Learning	2014
3.	Rama Mohana Rao. K	Services Marketing	Pearson Education	2015

WEB REFERENCE:

1. [https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.cusb.ac.in/images/cusbfiles/2020/el/cbs/MCCOM2003C04%2520\(Business%2520Research%2520Methods\)Resarch_Methodology_C_R_Kothari.pdf&ved=2ahUKEwjFi4fs07XyAhVl7XMBHclNC5wQFnoECBoQAQ&usg=AOvVaw0RkjRy5y0vmqVfID5KLEw&cshid=1629120843238](https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.cusb.ac.in/images/cusbfiles/2020/el/cbs/MCCOM2003C04%2520(Business%2520Research%2520Methods)Resarch_Methodology_C_R_Kothari.pdf&ved=2ahUKEwjFi4fs07XyAhVl7XMBHclNC5wQFnoECBoQAQ&usg=AOvVaw0RkjRy5y0vmqVfID5KLEw&cshid=1629120843238)
2. <https://indiafreenotes.com/bba306-research-methodology/>
3. <https://www.slideshare.net/vicksy02/test-of-significance-in-statistics>
4. <https://alison.com/course/introduction-to-research-methods-and-frameworks>
5. <https://www.iedunote.com/research-methods>
6. <https://www.formpl.us/blog/research-report>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XV	23BAU15	RESEARCH METHODS FOR MANAGEMENT	72	5

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
THIRD	V	25	75	100

PREAMBLE:

To develop a research orientation among students and to acquaint them with fundamentals of research methods.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Outline the basic frame work of research process	K1
CO2	Infer the significance of research, types of hypothesis and data, concepts of parametric tests and interpretation.	K2
CO3	Demonstrate the types of research, procedure for testing hypothesis, methods used for data collection and data preparation process.	K3
CO4	Select the research problem, sample design, tools for data collection, statistical testing and types of reports.	K4
CO5	Evaluate the problems in research, types of sample design, data preparation process, tools for analysis and report preparation.	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	1	0
CO2	9	9	9	9	3	0	0
CO3	9	9	3	3	0	3	1
CO4	9	3	3	3	3	3	3

CO5	3	3	1	0	9	3	9
Total Contribution of COs to POs	39	33	21	24	18	10	13
Weighted Percentage of COs Contribution to POs	2.25	2.36	1.80	2.46	2.26	1.76	2.06

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Introduction about research (12 Hours)

Research: Meaning, objectives, scope, significance, types of research, Research process, Characteristics of good research – Research problem: Meaning, selecting the problem, techniques involved in defining a problem, problems encountered by researchers in India.

UNIT – II: Hypothesis & scaling techniques (15 Hours)

Hypothesis: Meaning, sources, types and procedure for testing hypothesis - measurement: meaning, need, errors in measurement, tests of sound measurement techniques of measurement – Scaling techniques: Meaning, types of scales, scale construction techniques – Sampling Design: meaning, steps in sampling–criteria for good sample design – types of sample designs: probability and non-probability sampling.

UNIT – III: Data collection & data preparation (15 Hours)

Data Collection: Types of data, sources, tools for data collection, methods of data collection, constructing questionnaire – Data preparation process: editing, coding, tabulation, questionnaire checking, graphical representation of data (line, bar, pie), data cleaning, and data adjusting.

UNIT – IV: Parametric and non-parametric tests (15 Hours)

Test of significance: Parametric tests: Chi-square, T-Test, F Test and Z Test (concepts & simple problems only) - Non-parametric test: sign test, U test, Runs test, Spearman's rank correlation (concepts only). Introduction to SPSS and Tableau.

UNIT – V: Interpretation and report writing (15 Hours)

Interpretation: Meaning, techniques of interpretation – Report writing: significance and steps, layout of report, types of reports, mechanics of writing research report, precautions for writing report - norms for using tables, chart and diagrams – Appendix: Norms for using Index and Bibliography.

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	C.R.Kothari	Research Methodology: Methods and Techniques	Newsage	2015

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	K.V.Rao	Research Methodology in Commerce and Management	Sterling	2001
2.	Wilkinson Bhadarkar	Methodology &Techniques Of Social Research	Himalaya Publishing House	2003

WEB REFERENCE:

- [https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.cusb.ac.in/images/cusb-files/2020/el/cbs/MCCOM2003C04%2520\(Business%2520Research%2520Methods\)Research_Methodology_C_R_Kothari.pdf&ved=2ahUKEwjFi4fs07XyAhVI7XMBHcINC5wQFnoECBoQAQ&usg=AOvVaw0RkjRy5y0vmqVfID5KLEw&cshid=1629120843238](https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.cusb.ac.in/images/cusb-files/2020/el/cbs/MCCOM2003C04%2520(Business%2520Research%2520Methods)Research_Methodology_C_R_Kothari.pdf&ved=2ahUKEwjFi4fs07XyAhVI7XMBHcINC5wQFnoECBoQAQ&usg=AOvVaw0RkjRy5y0vmqVfID5KLEw&cshid=1629120843238)
- <https://indiafreenotes.com/bba306-research-methodology/>
- <https://www.slideshare.net/vicksy02/test-of-significance-in-statistics>
- <https://alison.com/course/introduction-to-research-methods-and-frameworks>
- <https://www.iedunote.com/research-methods>
- <https://www.formpl.us/blog/research-report>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XVI	23BAU16	ENTREPRENEURSHIP & PROJECT MANAGEMENT	60	4

Contact hours per week: 5

Year	Semester	Internal Marks	External Marks	Total Marks
THIRD	V	25	75	100

PREAMBLE:

To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CONumber	CO Statement	Knowledge Level
CO1	Identify the entrepreneurial environment and the basics of project management.	K1
CO2	Summarize the concepts of Entrepreneurship and project management	K2
CO3	Apply the techniques to the real entrepreneurial world and project environment.	K3
CO4	Analyse the process and procedures to become an entrepreneur and for managing a project.	K4
CO5	Evaluate the competence level for better entrepreneurship and project management.	K5

K1 – Remember; **K2 – Understand;** **K3 – Apply;** **K4 – Analyze;** **K5 – Evaluate;**
K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	9	3	3
CO2	9	9	9	6	9	1	3
CO3	9	9	6	6	6	0	6
CO4	9	9	3	1	6	3	1
CO5	9	3	1	0	1	3	0
Total Contribution of COs to POs	45	39	28	22	31	10	13
Weighted Percentage of COs Contribution to POs	2.60	2.79	2.40	2.25	3.89	1.76	2.06

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Entrepreneurial competence (12 Hours)

Entrepreneur: Meaning, definition, characteristics, classification of entrepreneurs, factors affecting entrepreneurial growth - Entrepreneurship: Meaning, definition, functions, factors influencing entrepreneurship, types, role of entrepreneurship in the economic development- Intrapreneur: Meaning, definition, characteristics, classification, role of intrapreneurs, entrepreneurs' vs. intrapreneurs

UNIT – II: Entrepreneur development programmes (EDPs) (12 Hours)

EDP: Concept, Need for EDP, Role of EDP, Course Content and Curriculum, Phases, Evaluation of EDPs – Institutional Support to Entrepreneurs: Central and State Level Institutions and role of MSME - Entrepreneurial Motivation: Introduction, factors, model for entrepreneurial motivation, motivation theories: Maslow's need theory and McClelland's needs theory of motivation.

UNIT – III: Project Management (12 Hours)

Project: Meaning, concepts, categories, project life cycle phases, characteristics of a project – Project Manager: Qualities, role and responsibilities – Project Management: Meaning, definition, functions, process of project management - challenges of managing a project. Intelligent technologies for project management (Artificial Intelligence) for project management, impact of intelligent technology on project management.

UNIT – IV: Project identification and formulation (12 Hours)

Project Identification: Concepts, sources of new project ideas, steps and types of project identification, techniques of project identification – Project Selection: Meaning, criteria and types of project selection models – Project Formulation: Meaning, definition, factors, elements, steps and planning commission guidelines for formulating a project.

UNIT – V: Project report and project financing (12 Hours)

Project Report: Concept, characteristics, types, contents, specimen of project report- Project Financing: Meaning, sources, project financing in India, financial institutions – Project Evaluation: Meaning, process and methods of project evaluation.

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Prasanna Chandra	Projects–Planning, Analysis, Selection, Implementation And Reviews	Tata Mc Graw -Hill	1996

2.	S.Choudhury	Project Management	Tata Mc Graw - Hill Education	1998
3.	S.S.Khanka	Entrepreneurial Development	S.Chand and Company Limited	2001
4.	Desai,Vasant	Entrepreneurial Development, Vol.I	Himalaya Publishing House	2009
5.	C.B.Gupta&N.P. Srinivasan	Entrepreneurial Development	Sultan Chand & Sons	2014

Web Reference:

1. <https://www.modis.com/en-be/insights/blog/how-artificial-intelligence-can-help-in-project-management>
2. <https://www.slideshare.net/chumantrakali/entrepreneurship-and-project-management>
3. <https://www.liquidplanner.com/blog/why-all-entrepreneurs-should-have-project-management-skills/>
4. <https://sbs.ac.in/course/entrepreneurship-and-project-management/>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XVII	23BAU17A/23BAU17B/23BAU17C	INSTITUTIONAL TRAINING	--	1

Contact hours per week: Nil

Year	Semester	Internal Marks	External Marks	Total Marks
THIRD	V	100	--	100

PREAMBLE: To know the functional areas of business in a practical way

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Recall the practical aspects about an organisation in real scenario	K1
CO2	Demonstrate the functions of various departments in an organisation	K2
CO3	Apply the business knowledge in solving the problems in an organization	K3
CO4	Compare the theory with practical concepts in an organisation	K4
CO5	Evaluate critically the policies, practices, theories of business	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate;

K6 – Create; CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	9	3
CO2	9	9	9	3	3	3	3
CO3	9	3	3	3	1	3	1
CO4	9	3	3	1	1	1	1
CO5	9	1	1	1	1	1	1
Total Contribution of COs to POs	45	25	25	17	9	17	9
Weighted Percentage of COs Contribution to POs	2.60	1.79	2.14	1.74	1.13	2.99	1.42

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

Rules Governing Institutional Training

- Each student should undergo Institutional Training during fourth semester Summer Vacation for a period of 21 working days.
- The Institutions meant for training shall be any Business related Public/Private Ltd Companies or any other organizations recognized by the Department of Management
- After the completion of the training, each student has to submit an Institutional training Report (two copies) within 45 days after reopening of the college for the fifth semester. It should be approved by the guide. The training report shall be valued internally by the Department for a maximum of 100 marks.
- Break up of 100 Marks:

Work Diary	: 20 Marks
Evaluation of Report	: 40 marks
Viva - voce Examination	: 40 marks
100 marks	
- For a pass in Institutional Training, the student should secure a minimum of 50% Marks (50 Marks)
- The result will be published along with the V End Semester Examination.
The final mark list will be handed over to the Controller of Examination by the Head of the Department.

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part - III	Core: XVIII Open Elective		START-UP BUSINESS	48	2

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
THIRD	V	25	75	100

PREAMBLE:

The course is designed to understand the practices and technology to start a business.

COURSE OUTCOMES:

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

Course Outcome	CO Statement	Knowledge Level
CO 1	Find out the start-up activities of a business.	K1
CO 2	Demonstrate the trends and supporting agencies for starting a business.	K2
CO3	Build the importance of start-up ideas and map the strategies to start a business with different stages of business.	K3
CO4	Categorise the application of start up business activities	K4
CO5	Evaluate the ideologies of start-up business in real time scenario	K5

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS / POS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	9	9	9	9	3	0	0
CO2	9	9	9	3	3	1	1
CO3	9	9	3	3	0	3	1
CO4	9	3	3	1	3	0	3
CO5	3	3	3	1	1	3	0
Weightage	39	33	27	17	10	7	5
Weighted percentage of Course contribution to PSOs	2.25	2.36	2.31	1.74	1.25	1.23	0.79

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

UNIT I: INTRODUCTION TO START-UP**(8 Hrs)**

Start-up: Meaning- Difference between start-up idea and opportunity-Need for start-up- Qualities required for a start-up-Factors influencing start-up-Problems for start-up- Startup scenario in India.

UNIT II: MENTORING AND FUNDING FOR START-UP**(8 Hrs)**

Ownership structure for start-up -Selection of mentors-Importance of start-up mentors Bootstrapping-Funding for start-up.

UNIT III: START-UP IDEAS AND MINDMAPPING**(8 Hrs)**

Start-up ideas: Market-Focus Groups-Brainstorming-Gordon Method-Collective notebook method and Big dream approach-Mind mapping.

UNIT IV: LIFE CYCLE STAGES OF START-UP**(6 Hrs)**

Life cycle stages of start-up's – Activities during each stage-Interaction with a start-up entrepreneur.

UNIT V: START-UP REGISTRATION & PRACTICAL TRAINING (6 Hrs)

Student start-up's-Role of TBI in promoting start-up- Start-up registration process - overview of start-up marketing ideas.

Book for Reference:

S. no	Authors	Title	Publishers	Year of publication
1.	Vijayakumar Ivaturi, Meena Ganesh	The manual for Indian start-ups	Penguin Random House India	2018

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part - IV	Skill Enhancement: II	23SEU02	LIFE SKILLS	36	2

Contact hours per week: 3

Year	Semester	Internal Marks	External Marks	Total Marks
THIRD	V	50	-	50

PREAMBLE:

To inculcate both personal and professional skills in the students in the areas of understanding of self and others, interpersonal skills, high performance teams, leadership potential, communication & presentation skills, techniques of problem solving, decision making, fostering creativity and innovation for personal and professional excellence, stress management, time management and conflict management and inculcation of human values

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Identify the common communication problems, what good communication skills are and what they can do to improve their abilities	K1
CO2	Demonstrate communication through the digital media	K2
CO3	Prepare themselves to situations as an individual and as a team.	K3
CO4	Analyse various leadership models, strengths and abilities to create their leadership vision	K4
CO5	Appraise their potential as human beings and conduct themselves properly in the ways of the world.	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create.

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	9	3	1	3	3	1
CO 2	1	9	3	1	3	9	1
CO 3	1	3	3	3	9	3	3
CO 4	1	3	3	3	9	9	3
CO 5	1	3	3	1	3	1	9
Total Contribution of COs to POs	7	27	15	9	27	25	17
Weighted Percentage of COs Contribution to	0.40	1.93	1.28	0.92	3.39	4.40	2.69

POs							
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Level of correlation: 0 – No correlation; 1 – Low correlation; 3 – Medium correlation; 9- High correlation between COs and POs.

COURSE CONTENT:

UNIT – I: (8 Hours)

Communication Skills: Listening, Speaking, Reading, Writing and different modes of writing

UNIT – II: (7 Hours)

Digital Communication and Presentation Skills: Digital Literacy, Effective use of Social Media, Non-verbal communication, Presentation Skills

UNIT – III: (5 Hours)

Team Skills: Trust and Collaboration, Listening as a Team Skill, Brainstorming, Social and Cultural Etiquettes, Internal Communication

UNIT – IV: (8 Hours)

Leadership and Management Skills: Leadership Skills, Managerial Skills, Entrepreneurial Skills, Innovative Leadership and Design Thinking

UNIT – V: (8 Hours)

Universal Human Values: Ethics and Integrity, Love & Compassion, Truth, Non-Violence, Righteousness, Peace, Service, Renunciation (Sacrifice)

TEXT BOOKS:

1. Sen Madhucchanda (2010), An Introduction to Critical Thinking, Pearson, Delhi
2. Silvia P. J. (2007), How to Read a Lot, American Psychological Association, Washington DC
3. Sinek S. (2009). Start with Why: How Great Leaders Inspire Everyone to Take Action. Penguin
4. Kelly T., Kelly D. (2014). Creative Confidence: Unleashing the Creative Potential Within Us

REFERENCE BOOKS:

1. Elkington, J., & Hartigan, P. (2008). The Power of Unreasonable People: How Social Entrepreneurs Create Markets that Change the World. Harvard Business Press

WEB REFERENCES:

1. Developing Soft Skills and Personality
: https://www.youtube.com/playlist?list=PLzf4HHlsQFwJZel_j2PUy0pwjVUgj7KIJ
2. Course on Leadership - <https://nptel.ac.in/courses/122105021/9>
3. <https://www.ugc.ac.in/e-book/SKILL%20ENG.pdf>

4. Knowledge@Wharton Interviews Former Indian President APJ Abdul Kalam - ."A Leader Should Know How to Manage Failure" –
www.youtube.com/watch?v=laGZaS4sdeU
5. Martin, R. (2007). How Successful Leaders Think. *Harvard Business Review*, 85(6): 60.
6. Fries, K. (2019). 8 Essential Qualities That Define Great Leadership. *Forbes*. Retrieved 2019-02-15
7. How to Build Your Creative Confidence, Ted Talk by David Kelly -
https://www.ted.com/talks/david_kelley_how_to_build_your_creative_confidence

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – V	Proficiency Enhancement	23PEBAU01	GREEN MARKETING (SELF STUDY)	--	2

Contact hours per week: Nil

Year	Semester	Internal Marks	External Marks	Total Marks
THIRD	V	--	100	100

PREAMBLE:

The purpose of learning this course is to make the students aware of the imminent threat of depleting natural resources and the role of business in promoting green products for sustainable future.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Know the basics of green marketing and its products	K1
CO2	Generalize the concepts of green marketing	K2
CO3	Demonstrate the green marketing techniques for environmental innovation and sustainability	K3
CO4	Compare the plans and processes involved in the green marketing for better design of the ecosystem.	K4
CO5	Justify the strategies of green marketing for effective execution of the green environment.	K5

K1 – Remember; **K2 – Understand;** **K3 – Apply;** **K4 – Analyze;** **K5 – Evaluate;** **K6 – Create;**

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	9	3	9
CO2	9	9	6	6	6	1	6
CO3	9	6	6	3	3	6	6
CO4	9	6	3	1	0	3	3
CO5	6	1	1	0	0	1	1
Total Contribution of COs to POs	44	31	25	19	18	14	25
Weighted Percentage of COs Contribution to POs	2.54	2.22	2.14	1.95	2.26	2.46	3.96

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Green Marketing introduction

Introduction to green marketing, strategic green planning, environment and consumption, Green Product, Green Behaviour, the government's role and the initiatives taken, business opportunity, Five shades of green consumers, Segmenting the green consumers, based on Green interest, Green consumer's motives, Buying strategies of green consumers.

UNIT – II: Green product design

Green Marketing paradigm, Designing green products – A life cycle Approach: Life cycle strategies for sustainable product design.

UNIT – III: Innovation & Sustainability

Innovate for Sustainability: eco design to eco-innovation, five strategies for eco innovation, the challenges of communicating with sustainability, Fundamentals of green marketing, strategies of sustainable marketing communication.

UNIT – IV: Partnering & Credibility

Establishing Credibility - Partnering: Green wash, strategies for establishing credibility for sustainable branding of green products, Partnering for success.

UNIT – V: Customer value

Customer value from the point of view of the green perspective: analysis, design and delivery of value for the customer.

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	JacquelynA. Ottman	Green Marketing: Opportunity For Innovation	NTC Business Books	2000
2.	Joel Makower	Strategies for the Green Economy: Opportunities and Challenges in the New World of Business	McGraw-Hill	2008
3.	John Grant	The Green Marketing Manifesto	Wiley, John& Sons	2009
4.	Chris Arnold	Ethical Marketing and the New Consumer	Wiley, John& Sons	2009
5.	Richard Seireeni	The Gort Cloud: The Invisible Force Powering Today's Most Visible Green Brands	Chelsea Green Publishing	2009
6.	Jacquelyn Ottman -Berrett	The New Rules of green Marketing: Strategies, Tools, and Inspiration For Sustainable Branding	Koehler Publishers	2011

SEMESTER - VI

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XX	23BAU19	COST & MANAGEMENT ACCOUNTING	72	5

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
THIRD	VI	25	75	100

PREAMBLE:

To impart the deeper knowledge in cost and management accounting concepts

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Understand the conceptual knowledge in cost and management accounting	K1
CO2	Calculate cost sheet and pricing the materials	K2
CO3	Analyse the financial statements of the firm to know their finance position	K3
CO4	Have a deeper knowledge in cash flow and fund flow to evaluate the liquidity position of a firm.	K4
CO5	Inculcate deeper knowledge in standard costing methods to analyse the costs which impact the profitability of a firm.	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	0	0
CO2	9	9	9	9	3	3	1
CO3	9	9	3	3	0	3	3
CO4	9	9	3	1	1	9	3
CO5	9	3	3	0	9	3	9
Total Contribution of COs to POs	45	39	27	22	16	18	16
Weighted Percentage of COs Contribution to POs	2.60	2.79	2.31	2.25	2.01	3.17	2.53

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Introduction to cost and management accounting (12 Hours)

Meaning, definition, scope, objectives, function, merits and demerits of cost and management accounting, distinction between cost, management and financial accounting, elements of cost, cost concepts and costs classification. **(Theory questions only)**

UNIT – II: Cost sheet and pricing of materials (15 Hours)

Preparation of cost sheet – stores control, ECQ, maximum, minimum, reordering levels – Pricing of materials issues: FIFO, LIFO, AVERAGE COST, STANDARD PRICE, methods, labour cost, remuneration and incentives. **(Problems and theory questions)**

UNIT – III: Financial statement analysis (15 Hours)

Financial statement Analysis: Preparation of comparative and common size statements, analysis and interpretation – Ratio analysis: Classification of ratios, liquidity, profitability, solvency, inter firm comparison. **(Problems only)**

UNIT – IV: Cash flow and fund flow (15 Hours)

Fund flow analysis, cash flow analysis **(Problems only)**

UNIT – V: Standard costing (15 Hours)

Standard costing: Variance analysis, material and labour variances marginal costing, cost volume profit analysis. **(Problems and theory questions)**

(80% PROBLEMS & 20% THEORY)

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Jain and Narang	Costing	Kalyani Publishers	2011

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	S.N.Maheswari	Management Accounting	Sultan Chand & Sons	2009
2.	RSN Pillai & Bhagavathi	Cost Accounting	Sultan Chand & Sons	2011
3.	R.K.Sharma & K.Gupta	Management Accounting	Kalyani Publishers	2012

WEB REFERENCE:

1. https://www.icsi.edu/WebModules/Publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf
2. <http://dsc.du.ac.in/wp-content/uploads/2020/03/cost.pdf>
3. <http://www.himpub.com/documents/Chapter1133.pdf>
4. <http://teamslive.com/DOWNLOADS/Bharathiar%20University%20Study%20Materials/UG/BBA/Third%20Year/Cost%20and%20Management%20Accounting.pdf>
5. https://icmai.in/upload/Students/Syllabus-2008/StudyMaterial/Cost_Mgmt_Ac.pdf

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXI	23BAU20	INVESTMENT MANAGEMENT	60	4

Contact hours per week: 5

Year	Semester	Internal Marks	External Marks	Total Marks
THIRD	VI	25	75	100

PREAMBLE:

To equip the students with basic knowledge about investment management.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Understand the basic concepts of investment management	K1
CO2	Acquaint a deeper knowledge in investment avenues and its benefits.	K2
CO3	Classify the role of capital market and SEBI.	K3
CO4	Impart the concepts of diversification to minimize the risk in Investment	K4
CO5	Evaluate the risk involved in investment and to forecast the return would earn by the investment.	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	0	0
CO2	9	9	9	9	9	1	0
CO3	9	9	3	3	0	3	3
CO4	9	9	9	1	1	9	3
CO5	9	3	1	0	3	3	9
Total Contribution of COs to POs	45	39	31	22	16	16	15
Weighted Percentage of COs Contribution to POs	2.60	2.79	2.65	2.25	2.01	2.82	2.37

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT I: INTRODUCTION

(12 Hours)

Introduction to investment management: Meaning: Financial and economic meaning investment, speculation, gambling, arbitrage, importance of investment, features of investment, investment process, types of assets.

UNIT II: INVESTMENT AVENUES

(12 Hours)

Direct Investment alternatives: Cash, savings accounts, saving certificates, government bonds and corporate bonds - Indirect Investment alternatives: Pension fund, provident fund, insurance, investment companies, and unit trust of India.

UNIT III: CAPITAL MARKET

(12 Hours)

Capital market: Meaning, functions, types, role of capital market in Indian economy, capital markets in India-NSE, BSE, OTCEI, SEBI-Role and functions of SEBI in capital market.

UNIT IV: RISK AND RETURN

(12 Hours)

Risk: Meaning and types of risk, Return: Meaning, Measurement of return: Bond, stocks and shares- Risk return trade off, Investors attitude towards risk and return.

UNIT V: DIVERSIFICATION

(12 Hours)

Diversification: Meaning, importance, need of portfolio. Optimal portfolio: meaning, features, Concepts of portfolio – portfolio construction, portfolio analysis, portfolio selection, portfolio revision.

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Preethisingh	Investment management	Himalaya publishing house	2016

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	V. K. Balla	Investment management	S.Chand and Company	2008
2.	YogeshM aheshwari	Investment management	PHI Learning private Ltd	2008
3.	V. A. Avadhani	Investment management	Himalaya publishing house	2014

WEB REFERENCE:

1. <http://www.himpub.com/documents/Chapter1893.pdf>
2. http://www.universityofcalicut.info/SDE/BBA_finance_investment_mgmnt.pdf
3. <https://kknowledgehub.com/2013/10/02/im-important-questions-iii-semester-mba-ou/>
4. <https://nptel.ac.in/courses/110/105/110105035/>
5. <https://www.smartzworld.com/notes/investment-management-pdf-notes-im-pdf-notes/>
6. <https://www.bimkadapa.in/materials/IPM-FINAL%20COPY-1%20TO%205%20UNITS.pdf>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXII	23BAU22	Project Work & Viva - voce	48	1

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
THIRD	VI	20	80	100

PREAMBLE:

To enable students to learn the basic concepts of project work in the field of research

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Define the goals and objectives of a project based on their selected project area.	K1
CO2	Understand the conceptual clarity about problem identification, formulation and evaluation.	K2
CO3	Apply the appropriate tools for research framework.	K3
CO4	Analyse the gather knowledge over the field of research	K4
CO5	Evaluate the problems and objectives based on the analysis, findings and suggestion.	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate;
K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	0
CO2	9	9	9	9	1	1	0
CO3	9	9	3	3	3	3	1
CO4	9	3	3	1	3	3	3
CO5	9	3	1	0	9	9	9
Total Contribution of COs to POs	45	24	25	22	17	16	13
Weighted Percentage of COs Contribution to POs	2.60	1.72	2.14	2.25	2.13	2.82	2.06

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – IV	Skill Enhancement: III	23SEBAU03	SOFT SKILLS FOR BUSINESS (PROJECT & VIVA-VOCE)	36	2

Contact hours per week: 3

Year	Semester	Internal Marks	External Marks	Total Marks
THIRD	VI	50	--	50

PREAMBLE:

To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz .peers, subordinates, superiors, clients, customers in the organization.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Recall the concepts of soft skills in business context	K1
CO2	Explain the ideas of presentation, team building, GD and interview	K2
CO3	Relate role plays, role of a team leader, techniques to initiate a GD, interview questions and resume writing tips in job context.	K3
CO4	Outline the presentation and tea work skills, behaviour in a GD, dress code for interviews, dos and don'ts in resume writing.	K4
CO5	Evaluate the various soft skills using practical approach and their exposure to the realities of the world.	K5

K1 – Remember; **K2 – Understand;** **K3 – Apply;** **K4 – Analyze;** **K5 – Evaluate;**
K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	0	0
CO2	9	9	9	9	3	3	0
CO3	9	9	3	3	0	3	3
CO4	9	9	3	1	1	9	3
CO5	9	3	1	0	9	3	9
Total Contribution of COs to POs	45	42	25	22	16	18	15
Weighted Percentage of COs Contribution to	2.60	3.01	2.14	2.25	2.01	3.17	2.37

POs							
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Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: (9 Hours)

Presentation skills – effective presentation of an idea or concept – use of MS – Power Point for the presentation need to be encouraged. Negotiation Skills – dealing and preparing for negotiation – clinching and compromising – observe and record – practical role plays.

UNIT – II: (7 Hours)

Team building and team work – aspects – skills needed – role of a team leader – role of team member.

UNIT – III: (8 Hours)

Group discussion (GD) – types – skills required – behavior in a GD – essential elements – areas to be concentrated – techniques to initiate a GD–topics for GD.

UNIT – IV: (6 Hours)

Interview skills – types – questions asked – dress code – how to present well in interview – how to search for job effectively.

UNIT – V: (6 Hours)

Preparing curriculum vitae / resume – writing tips – dos and don'ts – content of resume – cover letters – tips.

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	M.S.Rao.	Soft Skills Enhancing Employability: Connecting Campus With Corporate	I.K. International	Jan2011
2.	MuktaMahajani	Let's Talk: Negotiation & Communication at the Workplace	Jaico Publishing House	2013
3.	Lindsey Pollak	Getting from College to Career: Your Essential Guide to Succeeding in the Real World	Harper Collins, Posse	2014

			Foundation.	
4.	Barun K Mitra	Personality Development and Soft Skills	Oxford University Press	2016

WEB REFERENCE:

1. <https://www.slideshare.net/biadoll123/effective-presentation-skills-29762969>
2. <https://www.thebalancecareers.com/list-of-team-building-skills-2063772>
3. <https://alison.com/course/interpersonal-skills-introduction-to-soft-skills>
4. <https://www.crampete.com/blogs/how-to-prepare-group-discussion/>
5. <https://www.crampete.com/blogs/how-to-prepare-group-discussion/>
6. https://www.google.com/url?sa=t&source=web&rct=j&url=https://nptel.ac.in/content/storage2/courses/109104030/Module8/Lecture26.pdf&ved=2ahUKEwj_j_baC77fyAhU9IbcAHRkVCZgQFnoECAMQBg&usg=AOvVaw27a0YTScaZECdBITr5I0U

ELECTIVE: I

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XIX	23BAU18A	EQUITY RESEARCH & PORTFOLIO MANAGEMENT	72	5

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
III	VI	25	75	100

PREAMBLE:

To equip the students with basic knowledge about Equity Research & Portfolio Management.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

Co Number	CO Statement	Knowledge Level
CO1	Recall the basic functions of Equity and Portfolio market	K1
CO2	Explain the concepts of Equity Research and Portfolio Management.	K2

CO3	Demonstrate the techniques that can be applied to the primary and secondary market	K3
CO4	Analyse the stock market conditions for better investments in Equity and Portfolio	K4
CO5	Evaluate the performance of equity and portfolio for better management and revision	K5

K1 – Remember; **K2 – Understand;** **K3 – Apply;** **K4 – Analyze;** **K5 – Evaluate;**
K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	0
CO2	9	9	9	9	1	1	0
CO3	9	9	3	3	3	3	1
CO4	9	3	3	1	3	3	3
CO5	9	3	1	0	9	9	9
Total Contribution of COs to POs	45	24	25	22	17	16	13
Weighted Percentage of COs Contribution to POs	2.60	1.72	2.14	2.25	2.13	2.82	2.06

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Introduction to investment and equity market (12 Hours)

Introduction to Investment Management: Investment, gambling and speculation, investment objectives, investment process and policy, securities and investment alternatives types of market - New Issue Market: Meaning and function placement of issue, Secondary Market: Function, types of order, stock market indices of India, usefulness, computation, and difference between indices.

UNIT – II: Risk and return analysis (15 Hours)

Risk & Return Analysis: Meaning and types of risk, systematic risk – market risk, interest rate risk and purchasing power risk, unsystematic risk, business risk and financial risk, Minimizing Risk Exposure and Risk Measurement: Standard deviation, beta.

UNIT – III: Fundamental analysis and technical analysis (15 Hours)

Fundamental Analysis: Economic analysis, industry analysis and company analysis,
Technical Analysis: Dow Theory, bull and bear, support and resistance, technical and mathematical indicators, concepts of technical and fundamental analysis.

UNIT – IV: Portfolio construction (15 Hours)

Portfolio construction: Introduction, approaches, concept of diversification, portfolio risk and return Markowitz model, efficient market hypothesis, Sharpe single index model, optimal portfolio.

UNIT – V: Portfolio evaluation (15 Hours)

Portfolio Evaluation: Introduction, mutual fund, NAV, calculation of mutual fund return, performance evaluation - Sharpe's ratio, Treynor's ratio, and Jensen's measures –
Portfolio Revision: Introduction, Concept of active and passive investor, the formula plan, method of portfolio revision.

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	PunithavathiPandiyan	Security Analysis and Portfolio Management	Vikas Publishing House	2014

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Kevin. S	Security Analysis and portfolio management	PHI Learning	2015
2.	Preeti Singh	Investment Management, Security analysis and portfolio management	Himalaya Publishing House	2016
3.	Prasanna Chandra	Security Analysis and Portfolio Management	Tata Mc Graw-Hill	2017

WEB REFERENCE:

1. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_SAPM_Lecture_Notes.pdf
2. <http://campus360.iift.ac.in/Secured/Resource/100/II/FIN%2023/719488337.pdf>
3. <http://peixun.pinggu.org/cfa/2013-CFA-L3-notes-11-12-Equity-Portfolio-Management.pdf>
4. <https://www.cfasociety.org/romania/Files/Analiza%20Financiara%20si%20de%20Investitii,%20Etica%20si%20Standarde%20Profesionale,%20Asociatia%20Brokerilor,%20June%202010/Bogdan%20Bilau%20-%20PM%20for%20institutional%20investors.pdf>
5. <https://nptel.ac.in/courses/110/105/110105035/>
6. <http://engineeringvidelectures.com/mobile/13100>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XIX	23BAU18B	STRATEGIC MANAGEMENT	72	5

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
THIRD	V	25	75	100

PREAMBLE:

To create a conceptual awareness on various strategies and its formulation

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Define the basics of strategic management and it's process.	K1
CO2	Understand the concepts of strategic issues, formulation, implementation and evaluation.	K2
CO3	Demonstrate the effective application of tools and techniques to practical situations for solving organizational problems.	K3
CO4	Analyse the competitive situation and strategic dilemma in dealing with dynamic global business environment.	K4

CO5	Evaluate the challenges faced by managers in implementing and evaluating strategies based on the nature of business.	K5
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K1 – Remember; **K2 – Understand;** **K3 – Apply;** **K4 – Analyze;** **K5 – Evaluate;**
K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	0
CO2	9	9	9	9	1	1	0
CO3	9	9	3	3	3	3	1
CO4	9	3	3	1	3	3	3
CO5	9	3	1	0	9	9	9
Total Contribution of COs to POs	45	24	25	22	17	16	13
Weighted Percentage of COs Contribution to POs	2.60	1.72	2.14	2.25	2.13	2.82	2.06

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Introduction (12 Hours)

Strategic Management: Meaning, definition, scope, functions, benefit, limitations, management process. Social Responsibility: Reasons of growing concern for social responsibility, obligation towards different groups.

UNIT – II: Strategic issues (15 Hours)

Mission: Definition, elements, need-Vision: Definition, features, elements. Goals: Features, types- Objectives: characteristics, difference between goals and objectives- Environmental scanning: Need, SWOT Analysis, Competitive advantage, Porter’s five forces model.

UNIT – III: Strategy Formulation (15 Hours)

Corporate Strategy: Meaning, definition, objectives, types – Business Strategies: Meaning, definition, types - Diversifications strategies: Meaning, reasons, types. Strategic guidance towards industry 4.0.

UNIT – IV: Strategy implementation**(15 Hours)**

Strategy Implementation: Role of top management, process, issues, BCG Matrix, uses, limitations, Ge9cellmatrix, benefits, limitations, importance of 7-S model.

UNIT – V: Strategy evaluation and control**(15 Hours)**

Strategy Evaluation: Definition, Characteristics, Factors, evaluation of manufacturing systems 4.0– Strategy Control: Criteria, types. Process of Strategic Evaluation & control. Opportunities and challenges of industry 4.0.

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	P.K.Ghosh	Strategic Planning and Management	Sultan Chand & Sons	2000

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	John A Pearce, Richard B Robinson	Strategic Management	AITBS Educational Books	2000
2.	V S Ramaswamy & S. Namakumari	Strategic Planning – Formulation of Corporate Strategy	Macmillan Business Books	2001
3.	Micheal E Porter	Competitive Strategy	Prentice Hall	2004

WEB REFERENCE:

- <https://old.mu.ac.in/wp-content/uploads/2014/04/Introduction-to-Strategic-Management-book.pdf>
- <https://www.kau.edu.sa/Files/0057862/Subjects/Strategic%20Management%20Book.pdf>
- <http://www.rjspm.com/PDF/Strategic-Management-Notes-PDF.pdf>
- [https://17imc.ir/uploads/uploads/newfiles/Strategic%20Management%20by%20Richard%20Lynch%20\(z-lib.org\).pdf.pdf](https://17imc.ir/uploads/uploads/newfiles/Strategic%20Management%20by%20Richard%20Lynch%20(z-lib.org).pdf.pdf)
- <https://m.youtube.com/watch?v=WKr-lfE4QaE>
- <https://m.youtube.com/watch?v=8-pcuDIQKUw>

7. https://www.sciencedirect.com/science/article/pii/S2212827117303293?ref=pdf_download&fr=RR-2&rr=72e545cf5ff29367
8. https://www.researchgate.net/publication/286937652_Strategic_guidance_towards_Industry_40_-_a_three-stage_process_model
9. <https://www.nibusinessinfo.co.uk/content/industry-40-challenges-and-risks>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XIX	23BAU18C	CUSTOMER RELATIONSHIP MANAGEMENT	72	5

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
THIRD	VI	50	50	100

PREAMBLE:

To enable the students to understand the basic concepts and frameworks of consumer relationship management and to evaluate how these concepts are applied to form relationships with customers and other internal and external stakeholders.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Recall the basics of relationship marketing	K1
CO2	Explain the concepts of CRM	K2
CO3	Apply the appropriate tools & techniques for CRM	K3
CO4	Assess the strategic, operational and tactical CRM decisions	K4
CO5	Evaluate the process and implementation of CRM	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	0
CO2	9	9	9	9	1	1	0

CO3	9	9	3	3	3	3	1
CO4	9	3	3	1	3	3	3
CO5	9	3	1	0	9	9	9
Total Contribution of COs to POs	45	24	25	22	17	16	13
Weighted Percentage of COs Contribution to POs	2.60	1.72	2.14	2.25	2.13	2.82	2.06

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Introduction to CRM (12 Hours)

Introduction: meaning, definition, and evolution of CRM, CRM framework – Criticality of customer relationships: types of decision, decision process, buying process, participants in buying process- Adoption and implementation of CRM: benefits of CRM – Approaches to CRM – Building customer relationship: bonding for customer relationship, zero customer defections.

UNIT – II: Technological tools for CRM (15 Hours)

Components of e-CRM solutions: meaning, benefits – Data Warehousing: meaning, architecture, data warehouses and CRM - Data mining: meaning, characteristics, tools & techniques - campaign management-sales force automation – Customer Service and Support: service cycle, capabilities of CSS-Role of inter active Technologies: operational, analytical and collaborative CRM.

UNIT – III: CRM implementation (15 Hours)

Implementation road map- customer centric marketing and processes - Building organizational capabilities through Internal Marketing – Issues in Implementing a Technology solution for CRM.

UNIT – IV: Operational issues in implementing CRM (15 Hours)

Process view of CRM – learning from customer defections: customer portfolio analysis, reorganization and selection of marketing mix for customer retention, customer retention plans, evaluating retention programmes.

UNIT – V: CRM applications in consumer and business markets (15 Hours)

Service quality themes in CRM: impact of service quality on loyalty, managing defections–Service recovery: meaning, recovery process, service guarantee, requirements of a

good service guarantee- CRM in service industries: Banking, Insurance, telecom, Hospitality, Health Care, Airlines. Manufacturing cloud: The industry 4.0 CRM.

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Shainesh G. and Jagdish N. Seth	Customer Relationship Management	McMillan	2017

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Jagdish N Sheth, Atulparvathiyar and G.Shainesh,	CRM: Emerging concepts, Tools and applications	Tata McGrawHill	2001
2.	Francis Buttle	CRM Concepts & Technologies	Rout ledge	2009
3.				

WEB REFERENCE:

1. <http://www.sasurieengg.com/e-course-material/MBA/II-Year-Sem-3/BA7015%20CUSTOMER%20RELATIONSHIP%20MANAGEMENT.pdf>
2. https://ebooks.lpude.in/management/bba/term_6/DMGT308_CUSTOMER_RELATIONSHIP_MANAGEMENT.pdf
3. <https://mmimert.edu.in/images/digital-library/customer-relationship-management.pdf>
4. <https://link.springer.com/content/pdf/10.1007%2F978-3-642-20110-3.pdf>
5. http://sjput.in/pdf/markiv_crm.pdf
6. <https://youtu.be/IcS4bPnIhDE>
7. <https://www.salesforce.com/products/manufacturing-cloud/overview/>

ELECTIVE II

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXIV	23BAU22A	FINANCIAL SERVICES	72	5

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
THIRD	VI	25	75	100

PREAMBLE:

To equip the students with basic knowledge about financial services

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Recall the basic knowledge about financial services and financial markets.	K1
CO2	Explain the concepts of financial services and financial markets	K2
CO3	Identify the process of mutual funds, credit rating, leasing, hire purchase, venture capital and other financial services.	K3
CO4	Analyse the importance of financial services and financial markets	K4
CO5	Evaluate the application of financial services and financial markets.	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	0
CO2	9	9	9	9	1	1	0
CO3	9	9	3	3	3	3	1
CO4	9	3	3	1	3	3	3
CO5	9	3	1	0	9	9	9
Total Contribution of COs to POs	45	24	25	22	17	16	13
Weighted Percentage of COs Contribution to POs	2.60	1.72	2.14	2.25	2.13	2.82	2.06

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Introduction to financial services and merchant banking (12 Hours)

Introduction to financial services: Meaning of financial services – objectives and characteristics of financial services – constituents in financial markets – forces influencing financial services-Merchant Banking: Meaning and definition, Functions of Merchant Bankers, Code of conduct of Merchant Bankers.

UNIT – II: Mutual funds and credit rating (15 Hours)

Mutual funds: Meaning and definition, Role of mutual funds, Mutual fund schemes, managing mutual funds in India – Credit Rating: Meaning and definition, Features, Credit rating process, Credit rating agencies: CRISIL, CIBIL, ICRA - Functions and roles.

UNIT – III: Leasing and hire purchase financing (15 Hours)

Leasing: Meaning, Definition of Leasing-Characteristic of lease, types of lease, Financial and operating leasing, Participants in leasing, leasing process – Hire Purchase financing: Meaning and definition of Hire purchase, types of rate of interest for hire purchase, Leasing and Hire Purchase.

UNIT – IV: Housing finance and venture capital (15 Hours)

Housing finance: Meaning, Definition, Need and importance of housing finance, Models of housing finance projects, Factors influencing housing finance – Venture Capital: Meaning, Definition and features of venture capital- stages of venture capital financing.

UNIT – V: Other financial services (15 Hours)

Factoring: Meaning, Definition and characteristics of factoring – Types of factoring – Advantages and Disadvantages of Factoring - Bills Discounting: Meaning, Concepts and Types of Bills.

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Dr. S.Gurusamy	Financial Services	Tata Mc Graw – Hill Publication	2013

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	M.Y.Khan	Financial services	Kalyani Publishers, Patiala	2013
2.	Shashi.K.Gupta and Nisha Aggarwal	Financial services	Sultan Chand Publications	2014
3.	Dr.S.Gurusamy	Financial services and Systems	Tata Mc Graw- Hill Publication	2014

WEB REFERENCE:

- <http://ddegjust.ac.in/studymaterial/mba/fm-404.pdf>
- <http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf>
- <http://www.himpub.com/documents/Chapter1321.pdf>
- https://ebooks.lpude.in/management/mba/term_3/DMGT512_FINANCIAL_INSTITUTIONS_AND_SERVICES.pdf
- <http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf>
- https://m.youtube.com/watch?v=Sx-dy96_tCQ

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXIII	23BAU22B	LABOUR WELFARE AND INDUSTRIAL RELATIONS	72	5

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
THIRD	VI	25	75	100

PREAMBLE:

To make the students familiar with the concept of Industrial Relations and the related labour legislations.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Remember the Act under labour welfare and industrial relations.	K1
CO2	Classify the grievances which are related to labour welfare and industrial relations.	K2
CO3	Categorize the problems in labour welfare, industry relations, collective bargaining and industrial safety.	K3
CO4	Analyse the needs of the parties involved in labor relations, and how those different needs are balanced.	K4
CO5	Mark the application of labour welfare and industrial relations in this present scenario	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	0
CO2	9	9	9	9	1	1	0
CO3	9	9	3	3	3	3	1
CO4	9	3	3	1	3	3	3
CO5	9	3	1	0	9	9	9
Total Contribution of COs to POs	45	24	25	22	17	16	13
Weighted Percentage of COs Contribution to POs	2.60	1.72	2.14	2.25	2.13	2.82	2.06

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Labour welfare

(12 Hours)

Concept, Objectives, Scope, Need, Voluntary Welfare Measures, Statutory Welfare Measures, Labour, Welfare Funds, Education and Training Schemes.

UNIT – II: Welfare of special categories of labour (15 Hours)

Child Labour, Female Labour, Contract Labour, Construction Labour, Agricultural Labour, DifferentlyabledLabour, BPO & KPO Labour, Social Assistance, Social Security Implications.

UNIT – III: Industrial relations and disputes (15 Hours)

Introduction to Industrial Relations: Meaning, definition, importance, scope of Industrial Relations and factors in Industrial Relations - Industrial disputes: Causes, handling and settling disputes, employee grievances, steps in grievance handling causes for poor industrial relations, remedies.

UNIT – IV: Collective bargaining (15 Hours)

Concepts, Objectives, Characteristics, Principles and types of collective Bargaining, Procedure, Conditions for collective bargaining, Worker's Participation in Management.

UNIT – V: Industrial safety (15 Hours)

Causes of Accidents, Prevention, Safety Provisions, Industrial Health and Hygiene Importance, Problems, Occupational Hazards, Diseases, Psychological problems, Counseling, Statutory Provisions.

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	R. Sivarethinamohan	Industrial Relations and labour welfare: Text and cases	PHI Learning Pvt Ltd.	2010
2.	N.D. Kapoor	Elements of Mercantile law	Sultan Chand & Sons	2013
3.	P.C.Tripathi	Personnel management & Industrial Relations	Sultan Chand & Sons	2013
4.	P. Subba Rao	Essentials of human resource management and industrial relations	Himalaya Publishing House	2013

WEB REFERENCE:

1. <https://www.youtube.com/watch?v=6J-VvleH06k>
2. <https://www.youtube.com/watch?v=rpIij8kbPBQ>
3. <https://www.youtube.com/watch?v=Y4XHzX5VE7g>

4. <https://www.icsi.edu/media/webmodules/publications/7.%20Industrial,%20Labour%20and%20General%20Laws.pdf>
5. [https://www.icsi.edu/media/webmodules/Labour Laws& Practice.pdf](https://www.icsi.edu/media/webmodules/Labour%20Laws%20&%20Practice.pdf)
6. <http://14.139.206.50:8080/jspui/bitstream/1/3317/1/INDUSTRIAL%20RELATIONS.pdf>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXIII	23BAU22C	BRAND MANAGEMENT	72	5

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
THIRD	VI	25	75	100

PREAMBLE:

To enrich knowledge about concept of branding, brand strategies, building of strong brand and brand management, dimensions and types of brand image, different levels of brand loyalty, brand adoption, brands extension and models of brand equity effectively.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Know the concepts, characteristics and strategies in brand management	K1
CO2	Explain the scope of brand management strategies for both consumer and business products and services.	K2
CO3	Apply the concepts that communicate position, adopt and audit the brand equity.	K3
CO4	Analyse the strategies to solve contemporary brand related problems.	K4
CO5	Evaluate the concepts and strategies for effective brand management.	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	0
CO2	9	9	9	9	1	1	0
CO3	9	9	3	3	3	3	1
CO4	9	3	3	1	3	3	3
CO5	9	3	1	0	9	9	9
Total Contribution of COs to POs	45	24	25	22	17	16	13
Weighted Percentage of COs Contribution to POs	2.60	1.72	2.14	2.25	2.13	2.82	2.06

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT I: Introduction (12Hours)

Brands: Definitions, brand Vs product, functions, significance and types of brands, principles of branding, process of branding – Brand manager: definition and role of brand managers, challenges and opportunities in branding.

UNIT-II: Brand Communications (15 Hours)

Brand Image: Definition, dimensions and types of brand image- brand image building- Brand Communications: brand promotion meaning and methods – Brand Loyalty: levels of brand loyalty- Brand Ambassadors: Meaning and role of brand ambassadors.

UNIT-III: Brand Positioning (15 Hours)

Brand Management: Definition and elements, process of brand management- Brand Positioning: Objectives, 3C's of positioning, competitive positioning, and positioning strategies.

UNIT-IV: Brand Adoption and Brand Extension (15 Hours)

Brand Adoption: Definition, characteristics and brand adoption model –Brands Extension: different types of brand extension and factors influencing decision for extension – Re-Branding of Brands: meaning and types of re-branding strategies - Re-Launching: Meaning and reasons for re-launching.

Unit-V: Brand Equity and Audit**(15 Hours)**

Equity: Definition and sources of brand equity, aaker's model of brand equity, keller's model of brand, drivers of brand equity – Brand Audit: Meaning, steps of brand audit and benefits of brand audit.

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Harsh V Verma	Brand Management	Excel Books	2012

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Niraj Kumar Paras Tripathi	Brand Management	Himalayas Publishing House	2015
2.	Kevin Lane Keller	Strategic Brand Management: Building, Measuring and Managing	Prentice Hall	2015

WEB REFERENCE:

1. <https://www.youtube.com/watch?v=UcDnoLdq4qI>
2. https://www.youtube.com/watch?v=Q3_O8mSjDtA
3. <https://www.youtube.com/watch?v=UJT63-w5ktA>
4. https://onlinecourses.swayam2.ac.in/imb19_mg04/preview
5. <http://www.eiilmuniversity.co.in/downloads/Brand-Management.pdf>
6. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_PBM_NOTES.pdf

Elective: III

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXIV	23BAU23A	INTEGRATED MARKETING COMMUNICATION	72	5

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
THIRD	VI	25	75	100

PREAMBLE:

To help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial frame work for integrated marketing communications planning.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Recall the concepts of IMC and its elements as their acquisitions in modern marketing.	K1
CO2	Translate the mediums of IMC and connect them with appropriate marketing tools and techniques to execute them.	K2
CO3	Apply the marketing promotional tools and for its extensions.	K3
CO4	Analyse the recent trends of IMC and bridging the gaps by using required marketing communication modes.	K4
CO5	Appraise the implementation of IMC which secures various dimensions of marketing elements.	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	3	0
CO2	9	9	9	9	2	1	0
CO3	9	8	7	2	3	1	2
CO4	9	3	1	3	2	3	2
CO5	9	2	3	4	3	1	3

Total Contribution of COs to POs	45	31	29	27	13	9	7
Weighted Percentage of COs Contribution to POs	2.60	1.72	2.14	2.25	2.13	2.82	2.06

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT – I: Introduction to IMC (12 Hours)

Meaning, Evolution of IMC, reasons for the growing importance of IMC, elements of IMC, role of IMC in the marketing process, IMC planning model, marketing and promotions process model.

UNIT – II: Advertising and media management (15 Hours)

Advertising: Meaning, objectives, importance, classification of advertisement, advertising agency management - Advertising Media: Types - print, radio, tv, cinema outdoor and other forms - advantages, limitations.

UNIT – III: Advertising creativity (15 Hours)

Advertising copywriting for print and broadcast media, principles, styles, advertising visualization and design, evaluation of advertising.

UNIT – IV: Integrated marketing communication – Mix: 1 (15 Hours)

Direct Marketing: Definition, features, functions, strategies, advantages and disadvantages – Sales Promotion: Meaning, Importance, reasons, tools & techniques.

UNIT – V: Integrated marketing communication – Mix: 2 (15 Hours)

Public relation: Meaning, Objectives, tools, advantages and disadvantages - Personal selling: Meaning, nature, steps, advantages and disadvantages – Social media marketing: Meaning, scope, tools, advantages and disadvantages.

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	George E. Belch & Michael A Belch	Advertising and Promotion - An Integrated Marketing Communication	Tata Mc Graw Hill	7 th Edition

		Perspective		
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REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	S.N.Murthy&U.Bhojana nana	Advertising–An IMC Perspecti ve	Excel Books	2 nd Edition
2.	David Pickton& Amanda Brod erick	Integrated Marketing Communicatio ns	PHI	2nd Edition
3.	S.A. Chunawalla	Advertising, Sales and Promotion Management	Himalaya Pub. House	5thEdition

WEB REFERENCES:

1. [http://lcwu.edu.pk/ocd/cfiles/Mass%20Communications/Maj/MC-405/Integrated Marketing Communications 2nd.pdf](http://lcwu.edu.pk/ocd/cfiles/Mass%20Communications/Maj/MC-405/Integrated%20Marketing%20Communications%202nd.pdf)
2. https://www.academia.edu/39923121/INTEGRATED_MARKETING_COMMUNICATION
3. http://www.pearsoned.ca/highered/divisions/virtual_tours/kotler/kotler_ch13.pdf
4. <http://dcac.du.ac.in/documents/E-Resource/2020/Metrial/30Neerukapoorl4.pdf>
5. <https://repository.up.ac.za/bitstream/handle/2263/24225/02chapter2.pdf?sequence=3&isAllowed=y>
6. <https://m.youtube.com/watch?v=6eVpIJ75BqE>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXIV	23BAU23B	INTERNATIONAL BUSINESS	72	5

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
THIRD	VI	25	75	100

PREAMBLE:

The purpose of International Business program is to equip future business leaders with the subject knowledge and the methodological, interpersonal and intercultural skills that will enable them to excel and become responsible leaders in the rapidly changing business world.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Define the complexities of international business and globalization from home versus host country, and regional, cultural perspectives.	K1
CO2	Understanding of theories and conceptual frameworks that explain why and how firms internationalize.	K2
CO3	Develop a framework to support successful decision- making in all relevant functions and activities of any international business or international operations.	K3
CO4	Analyse the skills that managers and agents of MNCs need in order to deal with these complexities and contextual ambiguities.	K4
CO5	Evaluate the preparation of documents and the application of procedures to support the movement of products and services.	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	0
CO2	9	9	9	9	1	1	0

CO3	9	9	3	3	3	3	1
CO4	9	3	3	1	3	3	3
CO5	9	3	1	0	9	9	9
Total Contribution of COs to POs	45	24	25	22	17	16	13
Weighted Percentage of COs Contribution to POs	2.60	1.72	2.14	2.25	2.13	2.82	2.06

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT I: Introduction to International Business (12 Hours)

Evolution of international business, nature of international business, need & importance of International Business, stages of internationalization, approaches to international business, theories of international business – Mercantilism, Absolute Advantage, Comparative Advantage, Factor Endowment, and Competitive Advantage, Tariff and non tariff and barriers, Introduction to Political, Economic, Social-Cultural & technological environment of international business.

UNIT II: Modes of Entering International Business (15 Hours)

International business analysis – modes of entry – exporting (direct and indirect) licensing, franchising, contract manufacturing, management contracts, turnkey projects, Joint ventures, Mergers and Acquisitions, Foreign direct investment, Comparison of different modes of entry.

UNIT III: Globalization (15 Hours)

Meaning, Definition and Features of Globalization, Drivers of Globalisation, Advantages and Disadvantages, Socio-Cultural, Political & Legal and Economic Implications, Globalization and India, GATT and WTO.

UNIT IV: Multinational Corporations (15 Hours)

Definition, Distinction among Domestic Companies, International company, MNC, Global Company and TNC, Merits and Demerits, Organisational structure of MNCs, MNCs in India – Export Financing And International Payments: Export credits, Method and sources of credit, Methods of payments in International Business, Financing techniques, ECGC, Exim bank and their role.

UNITV: Export Import Documentation**(15 Hours)**

Important Trade Terms in International Trade: [Introduction: CIF, F.O.B, F.O.B Contract with additional services, F.O.B Contract (Buyer contracting with carrier), FAS, EX SHIP & Arrival Contracts, C&F, EXWORKS & EXSTORE CONTRACTS, FOR CONTRACTS, SALE OF A CARGO & EX-QUAY Contracts – Export and import procedure, document required their relevance.

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Daniel and Radebaugh	International Business	Pearson Education	2010
2.	Rakesh Mohan Joshi	International Business	Oxford University Press	2011
3.	Charles Hill	International Business: Text & Cases	Tata McGraw Hill	2011
	Sumati Varma	International Business	Pearson Education	2013

WEB REFERENCE:

- <https://www.youtube.com/watch?v=wFd8EgVNIJE>
- <https://nptel.ac.in/courses/110/107/110107145/>
- <https://www.digimat.in/nptel/courses/video/110105052/L01.html>
- <https://drive.google.com/file/d/1NHkURzxq7emLiu5AQqvbvzt7HFqvVsaj/view>
- <https://www.icsi.edu/media/webmodules/publications/9.5%20International%20Business.pdf>
- <https://ncert.nic.in/textbook/pdf/kebs111.pdf>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXIV	23BAU23C	E-COMMERCE	72	5

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
THIRD	VI	25	75	100

PREAMBLE:

To gain deeper understanding about e-commerce, e-business strategies, e-business models, consumer behaviour online model, purchasing decision making process in e-commerce, e- marketing mix, concept of web advertising and its effectiveness, secure e-payment options and legal policies and taxation in e-commerce.

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Relate the concept of e-business, e-marketing, e-payment and public policy.	K1
CO2	Outline the role of e-market and e-business in enhancing the consumer behavior.	K2
CO3	Analyse the application of e-commerce.	K3
CO4	Classify the types of market under e-commerce.	K4
CO5	Evaluate the privacy, legal, ethical issues related to e-commerce.	K5

K1 – Remember; **K2 – Understand;** **K3 – Apply;** **K4 – Analyze;** **K5 – Evaluate;**
K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	0
CO2	9	9	9	9	1	1	0
CO3	9	9	3	3	3	3	1
CO4	9	3	3	1	3	3	3
CO5	9	3	1	0	9	9	9
Total Contribution of COs to POs	45	24	25	22	17	16	13
Weighted Percentage of COs Contribution to POs	2.60	1.72	2.14	2.25	2.13	2.82	2.06

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

COURSE CONTENT:

UNIT I: Introduction

(12Hours)

Introduction to e-commerce: meaning, evolution of ecommerce, framework of e-commerce, business models of ecommerce, driving forces of ecommerce, benefits, limitation and impact of electronic commerce.

UNIT II: E-Market and Consumer Behaviour

(15 Hours)

E-market: Meaning, Types of e-market places – Internet consumers: Meaning, ecommerce consumer behavior process, consumer behavior online model, consumer purchasing decision making process – Intelligent agent: definition, characteristics and role of intelligent agent in decision making.

UNIT III: E Marketing Strategies

(15 Hours)

E-marketing, e-marketing mix-marketing strategies, email marketing strategies, affiliate marketing strategy and brand leveraging strategy - Web advertising: advertising cycle, online advertising methods: banners, popup, email advertising and video ads. Industry 4.0 and Marketing 4.0: In perspective of Digitalization and E-Commerce.

UNIT IV: E-Payment and Security

(15 Hours)

Electronic payment: Meaning, components of electronic system, electronic fund transfer, smart card, electronic cheques, electronic wallet, ecommerce security strategy frame work, access control, encryption and one key system.

UNIT V: Public Policy and Taxation

(15 Hours)

Public Policy: From legal issues to privacy, legal, ethical and other public policy issues - Taxation policies and seller protection in EC.

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	Efraim Turban, David King Jae Jee, Ting- PandLiang, Dehorrah Turban	Electronic commerce 2010 –A Managerial and Social Networks Perspective	Pearson	2018

REFERENCE BOOKS:

S.No	Authors	Title	Publishers	Year of Publication
1.	P.T.Joseph. S.J	E-Commerce An Indian Perspective	PHI Learning Private Limited	2015
2.	Suman M. Divakara Reddy	Advanced E- Commerce and mobile	Himalayas Publishing House	2015

WEB REFERENCE:

1. <https://www.youtube.com/watch?v=xKJjyn8DaAw>
2. <https://nptel.ac.in/courses/110/105/110105083/>
3. <https://freevidelectures.com/course/2308/internet-technology/35>
4. https://www.vssut.ac.in/lecture_notes/lecture1428551057.pdf
5. <https://cidco.mit.asia/departments/bca/Downloads/Question-bank/e-business.pdf>
6. <https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf>
7. <https://www.emerald.com/insight/content/doi/10.1108/978-1-80043-380-920201003/full/html>

**DISTRIBUTION OF MARKS AND QUESTION PAPER
PATTERN**

FOR SCHOLASTIC COURSES UNDER PART III, IV AND V

OF ALL UG PROGRAMMES – 2023 and onwards

For Scholastic Courses:

S.No.	COMPONENT	TOTAL MARKS	DISTRIBUTION OF MARKS		PASSING MINIMUM FOR (ESE)		OVERALL PASSING MINIMUM FOR (CIA & ESE)
			CIA *	ESE **	CIA *	ESE **	
1.	Theory (Both CIA and ESE) Core / Allied / Any category Open Elective	100	25	75	--	30	40
2.	Practical (Both CIA and ESE)	100	40	60	--	24	40
3.	100% INTERNAL (ONLY CIA / NO ESE) Foundation Non-Major Elective Skill Enhancement Ability Enhancement	50	50	--	20	--	20
4.	100% EXTERNAL (ONLY ESE) Proficiency Enhancement	100	--	100	--	40	40
5.	Institutional training/ Articleship Training/ Mini Project / Apprenticeship Training (ONLY CIA / NO ESE)	100	100	--	40	--	40
6.	Project Work (Both CIA and ESE)	100	20	80	--	32	40

*Bloom's Taxonomy based assessment pattern – K1 to K5 levels. K6 is also appreciable.

** ONLY CIA indicates 100% CIA course, ONLY ESE indicates 100% ESE appearance, BOTH indicates CIA and ESE components.

**1.For Courses - Theory / Practical / Project - (Both CIA and ESE) - Core / Allied / Any category
Open Elective:**

For THEORY Courses (BOTH CIA AND ESE):

Distribution of Marks:

SPLIT – UP	COMPONENT	K LEVEL	MARKS		TOTAL MARKS
CIA	<p>Assignments: A student is expected to submit three assignments (includes one e-assignment) on any topic relevant to her course as directed by her course instructor</p> <p>based on the assignment schedule provided at the beginning of the semester for every course. K6 - Create level assignments will be appreciated. Marks will be awarded based on concept clarification and justification on the task. Average marks of the three assignments are considered in this case. A student can score a maximum of 5 marks from assignments. (1 assignment – online submission of e-assignment, K6 level assignments will be appreciated.</p>	K3	5	Average of 3 assignments $15/3 = 5$	25
	K4	5			
	K5	5			
	<p>Seminar: A student shall handle a seminar on any topic relevant to her course as directed by her course instructor for which marks shall be awarded based on concept clarification and justification on the task. A student can score a maximum of 5 marks for her seminar.</p>	K2	5		
	<p>Others : A student will be evaluated during the semester on her participation in class, case studies presentation, field work, field survey, group discussion, term paper, participation in workshop/conference, presentation of papers in conferences, surprise / informed quizzes from the respective courses that maybe conducted online / offline with simple multiple choice questions, report / content writing, etc. Average marks in these activities will fetch her a maximum of 5 marks.</p>	K1 – K5	5		
<p>CIA I and CIA II tests: A student will be evaluated during the semester in Two CIA tests that would be conducted as per the</p>	K1 –K5	5			

SPLIT - UP	COMPONENT	K LEVEL	MARKS	TOTAL MARKS
	schedule approved by the academic head. Average of the two tests will be considered in this category.			
	Model Exam: A student has to appear for the MODEL EXAM that would be conducted as per the schedule approved by the academic head.		5	

CIA, Model Exam and ESE Question paper pattern with K-levels:

i) For CIA Tests – 2 Hour test:

SECTION	MARKS	OBE QP Pattern	No. of questions in Knowledge Levels
A	6*1=6 (MCQ with 4 options)	K1- 3 questions K2- 3 questions	K1- 3 K2- 3 K3- 2 K4- 3 K5- 2
B	4*5=20 (Either/Or)	K3- 2 questions K4- 2 questions	
C	3*8=24 (Either/Or)	K4-1 question K5- 2 question	
Total	50	13 questions	

ii) For Model Exam and ESE – 3 Hours exam:

SECTION	MARKS	OBE QP Pattern	No. of questions in Knowledge Levels
A	10*1=10 (MCQ with 4 options)	Q.No. 1,3,5,7,9 -K1 Q.No. 2,4,6,8,10 -K2	K1- 5 K2- 7 K3- 3 K4- 3 K5- 2
B	5*5=25 (Either/Or)	K2- 2 questions K3- 2 questions K4- 1 question	
C	5*8=40 (Either/Or)	K3- 1 question K4- 2 questions K5- 2 questions	
Total	75	20 questions	

1.2. For Practical Courses (BOTH CIA and ESE):

SPLIT – UP	COMPONENTS	K Level	MARKS	TOTAL MARKS
CIA	Conduct of Experiments / Observations <i>(Minimum 10 experiments to be conducted/practical course/semester)</i>	K2	10	40
	Periodical Lab Tests (Average of TWO) : 10 Marks	K3	25	
	Model Test : 15 Marks	K5		
	Record Work	K1	5	
	Experiment / Activity: 1			
	Algorithm/Steps/Procedure/Logic	K4	10	
	Input/Execution/Observations/Output/Result	K5	15	

ESE	Experiment / Activity: 2			60
	Algorithm/Steps/Procedure/Logic Input/Execution/Observations/Output/Result	K4 K5	10 15	
	Record Work*	K1	10	

CIA & MODEL exam Question paper patterns are not defined.

*Record work is MANDATED for appearance in the ESE. Failing to submit will disqualify the candidate from appearing for the ESE.

- There shall be change in the components measured depending on the nature of the course and is left to the discretion of the department.

2. For THEORY COURSES that are 100% INTERNAL (ONLY CIA / NO ESE - 50 Marks):

Tests	Marks	Knowledge Level	Marks
CIA I	3*10= 30 (Either/Or)	K1,K2,K3	25
CIA II	3*10= 30 (Either/Or)	K4,K5,K6	
Model	5*10= 50 (Either/Or)	K1,K2,K3,K4,K5	25
Total			50

Note: 100% CIA ONLY, NO ESE.

3. For THEORY COURSES that are 100% EXTERNAL (NO CIA / ONLY ESE – 100Marks):

Split-Up	Components	K Level	Total Marks
ESE (3Hrs)	Section A 5 Questions 5*20= 100	K1,K2,K3,K4,K5 Any Level can be Used	100

Note : NO CIA, 100% ESE ONLY.

4. Institutional Training/ Industrial Training Articleship Training/ Mini Project/ Apprenticeship Training (ONLY CIA / NO ESE):

Institutional Training:

Institutional Training reports are evaluated (K1 to K5 levels) at the end of semester- V by the **Internal Examiners** only with prior permission and appointment by CoE. Following weightages shall be used to evaluate the institutional training report:

COMPONENTS*	K LEVEL	MARKS	TOTAL MARKS
Understanding and articulation of concepts	K1, K2, K3, K4, K5	30	100
Clarity and comprehensiveness of presentation in the report	Any level can be used	30	
Structure and neatness of the report		40	

* 100% CIA, NO ESE.

*Different metrics may be evaluated depending on the nature of the work carried out during the training period and is left to the discretion of the department.

APPRENTICESHIP TRAINING:

Apprenticeship Training reports are evaluated based on the following rules:

1. Each student should undergo 100 hours of Apprenticeship Training during IV and V Semester course of study.
2. The training report is not less than 30 type written pages should be submitted within one month after the completion of the apprenticeship period.
3. If a student fails to undergo the apprenticeship programme on medical grounds/due to lack of attendance either in the IV semester or in the V semester (or) in both semesters, she should undergo the same after completion of 6th semester. For this prior permission should be obtained from the Principal with the recommendation of the Head of the

Department and Controller of Examinations. In such a case training report should be submitted within one month after the completion of the apprenticeship period.

4. In case of failure to submit the report within the above stipulated period, the date of submission may be extended to 15 working days with a late fee as prescribed by the Principal. Further extension, if necessary, may be granted by the College Council on special request.
5. The Apprenticeship report shall be evaluated for a total of 100 marks, out of which 50 marks shall be allotted to the apprenticeship programme to be evaluated by auditor and 50 marks to the apprenticeship report to be evaluated by the Department.
6. A student should secure a minimum of 20 marks each (Auditor & Department) in the apprenticeship programme and 40 marks in the training report to qualify for a pass in the ‘Apprenticeship Report’.
7. If any candidate indulges in malpractice while attending the apprenticeship programme or fails to secure a minimum pass mark in the apprenticeship programme as evaluated by the auditor, the report will not be considered for the evaluation by the Department. In that case, student has to undergo Apprenticeship Programme once again and resubmit the report within one month after completion of Apprenticeship Programme.
8. If any candidate fails to secure a minimum pass mark in the ‘Apprenticeship Report’ as evaluated by the department, the candidate has to resubmit the report after carrying out the suggestions given by the department within 10 days after the publication of the results.

Mini-Project:

Departments encouraging project work may adopt the following structure for evaluation of report; else, they shall define their own rubrics as per need. Following components shall be used for evaluation:

ONLY CIA / NO ESE:

The **project reports** are evaluated during the semester by the **Internal Examiners**.

SPLIT - UP	COMPONENTS	K LEVEL	MARKS	TOTAL MARKS
CIA	Regularity	K1, K2, K3, K4, K5	15	100
	Review / Presentation		15	
	Knowledge about the organisation / theme of study		20	
	Nature of Work / Logic behind the study	Any level can be used	10	
	Learning Outcome	20		
	Viva – Voce	20		

***Viva-Voce for projects will be conducted by internal examiners.**

BOTH CIA AND ESE:

The **project reports** are evaluated at the end of semester jointly by the **Internal Examiners** and **External Examiner** only with prior permission and as appointment by CoE.

SPLIT – UP	COMPONENTS	K Level	MARKS	TOTAL MARKS
CIA	Regularity	K1, K2, K3, K4, K5	10	20
	Review / Presentation		10	
ESE*	Knowledge about the organisation / Theme of study	Any level can be used	20	80
	Nature of Work / Logic behind the study		20	
	Learning Outcome		20	
	Viva-Voce*		20	

*ESE Viva-Voce for projects will be jointly conducted by internal and external examiners.

- There shall be change in the components measured depending on the nature of the course and is left to the discretion of the department.

Apprenticeship Training:

Refer the syllabus of **B.COM (PA) Batch 2021 - 2024**

GUIDELINES FOR SCHOLASTIC COURSES

S.No.	Particulars
1	Credit transferability for courses
2	For Courses under Part- III
	2.1. Institutional training / Articleship Training / Mini Project / Apprenticeship Training :
	2.2. Open Elective :
3	For Courses under Part- IV
	3.1. Skill Enhancement / Naan Mudhalvan Courses
	3.2. Ability Enhancement
4	For Courses under Part- V
	4.1. Proficiency Enhancement
	4.2. Competency Enhancement
	4.2.1. NSS/ YRC/ CCC/ Physical Education/ Others
	4.2.2. Professional Grooming
	4.2.3. Students Social activity (Related to the Curriculum)

1. Credit transferability for courses:

In lieu with the direction of the University Grants Commission (UGC) for universities and colleges to use the Massive Open Online Courses (MOOC) available on the HRD Ministry's 'Swayam' platform for credit transfer, students who complete a course in their curriculum (the courses approved by Swayam board, are ready to be offered in the July semester 2020 AND ONWARDS) are permitted to transfer their credit and can be exempted from appearing the particular course in their curriculum. The score obtained will be accounted for CGPA calculation. The credits earned can be transferred under PART-III/PART-IV/PART-V of ANY SEMESTER with due recommendation of the Chairperson of the Board and approval from the CoE.

2. For courses under PART III :

Score obtained in these courses WILL BE ACCOUNTED FOR CGPA CALCULATION.

Institutional training / Industrial Training/ Articleship Training / Mini Project:

Course Code	Semester	Course	Evaluation	Credits
	V	Institutional training/ Industrial training Articleship Training/ Mini Project/ Apprenticeship Training	NO ESE 100% CIA	2

i) Institutional / Industrial Training:

A student shall visit an institution / organisation and learn its operations according to the nature of her discipline of study after approval from the Department, for a period of 21 WORKING DAYS during her summer vacation between semesters IV and V. Work carried out during this period will have to be recorded in a work diary provided by the department. An institutional training report should be submitted by the student at the end of the fifth semester (ESE) to complete the programme and is duly evaluated by the INTERNAL EXAMINER ONL

ii) Articleship Training:

A student shall register herself as an article with a practicing CA with due approval from the Department, for a period of 21 WORKING DAYS during her summer vacation between

semesters IV and V. Work carried out during this period will have to be recorded in a work diary provided by the department. An Articleship training report should be submitted by the student at the end of the fifth semester (ESE) to complete the programme and is duly evaluated by the INTERNAL EXAMINER ONLY.

iii) Mini Project:

A student shall visit an institution / organisation and investigate a problem on the core business activity also pertaining to the nature of her discipline of study with due approval from the Department, for a period of 21 WORKING DAYS during her summer vacation between semesters IV and V. Work carried out during this period will have to be recorded in a work diary provided by the department. A mini project report should be submitted by the student at the end of the fifth semester (ESE) to complete the programme and is duly evaluated by the INTERNAL EXAMINER ONLY.

Open Elective:

Open elective courses are core courses offered DURING SEMESTER V under Part: III for students of other UG programmes, where a student can choose any course offered under this category from other than her parent department. Notification is handled on advice of the academic head and enrollment for the course is done on first come first serve basis depending upon the available strength. The course is taught and is administered by the norms pertaining to the department which offers the course. Adherence to the scheme, syllabus, distribution of marks and question paper pattern as found in the curriculum of the parent department is MANDATORY. Score obtained in this course will be accounted for CGPA calculation. Following is the list of courses available for the students of the UG programme.

List of open elective courses offered for the students admitted in UG programmes

From the academic year 2023-2024 and onwards

Course Code	Department	Course	Evaluation	Credit
23ENUOE01	Department of English	English for effective communication	Both CIA and ESE	2
23TAUOE02	Department of Tamil	திறன் மேம்பாட்டுக் கல்வி		
23MAUOE01	Department of Mathematics	Mathematics for Business		
23PHUOE01	Department of Physics	Physics in day to day life		
23CSUOE01	Department of Computer	Internet For Everyone		
23ITUOE01		Basics of Computer Technology		

23CAUOE01	Science	Machine Learning		
23CGUOE01	Department of Commerce	Basics of Accounting		
23CCUOE01		E- advertising		
23CPUOE02		Human resource management		
23BAUOE01	Department of Management	Start-up Business		

3. For courses under PART IV :

Score obtained in these courses WILL NOT BE ACCOUNTED FOR CGPA CALCULATION.

3.1 Skill Enhancement:

Course Code	Semester	Course	Evaluation	Credits
	IV	Course offered by the department / Naan Mudhalvan Course	To be conducted and evaluated by the Internal Examiner 100% CIA NO ESE	2
23SEPU02	V	Life Skills (Jeevan Kaushal) (Curriculum as recommended by UGC)		2
	VI	Course offered by the department		2

NOTE: Weekly three hours theory and / or blended practical activities conducted as individual/group tasks or assignments (online and offline) in direct supervision of faculty member during semesters (IV, V and VI) and the assessment is to be done by the INTERNAL EXAMINER ONLY. NO ESE.

3.2. Ability Enhancement:

Course Code	Semester	Course	Evaluation	Credits
23AEU01	III	Information Security	100% CIA	2
23AEU02	IV	Consumer Rights	NO ESE	2

On successful completion of these courses, students will be able to demonstrate skills necessary for tackling challenges in today's digitalized world driven by consumerism. They are also taught relating to the main stream of study and hence, ensure job readiness after completion of the UG programme.

4. For courses under PART V:

Score obtained in these courses WILL NOT BE ACCOUNTED FOR CGPA CALCULATION.

Proficiency Enhancement:

Course Code	Semester	Course	Evaluation	Credits
	V	Course offered by the Department (Self Study)	NO CIA 100% ESE	2

These courses are provided to enhance the academic proficiency of a student. No lecture hours are provided and therefore, these are SELF STUDY courses and the students are expected to prepare the courses on the prescribed syllabi by their own. Students have to appear for the ESE that would be conducted as per the curriculum specification of each department and scoring a passing minimum is mandatory for completion of the UG programme.

Competency Enhancement:

Competency enhancement activities are conducted by the college / department between semesters I and IV or I and VI, as is applicable. Evaluation is done under Part: V for 3 credits and credits are awarded based on submission of proofs for completion of the components mentioned therein. Obtaining a grade is MANDATORY for completion of the programme.

NSS/ YRC/ CCC/ Physical Education/ Others:

Semester	CATEGORY	Course Completion	Credit
I - VI	NSS/ YRC/ CCC/ Physical Education/ Others	Upon personal choice and as guided by faculty mentor	1

A student can choose to involve and engage in activities that college / department and her faculty mentors plan under NSS/ YRC/ CCC/ Physical Education/ Others to instill social consciousness, citizenship, moral building and serve her immediate community. Submission of a certificate of completion as a proof, to the class tutor is MANDATORY.

Professional Grooming:

Semester	Category	Course Completion	Credit
I - IV	Professional Grooming	As guided by faculty mentor	1

Students will be taught to care take of themselves and their body, and it's something everyone can and should do. This component is included to cultivate professionalism amongst students and educate them with strategies aimed at enhancing knowledge, skills and abilities in becoming a professional. Submission of a certificate of completion as a proof, to the class tutor is MANDATORY.

Students Social activity (Related to the Curriculum):

Semester	Category	Course Completion	Credit
I - VI	Students Social activity (Related to the Curriculum)	As guided by faculty mentor	1

A student shall engage in activities that her department and apply the knowledge gained in her curriculum in addressing some pressing issues of her neighbourhood for societal good. Submission of a certificate of completion as a proof, to the class tutor is MANDATORY.

CIA QUESTION PAPER PATTERN:PART – III – CORE COURSES: 50 MARKS

P.K.R. ARTS COLLEGE FOR WOMEN, GOBI

(Re-Accredited with ‘A’ Grade by NAAC)
Autonomous Institution- Affiliated to Bharathiar University

DEPARTMENT OF _____

Academic Year: _____

Continuous Internal Assessment I/II: Month/Year

Class	Course Code	Course Title

Time : 2 Hours

Maximum Marks : 50

Answer ALL the Sections SECTION –

A (6 × 1 = 6 Marks)

(Multiple Choice Questions)

Answer the following

S. No.	Question	KNOWLEDGE LEVEL
1.	a) b) c) d)	K1- 3 Questions K2- 3 Questions
2.	a) b) c) d)	
3.	a) b) c) d)	
4.	a) b) c) d)	
5.	a) b) c) d)	
6.	a) b) c) d)	

SECTION – B (4 × 5 = 20Marks)

(Bloom’s Taxonomy K2 / K3 / K4 Level)

(Options (a) and (b) should be from same unit and same knowledge level)

Answer ALL Questions

S. No.	Question	KNOWLEDGE LEVEL
7.	(a) _____ (OR)	K3- 2 Questions K4- 2 Questions
7.	(b) _____	
8.	(a) _____ (OR)	
8.	(b) _____	
9.	(a) _____ (OR)	

9.	(b)		
10.	(a)		(OR)
10.	(b)		

SECTION – C (5 × 8 = 40 Marks)

(Options (a) and (b) should be from the same unit and same knowledge level) Answer

ALL Questions

S. No.	Question			KNOWLEDGE LEVEL
11.	(a)	Unit I	(OR)	K4- 1 Question K5- 2 Questions
11.	(b)	Unit I		
12.	(a)	Unit II	(OR)	
12.	(b)	Unit II		
13.	(a)	Unit III	(OR)	
13.	(b)	Unit III		

CIA QUESTION PAPER PATTERN: PART – IV– FOUNDATION COURSES: 30 MARKS

P.K.R. ARTS COLLEGE FOR WOMEN, GOBI

(Re-Accredited with ‘A’ Grade by NAAC)

Autonomous Institution- Affiliated to Bharathiar University

DEPARTMENT OF _____

Academic Year: _____

Continuous Internal Assessment I/II: Month/Year

Class	Course Code	Course Title

Time: 2 Hours

Maximum Marks: 30

SECTION – A (3× 10 = 30Marks)

(Options (a) and (b) should be from same unit and same knowledge level)

Answer ALL Questions

S. No.	Question			KNOWLEDGE LEVEL
1.	(a)		(OR)	K1- 1 Question
1.	(b)			

2.	(a)		(OR)
2.	(b)		
3.	(a)		(OR)
3.	(b)		

K2- 1 Question

K3- 1 Question

PART – III – CORE COURSES: 75 MARKS

Course Code :

Reg. No. :

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P.K.R ARTS COLLEGE FOR WOMEN (Autonomous), GOBICHETTIPALAYAM
...UG.... DEGREE ESE EXAMINATION, – 2023

Branch –

Semester

(For the candidates admitted from 2023)
< Title of the Subject >

Time : 3 Hours

Maximum Marks : 75

Answer ALL the Sections
SECTION – A (10 × 1 = 10 Marks)
(Bloom's Taxonomy K1 / K2 Level)
(Multiple Choice Questions)

Answer the following

S. No.	Question	KNOWLEDGE LEVEL
1.	Unit I a) b) c) d)	K1
2.	Unit I a) b) c) d)	K2
3.	Unit II a) b) c) d)	K1
4.	Unit II a) b) c) d)	K2
5.	Unit III a) b) c) d)	K1
6.	Unit III a) b) c) d)	K2
7.	Unit IV a) b) c) d)	K1
8.	Unit IV a) b) c) d)	K2
9.	Unit V a) b) c) d)	K1
10.	Unit V a) b) c) d)	K2

SECTION – B (5 × 5 = 25 Marks)

(Bloom's Taxonomy K2 / K3 / K4 Level)

(Bloom's Taxonomy: K2 – 2 questions, K3 – 2 questions, K4 – 1 question)

(Options (a) and (b) should be from same unit and same knowledge level)

Answer ALL Questions

S. No.	Question			KNOWLEDGE LEVEL
11.	(a)	Unit I	(OR)	
11.	(b)	Unit I		
12.	(a)	Unit II	(OR)	
12.	(b)	Unit II		
13.	(a)	Unit III	(OR)	
13.	(b)	Unit III		
14.	(a)	Unit IV	(OR)	
14.	(b)	Unit IV		
15.	(a)	Unit V	(OR)	
15.	(b)	Unit V		

SECTION – C (5 × 8 = 40 Marks)

(Bloom's Taxonomy K4 / K5 Level)

(Bloom's Taxonomy: K3 – 1 question, K4 – 2 questions, K5 – 2 questions)

(Options (a) and (b) should be from the same unit and same knowledge level)

Answer ALL Questions

S. No.	Question			KNOWLEDGE LEVEL
16.	(a)	Unit I	(OR)	
16.	(b)	Unit I		
17.	(a)	Unit II	(OR)	
17.	(b)	Unit II		
18.	(a)	Unit III	(OR)	
18.	(b)	Unit III		
19.	(a)	Unit IV	(OR)	
19.	(b)	Unit IV		
20.	(a)	Unit V	(OR)	
20.	(b)	Unit V		

K -LEVEL	Q.NO.	No. of Questions
K1	1,3,5,7,9	5
K2	2,4,6,8,10, 2 QUESTIONS IN SECTION B	5 2
K3	2 QUESTIONS IN SECTION B 1 QUESTION IN SECTION C	3
K4	1 QUESTION IN SECTION B 2 QUESTIONS IN SECTION C	3
K5	2 QUESTIONS IN SECTION C	2
	TOTAL	20 QUESTIONS

PART – IV – COURSES: 100 MARKS

Course Code :

Reg. No. :

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P.K.R ARTS COLLEGE FOR WOMEN (Autonomous), GOBICHETTIPALAYAM
...UG.... DEGREE ESE EXAMINATION, – 2023

Branch –
Semester

(For the candidates admitted from 2023)
< Title of the Subject >

Time : 3 Hours

Maximum Marks : 100

Answer ALL the Questions
SECTION – A (5 × 20 = 50 Marks)
(Bloom's Taxonomy K1/K2 / K3 / K4 /K5 Levels)

(Options (a) and (b) should be from same unit and same knowledge level)

Answer ALL Questions

S. No.	Question			KNOWLEDGE LEVEL
1.	(a)	Unit I	(OR)	K1,K2,K3,K4,K5 Any Level can be Used
1.	(b)	Unit I		
2.	(a)	Unit II	(OR)	
2.	(b)	Unit II		
3.	(a)	Unit III	(OR)	
3.	(b)	Unit III		
4.	(a)	Unit IV	(OR)	
4.	(b)	Unit IV		
5.	(a)	Unit V	(OR)	
5.	(b)	Unit V		



**CO-SCHOLASTIC COURSES OFFERED FOR THE STUDENTS ADMITTED IN THEUG
PROGRAMMES IN 2021-22 AND ONWARDS**

CO - SCHOLASTIC COURSES FOR UG PROGRAMMES:

The co-scholastic courses are offered with an intention to provide learner centric, skill oriented technical training that help an individual to showcase their competency, learn commitment for the profession, add value and build expertise in their area of study and helps with job advancement / career building opportune for students of all UG programmes. Evaluation in this category is done by INTERNAL EXAMINERS / COMPETENT CERTIFYING PROFESSIONAL BODIES / PROFESSIONAL INSTITUTIONS as is required, at the end of the semester/ an academic year. Score obtained in this category WILL NOT BE ACCOUNTED FOR CGPA CALCULATION.

Every course is taught 40 Hours in a year and assessment is made at the end of the academic year (even semester ESE ONLY). Students who score the passing minimum will be given certificates with grades, based on the marks scored during the final Examination.

Following are the co-scholastic courses offered for the students admitted in the UG programmes during the academic year 2021-22 and onwards:

Categories available for students admitted in UG Programmes:

1. VALUE ADDED COURSES
2. CERTIFICATE COURSES
3. EXTRA CREDIT COURSES

are the FOUR categories of CO-SCHOLASTIC COURSES offered to nurture - choice based skill / ability / proficiency / competency enhancement of an individual in addition to the courses specified under the scheme of examinations for scholastic courses of the UG programmes.

Scheme of examination for Co-Scholastic Courses:

1. VALUE ADDED COURSES:

Pattern	Department	Course Code	Course Title	Contact Hours / week	Exam Duration Hours	Max. Marks @ annual Exam		
						Theory	Practical	Total
Course to be taught after regular hours								
I YEAR								
Value Added Course I								
Annual	Tamil	23TAVAU1	இதழியல்	2 (Sem I)	3	25	75	100
	English	23ENVAU1	Conversational English					
	Mathematics	23MAVAU1	Vedic Mathematics					
	Physics	23PHVAU1	Crystal Physics	2 (Sem II)				
	Computer Science	23CSVAU1/ 23CAVAU1/ 23ITVAU1	Computer Fundamentals & Office Automation					
	Commerce	23CGVAU1/ 23CPVAU1/ 23CCVAU1	Intelligence For Excellence					
	Management	23BAVAU1	Basics Of Food Science					
Value Added Course II								
II Year								
Annual	Tamil		Professional English For Arts And Social Sciences	2 (Sem I)	3	50	50	100
	English		Professional English For Arts And Social Sciences					
	Mathematics		Professional English For Physical Sciences					
	Physics		Professional English For Physical Sciences	2 (Sem II)				
	Computer Science		Professional English For Physical Sciences					
	Commerce		Professional English For Commerce And Management					
	Management		Professional English For Commerce And Management					

Value Added Course III								
III Year								
Annual	Tamil		கல்வெட்டியல்	2 (Sem I)	3	50	50	100
	English		Introduction To Translation					
	Mathematics		Numerical Aptitude					
	Physics		Problem Solving In Physics For Competitive Exams	2 (Sem II)				
	Computer Science		Software Development					
	Commerce		Tally Essential Level 2					
	Management		Wealth Management					

2. CERTIFICATE COURSES

Semester	Department	Course Code	Course Title	Contact Hours / week	Exam Duration Hours	Max. Marks @ Annual Exam		
						Theory	Practical	Total
Course to be taught after regular hours								
Certificate Course								
III & IV (Annual)	Tamil	23TACCU1	இயற்கை மருத்துவம்	2Hrs SEM I	3	50	50	100
	English	21ENCCU1	English for Competitive Examinations					
	Mathematics	21MACCU1	MATLAB					
	Physics	21PHCCU1	Basic Electronics					
	Computer Science	21CSCCU1/ 21ITCCU1/ 21BCCCU1	Fundamentals of Oracle	2Hrs SEM II				
	Commerce	21CGCCU1/ 21CCCCU1/ 21CPCCU1	Forensic Accounting					
			Social Media Marketing					
			Business Process Outsourcing					
Management	21BACCU1	Accounting Executive with GST						

3. ADD-ON COURSES

Category	Course Code	Course Title	Contact Hours / week	Exam Duration Hours	Max. Marks		
					CIA	ESE	Total
Course to be taught after regular hours, students could register ONLY during I year of study.							
ADD-ON COURSE - I		Functional English (Offered by the Department of English)	2	3	50	50	100
ADD-ON COURSE - II		Yoga and meditation (Offered by the Department of Tamil)	2	3	50	50	100

4. EXTRA CREDIT COURSES (Self-study courses)

There are five categories, namely,

Courses offered by the parent department for all students of the programme (excluding elective choices by the candidate)

List of courses offered for ADVANCED LEARNERS ONLY

Inter-disciplinary courses offered in a department under PART-III for STUDENTS OF OTHER PROGRAMMES.

Credit transferability for Disciplinary / Inter-disciplinary /Trans-disciplinary / General courses offered in UGC SWAYAM MOOCS

Comprehension Courses

Courses offered (Not Chosen electives by the candidate) by parent department for ALL STUDENTS OF THE PROGRAMME: Refer to the scheme of examinations of the programme for the list of courses.

List of courses offered for ADVANCED LEARNERS ONLY:

Department	Course Code	Courses offered for ADVANCED LEARNERS ONLY
Department of English	23ENALU1	Dalit literature
	23ENALU2	Science fiction
	23ENALU3	Indian Diasporic literature
	23ENALU4	Literature and Mythology
Department of Tamil	23TAALU1	கேக்கள்ஊடகத்ததாடர்பியல்
	23TAALU2	இணையம்கற்றமபாம்
	23TAALU3	இந்தியக்கணலவரலாறு
	23TAALU4	அரவாடை கள்அன்றும்இன்றும்
Department of Mathematics	23MAALU1	Numerical Techniques
	23MAALU2	Matrix theory
	23MAALU3	Group Theory
	23MAALU4	Programming in C
Department of Physics	23PHALU1	Digital Literacy
	23PHALU2	Python Programming
	23PHALU3	Acoustics
	23PHALU4	Theory of Relativity
Department of Computer Science	23CSALU1	Block chain technology
	23CSALU2	Introduction to Data Compression
	23CSALU3	Green marketing management
	23CSALU4	Mobile commerce
Department of Commerce	23CGALU1	Event management
	23CGALU2	Secretarial practices
	23CGALU3	Business Legislations
	23CGALU4	E-Governance
Department of Management	23BAALU1	Digital marketing
	23BAALU2	Tourism & Hospitality management
	23BAALU3	Stress management & Emotional intelligence
	23BAALU4	Export management

Courses offered in a department under PART-III for STUDENTS OF OTHER PROGRAMMES – Inter-disciplinary courses - Refer to the scheme of examinations of the UG programme for the list of courses.

Credit transferability for Disciplinary / Inter-disciplinary / Trans-disciplinary / General courses offered in UGC SWAYAM MOOCS: Refer to the UGC SWAYAM eligibility, guidelines for courses available in the official website.

4.5. Comprehension Courses :

Department	Course Code	Comprehension Courses
Department of Tamil	23TAU1	Comprehension in Tamil - I
	23TAU2	Comprehension in Tamil - II
	23TAU3	Comprehension in Tamil - III
	23TAU4	Comprehension in Tamil - IV
	23TAU5	Comprehension in Tamil - V
	23TAU6	Comprehension in Tamil - VI
Department of English	23ENU1	Comprehension in English - I
	23ENU2	Comprehension in English - II
	23ENU3	Comprehension in English - III
	23ENU4	Comprehension in English - IV
	23ENU5	Comprehension in English - V
	23ENU6	Comprehension in English - VI
Department of Mathematics	23MAU1	Comprehension in Mathematics - I
	23MAU2	Comprehension in Mathematics - II
	23MAU3	Comprehension in Mathematics - III
	23MAU4	Comprehension in Mathematics - IV
	23MAU5	Comprehension in Mathematics - V
	23MAU6	Comprehension in Mathematics - VI
Department of Physics	23PHU1	Comprehension in Physics - I
	23PHU2	Comprehension in Physics - II
	23PHU3	Comprehension in Physics - III
	23PHU4	Comprehension in Physics - IV
	23PHU5	Comprehension in Physics - V
	23PHU6	Comprehension in Physics - VI
Department of	23CSU1	Comprehension in Computer Science - I

Computer Science	23CSU2	Comprehension in Computer Science - II
	23CSU3	Comprehension in Computer Science - III
	23CSU4	Comprehension in Computer Science - IV
	23CSU5	Comprehension in Computer Science - V
	23CSU6	Comprehension in Computer Science - VI
	Department of Commerce	23CGU1
23CGU2		Comprehension in Commerce - II
23CGU3		Comprehension in Commerce - III
23CGU4		Comprehension in Commerce - IV
23CGU5		Comprehension in Commerce - V
23CGU6		Comprehension in Commerce - VI
Department of Management	23BAU1	Comprehension in Management - I
	23BAU2	Comprehension in Management - II
	23BAU3	Comprehension in Management - III
	23BAU4	Comprehension in Management - IV
	23BAU5	Comprehension in Management - V
	23BAU6	Comprehension in Management - VI

In the comprehension component, students are tested on their grasping ability of the courses of study. Comprehension in - I, II, III, IV, V,VI are SELF-STUDY courses that have only MCQ from Part III Courses. ONLINE EXAMINATION (END-SEMESTER) consisting of 50 Multiple Choice Questions (on Core and Core Elective courses studied in the respective semesters) will be conducted at the end of each semester I, II, III, IV,V AND VI respectively, for a maximum of 100 marks.

Self Study: Online Exams will be conducted at the end of each semester with one credit each.

Distribution of Marks for Co-Scholastic Courses:

Category	Theory	Practical	Total Marks	PASSING MINIMUM @ ANNUAL EXAM	Grade
BOTH Theory and Practical	40	60	100	40	Marks 90 - 100 - A++ Outstanding Marks 80 – 89 - A+ Excellent Marks 70 – 79 - A Very Good Marks 60 - 69 - B+ Good Marks 50 – 59 - B Average Marks 40 – 49 - C Satisfactory Marks 0 - 39 - U Re-appear
ONLY Theory	100	--	100	40	
ONLY Practical	--	100	100	40	

Question Paper pattern for Co-Scholastic Courses:

SPLIT – UP	COMPONENTS		TOTAL MARKS
ONLY Theory 100 marks	<u>ANNUAL EXAM</u> Section A 5 X 20 = 100 3 Hours One question from each unit (Either / or type) <i>Both options from the same unit / same level</i> <i>K1, K2,K3,K4,K5, K6 - ANY LEVEL</i>		100
	Both Theory and Practical	Seminar	
100 marks	A student will be evaluated during the semester on her participation in class, case studies presentation, group discussion, surprise / informed quizzes that may be conducted online / offline with simple multiple choice questions, etc. Average marks in these activities will fetch her		20
			100

	maximum of 25 marks.		
	Completion of activities / experiments / exercises	15	
	Viva-Voce	10	
	<u>ANNUAL EXAM</u> Section A 5 X 10 = 50 1.5 Hours <i>One question from each unit</i> (Either / or type) <i>Both options from the same level</i> <i>K1, K2, K3, K4,K5, K6 - ANY LEVEL</i>	50	
ONLY Practical 100 marks	Record / Observation	10	100
	Completion of activities / experiments / exercises	20	
	2 experiments on the day of assessment	60	
	Viva-Voce	10	
