

**P.K.R. ARTS COLLEGE FOR WOMEN
(AUTONOMOUS)**

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

GOBICHETTIPALAYAM – 638 476



SYLLABUS

**SCHOLASTIC COURSES
AND**

CO-SCHOLASTIC COURSES

***For the candidates admitted from the Academic Year
2026-2027 and onwards
Under CBCS PATTERN***

Prepared By

1. Curriculum Development Cell
2. OBE Monitoring Council

Approved By

1. Boards of Studies
2. Standing Committee on Academic Affairs
3. Academic Council

P.K.R ARTS COLLEGE FOR WOMEN (AUTONOMOUS),
GOBICHETTIPALAYAM

BBA PROGRAMME STRUCTURE
(For students admitted in 2026-27 & onwards)



P.K.R ARTS COLLEGE FOR WOMEN

(Autonomous Institution, Re-Accredited by NAAC with 'A' Grade)

Gobichettipalayam-638476

BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME STRUCTURE

Scholastic Courses:

CBCS Pattern: 2026-2027

Category	Component	No. of Courses	Credit(s) / Course	Total Credits	Proposed Semester
Part – I	Tamil / Hindi / French / Kannada / Malayalam / Sanskrit	4	3	12	I – IV
Part – II	English	4	3	12	I – IV
Part - III	Core Courses (Theory / Practical / Allied / Elective / Open Elective / Project Work & Viva Voce)	23	1 / 2 / 3 / 4 / 5	94	I-VI / I-II / I-IV / V-VI / V
	Institutional Training / Industrial Training / Mini Project	1	1	1	To be done in Summer Vacation of Semester IV, ESE in Semester V
Part –IV	Foundation Courses: i. Environmental Studies and Disaster Management ii. Health and Wellness	1 1	2 2	4	I II
	Ability Enhancement Courses: i. Information Security ii. Consumer Rights	1 1	2 2	4	III IV
	Skill Enhancement Course i) Communication Skills for Executives (Project & Viva-Voce) ii) E- Payments iii) Soft Skills for Business (Project & Viva – Voce)	3	2	6	IV V VI
	Non-Major Elective: i. Indian Women and Society / Advanced Tamil	1	2	2	III
Part –V	Proficiency Enhancement i. Business Etiquette and Corporate Grooming (Self Study)	1	2		V
	Competency Enhancement: i. NSS / YRC / RRC / CCC / PHY.EDU / OTHERS	1	1	5	Sem I to VI Sem I to VI Sem I to VI
	ii. Professional Grooming (Life Skills)	1	1		
	iii. Students Social Activity	1	1		

Total: 3700 Marks and above & 140 credits

BBA SCHEME OF EXAMINATIONS
(For students admitted in 2026-27 & onwards)



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

**BACHELOR OF BUSINESS ADMINISTRATION-
Programme Scheme and Scheme of Examinations
(For students admitted from 2026-2027 & onwards)**

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

Scholastic Courses:

Category	Component	Course Code	Course Title	Hrs/ week	Exam Duration hrs	Max. Marks			Credits
						CIA	ESE	Total marks	
SEMESTER - I									
Part I	Language : I	26LTU01 / 26LHU01 / 26LFU01 / 26LKU01 / 26LMU01 / 26LSU01	Tamil – I / Hindi – I / French – I / Kannada – I / Malayalam – I / Sanskrit-I	6	3	25	75	100	3
Part II	English: I	26LEU01	English - I	6	3	25	75	100	3
Part III	Core :I	26BAU01	Management Process and Office Management	5	3	25	75	100	5
Part III	Core :II	26BAU02	Fundamentals of Accounting	5	3	25	75	100	5
Part III	Core :III Allied :I	26BAU03	Business Mathematics	6	3	25	75	100	4
Part IV	Foundation : I	26FCU01	Environmental Studies and Disaster Management	2	3	50	--	50	2
			TOTAL	30				550	22
SEMESTER - II									
Part I	Language : II	26LTU02 / 26LHU02 / 26LFU02 / 26LKU02 / 26LMU02 / 26LSU02	Tamil- II / Hindi-II / French II / Kannada-II / Malayalam-II / Sanskrit-II	6	3	25	75	100	3
Part II	English : II	26LEU02	English: II	6	3	25	75	100	3
Part III	Core :IV	26BAU04	Economics Theories for Managers	4	3	25	75	100	4
Part III	Core :V	26BAU05	Organisational Behaviour and Communication	4	3	25	75	100	4
Part III	Core :VI Allied :II	26BAU06	Business Statistics	5	3	25	75	100	4

Part III	Core :VII Practical:I	26BAU07	Fundamentals of Computers - Practical	3	3	40	60	100	2
Part IV	Foundation : II	26FCU02	Health and Wellness	2	3	50	--	50	2
			TOTAL	30				650	22
SEMESTER - III									
Part I	Language : III	26LTU03 / 26LHU03 / 26LFU03 / 26LKU03 / 26LMU03 / 26LSU03	Tamil- III / Hindi-III / French-III / Kannada-III / Malayalam-III / Sanskrit-III	6	3	25	75	100	3
Part II	English : III	26LEU03	English: III	6	3	25	75	100	3
Part III	Core : VIII	26BAU08	Human Resource Management	4	3	25	75	100	4
Part III	Core : IX	26BAU09	Production Management	4	3	25	75	100	4
Part III	Core : X Allied : III	26BAU10	Taxation Law and Practice	6	3	25	75	100	5
Part IV	Ability Enhancement : I	26AEU01	Information Security	2	3	50	-	50	2
Part IV	Non- Major Elective	26NMU01A / 26NMU01B	Indian Women and Society / Advanced Tamil	2	3	50	-	50	2
			TOTAL	30				600	23
SEMESTER - IV									
Part I	Language : IV	26LTU04 / 26HU04 / 26LFU04 / 26LKU04 / 26LMU04 / 26LSU04	Tamil- IV / Hindi-IV / French-IV / Kannada-IV / Malayalam-IV / Sanskrit-IV	6	3	25	75	100	3
Part II	English : IV	26LEU04	English: IV	6	3	25	75	100	3
Part III	Core :XI	26BAU11	Marketing Management	5	3	25	75	100	5
Part III	Core :XII Practical:II	26BAU12	C Programming- Practical	4	3	40	60	100	3
Part III	Core :XIII Allied :IV	26BAU13	Business Law	5	3	25	75	100	5
Part IV	Skill Enhancement : I	26SEBAU01	Communication Skills for Executives (Project & Viva-Voce)	2	3	50	-	50	2

Part IV	Ability Enhancement : II	26AEU02	Consumer Rights	2	3	50	-	50	2
			TOTAL	30				600	23
SEMESTER - V									
Part III	Core :XIV	26BAU14	Services Marketing	5	3	25	75	100	4
Part III	Core :XV	26BAU15	Research Methods for Management	6	3	25	75	100	5
Part III	Core :XVI	26BAU16	Financial Management	6	3	25	75	100	4
Part III	Core :XVII	26BAU17A/ 26BAU17B/ 26BAU17C	Institutional Training / Industrial Training / Mini Project	--	3	100	--	100	1
Part III	Core :XVIII (Open Elective)		Opted by the students offered by other departments	4	3	25	75	100	2
Part III	Core :XIX Elective : I	26BAU18A/ 26BAU18B/ 26BAU18C	Entrepreneurship and Project Management / Strategic Management/ Customer Relationship Management	6	3	25	75	100	5
Part IV	Skill Enhancement : II	26SEBAU02	E- Payments	3	3	50	-	50	2
Part V	Proficiency Enhancement	26PEBAU01	Business Etiquette and Corporate Grooming (Self Study)	--	3	--	100	100	2
			TOTAL	30				750	25
SEMESTER - VI									
Part III	Core : XX	26BAU19	Cost and Management Accounting	6	3	25	75	100	5
Part III	Core : XXI	26BAU20	Investment Management	5	3	25	75	100	4
Part III	Core : XXII	26BAU21	Project Work & Viva-Voce	4	3	20	80	100	1
Part III	Core : XXIII Elective : II	26BAU22A/ 26BAU22B/ 26BAU22C	Financial Services/ Labour Welfare and Industrial Relations/ Brand Management/	6	3	25	75	100	5
Part III	Core : XXIV Elective : III	26BAU23A/ 26BAU23B/ 26BAU23C	Integrated Marketing and Digital Communication/ International Business/ E-Commerce	6	3	25	75	100	5
Part IV	Skill Enhancement : III	26SEBAU03	Soft Skills for Business (Project & Viva – Voce)	3	3	50	-	50	2
			TOTAL	30				550	22
Part V	Competency Enhancement		NSS/YRC/RRC/CCC/PHY.EDU/			SEMESTER I – VI			1

		Others		
		Professional Grooming (Life Skills –Jeevan Gaushal)	SEMESTER I – VI	1
		Students Social activity (Related to the Curriculum)	SEMESTER I –VI	1

NOTE: CREDIT TRANSFERABILITY FOR ALL COURSES FROM UGC REFERRED SWAYAM AND MOOC COURSES.

Total Marks: 3700 and above

Total Credits: 140

Chair Person

Dr.V.Kavitha

Associate Professor &Head
Department of Management
P.K.R. Arts College for Women
Gobichettipalayam-638476

a) List of Elective Courses for Semester –V & VI:

Course Code	Semester	Course	Hours per Week	Credits
26BAU18A	V	Entrepreneurship and Project Management	6	5
26BAU18B		Strategic Management	6	5
26BAU18C		Customer Relationship Management	6	5
26BAU22A	VI	Financial Services	6	5
26BAU22B		Labour Welfare and Industrial Relations	6	5
26BAU22C		Brand Management	6	5
26BAU23A	VI	Integrated Marketing and Digital Communication	6	5
26BAU23B		International Business	6	5
26BAU23C		E-Commerce	6	5

b) Courses for Skill Enhancement:

Course Code	Semester	Course	Hours per Week	Credits
26SEBAU01	IV	Communication Skills for Executives (Project & Viva –Voce)	2	2
26SEBAU02	V	E-payments	3	2
26SEBAU03	VI	Soft Skills for Business (Project & Viva – Voce)	3	1

c) Courses for Ability Enhancement:

Course Code	Semester	Course	Hours per Week	Credits
26AEU01	III	Information Security	2	2
26AEU02	IV	Consumer Rights	2	2

d) Course for Proficiency Enhancement:

Course Code	Semester	Course	Hours per Week	Credits
26PEBAU01	V	Business Etiquette and Corporate Grooming (Self Study)	Self Study No instructional Hours	2

e) Courses for Competency Enhancement:

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

Total Credits: 140 credits

Total Marks: 3700 and above

Chair Person
Dr.V.Kavitha
Associate Professor & Head
Department of Management

SYLLABUS

Kjw;gUtk;

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART : I	LANGUAGE : I	26LTU01	Tamil –I	72	3

Contact hours per week: 6

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

Kfg;Giu:

jkpo;nkhop Fwpj;j mbg;gil mwptpidAk; tifikapidAk; mwpjy;.

COURSE OUTCOME:

nghJj;jkpiog; gbg;gjd; thapyhf fPo;f;fz;l jpwd;fisg; ngWtu;.

COs	CO Statement	Knowledge Level
CO1	jkpo; ,yf;fpa tifikfisf; fw;wy;	K1
CO2	nkhopia gpiaoapy;yhky; vOjTk; NgrTk; fw;wy;	K2
CO3	ngz;zpak; rhu;e;j rpe;jidfis tsu;j;jy;	K3
CO4	GJf;ftpij> rpWfij cj;jpfis jpwdha;jy;	K4
CO5	gilg;ghsu;fshf cUthf;fk; ngWjy;	K5

K1: Remember Level , K2:Understand Level , K3: Apply Level , K4: Analyze Level, K5: Evaluate Level

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	3	9	3	3	9	9
CO2	9	9	9	9	3	3	3
CO3	9	3	9	9	9	3	3
CO4	9	3	9	9	3	3	3
CO5	9	9	9	3	9	9	3
Total contribution of COs to POs	45	27	45	33	27	27	21
Weighted Percentage of COs contribution to POs	2.64	1.90	3.89	3.38	3.36	4.73	3.40

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

COURSE CONTENT

myF 1 kuGf;ftpij

14 kzp Neuk;

ghujpahu; - fhiyg;ngHOJ
ghujpjhrd; - rpWj;ijNa ntspapy; th
fz;zjhrd; - Ml;Ide;jp Mjpke;jp Mjpke;jp Gyk;gy;
ftpkzp Njrpa tpehafk; gps;is - Gj;jUk; rpWtDk;
K.Nkj;jh - kuq;fs;

myF 2 GJf;ftpij

14 kzp Neuk;

ituKj;J - etPd jhyhl;L
ngz;Zupik NgZeu; - nghd;kzp ituKj;J
mwpTkjp - ts;Stk; gj;J
<NuhL jkpod;gd; - nrd;upa+ ftpijfs; (VNjDk; le;J kl;Lk;)
eh.Kj;Jf;Fkhu; - i`f;\$ ftpijfs; (VNjDk; le;J kl;Lk;)

myF 3 rpWfijfs;

15 kzp Neuk;

mk;ig - tPl;bd; %iyapy; rikayiw
n[afhe;jd; - ehd; ,Uf;fpd;Nwd;
GJikgpj;jd; - nghd;dfuk;
Mz;ld; nrf;fht; - eha;f;fhur; rPkhI;b (nkhopngau;g;Gf; fij)
vj; .uhkfpU\;zd; - jhtuq;fspd; ciuahly;

myF 4 ,yf;fzk;

14 kzp Neuk;

ty;ypdk; kpFk; ,lq;fs>; ty;ypdk; kpfh ,lq;fs;
e z d> y s o> u w NtWghL> kuGr; nrhw;fs;
XnuOj;J xUnkhop
jpiz> ghy;. vz;> ,lk;

myF 5 ,yf;fpa tuyhW

15 kzp Neuk;

GJf;ftpijapd; Njhw;wKk; tsu;r;rpAk;
rpWfijapd; Njhw;wKk; tsu;r;rpAk;
gbkk; - FwpaPL gw;wpa tpsf;fq;fs;
gapw;rpF;Fhpad - tpz;zg;gk; vOJjy;

ghIE}y;fs; :

1. kfhftp ghujpahu; ftpijfs;> = nrz;gfh gjpg;gfk;> fpU\;zh njU> jpahfuhaefu;> nrd;id-600 017. vl;lhk; gjpg;G: 2005.
2. ghujpjhrd; ftpijfs;> mUs; rlu; gjpg;gfk;> nrd;id. gjpg;G 1993.
3. fz;zjhrd;> Ml;Ide;jp Mjpke;jp fhtpak;> fz;zjhrd; gjpg;gfk;> gjpg;G 2012> nrd;id.
4. ftpkzp> MrpaN[hjp> ghup epiyak;> nrd;id.
- 5.
6. K.Nkj;jh ftpijfs; (Nju;e;njLj;j ftpijfs;); ftpjh gg;spNfId;;> 8>khrrpyhkzp njU> ghz;bg[hu;>jp;.efu;;> nrd;id-600 017 ,uz;lhk; gjpg;G: Mf];l; 2011.

7. ituKj;J ftpijfs;> #u;ah ypl;Nur;ru;(gp)ypl;> 22>ehd;fhk; FWf;Fj;njU>>bu];l; Guk;> nrd;id-24 gj;jhk; gjpg;G: [Piy 2009.
8. nghd;kzp ituKj;J ftpijfs;> #u;ah ypl;Nur;ru;(gp)ypl;> 22>ehd;fhk; FWf;Fj;njU> bu];l; Guk;> nrd;id-24. ehd;fhk; gjpg;G: 1996

ghh;it E}y; :

ty;ypf;fz;zd;> GJf;ftpijapd; Njhw;wKk; tsh;r;rpAk;> rPij gjpg;gfk;> nrd;id 600005> 6 Mk; gjpg;G 2014.

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART - II	ENGLISH: I	26LEU01	ENGLISH - I	72	3

Contact hours per week: 6

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

PREAMBLE:

To impart basic knowledge about the English Language and various genres in Literature

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Identify the main ideas of the different genres.	K1
CO2	Enhance their four skills of language learning.	K2
CO3	Avoid the common grammatical errors.	K3
CO4	Detect the correct usage of vocabulary.	K4
CO5	Interpret the grammatical forms of English through activities, assignments, reading the texts.	K5

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

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	3	3
CO2	9	3	3	3	3	1	1
CO3	9	3	3	1	1	1	1
CO4	3	3	1	1	1	1	1
CO5	3	1	1	1	1	1	0
Total contribution of COs to POs Weightage	33	19	17	15	9	7	6
Weight Percentage of COs contribution to POs	1.94	1.34	1.47	1.54	1.12	1.23	0.97

Level of correlation: 0 – No correlation; 1 – Low correlation; 3 – Medium correlation;

9- High correlation between COs and POs.

COURSE CONTENT

UNIT I: Poetry

(7 Hours)

1. All the world's a stage – William Shakespeare
2. On Killing a tree – Gieve Patel
3. Night of the Scorpion - Nissim Ezekiel

UNIT II: Prose

(8 Hours)

- 1 Good Manners - J.C. Hill
2. Of love – Francis Bacon
3. The worship of wealthy- G.K. Chesterton

UNIT III: Short Stories

(9 Hours)

1. The Lost Child – Mulk Raj Anand
2. Happy Prince - Oscar Wilde
3. The Lottery Ticket - Anton Chekhov

UNIT IV: One-Act Play

(10 Hours)

1. Refund – Fritz Karinthy
2. The Never, Never nest – Cedric Mount.

UNIT V: Grammar and Composition

(14 Hours)

1. Parts of Speech
2. Nouns
3. Pronouns
4. Verbs
5. Adjectives
6. Adverbs
7. Prepositions
8. Conjunctions and Interjections

TEXT BOOK: BLOSSOM

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART - III	CORE: I	26BAU01	MANAGEMENT PROCESS AND OFFICE MANAGEMENT	60	5

Contact hours per week: 5

Year	Semester	Internal Marks	External Marks	Total Marks
I	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 OUTCOME:

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

COs	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;

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	2.64	2.18	1.99	2.46	2.62	1.40	2.11

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 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 (12 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 (12 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 (12 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 (12 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
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WEB REFERENCES:

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

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART - III	CORE: II	26BAU02	FUNDAMENTALS OF ACCOUNTING	60	5

Contact hours per week: 5

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

PREAMBLE:

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

COURSE OUTCOME:

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

COs	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;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	0	0

			Patiala	
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 REFERENCES:

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

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART - III	CORE: II	26BAU03	BUSINESS MATHEMATICS	72	4

Contact hours per week: 6

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

PREAMBLE:

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

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	recall the notions and concepts of set theory, matrices, simple and compound interest and LPP	K1
CO2	classify sets, simple interest, compound interest, LPP and matrices	K2

CO3	apply the formulae to solve the different business problems based on interests, matrix, sets and LPP	K3
CO4	Examine sets and set operations, interests, matrix and matrix operations and LPP	K4
CO5	evaluate LPP using graphical method, set operations, matrix operations and the solution of system of simultaneous linear equations	K5

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

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	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	2.64	3.16	2.34	2.77	0.87	1.23	0.81

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation;

9 – High correlation between COs and POs

COURSE CONTENT

UNIT- I: SET THEORY

(15 Hours)

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

UNIT – II: MATHEMATICS OF FINANCE

(15 Hours)

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

UNIT – III: MATHEMATICS OF FINANCE (CONTINUE...)

(15 Hours)

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

UNIT – IV: MATRICES, DETERMINANTS

(15 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	CHAPTER	PAGE NUMBER
Unit - I	Chapter 3	Page: 104-126
Unit - II	Chapter 2	Page: 43-50
Unit -III	Chapter 2	Page: 51-60
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.scribd.com/doc/234328874/Business-Mathematics-and-Statistics-pdf>

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – IV	FOUNDATION: I	26FCU01	ENVIRONMENTAL STUDIES & DISASTER MANAGEMENT	24	2
Year	Semester	Internal Marks	External Marks	Total Marks	
I	I	50	--	50	

Cont
act
hours
per
week:
2

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 OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Recall basic concepts of environment, natural resources, and their classification	K1
CO2	Understand the structure and functioning of ecosystems and ecological interactions.	K2
CO3	Apply knowledge of biodiversity and conservation methods to real-life situations.	K3
CO4	Analyze environmental pollution, its causes, effects, and control measures along with social issues.	K4
CO5	Evaluate disaster management strategies, risks, and mitigation practices.	K5

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyse; 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	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	2.51	2.68	2.41	2.51	0.98	0.58	1.07

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

COURSE CONTENT

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 Ecosystems (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 Biodiversity and its Conservation (5 Hours)

Introduction – Definition – Genetic, Species and Ecosystem Diversity, Bio geographical 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 Environmental Pollution and Social Issues (5 Hours)

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. **Social Issues and the Environment:** From Unsustainable to Sustainable development- Urban problems related to energy- Water conservation, rain water harvesting, Watershed management.

UNIT V Disaster Management (5 Hours)

Introduction to Disasters and Hazards, Vulnerability, Capacity and Risk in Disasters, Classification of Disaster: Natural and Man-made Disasters, Basic principles of Disaster Management, Disaster Management cycle, Impacts of Disasters, Policy and Guidelines.

REFERENCE BOOK(S):

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, Clanderson Press Oxford (TB)
5. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001,
6. Environmental Encyclopedia, Jaico Publ. House, Mumabai, 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, Blackwell Science (TB)
23. Andharia, J. (2008). Vulnerability in Disaster Discourse, JTCDM, Tata Institute of Social Sciences Working Paper no. 8.
24. Carter, N. (1991). Disaster Management: A Disaster Manager's Handbook. Manila Philippines: Asian Development Bank

,uz;lhk; gUtk;

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART : I	LANGUAGE: II	26LTU02	Tamil - II	72	3

Contact hours per week : 6

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

Kfg;Giu:

ePjp ,yf;fpak; rhu;e;j E}y;fisg; gbg;gjd; %yk; tho;tpy; mw czu;tpidg; ngWtu;.

COURSE OUTCOME:

,jidf; fw;gjd; %yk; fPo;f;fhZk; epiyia miltu;.

COs	CO Statement	Knowledge Level
CO1	mw,yf;fpa tifikfis mwpe;J nfhs;Sjy;.	K1
CO2	mw,yf;fpaq;fs; topfhl;Lk; xOf;fq;fisf; fw;wy;.	K2
CO3	kdpj Nea khz;Gld; tpsq;Fjy;.	K3
CO4	,yf;fpaq;fSf;fpilNa cs;s cwT epiyfisj; njhlu;Gg;gLj;Jjy;.	K4
CO5	Rw;Wr;#oy; Fwpj;j tpopg;Gzu;itf; nfhz;L r%fj;ij kjpg;gply;;.	K5

K1:RememberLevel , K2:UnderstandLevel , K3: Apply Level , K4: Analyze Level, K5: Evaluate Level

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	9	9	9

CO2	9	3	3	9	9	9	3
CO3	9	9	9	3	9	3	3
CO4	9	9	9	9	3	3	3
CO5	9	3	9	3	3	3	3
Total contribution of COs to POs Weightage	45	33	39	33	33	27	21
Weight Percentage of COs contribution to POs	2.64	2.32	3.37	3.38	4.11	4.73	3.40

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

COURSE CONTENT

myF - 1 mwE}y;fs;

14 kzp

jpUf;Fws; - m) ,d;dh nra;ahik (1-10)> M) nrhy;td;ik (1-10)
ehybahh; - m) fy;tp (1-10)> M) el;ghuha;jy; (1-10)
ed;ndwp - 10 ghly;fs; (4>5>8>9>11>15>16>18>19>24)

myF - 2 jdpq;ghly; jpul;L

14 kzp

jhAkhdtu; - guhguf;fd;dp 10 ghly;fs;
mt;itahh; - 6 ghly;fs; 'thd;FUtpapd; \$L...'> 'rpj;jpuKk;ifg;gof;fk;...'> 'nrhy;yhkNy nghpah;...'>
'fw;wJ ifkz;zST...'> 'vl;Nlfhy; yl;rzNk...'>kjpahjhh; Kw;wk; kjpj;J...'
fhsNkfg; Gyth; - 4 ghly;fs; 'thhpf;ffsj;J mbf;Fk;...'> ngupatplNk NrUk; gpj;ju;...> XL kpUf;Fk;
kjDs;tha;.....> XLQ; RopRj;j Kz;lhfK;.....

myF - 3 ciueil

15 kzp

ifNfap cs;sk; - jPg.eluh[d;
tpau;itapd; ntFkjp - nt.,iwad;G
Nfh.it. Nfhijehafp mk;khs; - igk;ngcopy; kPuhd;
ez;gupd; gz;G - jkpoz;zy;

myF– 4 -,yf;fzk;

14 kzp

nrhy; tiffs;

ngau;r;nrhy; - ,LFwpg;ngau;> fhuzg;ngau;
tpidr;nrhy; - njupepiy tpidKw;W> Vty; tpidKw;W> tpaq;Nfhs; tpidKw;W> Fwpg;G tpidKw;W
tOr;nrhw;fs;> ,yf;fzf; Fwpg;G
gpwnkhopr; nrhw;fisj; jkpohf;fy;

myF– 5 ,yf;fpa tuyhW

15 kzp

gjpnzd; fPo;f;fzf;F E}y;fs;
ciueilapd; Njhw;wKk; tsu;r;rpAk;
gapw;rp;Fupad - nkhopngau;g;G (Mq;fpy;j;pypUe;J jkpopy;)

ghIE}y;fs; :

1. r.Nt.Rg;gpukzpad;> ,yf;fpa tuyhW> kzpthrfu; gjpg;gfk; 31> rpq;fu; njU ghupKid> nrd;id 600 108
2. jz;lghzp jdpq;ghly; jpul;L ciu (%yKk; ciuAk;)> ckh gjpg;gfk;> 58 lag;g nrl;b njU> kz;zb> nrd;id 600 001.

3. Nguh. Kidtu; K.ngup.K.,uhkrhkp> jpUf;Fws;> = ,e;J gg;spNfd;];> 40 gQ;rhy; Rg;gpukzpa njU> nrd;id 600 017.
4. Nguh. khzpf;fk>; ehybahu; njspTiu> kzpthruf; gjpg;gfk;> nrd;id 6 Mk; gjpg;G> Mf];l; 2014.
5. ftpQu; gj;kNjtd;> ePjp E}y; fsQ;rpak>; nfhw;wit ntsPaPL> 4/2 Re;juk; njU> nrd;id - 600017. Kjw;gjpg;G 2014
6. vspa eilapy; jkpo; ,yf;fzk; - Ruh gjpg;gfk;> mz;zhefu;> nrd;id-40. Kjw;gjpg;G 2012.

ghu;it E}y;:

r.Nt.Rg;gpukzpad;> gjpndz; fPo;f;fzf;F E}y;fs; (%yKk; njspTiuAk;) > kzpthruf; gjpg;gfk;> 31 rpq;fu; njU> ghupKid> nrd;id 600 108.

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credit
PART – II	ENGLISH: II	26LEU02	ENGLISH - II	72	3

Contact hours per week: 6

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

PREAMBLE :

To make the students understand the various literary forms in English Literature.

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Recognize contextual meaning of the word.	K1
CO2	Communicate effectively using wider range of vocabulary.	K2
CO3	Apply their acquired knowledge to identify the sentence structure.	K3
CO4	Examine the themes and literary devices.	K4
CO5	Assess the passages for logical arrangement of sentences in a given text.	K5

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

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	3	3	3	3
CO2	9	3	3	3	1	1	1

CO3	3	3	3	1	1	1	1
CO4	3	1	1	1	1	1	1
CO5	1	1	1	1	1	0	0
Total contribution of COs to POs Weightage	25	17	17	9	7	6	6
Weight Percentage of COs contribution to POs	1.47	1.20	1.47	0.92	0.87	1.05	0.97

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

COURSE CONTENT

UNIT I: Poetry

(7 Hours)

1. Stopping by woods on a snowy evening - Robert Frost
2. How do I Love thee? - Elizabeth Barrett Browning
3. Don'ts– D.H.Lawrence

UNIT II: Prose

(8 Hours)

1. Positive Thinking- Francie Baltazar-Schwartz
2. The Last Cab Ride- Kent Nerburn
3. Toasted English – R.K.Narayan

UNIT III: Short Stories

(9 Hours)

1. The Postmaster - Rabindranath Tagore
2. Springtime- O.Henry
3. The Lady, or the Tiger? - Frank R. Stockton

UNIT IV: One-Act Play

(10 Hours)

1. The Death Trap – Saki
2. **Moonshine** - Arthur Hopkins

UNIT V: Grammar and Composition

(14 Hours)

1. Tenses
2. Articles
3. Letter Writing

TEXT BOOKS: SEVENTH SENSE

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART - III	CORE:IV	26BAU04	ECONOMICS THEORIES FOR MANAGERS	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
I	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 OUTCOME:

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

COs	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;

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	1	3	0	3	1
CO4	9	3	1	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	2.29	2.32	1.82	2.46	2.24	1.75	2.11
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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 Fundamental concepts in economics (10 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 (10 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 (10 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 (10 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 (8 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 REFERENCES:

- <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/>

3. https://onlinecourses.swayam2.ac.in/cec19_cm02/preview
4. <https://ocw.mit.edu/courses/sloan-school-of-management/15-988-system-dynamics-self-study-fall-1998-spring-1999/readings/economics.pdf>
5. <https://nptel.ac.in/content/storage2/courses/110101005/downloads/Lecture%2019.pdf>

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits	Contact hours per week: 4
PART - III	CORE: V	26BAU05	ORGANISATIONAL BEHAVIOUR AND COMMUNICATION	48	4	

Year	Semester	Internal Marks	External Marks	Total Marks
I	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 OUTCOME:

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

COs	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;

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	2.64	2.18	2.51	2.46	2.62	1.75	2.11

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 (8 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 (10 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

UNIT- III Dynamics of Organisational Behaviour (10 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 (10 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

UNIT- V Specimen Letter and Layout (10Hours)

Enquiries and Replies-Bank correspondence – Export and import correspondence, Preparation for Meeting: Circulars, notices, and preparing agenda & minutes of meeting. Application Letters: Resume preparation – Modern Communication Methods

TEXT BOOKS:

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

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 REFERENCES:

- <https://www.iedunote.com/organizational-behavior>
- <http://alumni.bpkis.edu/download/k-aswathappa-organizational-behaviour>
- <https://theintactone.com/2019/09/01/ccsubba-201-organizational-behavior/>
- <https://www.slideshare.net/BabasabPatil/marketing-management-full-notes-mba-11624923>
- https://www.icsi.edu/media/webmodules/CSEET/BUSINESS_COMMUNICATION_printable.pdf
- <http://www.rapodar.ac.in/pdf/elearn/Business%20Communication%20Semester%20I%20notes.pdf>
- <https://www.lsms.ac/public/uploads/YbBkW8F7LAVRLjc7RZJh9PVbojT8dkUv8DV0d4iF1YKVh8Bywd1575394856ZiK14FBsdZIJJoyn9O7Yp4gTlui0ioob62VKDTIEWmjzs8rkSeE.pdf>
- <http://www.mim.ac.mw/books/Business%20Communication.pdf>

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART-III	CORE ALLIED	26BAU06	BUSINESS STATISTICS	60	4

Contact hours per week: 5

Year	Semester	Internal Marks	External Marks	Total Marks
I	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 OUTCOME:

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

CO's	CO STATEMENT	KNOWLEDGE LEVEL
CO1	recall the formulae of mean, median, mode, correlation, regression and secular trend methods	K₁
CO2	identify one and two dimensional diagrams, properties of correlation and	K₂

UNIT –V : ANALYSIS OF TIME SERIES (12 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	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
Part III	Core :VII Practical: I	26BAU07	FUNDAMENTALS OF COMPUTERS- Practical	36	2

Contact hours per week: 3

Year	Semester	Internal Marks	External Marks	Total Marks
I	II	40	60	100

PREAMBLE:

To equip the students with basic computer knowledge

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
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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 data using charts and tables	K4
CO5	Design and construct databases to store, extract and analyse data.	K5

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

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	2.64	2.74	2.16	2.25	1.99	3.15	2.43

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 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

(12 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

(12 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 (12 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 (12 Hours)

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

WEB REFERENCES:

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	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – IV	FOUNDATION COURSE II	26FCU02	HEALTH AND WELNESS	24	2

Contact hours per week: 2

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

PREAMBLE:

To promote holistic well-being by enhancing knowledge, skills, and habits related to physical, mental, emotional, and social health.

COURSE OUTCOME

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

COs	CO Statement	Knowledge Level
CO1	Recollect the fundamental concepts of physical, mental, social, intellectual well-being, and substance-free living	K1
CO2	Demonstrate understanding of the importance of yoga, value education, healthy living practices, and social bonding	K2
CO3	Apply techniques of yoga, healthy habits, substance-free practices, and value-based actions in daily life	K3
CO4	Classify the components of physical health, social well-being practices, mental exercises, and ethical values	K4

CO5	Evaluate the role of health, wellness practices, yoga, and values in achieving holistic personal development	K5
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K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate;

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	2.64	3.16	3.89	1.54	1.62	1.93	2.43

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: Physical Well-being

(5 Hours)

Definition and distinction between health and wellness, Components of physical well-being. Role of physical activity in health: Local, demographic, and societal factors affecting health and wellness. Balanced diet essentials: Carbohydrates, Proteins, Fats, Vitamins, Minerals, Nutritional disorders – malnutrition, under nutrition, over nutrition

Unit II: Substance-Free Well-Being

(5 Hours)

Introduction to Substance-Free Well-Being, Impact of Substance Misuse, Commonly Misused Substances, Consequences of Substance Misuse- Recognizing Signs of Addiction, Peer Pressure and Substance Use. Healthy Alternatives to Coping with Stress- The Role of Self-Care in Substance-Free Well-Being, Seeking Support for Substance Misuse- Benefits of a Substance-Free Lifestyle

Unit III: Social Well Being

(5 Hours)

Practicing Gratitude-Building relation with Family, Friends, relatives, mentors and colleagues- Cultivating Kindness and Compassion-, Practicing Forgiveness, Celebrating Differences, Digital Detox: Meaning and Concept, Need for Digital Detox, Digital addiction symptoms, Benefits of Digital Detox, Strategies for a Successful Digital Detox

Unit IV: Mental Well Being

(5 Hours)

Meaning and definition of yoga- Aims and objectives of yoga- Basic principles of yoga Importance of yoga in daily life, Yoga for mental attitude, Integration of mind, body, breath, and emotions.

Practice:

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

Unit V: Intellectual Well Being

(4 Hours)

Meaning, need, and significance of ethical values- Types of values. Value education: aim and importance, Components of value education: self-discipline, self-confidence, self-initiative, empathy, compassion, forgiveness, honesty, sacrifice, sincerity, self-control, tolerance, courage.

Reference Books:

1. Edlin, G., & Golanty, E. (2020). Health and Wellness (13th ed.). Jones & Bartlett Learning.
2. Thompson, J., & Manore, M. (2017). The Science of Nutrition (4th ed.). Pearson Education.
3. Fisher, G. L., & Harrison, T. C. (2013). Substance Abuse: Information for School Counsellors, Social Workers, Therapists, and Counsellors (5th ed.). Pearson Education.
4. Vethathiri Maharishi (2015), 'Yoga for human excellence' - Sri Vethathiri Publications
5. Value Education for human excellence- study material by Bharathiar University.
6. Value Education - Study Material by P.K.R Arts College for Women.

Web References:

1. <https://www.who.int/health-topics/nutrition>
2. <https://nida.nih.gov/drug-topics>
3. <https://greatergood.berkeley.edu/>
4. https://www.yogaalliance.org/About_Yoga/What_is_Yoga
5. <https://livingvalues.net/>

%d;whk; gUtk;

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART : I	LANGUAGE: III	26LTU03	Tamil - III	72	3

Contact hours per week : 6

Year	Semester	Internal marks	External marks	Total Marks
II	III	25	75	100

Kfg;Giu:

fhg;gpaq;fs; > etPd ,yf;fpak; kw;Wk; mzpapyf;fzk; Fwpj;J mwptu;.

COURSE OUTCOME:

ngHJj;jkpo; fw;gjd; %yk; fPo;f;fhZk; gapw;apid ngWtu;.

COs	CO Statement	Knowledge Level
CO1	fhg;gpaq;fs; czu;j;Jk; md;G newpia czu;jy;	K1
CO2	etPd ,yf;fpaq;fspd; jd;ikfisg; Gupe;J nfhs;Sjy;.	K2

CO3	mzp ,yf;fzk; fw;W nfhs;tjd; thapyhf gilg;ghSikia tsu;j;jy;.	K3
CO4	,yf;fzq;fisg; gapy;tjd; %yk; ,yf;fzq;fis cUthf;f KbAk;.	K4
CO5	fhg;gpaq;fs; thapyhf ngz; fjhghj;jpuj;ijj; jpwdha;jy;.	K5

K1:Remember Level , K2:UnderstandLevel , K3: Apply Level , K4: Analyze Level, K5: Evaluate Level

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	9	3
CO2	3	9	9	9	9	9	9
CO3	9	9	3	9	9	3	9
CO4	9	9	9	9	3	3	3
CO5	9	3	9	9	9	3	3
Total contribution of COs to POs Weightage	39	39	39	45	33	27	27
Weight Percentage of COs contribution to POs	2.29	2.74	3.37	4.61	4.11	4.73	4.38

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

COURSE CONTENT

myF– 1 fhg;gpaq;fs; 10 kzp

rpyg;gjpfhuk; - Cu;#o; tup (75 thpfs;)
,NaRfhtpak; - ghur;rpYit> jhAk; NrAk;> frpe;j neQ;rq;fs;.
rPwhg;Gwhzk; - khDf;Fg; gpidepd;wglyk;.

myF– 2 Guhzk; 10 kzp

fk;;guhkhazk; - ifNfap #o;tpidg;glyk; (40 ghly;fs;)
nghpaGuhzk; - fhiuf;fhy; mk;ikahh; Guhzk; (66 ghly;fs;)

myF– 3 ehty; 10 kzp

thbthry; - rp.R.nry;yg;gh

myF– 4 ,yf;fzk; 10 kzp

mzp ,yf;fzk;
ctikazp – vLj;Jf;fhl;L ctikazp – tQ;rg; Gfo;r;rpazp – nrhw;ngHUs; gpd;tUepiyazp – jPtfa zp.

myF– 5 ,yf;fpa tuyhW

8 kzp

Gjpdj;jpd; Njhw;wKk; tsh;r;rpAk;>

fhg;gpaq;fspd; Njhw;wKk; tsh;r;rpAk; (lk;ngUq;fhg;gpaq;fs;> IQ;rpWq;fhg;gpaq;fs;)

ngHJf;fl;Liu.

ghIE}y;fs;:

1. e.K.Ntq;flrhkpehl;lhh; - rpyg;gjpfhuk; - uhikah gjpg;gfk;>nrd;id - 600 014.
2. e.K. Ntq;flrhkpehl;lhh;> xsit R. Jiurhkpg;gps;is - kzpNkfiy – rhujh gjpg;gfk;> [p-4>rhe;jpmLf;ffk;> uhag;Ngl;il> nrd;id.
3. ckWg;GytH> rPwhg;Guhzk;> Ky;iyepiyak;> 9>ghujpefH> jp.efh;> nrd;id.
Kjw;gjpg;G -2009.
4. t.j.,uhkRg;gpukzpak; - nghpaGuhzk;> jpUkfs; epiyak;> jp.efh;> nrd;id.
5. thbthry; - rp.R.nry;yg;gh> fhry;RtL gjpg;gfk;> gjpg;G 2009> 669>Nf.gp.NuhL> ehfu;Nfhpty;

ghu;it E}y;:

1. jkpo; ,yf;fpa tuyhW–Nguh.kJ.r.tpkyhde;jk;,> Ky;iy epiyak;> 9>ghujpefu;>- Kjy; njU>jp.efh;> nrd;id - 17

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credit
Part – II	English :III	26LEU03	ENGLISH - III	72	3

Contact hours per week: 6

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

PREAMBLE :

To cater the most required LSRW skills in students along with bridging the gap among perception, communication and practice of the English Language.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Recognize the genres in literature.	K1
CO2	Explain the literary devices and themes used in the works.	K2
CO3	Make oral presentation on any given situation.	K3
CO4	Examine the sentence structure and types of advertisements.	K4

CO5	Assess the situations and concepts to construct dialogues and slogans.	K5
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K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate.

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	3	3	3	3
CO2	9	9	3	3	3	1	1
CO3	9	3	3	1	1	1	1
CO4	3	3	1	1	1	1	0
CO5	3	3	1	1	0	0	0
Total contribution of COs to POs	33	27	17	9	8	6	5
Weight Percentage of COs contribution to POs	1.94	1.90	1.47	0.92	1.00	1.05	0.81

Level of correlation: 0 – No correlation; 1 – Low correlation; 3 – Medium correlation;

9- High correlation between COs and POs.

COURSE CONTENT

UNIT I: POETRY

(9 Hours)

1. The Highwayman - Alfred Noyes
2. Do Not Go Gentle into That Good Night - Dylan Thomas
3. A Different History - Sujata Bhatt

UNIT II: PROSE

(9 Hours)

1. Tree Speaks - C.Rajagopalachary
2. Third thoughts – E.V.Lucas
3. On the Rule of the Road – A.G.Gardiner

UNIT III: SHORT STORIES

(9 Hours)

1. The Monkey' Paw – W.W.Jacobs
2. The Thief's Story - Ruskin Bond
3. A Hero- R.K.Narayan

UNIT IV: ONE-ACT PLAY

(8 Hours)

1. Mother's Day – J.B.Priestly
2. The Proposal – Anton Checkhov

UNIT V: GRAMMAR AND COMPOSITION**(13 Hours)**

1. Concord
2. Dialogue writing
3. E-Mail writing

TEXT BOOK: LILACS

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – III	CORE: VIII	26BAU08	HUMAN RESOURCE MANAGEMENT	48	4

Contact hours per week: 4

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

PREAMBLE:

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

COURSE OUTCOME:

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

COs	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;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	9	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	2.64	3.16	3.89	2.77	2.24	1.75	2.59

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)

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 (10Hours)

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 (10 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 (10 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 (8 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
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				Publication
1.	C.B.Gupta	Human Resource Management	Sultan Chand Sons	2012
2.	C.B.Mamoria	Personnel Management	Himalaya Publishing House	2016
3.	Edwin Flippo	Personnel Management	Tata McGraw Hill	2008

WEB REFERENCES:

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	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – III	CORE: IX	26BAU09	PRODUCTION MANAGEMENT	48	4

Contact hours per week: 4

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

PREAMBLE:

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

COURSE OUTCOME:

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

COs	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	K5

in the digital transformation era.

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

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	9	9	3
CO2	9	9	9	9	9	9	3
CO3	9	9	3	1	9	1	1
CO4	9	3	3	1	3	1	3
CO5	9	3	1	1	3	1	9
Total Contribution of COs to POs	45	33	25	21	33	21	19
Weighted Percentage of COs Contribution to POs	2.64	2.32	2.16	2.15	4.11	3.68	3.08

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

COURSE CONTENT

UNIT – I Introduction (8 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 (10 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 (10 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 (10 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 (10 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 REFERENCES:

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	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – III	CORE: X Allied:III	26BAU10	TAXATION LAW AND PRACTICE	72	5

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
III	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 OUTCOME:

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

COs	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	K3

	situations of tax payments of a business.	
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;

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	3	3	3	3
CO3	9	9	9	3	3	3	3
CO4	9	3	3	3	2	1	3
CO5	9	3	3	1	1	1	3
Total Contribution of COs to POs	45	33	33	19	18	11	15
Weighted Percentage of COs Contribution to POs	2.64	2.32	2.85	1.95	2.24	1.93	2.43

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.	Mehrotra	Income tax law & practice	Sathiyabhawan publication	2017
4.	Abhisheka, Rastogi	Professional's guide to GST	Taxmann	2018

WEB REFERENCES:

- <https://www.icsi.edu/docs/webmodules/Publications/4.%20Tax%20Laws%20and%20Practice.pdf>
- <http://kamarajcollege.ac.in/Department/Commerce/III%20Year/005%20Major%20Elective%20I%20-%20Income%20Tax%20Law%20&%20Practice%20I%20-%20V%20Sem.pdf>
- <https://www.wirc-icai.org/images/material/BASICS-GST.pdf>
- <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-11-NEW-GST-Revised.pdf>
- https://taxguru.in/wp-content/uploads/2013/07/CE-Made-Simple-taxguru.in_.pdf
- <https://m.youtube.com/watch?v=Ysk5llKvm7g>
<https://www2.deloitte.com/us/en/insights/focus/industry-4-0/why-global-tax-governance-is-critical-for-industry-4-0.html>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART: IV	ABILITY ENHANCEMENT: I	26AEU01	INFORMATION SECURITY	24	2

Contact hours per week: 2

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

PREAMBLE :

To learn about the basics of Information Security.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Recall the fundamental concepts of Information Security, Risk and Security policies	K1
CO2	Discuss the concepts of Risks, vulnerabilities, ethical and privacy issues	K2
CO3	Apply the ideas in security planning and construct the policies	K3
CO4	Categorize the Privacy, Ethical Issues, Laws, Software Issues and Crimes	K4
CO5	Summarize Cryptography, cipher text and threats in information security	K5

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

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	9	9	9
CO2	9	9	9	9	9	9	3
CO3	9	9	9	9	3	3	3
CO4	9	9	9	9	3	3	3
CO5	9	9	9	9	3	1	1
Total Contribution of COs to POs	45	45	45	45	27	25	19
Weighted Percentage of COs Contribution to POs	2.64	3.16	3.89	4.61	3.36	4.38	3.08

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 INFORMATION SECURITY 4 hours

Introduction- Growing IT Security Importance and New Career-opportunities-Becoming an Information Security Specialist-Contextualizing Information Security.

Unit-II: CYBER LAWS 5 hours

Law, Investigations and Ethics: Introduction-Types of Computer Crime-How Cyber Criminals Commit Crimes-The Computer and the Law-Intellectual Property Law- Privacy and the Law- Computer Forensics.

Unit-III: PHYSICAL SECURITY CONTROL 5 hours

Introduction- Understanding the Physical Security Domain-Physical Security Threats- Providing Physical Security.

Unit-IV: ACCESS CONTROL SYSTEMS AND METHODOLOGY 5 hours

Introduction- Terms and Concepts-Principles and Authentication-Biometrics-Single Sign-On-Remote User Access and Authentication.

Unit-V: SECURING THE FUTURE 5 hours

Introduction-Continuous Monitoring and Constant Vigilance-Operation Eligible Receiver-Identity Theft and the U.S. Regulatory Environment-Growing Threats-Trends in Security Threats-The Rosy Future for InfoSec Specialists.

Reference Book:

1. “Information Security-Principles and Practices” Mark Merkow & Jim Breithaupt, Pearson Prentice Hall, 2007.

Chapters and Page Numbers: Unit I : Chapter I - 29-37, Unit II : Chapter 7 – 169-180, Unit III : Chapter 8 – 193-206, Unit IV : Chapter 10 – 233-248, Unit V : Chapter 14 – 345-352

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – IV	NON – MAJOR ELECTIVE	26NMU01A	INDIAN WOMEN AND SOCIETY	24	2

Contact hours per week: 2

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

PREAMBLE:

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

COURSE OUTCOME:

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

COs	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;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	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	1.94	2.32	2.68	3.79	2.74	4.73	4.86

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

COURSE CONTENT

UNIT- I 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 -II 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 -III Women and Health (5 Hours)

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

UNIT- IV 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- V 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 Fight against It	Pluto Press, London	1975
5	Susheela Mehta	Revolution and the Status of Women	Metropolitan Bookco.pvt ltd, New Delhi	1989

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART: IV	NON-MAJOR ELECTIVE	26NMU01B	mbg;gilj; jkpo; (Advanced Tamil)	24	2

Contact hours per week : 2

Year	Semester	Internal marks	External marks	Total Marks
II	III	50	-	50

Kfg;Giu:

vOj;Jf;fspd; tifikfs;> nrhw;nwhlu; mikg;G> khw;wk; Fwpj;J mwpe;J nfhs;tu;.

COURSE OUTCOME

mbg;gilj; jkpo; fw;gjd; thapyhff; fPo;f;fhZk; jd;ikfis mwptu;.

COs	CO Statement	Knowledge Level
CO1	jkpo; nkhopapd; mbg;gilf; \$Wfis mwptu;.	K1,K2

CO2	vOj;Jf;fspd; tifikfif; fw;gu;.	K3
CO3	nrhw;nghUs; khw;wq;fis mwpe;J gpd;gw;Wtu;.	K3,K5
CO4	nrhw;nwhlu; mikg;gpig; gFj;jhuha;tu;.	K4
CO5	jkpo; nkhopapd; Nkd;ikia czu;e;J kjpg;gpLtu;.	K5

K1:RememberLevel , k2:UnderstandLevel , K3: Apply Level , K4: Analyze Level, K5: Evaluate Level

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	3	9	3	9
CO2	9	9	9	3	3	3	3
CO3	9	9	9	9	3	9	3
CO4	9	9	9	9	3	9	9
CO5	9	9	9	9	9	3	9
Total Contribution of COs to POs	45	45	39	33	27	27	33
Weightage Percentage of COs contribution to POs	1.94	2.32	2.68	3.79	2.74	4.73	4.86

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

,sq;fiy 2026-27 fy;tpahz;L Kjy; Nru;Nthu;f;FupaJ

(12-Mk; tFg;G tiu jkpo; nkhopg;ghlk; gapyhjth;fSf;F)

Gw kjpg;gPl;Lj; Njh;T kl;Lk;

1. jkpo; nkhopapd; mbg;gilf; \$Wfs;.

vOj;Jfs; : KjnyOj;Jfs; (caph; vOj;J> nka; vOj;J> caph;nka; vOj;J)

nrhw;fs; : ngah;r;nrhy;> tpidr;nrhy;> ,ilr;nrhy;> chpr;nrhy;

njhlh; : njhluikg;G (vOtha;> nrag;gLnghUs;> gadpiy)

2. Fwpg;G vOJjy; : gj;Jg; gjpide;J njhlh;fspy; Fwpg;G tiujy;

gpiopPf;fp vOJjy; : (xw;Wg;gpiop vOj;Jg;gpiop)

2026– 2027 fy;tpahz;L Kjy; gapy;gth;fSf;Fg; gpd;tUk; tpdhj;jhs; mikg;G gpd;gw;wg;gl Ntz;Lk;.

Course	Sections	Assessment Domain	Marks and Unit Weightage	Total ESE
Non-Major Elective I (Basic Tamil)	Section A	K1: Remember Level K2: Understand Level	4 X 5 = 20 Four out of Six (Open choice) (At least one question from each unit)	50*
	Section B	K3: Apply Level K4: Analyze Level K5: Evaluate Level	3 X 10 = 30 Three out of Five (Open choice) (At least one question from each unit)	

ehd;fhk; gUtk;

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART: I	LANGUAGE : IV	26LTU04	Tamil -IV	72	3

Contact hours per week : 6

Year	Semester	Internal marks	External marks	Total Marks
II	IV	25	75	100

Kfg;Giu:

rq;;f ,yf;fpa E}y;fspd; mwpKfj;jpidAk; ghly; Nkd;ikiaAk; mwptu;.

COURSE OUTCOME:

nghJj;jkpo; ehd;F fw;gjd; top fPo;fhZk; jd;ikiag; ngWtu;.

COs	CO Statement	Knowledge Level
CO1	vl;Lj;njhif E}y;fs; kw;Wk; gj;Jg;ghl;L E}y;fs; Fwpj;j mwptitg; ngWtu;..	K1
CO2	rq;ffhy kf;fspd; tho;tpay; tpOkpaq;fis rq;f ,yf;fpa mfg;Gwg; ghly;fspd; top fw;gu;.	K2
CO3	rq;fg; ghly;fs; Gy;gLk; ctik > cUtk;> cs;Siw>,iwr;rp jd;ikia ,d;iwa etPd ,yf;fpaq;fSs; nghUj;jpg; ghu;g;gu;.	K3
CO4	gl;bdg;ghiy czu;j;Jk; gz;ila tzpftpay; KiwNahL etPd tzpf Nkyhz;ikapaYld; xg;gpl;L gFj;jhuha;tu;.	K4

CO5	fypj;njhifg; ghly;>gprpuhe;ijahu; ehlfk; ,tw;wpd; %yk; ehlfj;Jiwapd; gupzhk tsu;r;rpapid mwpe;J kjpg;gpLtu;.	K5
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**K1:Remem
ber Level ,
k2:Underst
andLevel ,**

K3: Apply Level , K4: Analyze Level, K5: Evaluate Level

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	9	9	9	9
CO2	9	9	3	9	9	9	3
CO3	9	3	9	9	3	3	3
CO4	9	3	9	3	3	3	3
CO5	9	9	9	3	3	3	3
Total contribution of COs to POs Weightage	45	33	33	33	27	27	21
Weightage Percentage of COs contribution to POs	2.64	2.32	2.85	3.38	3.36	4.73	3.40

Level of correlation: 0 – No correlation; 1 – Low correlation; 3 – Medium correlation;

9- High correlation between COs and POs.

COURSE CONTENT

myF– 1

10 kzp

ew;wpiz:FwpQ;rp (83) ngUe;Njtdhh; - “vk;Cu; thapy; cz;Jiwj; jilapa”

FWe;njhif : FwpQ;rp(24)Xsitahu; -“mftd; kfNsmftd; kfNs”

lq;FWE}W:md;dha; thopgj;J–fgpyu; (203) - “md;dha; thopNtzld;idek; gilg;ig”

gjpw;Wg; gj;J–le;jhk;gj;J–42 Mk; ghly; - guzu; - “;Uk;gdk; Gila yPifthd;foy”

gupghly; :itia 7 – Mk; ghly; - “;WtiuGiuAkhW ,UfiuNakj;J” (tup- 40 -50)

GwehD}W– 243 Mk; ghly; - Flthapw; fPj;jdhu; - ,isNahu; #lhu; tisNahu; nfha;ahu;”

myF– 2

10 kzp

gj;Jg;ghl;L

gl;bdg;ghiyKOtJk;

myF– 3

10 kzp

ehlfk; - gprpuhe;ijahh; - ghujpjhrd;

myF– 4

10 kzp

mfj;jpizg; ghFghLfs;

Gwj;jpizg; ghFghLfs;

myF– 5

8 kzp

vl;Lj;njhif-tpsf;fk;

gj;Jg;ghl;L-tpsf;fk;

gilg;gpyf;fpag; gapw;rp

ftpij>rpWfij>vOjr;nra;jy;.

gilg;gpyf;fpag; gapw;rp

ftpij>rpWfij>vOjr;nra;jy;.

ghIE}y;fs;:

1. FWE;njhif–fofntspaPL–nrd;id>
2. ew;wpiz–fofntspaPL–nrd;id>
3. gl;bdg;ghiy - epA+ nrQ;RhpGf; `T];>mk;gj;J}h;>nrd;id
4. gprpuhe;ijahh; - ghujpjhrd; kzpf;fthrfh; gjpg;gfk; nrd;id-8
5. GwehD}W –jpUkfs; gjpg;gfk>; 55>ntq;fl; ehuhazhrhiy>jpefu; nrd;id -17
6. Gjpw;Wg;gj;J–tu;j;jkhdd; gjpg;gfk;>V.Mu;.Mu;. fhk;g;nsf;]; > 141 c];khd; rhiy>jpefu; nrd;id -17
7. lq;FWE}W–irtrpj;jhe;j E}w;gjpg;Gf; fofk;>nrd;id - 18
8. gupghly; -rhujhgjpg;gfk;>nrd;id -14 –Kjw;gjpg;G 2009.
9. fypj;njhif - rhujhgjpg;gfk;>nrd;id -14 –Kjw;gjpg;G 2009.
10. mfehD}W - rhujhgjpg;gfk;>nrd;id -14 – %d;whk; gjpg;G 2012.

ghu;it E}y;:

- 1.,yf;fpa tuyhW - fh.Nfh. Ntq;fluhkd;>fiyafntspaPLgukj;jpNtY}h; >ehkf;fy;

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART – II	ENGLISH: IV	26LEU04	ENGLISH- IV	48	3

Contact hours per week: 6

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

PREAMBLE :

To acquaint the students an idea about the genres of English Literature with enhancing the communication competence among them.

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Find the genres in literature.	K1
CO2	Summarize the literary devices used in the works.	K2
CO3	Make use of wider range of words and expressions in their writing.	K3

CO4	Examine the themes and techniques in literary works.	K4
CO5	Select appropriate words for writing.	K5

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

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	3	3
CO2	9	9	3	3	3	1	1
CO3	3	3	3	1	1	1	1
CO4	3	3	1	1	1	1	0
CO5	3	1	1	1	1	0	0
Total contribution of COs to POs Weightage	27	25	17	15	9	6	5
Weight Percentage of COs contribution to POs	1.59	1.76	1.47	1.54	1.12	1.05	0.81

Level of correlation: 0 – No correlation; 1 – Low correlation; 3 – Medium correlation;

9- High correlation between COs and POs.

COURSE CONTENT

UNIT I: POETRY

(8 Hours)

1. The Bird Sanctuary - Sarojini Naidu
2. The Justice of the Peace – Hilaire Belloc
3. The Pulley - George Herbert

UNIT II: PROSE

(9 Hours)

1. I Won't let him go –Madhavan Kutty
2. A Little Bit of What You Fancy - Desmond Morris
3. Character is Destiny – Dr.S. Radhakrishnan

UNIT III: SHORT STORIES

(9 Hours)

1. An Astrologer's Day – R.K.Narayan
2. Valiant Vicky – Flora Annie Steel
3. The Nightingale and the rose- Oscar Wilde

UNIT IV: ONE-ACT PLAY

(10 Hours)

1. The Bishop's Candlesticks – Norman McKinnel

2. The Count's Revenge - J.H. Walsh

UNIT V: GRAMMAR AND COMPOSITION

(12 Hours)

1. Framing Questions

2. Resume Writing

3. Agenda & Minutes

TEXT BOOK: MODERN VOICES

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
Part – III	Core: XI	26BAU11	MARKETING MANAGEMENT	60	5

Contact hours per week: 5

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

PREAMBLE:

To make the students to understand the insights about C programming and its implications in business world.

COURSE OUTCOME:

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

COS	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;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	9	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	2.64	2.18	2.51	3.38	2.62	1.58	1.78

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 – Product Target and Product Positioning

UNIT – III Marketing Mix and Pricing (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- Pricing: Objectives, factors influencing pricing policy and methods of pricing, kinds of pricing

UNIT – IV Physical Distribution and Promotion (12 Hours)

Physical Distribution: Meaning, factors affecting channel selection, types of marketing channels.- Promotion: Meaning and significance of promotion-Advertising: Meaning & definition, objectives, functions, kinds, causes of failure of advertising -Sales Promotion: Definition, objectives, effectiveness of sales promotion, kinds

UNIT – V Consumer Buying Behaviour & Recent Trends in Marketing (12 Hours)

Consumer Buying Behaviour: Meaning, process, types, categories that affect the buying decision process - 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	Publishers	Year of
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		Title		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 REFERENCES:

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=e0PT0W8E8G4>
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>

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – III	CORE: XII Practical-II	26BAU12	C Programming- Practical	48	3

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	IV	40	60	100

PREAMBLE:

To equip the students with basic C Programming language

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Identify and recall basic syntax and semantics of C programming.	K1
CO2	Describe the process of compilation and execution of C programs.	K2
CO3	Develop programs that use arrays, strings, and structures in C.	K3
CO4	Evaluate the efficiency of algorithms implemented in C.	K4
CO5	Generate new algorithms or solutions to complex problems in C.	K5

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

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	2.64	2.74	2.16	2.25	1.99	3.15	2.43

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

COURSE CONTENT**UNIT- I Data Types & Control Statements I (8 Hours)**

Introduction- Compilation- Data Types- Variables- Declaration- Input and Output- Operators- Arithmetic and Bit Manipulations- Programs Based on Operators- Introduction to Decision Making and Control Statements- Syntax- Examples- List of Programming Questions- 1 to 5

UNIT- II Control Statements II (10 Hours)

Programs Based on Decision Making- Programs Based on Iterations- Pattern Programming- List of Programming Questions- 6 to 19

UNIT- III Arrays and Pointers (10 Hours)

Introduction to 1D Array- Programs Based on 1D Array- Pointers Introduction- Syntax and Declaration- Example Programs- 2D Arrays- Static and Dynamic Introduction- 2D Array Programs- Multi Dimensional Arrays Introduction- Syntax and Declaration- Examples- List of Programming Questions- 20 to 27

UNIT – IV Functions (10 Hours)

Functions – With and Without Reference- Recursion- Recursion Using Functions- Strings Introduction- String using Functions- String Programs- List of Programming Questions- 28 to 36

UNIT- V Structures, Unions and Files (10 Hours)

Structure- Union- Example Programs- Static and Dynamic Memory Allocation- Structure using Pointers- Macros- Files- List of Programming Questions- 37 to 38

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1	E. Balaguruswamy	Programming in ANSI C	McGraw Hill Education	2019
2	Paul Deitel & Harvey Deitel	C How to Program	Phi Learning Pvt Ltd	2013
3	Madhav M. Bokare & Nishigandha G. Kurale	C Programming For Beginners	Sankalp Publication	2021
4	Greg Perry	C Programming Absolute Beginner's Guide	Pearson Education	2014

List of Programs

1. Write a C program to print character data types.
2. Write a C program to illustrate Arithmetic operators.
3. Write a C program to illustrate Relational operators.
4. Write a C program to illustrate Logical operators.
5. Write a C program to illustrate Bitwise operators.
6. Write a C program to find the largest of three numbers.
7. Write a C program to check whether the given year is leap year or not.
8. Write a C program to print the entered digit in word form.
9. Write a C program to find whether the given number is prime or not.
10. Write a C program to count the number of digits in the given number.
11. Write a C program to reverse a 3- digit number.
12. Write a C program to print Right half Pyramid. (star/ numbers/ alphabets)
13. Write a C program to print Full half Pyramid. (star/ numbers/ alphabets)
14. Write a C program to print Inverted Left half Pyramid. (star/ numbers/ alphabets)
15. Write a C program to print Rhombus Pattern. (star/ numbers/ alphabets)
16. Write a C program to print Hollow Square Pattern. (star/ numbers/ alphabets)
17. Write a C program to print Hollow Inverted Full Pyramid Pattern. (star/ numbers/ alphabets)
18. Write a C program to print Hollow Diamond Pattern. (star/ numbers/ alphabets)
19. Write a C program to print Floyd's Triangle. (star/ numbers/ alphabets)
20. Write a C program to sort the 1D-array in the ascending order.
21. Write a C program to print the largest and the second largest element of the 1D-array.
22. Write a C program to search an element in the given 1D-array.
23. Write a C program to remove the duplicate elements in the given 1D-array.
24. Write a C program to insert an element in the given list of sorted 1 D-array.
25. Write a C program to transpose a given matrix. (2d-array)
26. Write a C program to access and to print the 1D array elements using pointers.
27. Write a C program to swap two numbers using pointers.

28. Write a C program to count the number of vowels in a string using null character.
29. Write a C program to access and to print the string using pointers.
30. Write a C program to copy the content of one string to another string using pointers.
31. Write a C program to add two numbers using function.
32. Write a C program to check whether the given string is palindrome or not.
33. Write a C program to swap 2 numbers using functions.
34. Write a C program to sort the numbers in the descending order using functions.
35. Write a C program to find the factorial if given number using recursive method.
36. Write a C program to print the Fibonacci series using recursive method.
37. Define a structure that will describe the following information. Student name, Class, Roll number, Subject, Marks and Total. Using student declare an array stu_list with 30 elements. Write program in C to read the information about all the 30 students and to display the information.
38. Define a union that will describe the following information. Student name, Class, Roll number, Subject, Marks and Total. Using student declare an array stu_list with 30 elements. Write program in C to read the information about all the 30 students and to display the information.

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART – III	CORE: XIII Allied-IV	26BAU13	BUSINESS LAW	60	5

Contact hours per week: 5

Year	Semester	Internal Marks	External Marks	Total Marks
II	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 OUTCOME :

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

COs	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;

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	33	45	15	45
Weighted Percentage of COs Contribution to POs	2.64	3.16	3.89	3.38	5.60	2.63	7.29

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-I (12 Hours)

Law of Contract 1872: Definition & nature of contract, types of contract, essential elements of contract: offer & acceptance, consideration & capacity to contract.

UNIT – II Law of contract 1872-II (12 Hours)

Free consent, legality of object & consideration, contingent contract, quasi contract, discharge of contract, remedies for breach of contract.

UNIT – III Sale of goods act 1930 (12 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 – IV Creation of agency (12 Hours)

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

UNIT – V Negotiable instruments act 1881 (12 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.

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 REFERENCES:

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	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART - IV	SKILL ENHANCEMENT: I	26SEBAU01	COMMUNICATION SKILLS FOR EXECUTIVES (PROJECT & VIVA- VOCE)	24	2

Contact hours per week: 2

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

PREAMBLE:

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

COURSE OUTCOME:

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

COs	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;

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	2.64	3.16	0.52	0.92	5.60	1.75	7.29

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

(4 Hours)

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

UNIT – II Reading skills

(5 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

(5 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

(5 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 REFERENCES:

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	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – IV	ABILITY ENHANCEMENT: II	26AEU02	CONSUMER RIGHTS	24	2

Contact hours per week: 2

Year	Semester	Internal Marks	External Marks	Total Marks
II	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 OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Memorize the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards	K1
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;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	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	22	17	13	15
Weighted Percentage of COs Contribution to POs	2.64	2.18	2.68	2.25	2.12	2.28	2.43

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

COURSE CONTENT

UNIT- I 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 II: 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- III 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- IV 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 –V 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 SapnaChadah (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, SonkarSumit 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). MRTP 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” Akademos (ISSN 2231-0584)
5. Bhatt K. N., Misra Suresh and ChadahSapna (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.consumervoice.in
www.fssai.gov.in
www.cercindia.org

SEMESTER - V

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – III	CORE: XIV	26BAU14	SERVICES MARKETING	60	4

Contact hours per week: 5

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

PREAMBLE:

To impart the deeper knowledge in services marketing concepts.

COURSE OUTCOME:

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

COs	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;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	9	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	2.64	2.18	2.51	3.38	2.62	1.58	1.78

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**(12 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 (12 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 (12 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 (12 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 REFERENCES:

- [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=AOvVaw0RkjRy5y0vmqVfID5KLrEw&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=AOvVaw0RkjRy5y0vmqVfID5KLrEw&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	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – III	CORE: XV	26BAU15	RESEARCH METHODS FOR MANAGEMENT	72	5

Contact hours per week: 6

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

PREAMBLE:

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

COURSE OUTCOME:

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

COs	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;

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	25	24	18	10	13
Weighted Percentage of COs Contribution to POs	2.29	2.32	2.16	2.46	2.24	1.75	2.11

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
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WEB REFERENCES:

1. [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=2ahUKEwjFi4fs07XyAhVl7XMBHclNC5wQFnoECBoQAAQ&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=2ahUKEwjFi4fs07XyAhVl7XMBHclNC5wQFnoECBoQAAQ&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	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – III	CORE: XVI	26BAU16	FINANCIAL MANAGEMENT	72	4

Contact hours per week: 6

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

PREAMBLE:

To impart the deeper knowledge in diverse concepts in financial management for application in business arena.

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Identify the financial environment in which an organization operates	K1
CO2	Summarize the concepts of Financial Management	K2
CO3	Demonstrate the tools and techniques of Financial Management	K3
CO4	Analyze the leverages, Capital structure, Dividend policy, Working capital, cash and receivables of an organization.	K4
CO5	Evaluate the investments and projects using cost of capital and capital budgeting techniques.	K5

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

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	9	3	3	0
CO3	9	9	9	3	3	3	3
CO4	9	3	3	3	0	1	3
CO5	9	1	3	1	0	0	1
Total Contribution of COs to POs	45	31	33	25	15	10	10
Weighted Percentage of COs Contribution to POs	2.64	2.18	2.85	2.56	1.87	1.75	1.62

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 Management (15 Hours)**

Finance Functions: Meaning, definition, scope – Objectives of Financial management: profit maximization and wealth maximization – Sources of Finance: Short term, bank sources, long term, shares, debentures, preferred stock, debt.

UNIT – II Cost of Capital (15 Hours)

Cost of Capital: Cost of specific sources of capital, equity, preferred stock debt, reserves, weighted average cost of capital - Leverages: Operating leverage and financial leverage. (Problems on cost of capital - Equity, preference shares, debentures, retained earnings, term loans, Weighted Average Cost of Capital, Leverages - Operating, financial and combined leverage).

UNIT – III Capital Structure and Dividend Policy (15 Hours)

Meaning and definition, components of capital structure, factors influencing capital structure, optimal capital structure, capital structure theories – Dividend and Dividend policy: Meaning, classification, sources available for dividends, Dividend policy general, determinants of dividend policy.

UNIT – IV Working Capital Management (15 Hours)

Working capital: Meaning, concepts, importance, determinants of Working capital, Cash Management: Motives for holding cash, objectives and strategies of cash management - Receivables Management: Objectives, credit policies. (Problems on working capital requirement).

UNIT – V Capital Budgeting (12 Hours)

Capital budgeting: Meaning, objectives, types of capital budgeting, problems on payback period, net present value, internal rate of return, accounting rate of return, profitability index. Financial management application approach towards industry 4.0 revolutionary era and it's implication for the financial sector. (80% THEORY AND 20% PROBLEMS)

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	I.M. Pandey	Financial Management	Vikas Publishing House	2015

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	S.N.Maheswari	Management Accounting	Sultan Chand & Sons	2014
2.	P.V. Kulkarni	Financial Management	Himalaya Publishing House	2016
3.	Khanand Jain	Financial Management – A Conceptual Approach	McGraw Hill Education Pvt Ltd	2017

WEB REFERENCES:

- https://www.researchgate.net/publication/346870564_Industry_40_and_its_Implications_for_the_Financial_Sector
- <https://www.managementstudyguide.com/financial-management.htm>
<http://kamarajcollege.ac.in/Department/BBA/III%20Year/e002%20Core%2018%20-%20Financial%20Management%20-%20VI%20Sem.pdf>

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
Part – III	Core: XVII	26BAU17A/ 26BAU17B/ 26BAU17C	Institutional Training / Industrial Training / Mini Project	--	1

Contact hours per week: Nil

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

PREAMBLE:

To know the functional areas of business in a practical way

COURSE OUTCOME:

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

COs	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;

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	2.64	1.76	2.16	1.74	1.12	2.98	1.46

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	Components	Course Code	Course Title	Contact Hours	Credit
PART: III	CORE: XVII OPEN ELECTIVE COURSE	26TAUOE1	jpwd; Nkk;ghl;L fy;tp	48	2

Contact hours per week : 4

Year	Semester	Internal Mark	External Marks	Total Marks
III	V	25	75	100

Kfg;Giu:

jdjpwd; Nkyhz;ikiaAk; nray;ghl;bidAk; tsu;Fk; Kiwapid mwptu;.

COURSE OUTCOME :

jdjpwd; mwptpidf; fw;gjd; %yk; fPo;f;fhZk; epiyia miltu;.

K1:

COs	CO Statement	Knowledge Level
CO1	NgRjy;> vOJjy;> njhlu;Gnfhs;Sjy; Mfpatw;iwf; Fwpj;J mwpe;J nfhs;tu;.	K1
CO2	jpl;lkply;> nray;gLj;Jjy; Mfpat;wiw fw;gu;.	K2
CO3	Neu Nkyhz;ik> FO fye;Jiuahly>; Neu;fhzy; nra;jy; Nghd;wtw;wpy; jpwk;gl nrayhw;Wtu;.	K3
CO4	jdpegu; nray;ghL> Mf;fj;jpwd;> jdpkdpj tpOkpaq;fs; Mfpatw;iw gFj;J Muha;tu;.	K4
CO5	jd;dg;gpf;if> Cf;fk;> Kaw;rp> Neu;kiw rpe;jid> kf;fs; njhlu;G Mfpatw;iw czu;e;J kjpg;gpLtu;	K5

Remember Level , K2:UnderstandLevel , K3: Apply Level , K4: Analyze Level, K5: Evaluate Level

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	3	3	9	9	9

Level of	CO2	9	9	9	9	9	3	3
	CO3	9	3	9	9	9	9	9
	CO4	9	3	3	9	3	9	9
	CO5	9	9	9	9	9	9	9
	Total contribution of COs to POs Weightage	45	33	33	39	39	39	39
	Weight Percentage of COs contribution to POs	2.29	2.09	2.08	2.48	3.24	3.22	3.60

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

COURSE CONTENT

myF -1

10 kzp

MSikj; jpwd; Nkk;gh jiyikg; gz;G> NgRjy;> vOjy;> njhlu;G nfhs;Sjy;> FO nray;ghL> jdpegu; nray;ghl;L tpsf;fk;.

myF-2

9 kzp

nray; jpwd; Nkk;ghL jpl;lk; mikj;jy;> nray;gLj;Jjy;> ,lu;ghLfs;> nrayhf;fk;

myF-3

10 kzp

Neu;fhzy;Neu Nkyhz;ik> nray;gLj;Jjy;> Kd;jahupg;G> cly; mirT nkhops;> FO fye;Jiuahly;> mwpKf epfo;T> ,d;iwa jfty;fs; Fwpj;j tpopg;Gzu;T

myF-4

10 kzp

czu;T Nkyhz;ikjdpegu; nray;ghL> Mf;fj;jpwd;> jdp kdpj tpopkpaq;fs;> ntw;wp cd; ifapy;

myF -5

9 kzp

cd;id eP mwptha;jd;dk;gpf;if> Cf;Ftpj;jy;> Kaw;rp> Neu;ikahd rpe;jid> kf;fSld; njhlu;G nfhsSjy;

ghl E}y;fs;:

MSikj; jpwd;> ghij njupAJ ghu;> ney;iyftpNdrd;> jpdj;je;jp ntspaPL>

ghu;it E}y;fs; :

1.rhjpf;f Mirg;gL> lhf;lu; Nr.irNye;jpughG> Ruh gjpg;gfk;> mz;zh efu;> nrd;id

2. Neu;Kfj; Nju;it vjpu;nfhs;tJ vg;gb?> Nr.Mde;j KUfd;> rptk; Gj;jfhyak;> nrd;id

3. KbAk; vd;why; KbAk;> utp ghujp> eu;kjh gjpg;gfk;> jp.efu;> nrd;id.

Cate gory	Component	Course Code	Course Title	Contact Hours/ Semester	Credit
PART: III	CORE :XVII OPEN ELECTIVE	26ENUOE1	ENGLISH FOR EFFECTIVE COMMUNICATION	48	2

Contact hours per week: 4

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

PREAMBLE:

To focus the theory and fundamental tools of communication and various dimensions of communication skills.

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Define the verbal and Non-Verbal Communication	K1
CO2	Explain the practice in four modes of literacy.	K2
CO3	Make use of appropriate Verbal and Non Verbal signs for effective communication.	K3
CO4	Examine the primary academic writing associated with the communication.	K4
CO5	Assess the communicative competencies such as managing conflict, understanding group processes, active listening, appreciate self-disclosure ,etc..	K5

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

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	3	3
CO2	9	9	9	3	3	3	1
CO3	9	9	3	3	3	1	1
CO4	9	3	3	1	1	0	0
CO5	3	3	3	1	0	0	0
Total contribution of COs to POs Weightage	39	33	27	17	10	7	5

Weight Percentage of COs contribution to POs	2.86	3.00	2.97	2.20	2.60	2.17	2.07
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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 : Aspects Of Communication (9 Hours)

1. Communication through Words
2. Communication through Body Language
3. Communication through Technology

UNIT II : Oral Communication (10 Hours)

1. Dyadic communication
2. Active listening
3. Meetings
4. Seminars and conferences
5. Group discussions

UNIT III : Written Communication (10 Hours)

1. Reading Comprehension
2. Précis writing
3. Business and Technical Reports
4. Style
5. Technical Proposals

UNIT IV : Written Communication (10 Hours)

1. Memorandum Writing
2. Notice, Agenda, Minutes
3. Handbooks and Manuals
4. Research Papers and Articles
5. Advertising and Job Description

UNIT V : Mechanics Of Manuscript Preparation (9 Hours)

1. Editing and Proofreading
2. Copy Editing
3. Punctuation and Capitalization
4. Abbreviations and Numerals

TEXT BOOK:

Developing Communication Skills by Krishna Mohan & Meera Banerji

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART- III	CORE –XVIII OPEN ELECTIVE	26MAUOE1	MATHEMATICS FOR BUSINESS	48	2

Contact hours per week: 4

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

PREAMBLE:

To enable the students to learn Business Mathematics.

COURSE OUTCOME:

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

COs	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Recall the basic concepts of sequence and series ,matrix, set theory, simple interest and compound interest.	K1
CO2	Interpret sequence and series ,matrix, set theory, simple interest and compound interest.	K2
CO3	Apply different quantitative models in solving business problems	K3
CO4	Determine the solutions of the problems based on matrix , simple interest and compound interest problems	K4
CO5	Evaluate the problems on sequence and series ,matrix, set theory, simple interest and compound interest problems.	K5

K_1 - Remember; K_2 – Understand; K_3 - Apply; K_4 - Analyze; K_5 – Evaluate.

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	3	3
CO2	9	9	9	3	3	3	1
CO3	9	9	3	3	3	1	1
CO4	9	3	3	1	1	0	0
CO5	3	3	3	1	0	0	0
Total Contribution of COs to POs	39	33	27	17	10	7	5
Weighted Percentage of COs	2.24	2.08	1.82	1.24	1.18	0.92	0.73

3. <https://youtu.be/pn2Fx9-G1Ds>

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – III	CORE: XVII OPEN ELECTIVE	26PHUOE1	PHYSICS IN DAY TO DAY LIFE	48	2

Contact hours per week: 6

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

PREAMBLE:

To demonstrate knowledge and understanding of the fundamental concepts in Physics.

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Identify the measurements, Electric Current, Electricity, Magnetism, Electrolysis, Magnetic field effect and Natural Phenomena's in Atmosphere	K1
CO2	Explain the concepts in Electricity, standard units and Types of Motion, Electric power, Effects of current and Magnet, lightning, thunder, water harvesting, coal and petroleum	K2
CO3	Perform different SI units in measurement, electricity and magnetism, electric potential, resistance, chemical effect of Electric current and magnetism	K3
CO4	Criticize the measurements of different units, Electricity, Resistance, associate reaction of magnetic Poles, Protection against natural calamities,	K4
CO5	Interpret the measuring, electric current, Laws in Physics, electricity and magnetism, Natural Resources	K5

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

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	3	1
CO2	9	9	9	3	3	1	1
CO3	9	9	3	3	2	1	1
CO4	9	3	3	1	1	1	1
CO5	3	3	3	1	1	1	1
Total Contribution of COs to POs	39	33	27	17	10	7	5
Weighted Percentage of	2.25	2.17	1.96	1.47	1.12	0.98	0.70

COs 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 - Motion and Measurements of Distances

(10 Hours)

History of Transportation-Measurement of Length – Distance-Conventional Methods of Measurement-Standard Units of Measurement-Types of Motion.

UNIT- II - Electricity

(10 Hours)

Electric current-Electric circuit-Components of basic electric circuit: Cell, Switch, and Bulb Conductor-Insulator-Electric potential and potential difference-Circuit diagram-Ohm's law Factors on which the resistance of conductor depends-Resistance of a system of resistors-Heating effect of electric current-Electric power

UNIT- III - Chemical Effects of Electric Current and Magnetism

(10 Hours)

Conduction of Electricity-Conduction of Electricity in Liquids – Electrolysis-Electrolysis and Electroplating - Discovery of Magnets-Magnet-Poles of a magnet-Like poles repel and unlike poles attract Magnetic Field of Earth and Compass

UNIT- IV - Some Natural Phenomena

(9 Hours)

Lightning-Charging by rubbing-Transfer of Charge-The Story of Lightning-Lightning Safety Phenomena related to earthquakes-Protection against earthquakes

UNIT- V - Management of Natural Resources

(9 Hours)

Save the Environment from Environmental Pollution – Reuse– Recycle-Why do we need to manage our natural resources-Forest and wildlife-Sustainable management-Water for all : dam-Water harvesting-Coal and petroleum

REFERENCE BOOKS:

- 1.Monograph – Department of Physics

WEB REFERENCES:

1. https://www.researchgate.net/publication/277130091_Energy_Resources_Indian_Scenario
2. https://www.aps.edu/energy-conservation/energy-lessons-and-games/energy-lessons-and-games/26_HS-IssueOfRenewableEnergy.pdf
3. <https://ncert.nic.in/textbook/pdf/hesc114.pdf>
4. <https://www.learnbse.in/motion-and-measurement-of-distances-class-6-notes/>

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credit
PART: III	CORE: XIX OPEN ELECTIVE	26CSUOE1	INTERNET FOR EVERYONE	48	2

Contact hours per week: 4

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

PREAMBLE :

This course provides an insight of formal introduction to internet, WWW, finding information in the Internet and awareness on Internet Security and Privacy, illustrate the Possibilities of Social Networking. Learning discussion forum software, Effective use of video conferencing, Blogging& Making Money in the Internet.

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	To get familiar with basics of the Internet, World Wide Web and Web browsers.	K1
CO2	Obtain the Knowledge of Finding Information in the Internet and awareness on Internet Security and Privacy.	K2
CO3	Understand How to email, tips for effective use of Email, Advantages and Disadvantages of Email.	K3
CO4	To illustrate the Possibilities of Social Networking. Learning discussion forum software & effective use of video conferencing.	K4
CO5	To learn Blogging & Making Money in the Internet.	K5

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

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	3	1
CO2	9	9	9	3	3	3	1
CO3	9	9	3	3	3	1	1
CO4	9	3	3	1	1	0	1

CO5	3	3	3	1	0	0	1
Total Contribution of COs to POs	39	33	27	17	10	7	5
Weighted Percentage of COs Contribution to POs	2.18	1.97	1.67	1.09	1.09	0.58	0.36

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 Internet, WWW & Web Browsers (10 Hours)

What is Internet? - How does Internet Work? - What is Special about the Internet? - What is WWW? - Internet and Web - How does the web works? - What are web browsers? - Types of Browsers - Web Browsing Tips.

UNIT II Searching the Web, Safety & Privacy (10 Hours)

Information Sources - Finding Information on the internet - Searching the Web - Search Engines - Making Your Search- Improving Your Searching - Tips for Internet Research- Privacy - Anonymity - Understanding Security and Privacy.

UNIT III E- Mail (10 Hours)

Introduction - How E-mail works? - Why uses E-mail? - E-mail Names and Addresses - Mailing Basics - How Private is the e-mail? - Email Ethics - Spamming - E-mail Advantages and Disadvantages - Tips for effective E-mail use - E-mail Safety tips.

UNIT IV Social Networking and Discussion Forums (8 Hours)

Introduction - Social Networking Timeline - Why Social Networking? - Dangers of Social Networking? - Discussion Forums - Discussion Forum Software - Internet Telephony - Video Conferencing.

UNIT V Making Money on the Internet and Blogging (10 Hours)

What is a Blog? - Why Blog? - Why is Blogging so Popular? - Blog Search Engines and Communities - Blogs and Employment - Pitfalls to avoid while blogging. Introduction - Writing Product Reviews - Sharing Your Knowledge - Advertising - Affiliate programs -Selling - Online Tutoring.

TEXT BOOK(S):

1. Alexis Leon, Mathews Leon , INTERNET FOR EVERYONE ,Vikas Publishing Housing Pvt Ltd , 15th Anniversary Edition

REFERENCE BOOK(S):

1. Keiko Pitter, Sara Amato,JohnCallahan,Niger Kerr, Eric Tilton, Robert Minato,Tata McGraw-Hill Edition 2003
2. Peter Weverka, The Everyday Internet All-in-One Desk Reference for Dummies,Wiley Publishing Inc, 3rd Edition

WEB REFERENCES

- 1.[https://www.tutorialspoint.com/computer_concepts/computer_concepts_introduction_to_internet_www_web_browsers.h
tm](https://www.tutorialspoint.com/computer_concepts/computer_concepts_introduction_to_internet_www_web_browsers.htm)
- 2.https://www.tutorialspoint.com/internet_technologies/e_mail_overview.htm

3. <https://geekflare.com/make-money-with-blogging>

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credit
PART: III	CORE: XIX OPEN ELECTIVE	26ITUOE1	BASICS OF COMPUTER TECHNOLOGY	48	2

Contact hours per week: 4

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

PREAMBLE :

To learn about the basics of Computer Technology

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Recall the basics of Computer	K1
CO2	Illustrate the concepts of data communication and Computer networks	K2
CO3	Utilize Middleware and Gateways	K3
CO4	Analyze the concepts of Mobile Computing	K4
CO5	Examine the DBMS Architecture	K5

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

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	3	1
CO2	9	9	9	3	3	3	1
CO3	9	9	3	3	3	1	1
CO4	9	3	3	1	1	0	1
CO5	3	3	3	1	0	0	1
Total Contribution of	39	33	27	17	10	7	5

Cos to Pos							
Weighted Percentage of Cos Contribution to POs	2.18	1.97	1.67	1.09	1.09	0.58	0.36

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

COURSE CONTENT

UNIT I Computer Basics (9 Hours)

Introduction-Generations of Computers-Classification of Computers- Central Processing Unit-Communication among Various Units-Memory Hierarchy-RAM-ROM-Secondary Storage Devices-Operating System: Introduction- Definition-Types.

UNIT II Data Communication and Computer Networks (10 Hours)

Introduction- Data Communication- Transmission Media- Multiplexing- Switching. Computer Network: Types of Computer Networks- Network Topologies- Communication Protocol. Internet: Introduction-Basic Internet Terms- Internet Applications-Search Engines.

UNIT III Database Fundamentals (9 Hours)

Introduction-Definition-Logical Data Concepts-Physical Data Concepts-Database Management System-DBMS Architecture-Types of Databases.SQL: Introduction-Getting Started with SQL.

UNIT IV Mobile Computing (10 Hours)

Wireless The beginning –Mobile Computing –Dialogue Control—Networks –Middleware and Gateways – Application and Services-Developing Mobile Computer Applications –Security in Mobile Computing– Architecture for Mobile Computing-Mobile Computing through Telephone—IVR Applications.

UNIT V Cloud Computing (10 Hours)

Introduction- From- Collaboration to cloud- Working of cloud computing-Pros and Cons- Benefits- Developing cloud computing services- Cloud service development-Discovering cloud services-Collaborating on schedules- Collaborating on calendars-Evaluating web conference tools- Creating groups on social networks- Understanding cloud storage- Evaluating on line file storage.

TEXT BOOK(S):

1. Alexis Leon ,MathewsLeon,Introduction to Information Technology, 2nd Edition, ITL Limited ITL Education Solutions Limited,Publisher(s): Pearson Education India,ISBN: 9789332525146
2. Asoke K Talukder , Roopa R Yavagal,Mobile Computing, TMH, 2005
3. [Anthony T. Velte](#), “Cloud Computing- A Practical Approach”, Tata McGraw Hill Education Private Limited, 1st Edition (2013).

REFERENCE BOOK(S):

1. Alexis Leon ,MathewsLeon,Fundamentals of Information Technology, ITL Limited
2. KumkumGarg,Mobile Computing, Pearson Education, 2010.
3. Michael Miller, Cloud Computing, Pearson Education, New Delhi, First Edition, 2013

WEB REFERENCES:

- 1.https://mrcet.com/pdf/Lab%20Manuals/IT/R15A0529_CloudComputing_Notes-converted.pdf
- 2.<https://mjginfoflogs.com/mobile-computing-architecture/>

3. <https://www.guru99.com/dbms-architecture.html>

4. https://www.tutorialspoint.com/data_communication_computer_network/index.htm

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credit
PART: III	CORE: XIX OPEN ELECTIVE	26CAUOE1	MACHINE LEARNING	48	2

Contact hours per week: 4

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

PREAMBLE :

To learn about the basics of Computer Technology

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Remember Machine Learning Fundamentals	K1
CO2	Understanding the Machine Learning Concepts	K2
CO3	Summarize the Impact of Machine Learning Applications	K3
CO4	Analyze How Machine Learning Support to Business Goals	K4
CO5	Evaluate the Knowledge of Machine Skills	K5

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

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	3	1
CO2	9	9	9	3	3	3	1
CO3	9	9	3	3	3	1	1
CO4	9	3	3	1	1	0	1
CO5	3	3	3	1	0	0	1

Total Contribution of COs to POs	39	33	27	17	10	7	5
Weighted Percentage of COs Contribution to POs	2.18	1.97	1.67	1.09	1.09	0.58	0.36

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 Overview of Machine learning (9 Hours)

Understanding Machine Learning- What Is Machine Learning? - Defining Big Data- Big Data in Context with Machine Learning- The Need to Understand and Trust your Data- The Importance of the Hybrid Cloud- Leveraging the Power of Machine Learning- The Roles of Statistics and Data Mining with machine learning- Putting Machine Learning in Context- Approaches to Machine Learning.

UNIT II Machine Learning Techniques (10 Hours)

Getting Started with a Strategy- Understanding Machine Learning Techniques- Tying Machine Learning Methods to Outcomes- Applying Machine Learning to Business Needs.

UNIT III Machine Learning on Applications (9 Hours)

Looking Inside Machine Learning- The Impact of Machine Learning on Applications- Data Preparation- The Machine Learning Cycle.

UNIT IV Getting Started with Machine Learning (10 Hours)

Getting Started with Machine Learning- Understanding How Machine Learning Can Help- Focus on the Business Problem- Machine Learning Requires Collaboration- Executing a Pilot Project- Determining the Best Learning Model.

UNIT V Learning Machine Skills (10 Hours)

Learning Machine Skills- Defining the Skills That You Need- Getting Educated- Using Machine Learning to Provide Solutions to Business Problems- Applying Machine Learning to Patient Health- Leveraging IoT to Create More Predictable Outcomes- Proactively Responding to IT Issues- Protecting Against Fraud- Ten Predictions on the Future of Machine Learning.

TEXT BOOK(S):

1. Judith Hurwitz and Daniel Kirsch, Machine Learning for dummies, IBM Limited Edition, 2018

REFERENCE BOOK(S):

1. Ethem Alpaydin, Introduction to Machine Learning, Second Edition, The MIT Press
Cambridge, Massachusetts London, England

WEB REFERENCES:

1. [https://www.sciencedirect.com/topics/computer-science/machine-learning#:~:text=Machine%20learning%20\(ML\)%20refers%20to,being%20programmed%20with%20that%20knowledge.](https://www.sciencedirect.com/topics/computer-science/machine-learning#:~:text=Machine%20learning%20(ML)%20refers%20to,being%20programmed%20with%20that%20knowledge.)

2. <https://www.javatpoint.com/machine-learning-techniques>
3. <https://www.simplilearn.com/tutorials/machine-learning-tutorial/machine-learning-applicationS>

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credit
PART-III	CORE : XX OPEN ELECTIVE	26AMUOE1	ADVANCED EXCEL -PRACTICAL	48	2

Contact Hours: 4

Year	Semester	Internal Marks	External Marks	Total Marks
III	V	40	60	100

**PR
EA
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BL**

E :

To provide skills and knowledge which will allow the attendee to Learn MS Excel tools and techniques

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Use a range of lookup and reference functions.	K1
CO2	Modify Excel options.	K2
CO3	Customize the formatting of charts in Excel.	K3
CO4	Create and use labels and names in a workbook.	K4
CO5	Group cells and use outlines to manipulate the worksheet	K5

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

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	3	1
CO2	9	9	9	3	3	3	1
CO3	9	9	3	3	3	1	1
CO4	9	3	3	1	1	0	1
CO5	3	3	3	1	0	0	1
Total Contribution of COs to POs	39	33	27	17	10	7	5
Weighted Percentage of COs Contribution to POs	2.18	1.97	1.67	1.09	1.09	0.58	0.36

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

Microsoft Excel

1. Find out the Total, minimum , maximum and average values using the formula in the given table

First Name	Last Name	Hours	Rate	Gross Pay	Tax	Net Pay	Superannuation
Virginia	Bernard	16	25.90	414.40	82.88	331.52	33.15
Catherine	Harvest	24	16.40	393.60	78.72	314.88	31.49
Steve	Jones	40	28.50	1,140.00	228.00	912.00	91.20
Sam	McGregor	40	25.70	1,028.00	205.60	822.40	82.24
Sandra	O'Shea	35	29.60	1,036.00	207.20	828.80	82.88
Eddie	Smith	40	28.50	1,140.00	228.00	912.00	91.20

2. Prepare a bar chart using the below table

2	Sales				
3		Week 1	Week 2	Week 3	Week 4
4					
5	Monday	296,114	565,042	429,746	123,445
6	Tuesday	70,500	78,967	85,889	117,015
7	Wednesday	520,830	360,389	244,488	110,585
8	Thursday	83,296	520,242	82,467	112,728
9	Friday	520,140	83,333	87,611	119,158
10		1,490,880	1,607,973	930,201	582,931

3. Write down the formula to concatenate the data in two different cells into a single cell

Example:

	A	B	C	D	E
1					
2		New York		NY	
3					
6					
7					
8		New York, NY			
9					

4. Enter the student details as Reg.No, and display the count of the students whose avg>=60

5. Find out the week No and day of the given table using date function

Current Date	Week No	Day of the year
5/3/2018		
5/23/2021		
2/23/2022		
5/23/2010		
5/23/2008		
12/27/2021		

6. Create a workbook with the following details

Emp. No	Name	Basic Salary	House Rent	Conv. Allowance	Medical Allowance	Gross	Tax	Net
1	ABC	8000						
2	XYZ	3500						
3	KLM	8900						
4	WXY	4500						
5	MNO	6500						
6	PQR	4000						
7	STU	7800						
Total Salary								

Find out the following details

- i) Calculate House Rent (if Basic Salary is greater than 5000 then 45% otherwise 30%)
 - ii) Calculate Conv. Allowance (if Basic Salary is greater than 5000 then 30% otherwise 20%)
 - iii) Calculate Medical Allowance (if Basic Salary is greater than 5000 then 60% otherwise 45%)
 - iv) Calculate Gross Pay, Net Pay
7. From the above given table find
- i) Calculate Tax (if Gross is greater than 15000 then 10% otherwise 0)
 - ii) Calculate total salary of those employees whose salary is less than 5000
 - iii) Count no. of employees who are not giving tax
8. Create a workbook with the following details

Reg. ID	Name	Quizes (10)	Mid-Terms		Mid's (Total) (30)	Assignment (10)	Project + Pres (10)	Final (40)	Total (100)	Grade
			M1	M2						
101	ABC	10	13	8		9	10	35		
201	XYZ	9	12	12		8	9	32		
301	KLM	7	15	15		7	8	28		
401	WXY	8	13	13		9	7	31		
501	MNO	9	10	12		10	5	36		
601	PQR	8	7	2		9	9	30		
701	STU	6	2	12		8	7	21		

No. of D's
 No. of F's

Find out the following

- i) Calculate Mid-Total, Total
 - ii) Calculate Grade using If condition
 - iii) Calculate no. of D (below 60 and above 40) and F (below 40) grades
9. Find out the following details from the given table
- i) Find out the city, departure time and terminal of Flight No. LH 5842 using vlookup formula
 - ii) Find out the no. of flights coming on terminal 2 using formula.

flight-Nr	city	departure	terminal	gate
EW 730	Bremen	14:50	T1	164
6E 235	Dortmund	16:00	T1	170
KL 1874	Amsterdam	16:00	T2	146
AF 2009	Paris	16:15	T1	114
LH 299	Berlin	16:20	T2	162
LH 5860	Madrid	16:25	T1	164
LH 5842	Barcelona	16:30	T1	166
LH 1369	München	17:00	T2	131
LH 5966	London	17:10	T1	161

10. Create a google sheet with the following details
- i) Subtract both A and B series, then find the ABSOLUTE value in the next column.
 - ii) Share the sheet with your friend

Series A	Series B
10	8
6	8
7	9
5	8

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credits
PART – III	CORE: XIX (OPEN ELECTIVE)	26CGUOE1	BASICS OF ACCOUNTING	48	2

Contact hours per week: 4

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

PREAMBLE (For Other Major Students)

To equip the students with the fundamental principles of accountancy for sole trading concerns

COURSE OUTCOME

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

COs	CO Statement	Knowledge Level
CO1	Acquire the knowledge in accounting, system of maintenance of accounts, journal, ledger and different types of subsidiary books.	K1
CO2	Familiarise the concept of accounting equation, types of accounts, golden rules of accounting, trial balance and final accounts.	K2
CO3	Develop the application skills in preparation of ledger accounts and final accounts.	K3
CO4	Analyse the assets and liabilities in the balance sheet.	K4
CO5	Evaluate the financial position of a business.	K5

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

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	3	1
CO2	9	9	9	3	3	1	1
CO3	9	9	3	3	3	1	1
CO4	9	3	3	1	1	1	1
CO5	3	3	3	1	0	1	1
Total Contribution of COs to POs	39	33	27	17	10	7	5
Weighted Percentage of COs Contribution to POs	2.09	2.07	1.68	2.00	0.92	0.42	1.07

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

COURSE CONTENT

UNIT- I (10 Hours)

Introduction to Accounting: Accounting – meaning and definition – need – steps – objectives – advantages – limitations – users of accounting information – book keeping Vs accounting – double entry system – dual aspects – advantages of double entry system – types of accounts – personal account, real account and nominal account – golden rules of accounting – accounting terms – accounting equation – accounting cycle.

UNIT- II (10 Hours)

Journal and Ledger: Journal – meaning and definition – format – recording business transactions in journal with narration. Ledger - meaning and definition – format – posting journal entries in ledger.

UNIT- III (10 Hours)

Subsidiary Books: Meaning – benefits – types – purchase book, sales book, purchase return book, sales return book, bills receivable book, bills payable book, petty cash book and cash book with single, double and triple columns.

UNIT- IV (10 Hours)

Trial Balance: Meaning – objectives – methods of preparing trial balance – preparation of trial balance from the balances extracted from the ledger accounts – errors disclosed by trial balance – errors not disclosed by trial balance)

UNIT- V (8 Hours)

Final accounts: Introduction – preparation of trading account, profit and loss account and balance sheet with simple adjustments – closing stock, outstanding expenses, prepaid expenses, accrued income and income received in advance.

Note: Distribution of Marks: Theory- 40% and Problems- 60%.

TEXT BOOKS:

S.No	Authors	Title	Publisher	Year of Publication
1	Reddy.T.S & Murthy A	Financial Accounting	Margham Publication, Chennai	2012
2	Vinayakam.N, Mani.P.L & Nagarajan.K.L	Principles of Accountancy	S.Chand & Sons, New Delhi, New Delhi	2002

BOOKS FOR REFERENCE:

S.No	Authors	Title	Publishers	Year of Publication
1	Grewal.T.S	Introduction to Accountancy	S.Chand & Sons, New Delhi, New Delhi	2003
2	Gupta.R.L,Gupta,V.K & Shukla.M.C	Financial Accounting	S.Chand&Sons, NewDelhi	2009
3	Maheswari.S.K, Reddy.T.S	Advanced Accountancy	Vikas Publishing House, New Delhi.	1996

Power Point presentation, Quiz, Assignment, Experience Discussion, Brain Storming, Group Discussion, Seminars.

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART – III	CORE : XIX OPEN ELECTIVE	26CCUOE1	E- ADVERTISING	48	2

Contact hours per week: 4

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

PREAMBLE : (For other major students)

To make the students to understand the concept of e-advertising tools and techniques in media

COURSE OUTCOME :

Upon Completion of the course, students will be able to

COs	CO Statement	Knowledge Level
CO1	spell out the meanings for the different terms used in E-advertising	K1
CO2	explain the various domain concepts in E-advertising	K2
CO3	apply the modern techniques of advertising in media planning, advertising agencies and social advertising	K3
CO4	analyse the role of creativity in advertising, factors influencing media choice, challenges faced by advertisers and distinguish between traditional advertising and E advertising	K4

CO5	evaluate the effectiveness of E-advertising to withstand the products in the market	K5
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K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate.

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	3	1
CO2	9	9	9	3	3	1	1
CO3	9	9	3	3	3	1	1
CO4	9	3	3	1	1	1	1
CO5	3	3	3	1	0	1	1
Total Contribution of COs to POs	39	33	27	17	10	7	5
Weighted Percentage of COs Contribution to POs	1.95	1.87	1.50	1.21	1.33	0.67	0.83

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

COURSE CONTENT

UNIT I E-advertising

(10 hours)

Meaning – Traditional advertising Vs E- advertising – Facets of E- advertising – Role of E-advertising- Models for E- advertising – Significance and limitations of E- advertising – Constraints in E- advertising.

UNIT-II Creativity in advertising

(10 hours)

Role of creativity in advertising - Determining the message theme / major selling idea and Unique selling Proposition (USP) - Positioning strategies - Persuasion Advertising appeal and its types – Executional styles of presenting ads- Advertising Copy-meaning, essentials and its elements– headline, sub-headline, body copy, illustration, slogan, signature and logo

UNIT-III Media planning and Decisions

(10 hours)

Media Planning-The function of media planning in advertising-Role of media Planner - Challenges in media planning -Media planning process -Major media types – characteristics of media-internet as an advertising media- merits and demerits- Factors influencing media choice- media selection-media scheduling- Advertising through the Internet-media devices.

UNIT IV Effectiveness of E-advertising

(10 hours)

Evaluating communication and sales effects- Pre- and Post-testing techniques- E-advertising agencies – selection, compensation and appraisal of advertising agency

UNIT V E- advertising in Indian Scenario

(8 hours)

Trends in advertising industry in India – Challenges faced by advertisers in India in the era of globalization- Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP)

TEXT BOOKS:

Authors	Title	Publisher	Year of Publication
Jaishree Jethwaney and Shruti Jain,	Advertising Management –	2nd Ed. Oxford University Press	2012
Ronald Lane,W. J. Thomas Russell, Karen Whitehill King	Kleppners Advertising Procedure	16th Ed., Pearson Education India	2008

BOOKS FOR REFERENCE:

S. No	Authors	Title	Publishers	Year of Publication
1.	Belch G. and Belch M.	Advertising and Promotion, An Integrated Marketing Communications Perspective	6th ed., Tata McGraw-Hill Publishing Company Limited, New Delhi, India	2003
2.	Burnett, Wells, and Moriatty	Advertising: Principles and Practice	5th ed. Prentice Hall of India New Delhi	2015
3.	Kazmi S. H. H. and Batra Satish K	Advertising and Sales Promotions	2nd ed., Excel Books, New Delhi,	2004

Power Point Presentation, Quiz, Assignment, Activity, Group Discussion, Seminars, Experience Discussion, Brain Storming.

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credit
PART – III	CORE :XIX OPEN ELECTIVE	26CPUOE1	HUMAN RESOURCES MANAGEMENT	52	2

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
III	V	50	50	100

PREAMBLE

To make the students to understand the various facets of Human Resource Management and comprehend emerging developments in HRM.

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Recollect the concepts of human resource management, human resource planning, recruitment, selection and placement, job analysis,	K1

	training, performance appraisal, promotion, motivation	
CO2	Illustrate the role of human resource manager, benefits of human resource planning, job description and job specification.	K2
CO3	Apply the organizational set up of human resource department, methods of selection, job design and performance appraisal	K3
CO4	Analyze the problems involved in placement, methods of training-techniques of wage fixation, styles of leadership	K4
CO5	Evaluate the implications of human resource planning, need for training, measurements, motivation and leadership	K5

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

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	3	1
CO2	9	9	9	3	3	1	1
CO3	9	9	3	3	3	1	1
CO4	9	3	3	1	1	1	1
CO5	3	3	3	1	0	1	1
Total Contribution of COs to POs	39	33	27	17	10	7	5
Weighted Percentage of COs Contribution to POs	2.24	2.19	1.79	1.59	1.63	0.92	0.85

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

COURSE CONTENT

UNIT I Human Resource Management (10 Hours)

Meaning of HRM- importance of HRM- objectives - Role of human resource manager- duties and responsibilities of human resource manager- typical organizational setup of human resource department.

UNIT II Human Resources Planning (10 Hours)

Meaning and importance of human resources planning- benefits of human resource planning- process of human resource planning- Recruitment- Selection- testing interview- Placement.

UNIT III Job Analysis (10 Hours)

Concept and uses of job analysis- Process and methods of job analysis- Job description and job specification- Role analysis -Concept of job design- approach and methods of job design- Training and induction-meaning- Objectives and purpose of induction-need for training-benefits of training-methods of training

UNIT IV Performance Appraisal, Compensation and Promotion (12 Hours)

Meaning of performance appraisal- Objectives of performance appraisal- methods of performance appraisal and limitations- job evaluation- Principles and techniques of wage fixation -Objectives of Compensation.

UNIT V Motivation and Leadership (10 Hours)

Motivation-meaning-importance-factors influencing motivation and theories of motivation-Maslow's theory of motivation-Herzberg two factors hygiene theory of motivation-X,Y and Z theories

Leadership

Leadership: Meaning- Qualities and styles of leadership.

BOOKS FOR REFERENCE:

S.No	Authors	Title	Publishers	Year of Publication
1	Aswathappa K	Human Resource management	McGraw Hill Education; Eighth edition, New Delhi.	2017
2	Dessler, Gary	Human Resource management	Prentice Hill, New Delhi.	2014
3	Prasad L.M.	Human Resource Management	Sultan Chand & Sons, New Delhi	2007
4	Rao, S.	Personnel and human resource management	Himalaya publishing house, Bangalore	2014
5	Reddy & Appanniah	Human Resource management	Himalaya publishing house, New Delhi	
6	Tripathi P.C.	Human Resource Management	Sultan Chand & Sons, New Delhi	2010

WEB REFERENCES:

- 1) <https://www.hrdconnect.com/2019/05/22/what-is-hr-management-in-an-organisation/>
- 2) <https://www.economicdiscussion.net/human-resource-management/human-resource-planning-definition-importance-objectives-process-prerequisites/31575>
- 3) <https://www.economicdiscussion.net/human-resource-management/job-analysis-meaning-concept-purposes-contents-process-and-methods/31576>
- 4) <https://www.economicdiscussion.net/performance-appraisal/performance-appraisal-in-hrm/31873>
- 5) <https://www.toolbox.com/hr/talent-management/articles/what-is-talent-management/>
- 6) <https://www.businessmanagementideas.com/human-resources-management/work-life-balance-in-hrm/20853>
- 7) <https://www.slideshare.net/timadams2323/balanced-scorecard-presentation-1068670>
- 8) https://www.slideshare.net/jithindas05/competency-mapping-ppt-15741755?next_slideshow=1

Category	Course Type	Course Code	Course Title	Contact Hours	Credit	Contact hours per
Part - III	Core: XVIII Open Elective	26BAU0E01	START-UP BUSINESS	48	2	

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	2.29	2.32	2.34	1.74	1.25	1.23	0.81

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

ELECTIVE: I

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – III	CORE: XIX ELECTIVE: I	26BAU18A	ENTREPRENEURSHIP AND PROJECT MANAGEMENT	72	5

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
III	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 OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Identify the entrepreneurial environment and the basics of	K1

	project management.	
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;**

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	9	9	1	3
CO3	9	9	3	3	3	0	3
CO4	9	9	3	1	3	3	1
CO5	9	3	1	0	1	3	0
Total Contribution of COs to POs	45	39	25	22	25	10	10
Weighted Percentage of COs Contribution to POs	2.64	2.74	2.16	2.25	3.11	1.75	1.62

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) (15 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 (15 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 (15 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 (15 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 REFERENCES:

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	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – III	CORE: XIX ELECTIVE: I	26BAU18B	STRATEGIC MANAGEMENT	72	5

Contact hours per week: 6

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

PREAMBLE:

To create a conceptual awareness on various strategies and its formulation

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Define the basics of strategic management and it's process.	K1
CO2	Understand the concepts of strategic issues, formulation,	K2

	implementation and evaluation.	
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

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

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	9	9	1	3
CO3	9	9	3	3	3	0	3
CO4	9	9	3	1	3	3	1
CO5	9	3	1	0	1	3	0
Total Contribution of COs to POs	45	39	25	22	25	10	10
Weighted Percentage of COs Contribution to POs	2.64	2.74	2.16	2.25	3.11	1.75	1.62

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 REFERENCES:

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

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – III	CORE: XIX ELECTIVE: I	26BAU18C	CUSTOMER RELATIONSHIP MANAGEMENT	72	5

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
III	VI	25	75	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 OUTCOME:

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

COs	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

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	9	9	1	3
CO3	9	9	3	3	3	0	3
CO4	9	9	3	1	3	3	1
CO5	9	3	1	0	1	3	0
Total Contribution of COs to POs	45	39	25	22	25	10	10
Weighted Percentage of COs Contribution to POs	2.64	2.74	2.16	2.25	3.11	1.75	1.62

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

WEB REFERENCES:

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/>

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART - IV	SKILL ENHANCEMENT: II	26SEBAU02	E-PAYMENTS	36	2

Contact hours per week: 3

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

PREAMBLE :

This course provides an overview of electronic payment systems, including their types, technologies, security measures, and regulatory frameworks. Students will learn about the evolution of payment systems, the role of financial institutions, and emerging trends in e-payments.

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Understand the fundamentals of electronic payment systems	K1
CO2	Explore different types of e-payment methods and their features	K2
CO3	Examine security challenges and measures in electronic transactions	K3
CO4	Analyze the technologies underlying e-payment systems.	K4
CO5	Evaluate regulatory frameworks governing e-payments.	K5

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

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	9	3	1	3	3	1
CO2	1	9	3	1	3	9	1
CO3	1	3	3	3	9	3	3
CO4	1	3	3	3	9	9	3
CO5	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 POs	0.41	1.90	1.30	0.92	3.36	4.38	2.76

**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)

Introduction to Electronic Payments: Overview of payment systems, Evolution of electronic payments, Advantages and disadvantages of e-payments

Assignment: Introduction about any one bank, basic details about the products of the bank, services offered by the bank, types of accounts, account opening form, challans of various banking services through offline and online

UNIT – II (7 Hours)

Types of Electronic Payment Systems: Credit and debit cards, Mobile payments, Online banking, Digital wallets

Assignment: Give details about any one bank : types of credit cards and debit cards available, mobile banking app , Internet banking, other available digital wallets

UNIT – III (5 Hours)

Emerging Trends in E-Payments: Block chain and crypto currency, Contactless payments, Biometric authentication, Internet of Things (IoT) and payments

Assignment: Prepare a presentation about the Block chain and crypto currency, Contactless payments, Biometric authentication, Internet of Things (iot) and payments and mention about any one crypto currency in detail

UNIT – IV (8 Hours)

Future of Electronic Payments: Trends shaping the future of e-payments, Challenges and opportunities, Predictions for the evolution of payment systems

Assignment: Give a presentation about Trends shaping the future of e-payments, Challenges and opportunities, Predictions for the evolution of payment systems

UNIT – V (8 Hours)

Case Studies and Practical Applications: Analysis of real-world e-payment systems, implementing secure e-payment solutions, Case studies on successful and failed e-payment implementations

Assignment: : Give any two real time case studies relating to positive and drawback of e -payments and interpret it.

TEXT BOOKS:

1. "E-Payments: A Comprehensive Guide to Electronic Payment Systems" by John Smith
2. "The PayPal Wars: Battles with eBay, the Media, the Mafia, and the Rest of Planet Earth" by Eric M. Jackson
3. "Electronic Commerce 2020: A Managerial and Social Networks Perspective" by Efraim Turban, Jon Outland, David King, Jae Kyu Lee, Ting-Peng Liang, and Deborrah C. Turban
4. "Mobile Payment Systems: Secure Network Architectures and Protocols" by Wen Chen Hu, Chung-Wei Lee, and Hung-Yu Chien

REFERENCE BOOKS:

1. "Electronic Payment Systems for E-Commerce" by Donald L. Andrews

WEB REFERENCES:

1. <https://www.pcisecuritystandards.org/>
2. <https://www.electran.org/>
3. https://www.frb.services.org/operations/fedwire/fedwire_funds_service/fedwire_announcements/2019_payments_study_findings.html
4. https://www.worldbank.org/404_response.htm

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
Part V	Proficiency Enhancement	26PEBAU01	BUSINESS ETIQUETTE AND CORPOTATE GROOMING (Self Study)	--	2

Contact hours per week: Nil

Year	Semester	Internal Marks	External Marks	Total Marks
III	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 OUTCOME:

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

COs	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;

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	3	3	9	1	3
CO3	9	9	3	3	3	9	3
CO4	9	9	3	1	0	3	3
CO5	3	1	1	0	0	1	1
Total Contribution of COs to POs	39	37	19	16	21	17	19
Weighted Percentage of COs Contribution to POs	2.29	2.60	1.64	1.64	2.62	2.98	3.08

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	McGraw-Hill	2008

		Challenges in the New World of Business		
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	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – III	CORE: XX	26BAU19	COST AND MANAGEMENT ACCOUNTING	72	5

Contact hours per week: 6

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

PREAMBLE:

To impart the deeper knowledge in cost and management accounting concepts

COURSE OUTCOME:

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

COs	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	K5

	analyse the costs which impact the profitability of a firm.	
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K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate;

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	2.64	2.74	2.34	2.25	1.99	3.15	2.59

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 REFERENCES:

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/III%20Year/Cost%20and%20Management%20Accounting.pdf>
5. https://icmai.in/upload/Students/Syllabus-2008/StudyMaterial/Cost_Mgmt_Ac.pdf

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – III	CORE: XXI	26BAU20	INVESTMENT MANAGEMENT	60	4

Contact hours per week: 5

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

PREAMBLE:

To equip the students with basic knowledge about investment management.

COURSE OUTCOME:

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

COs	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;

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	9	1	0	3	3	9
Total Contribution of COs to POs	45	45	31	22	16	16	15
Weighted Percentage of COs Contribution to POs	2.64	3.16	2.68	2.25	1.99	2.80	2.43

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.	YogeshMaheshwari	Investment management	PHI Learning private Ltd	2008
3.	V. A. Avadhani	Investment management	Himalaya publishing house	2014

WEB REFERENCES:

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

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – III	CORE: XXII	26BAU21	PROJECT WORK & VIVA - VOCE	48	1

**Contact
hours
per
week: 4**

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

PREAMBLE:

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

COURSE OUTCOME:

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

COs	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;

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	3	3	3	3	3	1
CO4	9	3	3	1	3	3	3
CO5	9	0	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	2.64	1.69	2.16	2.25	2.12	2.80	2.11

Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation;

9 – High correlation between COs and Pos

ELECTIVE II

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – III	CORE: XXIII ELECTIVE II	26BAU22A	FINANCIAL SERVICES	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 financial services

COURSE OUTCOME:

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

COs	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

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	9	9	1	3
CO3	9	9	3	3	3	0	3
CO4	9	9	3	1	3	3	1
CO5	9	3	1	0	1	3	0
Total Contribution of COs to POs	45	39	25	22	25	10	10
Weighted Percentage of COs Contribution to POs	2.64	2.74	2.16	2.25	3.11	1.75	1.62

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 REFERENCES:

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

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – III	CORE: XXIII ELECTIVE II	26BAU22B	LABOUR WELFARE AND INDUSTRIAL RELATIONS	72	5

Contact hours per week: 6

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

PREAMBLE:

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

COURSE OUTCOME:

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

COs	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;

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	9	9	1	3
CO3	9	9	3	3	3	0	3
CO4	9	9	3	1	3	3	1
CO5	9	3	1	0	1	3	0
Total Contribution of COs to POs	45	39	25	22	25	10	10
Weighted Percentage of COs Contribution to POs	2.64	2.74	2.16	2.25	3.11	1.75	1.62

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 REFERENCES:

- <https://www.youtube.com/watch?v=6J-VvleH06k>
- <https://www.youtube.com/watch?v=rpIIj8kbPBQ>
- <https://www.youtube.com/watch?v=Y4XHzX5VE7g>
- <https://www.icsi.edu/media/webmodules/publications/7.%20Industrial,%20Labour%20and%20General%20Laws.pdf>
- https://www.icsi.edu/media/webmodules/Labour_Laws&_Practice.pdf
- <http://14.139.206.50:8080/jspui/bitstream/1/3317/1/INDUSTRIAL%20RELATIONS.pdf>

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – III	CORE: XXIII ELECTIVE - II	26BAU22C	BRAND MANAGEMENT	72	5

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
III	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 OUTCOME:

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

COs	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;

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	9	9	1	3
CO3	9	9	3	3	3	0	3
CO4	9	9	3	1	3	3	1
CO5	9	3	1	0	1	3	0
Total Contribution of COs to POs	45	39	25	22	25	10	10
Weighted Percentage of COs Contribution to POs	2.64	2.74	2.16	2.25	3.11	1.75	1.62

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 REFERENCES:

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	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – III	CORE: XXIV ELECTIVE: III	26BAU23A	INTEGRATED MARKETING AND DIGITAL	72	5

			COMMUNICATION		
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Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
III	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 OUTCOME:

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

COs	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

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	9	9	1	3
CO3	9	9	3	3	3	0	3
CO4	9	9	3	1	3	3	1
CO5	9	3	1	0	1	3	0
Total Contribution of COs to POs	45	39	25	22	25	10	10
Weighted Percentage of COs Contribution to POs	2.64	2.74	2.16	2.25	3.11	1.75	1.62

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, Emerging trends in IMC.

UNIT – II Advertising, Media and Copywriting (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.

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

UNIT – III Integrated marketing communication – Marketing Mix (15 Hours)

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

Public relation: Meaning, Objectives, tools, advantages and disadvantages - Personal selling: Meaning, nature, steps, advantages and disadvantages

UNIT – IV Managing Digital Communications (15 Hours)

Emergence of Digital Communication: Forms of Online Marketing Communication, Social media marketing: Meaning, scope, tools, advantages and disadvantages, Managing marketing communications on social media

UNIT – V Internet advertising & Tools (15 Hours)

Internet advertising: Meaning, Components, Advantages and Limitations, Types of Internet advertising.

Tools: Social Media Advertising, Content Marketing, Email Marketing, SEM (Search Engine Advertising) - including PPC, Display Advertising - including banner advertising & retargeting Mobile Advertising

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	George E.Belch& Michael A Belch	Advertising and Promotion – An Integrated Marketing Communication Perspective	Tata McGraw Hill	2012

REFERENCE BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1.	S.N.Murthy&U.Bhojanana	Advertising–An IMC Perspective	Excel Books	2008

2.	David Pickton & Amanda Broderick	Integrated Marketing Communications	PHI	2005
3.	S.A. Chunawalla	Advertising, Sales and Promotion Management	Himalaya Pub. House	2009

WEB REFERENCES:

1. http://lcwu.edu.pk/ocd/cfiles/Mass%20Communications/Maj/MC-405/Integrated_Marketing_Communications_2nd.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	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – III	CORE: XXIV ELECTIVE: III	26BAU23B	INTERNATIONAL BUSINESS	72	5

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
III	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 OUTCOME:

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

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

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	9	9	1	3
CO3	9	9	3	3	3	0	3
CO4	9	9	3	1	3	3	1
CO5	9	3	1	0	1	3	0
Total Contribution of COs to POs	45	39	25	22	25	10	10
Weighted Percentage of COs Contribution to POs	2.64	2.74	2.16	2.25	3.11	1.75	1.62

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 (15 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 (12 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.

UNIT-V 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
4.	Sumati Varma	International Business	Pearson Education	2013

WEB REFERENCES:

1. <https://www.youtube.com/watch?v=wFd8EgVNIJE>
2. <https://nptel.ac.in/courses/110/107/110107145/>
3. <https://www.digimat.in/nptel/courses/video/110105052/L01.html>
4. <https://drive.google.com/file/d/1NHkURzxq7emLiu5AQqybvzt7HFqyVsaj/view>
5. <https://www.icsi.edu/media/webmodules/publications/9.5%20International%20Business.pdf>
6. <https://ncert.nic.in/textbook/pdf/kebs111.pdf>

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
Part – III	Core: XXIV ELECTIVE: III	26BAU23C	E-COMMERCE	72	5

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
III	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 OUTCOME:

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

COs	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

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	9	9	1	3
CO3	9	9	3	3	3	0	3
CO4	9	9	3	1	3	3	1
CO5	9	3	1	0	1	3	0
Total Contribution of COs to POs	45	39	25	22	25	10	10
Weighted Percentage of COs Contribution to POs	2.64	2.74	2.16	2.25	3.11	1.75	1.62

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 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-Pand Liang, 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	Advanced E-	Himalayas	2015

	Reddy	Commerce and mobile	Publishing House	
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1. <https://www.youtube.com/watch?v=xKJyn8DaAw>
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>

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART – IV	SKILL ENHANCEMENT: III	26SEBAU03	SOFT SKILLS FOR BUSINESS (PROJECT & VIVA-VOCE)	36	2

Contact hours per week: 3

Year	Semester	Internal Marks	External Marks	Total Marks
III	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 OUTCOME:

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

COs	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

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	0	1	0	9	3	9
Total Contribution of COs to POs	45	36	25	22	16	18	15
Weighted Percentage of COs Contribution to POs	2.64	2.53	2.16	2.25	1.99	3.15	2.43

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	2011
2.	MuktaMahajani	Let's Talk: Negotiation & Communication at the	Jaico Publishing House	2013

		Workplace		
3.	Lindsey Pollak	Getting from College to Career: Your Essential Guide to Succeeding in the Real World	Harper Collins, Posse Foundation.	2014
4.	Barun K Mitra	Personality Development and Soft Skills	Oxford University Press	2016

WEB REFERENCES:

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_baC77fyAhU9IbcAHRkVCZgQFnoECAMQBg&usg=AOvVaw27a0YTScaZECdBIr5I0U

VALUE ADDED COURSE

Courses offered in the Academic Year 2026-2027

CLASSES	COURSE CODE	COURSE TITLE
All UG-I Years	26VAU1	COMMUNICATION SKILLS
All UG-II Years	26VAU2	EMPLOYABILITY SKILLS DEVELOPMENT
All UG-III Years	26VAU3	CORPORATE READINESS ENHANCEMENT

Class	Category	Course Code	Course Title	Contact Hours/ Semester
ALL UG-I YEARS	Value Added	26VAU1	Communication Skills	72

COURSE CONTENT

Unit I: Communication Basics & Confidence Building (10 Hours)

Verbal communication - Non-verbal communication (body language) - Listening skills -
Overcoming fear - Basic speaking practice

Unit II: Functional Grammar (12 Hours)

Sentence Formation - Basic Parts of Speech: Noun, Pronoun, Verb, Adjective, (Adverb - basic) -
Tenses (Basic) - Articles & Prepositions - Common Error Correction

Unit III: Self Introduction & Basic Conversation (14 Hours)

Self-introduction (spoken & written) - Introducing others - Basic conversation practice

Unit IV: Group Discussion (GD) Skills (16 Hours)

GD basics - Participation techniques - Practice sessions

Unit V: Interview Skills & Stress Interview (20 Hours)

Basic interview questions - Do's & Don'ts - Stress interview practice

RULES AND REGULATION

Value added course is a non-semester pattern. Assessment will be at the end of the year for 100 marks by the Training and Placement cell. 70% attendance is mandatory to appear for exam.

Evaluation criteria for the course are as follows:

Assessment Scheme & Evaluation Criteria (100 Marks)

Component	Marks
Written Assessment (Grammar + Self Introduction - written)	30
Self-Introduction (Oral)	20
Group Discussion	25
Stress Interview	25

PERIOD DISTRIBUTION (72 Hours)

Semester 1 = Foundation, Semester 2 = Application

SEMESTER 1 (36 Periods)

(Focus: Basics + Confidence + Grammar + Self Intro)

Unit	Topic	Periods
1	Communication Basics & Confidence	10
2	Functional Grammar	12
3	Self Introduction & Conversation	14
Total		36

SEMESTER 2 (36 Periods)

(Focus: GD + Interview + Practice)

Unit	Topic	Periods
4	Group Discussion (GD)	16
5	Interview + Stress Interview	20
Total		36

(Interview skills require repeated practice and feedback, especially stress handling, so more sessions are allocated to ensure student confidence.)

DAY PLAN

UNIT 1: Communication Basics & Confidence (10 Periods)

Goal: Make students comfortable to speak

Day	Topic	Teaching Focus (Hint)	Activity	App / Tool
1	Introduction to Course & Ice Breaking	Overview of course objectives and importance of soft skills	Pair introduction (introduce your partner)	Google Forms
2	What is Communication?	Meaning, importance and examples of communication in daily life	Students share how they communicate daily	Padlet
3	Types of Communication (Verbal & Non-Verbal)	Difference between spoken communication and body language	Identify gestures (good vs bad body language)	Kahoot
4	Body Language Basics	Importance of posture, eye contact and facial expressions	Role play (good posture vs bad posture)	YouTube
5	Listening Skills	Active listening and its role in effective communication	Listen & repeat / short story recall	LearnEnglish Listening (British Council)
6	Barriers to Communication	Common problems like fear, lack of vocabulary, hesitation	Students share difficulties in speaking	
7	Overcoming Fear	Techniques to reduce fear and build confidence while speaking	Speak 3 lines in front of class	ELSA Speak
8	Basic Speaking Practice	Forming simple sentences for daily communication	Talk about your daily routine	Duolingo
9	Confidence Building Session	Improving fluency and reducing hesitation	1-minute speaking (any simple topic)	ELSA Speak
10	Revision & Practice	Reinforcement of all communication concepts covered	Group speaking activity	Kahoot

UNIT 2: Functional Grammar (12 Periods)

Goal: To help students build correct sentence structures and use basic grammar effectively in speaking and writing.

Day	Topic	Teaching Focus (Hint)	Activity	App / Tool
11	Introduction to Sentence Formation	Basic structure of a sentence (Subject-Verb-Object)	Form 5 simple sentences about yourself	Sentence Builder
12	Types of Sentences	Statements, questions, and simple expressions	Convert statements into questions	Kahoot
13	Noun & Pronoun (Basic)	Identifying naming words and replacing them correctly	Replace nouns with suitable pronouns	LearnEnglish Grammar
14	Verb (Basic Usage)	Action words and their role in sentence formation	Identify verbs in given sentences	English Grammar App
15	Adjective & Adverb (Basic)	Describing words and how they add meaning	Add adjectives/adverbs to simple sentences	LetMeSpeak
16	Tenses – Present (Basic)	Talking about daily activities and routines	Describe your daily routine	Duolingo
17	Tenses – Past (Basic)	Talking about past events	Share what you did yesterday	Duolingo
18	Tenses – Future (Basic)	Expressing future plans	Talk about your future goals	Duolingo
19	Articles (a, an, the)	Correct usage of articles in sentences	Fill in the blanks with correct articles	Johnny Grammar Word Challenge
20	Prepositions (Basic)	Usage of in, on, at, for, with in sentences	Complete sentences using prepositions	Preposition Master
21	Common Error Correction	Identifying and correcting basic grammar mistakes	Correct wrong sentences	Grammarly
22	Revision & Practice	Reinforcement of all grammar concepts	Mixed grammar exercises + sentence formation	Quizizz

UNIT 3: Self Introduction & Basic Conversation (14 Periods)

Goal: To enable students to introduce themselves confidently and engage in basic conversations using simple and clear language.

Day	Topic	Teaching Focus (Hint)	Activity	App / Tool
23	Introduction to Self-Introduction	What is self-introduction and where it is used	Listen to a sample self-introduction	YouTube
24	Structure of Self-Introduction	Basic format (name, education, background, interests)	Write your self-introduction	Google Docs
25	Drafting Self-Introduction	Organizing ideas in a simple and clear way	Prepare your own introduction	Google Docs
26	Speaking Practice - Basic Level	Converting written intro into spoken form	Speak for 3–4 lines	Voice Recorder
27	Improving Content	Adding strengths, hobbies, and personal details	Modify and improve your introduction	Canva
28	Pronunciation & Clarity	Speaking clearly and avoiding hesitation	Read and present your introduction	ELSA Speak
29	Confidence Building	Reducing fear while speaking in front of others	Speak in front of small groups	ELSA Speak
30	Introducing Others	How to introduce a friend or classmate	Pair activity (introduce your partner)	Flip (Flipgrid)
31	Basic Conversation – Asking Questions	Framing simple questions (What, Where, Why)	Ask questions to your partner	Duolingo
32	Basic Conversation – Answering Questions	Giving clear and simple answers	Answer partner's questions	Duolingo
33	Conversation Practice (Pair Work)	Maintaining a simple conversation	Role play (meeting a new person)	LetMeSpeak
34	Self-Introduction Practice (Improved Version)	Refining content and delivery	1-minute self-introduction	ELSA Speak
35	Peer Feedback Session	Identifying strengths and areas for improvement	Students give feedback to each other	Padlet
36	Final Practice & Assessment Preparation	Consolidation of learning and confidence building	Individual self-introduction performance	Flip

UNIT 4: Group Discussion (GD) Skills (16 Periods)

Goal: To develop students' ability to participate effectively in group discussions by improving communication, confidence, listening and teamwork skills.

Day	Topic	Teaching Focus (Hint)	Activity	App / Tool
37	Introduction to Group Discussion	What is GD and its purpose in placements	Observe a sample GD (video/demo)	YouTube
38	Types of GD	Topic-based, case-based and general discussions (basic idea)	Identify type of given topics	Kahoot
39	GD Rules & Etiquette	Do's and Don'ts in GD (listening, not interrupting)	Identify good vs bad behaviors	Padlet
40	How to Start a GD	Opening a discussion with simple points	Students try starting a GD	Voice Recorder
41	How to Continue a GD	Adding points, agreeing, disagreeing politely	Practice adding points	Padlet
42	How to Conclude a GD	Summarizing discussion clearly	Students give closing statements	Voice Recorder
43	Vocabulary for GD	Simple phrases (I agree, I think, in my opinion)	Use phrases in mini discussion	Vocabulary Builder
44	Listening Skills in GD	Understanding others before responding	Repeat and respond activity	LearnEnglish Listening
45	Mini GD Practice (Small Groups)	Applying basic GD skills	GD in groups of 4–5	Microsoft Teams
46	GD Practice - Easy Topics	Speaking on simple and familiar topics	Activity: Group discussion	Flip
47	GD Practice - Intermediate Topics	Developing ideas and supporting points	Group discussion	Flip
48	GD Practice - Opinion-Based Topics	Expressing views clearly	Group discussion	Flip
49	GD with Observation & Feedback	Identifying strengths and mistakes	Peer + trainer feedback	Padlet
50	Improving Performance	Correcting mistakes from previous sessions	Repeat GD with improvement	Voice Recorder

51	Mock GD Session	Simulating real GD environment	Full GD round	Microsoft Teams
52	Final GD Practice & Assessment Preparation	Confidence building and performance readiness	Individual evaluation in GD	Google Forms

UNIT 5: Interview Skills & Stress Interview (20 Periods)

Goal: To prepare students to face basic interview situations confidently and handle pressure through structured responses and stress interview practice.

Day	Topic	Teaching Focus (Hint)	Activity	App / Tool
53	Introduction to Interviews	What is an interview and its purpose in placements	Share interview expectations	YouTube
54	Types of Interviews	HR, technical, and basic interview formats (overview)	Identify interview types	Kahoot
55	Common Interview Questions	Frequently asked basic questions	Answer simple questions	Padlet
56	Tell Me About Yourself	Structuring a clear and confident answer	Practice answering	Voice Recorder
57	Strengths & Weaknesses	How to present strengths and handle weaknesses	Write and speak answers	Google Docs
58	Body Language in Interview	Posture, eye contact, confidence	Role play	YouTube
59	Do's & Don'ts in Interview	Common mistakes and best practices	Identify correct/incorrect behavior	Kahoot
60	Answering Techniques	Giving clear, structured, and short answers	Practice answering	ELSA Speak
61	Mock Interview - Basic Round	Introduction to real interview setup	One-to-one interview	Microsoft Teams
62	Feedback Session	Identifying mistakes and improvement areas	Trainer + peer feedback	Padlet
63	Introduction to Stress Interview	Meaning and purpose of stress interviews	Observe sample questions	YouTube

64	Handling Pressure Questions	Responding calmly under pressure	Answer tricky questions	ELSA Speak
65	Rapid Question Round	Thinking quickly and responding clearly	Quick-fire questions	Kahoot
66	Challenging Situations	Handling interruptions and corrections	Role play	Role Play (No app needed)
67	Stress Interview Practice - Basic	Applying stress handling techniques	Mock stress interview	Microsoft Teams
68	Stress Interview Practice - Intermediate	Improving response under pressure	Mock stress interview	Microsoft Teams

Class	Category	Course Code	Course Title	Contact Hours/ Semester
ALL UG-II YEARS	Value Added	26VAU2	EMPLOYABILITY SKILLS DEVELOPMENT	72

COURSE CONTENT

UNIT I: Ratios, Proportions, Time & Work (13 hours)

Finding Ratio's - Based on numbers- Dividing into Parts -Problems on Boys & Girls - Income and Expenditure- Coins- Problems on Ages. Problems based on Single person - Pipes & Cisterns - Chain Rule- Division of Wages- Efficiency Problems- Problems based on Different Group of People- Word Problems

Unit II: Percentages and Blood Relations (13 hours)

Average Basics- Basic Word Problems- Questions based on Equations- True/False Average Questions- Replacing a Person- Including & Excluding Problems- Average Speed Word Problems-Percentage Introduction- Percentage Difference- Percentage Word Problems - Blood Relation (basics)

UNIT III: Profit and loss, Course of Action (14Hours)

Profit & loss Basics- Profit and loss word problems- cause and effect- statement and conclusion-statement and argument-statement and assumption

Unit IV: Professional Communication & Personal Development Skills (16 Hours)

Listening Skills – Speaking Skills – Emotional Intelligence – Overcoming Stage Fear – Personal Grooming – Structured Self Introduction (Oral & Written) –Introducing others professionally-Resume Building – LinkedIn Profile (Basics) - Self Introduction Practice Sessions.

UNIT V: Group Discussion & Personal Interview Skills (16 Hours)

Group Discussion – Do's and Don'ts – Rules & Etiquettes – Types of Group Discussion – Time Management & Leadership Skills – Debate – Confidence Building – Stress Handling- Interview Process (overview) - Interview Etiquette & Professional Behaviour – STAR Method (Basics) – Interview Practice (GD &One-to-One).

RULES AND REGULATION:

Value added course is a non-semester pattern. Assessment will be at the end of the year for 100 marks by the Training and Placement cell. 70% attendance is mandatory to appear for exam. Evaluation criteria for the course as follows:

Split up for 100 Marks

Component	Marks
Aptitude & Written Assessment	30
Communication & Presentation Skills (Self Introduction & resume)	20
Group Discussion & Team Interaction (Mock GD & Debate)	25
Interview & Professional Skills (Mock Personal Interview)	25
TOTAL	100

DAY PLAN

Unit IV: Professional Communication & Personal Development Skills (16 Hours)

DAY	TOPIC	TEACHING FOCUS (HINT)	ACTIVITY	APP/TOOL
1	Course Intro & Listening Skills	Role of listening in communication	Pair Activity: Listen & repeat	BBC Learning English
2	Active Listening	Listening – key ideas	Listen to short clip and explain to partner	TED
3	Speaking Basics	Fluency vs accuracy	1-min talk (simple topic)	ELSA Speak
4	Vocabulary for Speaking	Using simple professional vocabulary	Speak using 5 given words in sentences	Quizlet
5	Emotional Intelligence	Responding in situations	Role play: handling conflict / teamwork	Mentimeter
6	Overcoming Stage Fear	Confidence techniques	Individual 1-min stage talk (simple topic)	Orai
7	Personal Grooming	Body language & tone	Peer evaluation: speak + feedback	Padlet
8	Self Introduction (Basics)	Structure building	Students speak basic self-intro (guided)	ELSA Speak
9	Self Introduction (Refinement)	Clarity & fluency	Repeat intro with peer feedback	Grammarly Keyboard
10	Introducing Others Professionally	Formal introduction format	Introduce partner to class	Padlet
11	Resume Building	Resume structure & sections	Peer Resume Review	Microsoft word
12	Resume Building (Advanced)	Content development	Students explain their own resume verbally	Canva
13	LinkedIn Basics	Understanding profile elements (headline, summary, skills, experience)	Profile Headline Creation	LinkedIn
14	Self Introduction Practice 1	Content organization	Speak with structured points	Microsoft word
15	Self Introduction Practice 2	Refinement & delivery	Peer feedback + re-speaking	Vocaroo
16	Final Assessment	Overall performance	self-introduction presentation on stage	Padlet

Unit V: Group Discussion & Personal Interview Skills

DAY	TOPIC	TEACHING FOCUS (HINT)	ACTIVITY	APP/TOOL
1	Group Discussion Basics	Importance of GD, non verbal signals	Observe a sample GD Video	BBC Learning English
2	Do's and Don'ts of GD	Correct and incorrect practices in GD	Think–Pair–Share: Identify correct and incorrect GD practices	Mentimeter
3	Rules & Etiquettes	Formal rules of GD, turn-taking & behavior	Role play (good vs bad behavior)	Padlet
4	Types of Group Discussion	Topic-based, situation-based and general discussions	Students classify GD topics + speak in structured turns (1 min each)	TED
5	Time Management & Leadership skills	Speaking within time, Initiating & guiding discussion	Student-led mini GD + trainer feedback	Timer
6	GD basics Practice Session	Applying GD rules, speaking skill and participation	Basic GD Practice in groups of 4-5	KialoEdu
7	Debate Basics	Argument vs opinion skills	Simple agree/disagree debate	KialoEdu
8	Confidence Building	Speaking without hesitation	Rapid-fire speaking on random topics	Speechify
9	Stress Handling	Handling pressure in communication	Situation-based speaking responses	MindMeister
10	Interview Process	Interview stages & flow	Role-play interview	LinkedIn
11	Interview Etiquette & Professional behaviour	Professional behavior, tone & body language	Formal answer practice sessions	ELSA Speak
12	STAR Method Basics	(Situation, Task, Action, Result)	Storytelling (STAR Method)	Notion
13	STAR Method Practice	Implement STAR method in answers	Practice converting answers into STAR format	Grammarly Keyboard
14	Interview Practice (GD)	Identifying strengths & correcting mistakes	Group Discussion	KialoEdu
15	Interview Practice (One-to-One)	Structured answering (STAR basics), handling moderate interview questions	Teacher-student mock interview (basic HR Questions)	Orai
16	Final Performance	Overall GD + interview readiness	Final GD + personal interview speaking	Zoom

Class	Category	Course Code	Course Title	Contact Hours/ Semester
ALL UG-III YEARS	Value Added	26VAU3	CORPORATE READINESS ENHANCEMENT	72

COURSE CONTENT

Unit I: Time, Speed, Distance and Direction (13 hours)

Basics & Introduction- Formulas & Unit Conversion- Problems Based on Trains - Direction Sense Type 1 & 2- Direction Sense Type 3 & 4- Direction Sense Type 5 & 6- Direction Sense Type 7 & 8

Unit II – Analogy and Interest (13 hours)

Analogy: Number, Alphabet & Word Analogy – Pattern Identification – Simple Logical Relationships-simple interest-compound interest-interest Questions

UNIT III: Pipes & Cistern , Data Interpretation (14 Hours)

Pipes and cistern Basic Introduction- Pipes and Cistern questions- data interpretation basic-Table charts-Bar charts- Pie charts- Line charts- mixed DI

Unit IV: Personal Branding & Workplace Skills (16 Hours) Self

Introduction using STAR Technique – Handling Follow-up Questions – ATS-Friendly Resume Writing – LinkedIn Profile Optimization – Corporate Etiquette & Office Manners – Decision Making Skills.

Unit V: Recruitment Skills & Interview Preparation (16 Hours)

Group Discussion (Quick Brush-up) – Topic-Based & Situation-Based Discussions – Mock Group Discussion Practice – Stress Interview – Handling Pressure Questions – Conflict Management – Scenario-Based HR Questions – Answer Framing Methods (STAR/PREP Method) – Mock Personal Interview.

RULES AND REGULATION:

Value added course is a non-semester pattern. Assessment will be at the end of the year for 100 marks by the Training and Placement cell. 70% attendance is mandatory to appear for exam. Evaluation criteria for the course as follows:

Split up for 100 Marks

Component	Marks
Aptitude & Written Assessment	30
Communication & Presentation Skills (resume + LinkedIn + self introduction oral)	25
Group Discussion & Team Interaction (Communication+ Teamwork + Participation + Etiquette)	20
Interview & Professional Skills (Stress Interview + Personal Interview + answering skills)	25
TOTAL	100

DAY PLAN

Unit IV: Personal Branding & Workplace Skills

DAY	TOPIC	TEACHING FOCUS HINT)	ACTIVITY	APP / TOOL
1	Course Introduction	Course objectives, transition from student to professional identity	Icebreaker: “Who am I professionally?” one-minute pitch	Mentimeter
2	STAR Technique – Introduction & Structure	Breaking self-introduction into Situation–Task–Action–Result format	Draft STAR-based self-introduction	Google Docs
3	STAR Technique – Development	Converting written self-intro into spoken format	Self-introduction speaking practice	Padlet
4	STAR Technique – Speaking Practice	Improving fluency, confidence, and clarity	Pair speaking practice + feedback	Padlet
5	Handling Follow-up Questions – Basics	Understanding interview probing questions	Identify follow-up questions from self-intro	Mentimeter
6	Handling Follow-up Questions – Practice	Follow-up response techniques	Peer questioning based on self-introduction statements	Mentimeter

7	ATS-Friendly Resume Writing – Basics	Understanding ATS resume structure and keywords	Analyze resume formats and structure	Canva resume.io word
8	ATS Resume Writing – Drafting	Creating structured professional resume	Resume draft	Canva resume.io word
9	ATS Resume Optimization	Improving resume using keywords and formatting	Resume editing and refinement	Canva resume.io word
10	LinkedIn Profile Optimization – Basics	Profile sections and headline structure	Create LinkedIn profile structure	LinkedIn
11	Enhancing LinkedIn Profile Content	Applying profile building skills	Update and complete LinkedIn profile with headline and “About” section	LinkedIn
12	Corporate Etiquette & Office Manners – I	Understanding workplace behavior standards	Pair Activity: Workplace etiquette scenario questions	Kahoot
13	Corporate Etiquette & Office Manners – II	Applying workplace communication etiquette	role-play :Office communication	Padlet
14	Decision Making Skills	Justifying workplace decisions clearly	Choose & Justify: Choose one option and justify in 1-minute speaking	Mentimeter
15	STAR Technique – Review & Assessment	Refining and evaluating self-introduction	Individual STAR self-intro assessment	Loom
16	Revision & Practice	Reinforcing all personal branding and workplace skills	Mock practice: self-introduction + resume explanation + situational Q&A	Padlet

Unit V: Recruitment Skills & Interview Preparation

DAY	TOPIC	TEACHING FOCUS (HINT)	ACTIVITY	APP/TOOL
1	Group Discussion (Quick Brush-up)	Recall GD flow and evaluation criteria	Fishbowl GD: Watch GD and identify strong/weak performance	Padlet

2	Topic-Based GD	Speaking clearly with structured points	GD on general topic	Google Meet
3	Topic-Based GD	Improving content and idea building	GD + peer feedback	Google Meet
4	Situation-Based GD	Understand the situation and choose what action to take	Scenario-based GD	KialoEdu
5	Situation-Based GD	Explain the answer with proper reason	GD + reasoning explanation	KialoEdu
6	Mock Group Discussion Practice	Performing in placement-level GD	Full GD simulation + evaluation	Google meet
7	Stress Interview	Understanding stress interview questions	Identify stress questions	Mentimeter
8	Handling Pressure Questions	Answering calmly under pressure	Rapid Q&A speaking practice	padlet
9	Conflict Management	Handling disagreement professionally	Role-play conflict situations	Google Meet
10	Scenario-Based HR Questions	Answering real-life workplace questions	Practice HR scenarios	KialoEdu
11	Answer Framing Method – STAR	How to give answers using real examples	Convert answers into STAR format	Padlet
12	Answer Framing Method – PREP	How to express opinions clearly and logically	PREP speaking practice	Google meet
13	Mock Personal Interview (Basic Level)	Practicing simple HR questions	Mock interview – simple questions + basic feedback	Padlet
14	Mock Personal Interview (Intermediate Level)	Improving answer quality using structured responses (STAR/PREP)	Mock interview – moderate questions + feedback on content	Loom
15	Mock Personal Interview (Advanced Level)	Handling mixed questions (HR + stress + scenario) confidently	Full mock interview simulation (panel style)	LinkedIn Learning
16	Revision & Practice	Practicing GD + interview together	Mock Group discussion + personal interview	LinkedIn Learning

CERTIFICATE COURSE

26BACCU1	ACCOUNTING SOFTWARE	CATEGORY	L	P	CREDIT
		Certificate Course- Practical	-	60	3

PREAMBLE:

At the end of this practical course the learner is expected to have operational skills in doing financial accounting tasks using computer – creation, updating and reporting related tasks

COURSE OUTCOME:

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

CO Number	CO Statement	Knowledge Level
CO1	Providing in-depth knowledge in company creation	K2, K3
CO2	Enhance the students with better grounding on Ledgers	K1,K2
CO3	Equip the students to make familiar with Voucher Entries	K3
CO4	Obtain an application knowledge about Inventory and access the business related information	K3
CO5	Acquire the basic knowledge on Human Resource Accounting	K4
CO6	Familiarize the concepts of Final Accounts	K3

MODULE I: COMPANY INFORMATION AND FEATURES (10 Hrs)

Company creation, setting features, shut down company, selection of company, handling more companies, alteration of company, deleting company.

MODULE II: ACCOUNTS INFORMATION (10 Hrs)

Group: Creating single and multiple groups, displaying groups, altering groups- **ledgers:** setting accounting features, setting inventory features, setting statutory & taxation features, setting ledger configuration and working with ledgers.

MODULE III: VOUCHER ENTRY (10 Hrs)

Accounting voucher, inventory voucher, display of voucher, alteration of voucher, cancellation of voucher, deletion of voucher, adding and inserting vouchers.

MODULE IV: INVENTORY INFORMATION (10 Hrs)

Creating, displaying and altering (stock groups, stock categories and stock items), units of measure, integration of accounts with inventory

MODULE V: HUMAN RESOURCE ACCOUNTING (10 Hrs)

Enabling payroll, creation of masters, payroll entries, display of payroll reports, printing payroll reports.

MODULE VI: FINANCIAL ACCOUNTING ADVANCED (10 Hrs)

Trail Balance, **Final Accounts:** Working with balance sheet, profit & loss a/c - bank reconciliation statement, display of accounting books & reports.

ADVANCED LEARNERS

26BAALU1	Digital Marketing	CATEGORY	L	P	CREDIT
		Advanced Learner	-	-	-

PREAMBLE:

To provide a deeper knowledge about the Digital marketing platforms and the theoretical aspects of creating a website.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Know the basics of Digital marketing and its key areas	K1
CO2	Generalize the concepts of Digital marketing	K2
CO3	Demonstrate the techniques of Digital marketing for better marketing knowledge.	K3
CO4	Analyze the process and procedures involved in Digital marketing for developing various trending digital marketing skills.	K4
CO5	Evaluate the strategies of Digital marketing for effectively carrying out online campaigns and marketing.	K5

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

UNIT 1 - INTRODUCTION TO DIGITAL MARKETING

Digital Marketing- Meaning , Concepts, Importance -Digital Marketing Platforms- Organic and Paid Digital Marketing- Difference between Traditional Marketing and digital Marketing- Advantages of Digital Marketing-Digital Marketing Manager- Role and functions of a Digital Marketing Manager–Significance of a Digital marketing manager.

UNIT 2 - WEBSITE & SEARCH ENGINE INTRODUCTION

Creation of a website –Hosting and Domain– Different platforms for website creation- what is search engine- Introduction to Google, Bing, Yahoo.

UNIT 3- MISC TOOLS

Google Webmaster Tools- Site Map Creators- Browser-based analysis tools-Page Rank tools- inging & indexing tools- Dead links identification tools- Open site explorer Domain information/whois tools- Quick sprout

UNIT 4- LEAD MANAGEMENT & DIGITAL MARKETING

Web to lead forms- Web to case forms- Lead generation techniques- Leads are everywhere- Social media and lead genInbuilt tools for Digital Marketing-Ip Tracker- CPC reduction (in case of paid ads)Group posting on Social Media platforms

UNIT 5- TRENDING DIGITAL MARKETING SKILLS

SEO – Search Engine Optimization- SEM – Search Engine Marketing.-Social Media Marketing/Optimization- Email Marketing. Website Designing and Development- Product Marketing- Content Writing. Marketing the created content online- Copywriting- Blogging- Local Marketing. Google AdWords Campaign Management- PPC Advertising- Affiliate Marketing. Mobile and SMS Marketing- Marketing Automation.

Text Book:

S.No	Authors	Title	Publisher	Year of Publication
1	Chaffey, D.	Digital marketing	Pearson UK.	2019

Books for Reference:

S.No	Authors	Title	Publishers	Year of Publication
1	Chaffey, D., & Smith	Digital marketing excellence: planning, optimizing and integrating online marketing	Taylor & Francis	2017
2	Dodson, I.	The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns	John Wiley & Sons.	2016
3	Kaufman, I., & Horton, C	Digital marketing: Integrating strategy and tactics with values, a guidebook for executives, managers, and students	Routledge	2014
4	Stokes, R.	E-Marketing: The essential guide to digital marketing	Quirk e-Marketing.	2011
5	Royle, J., & Laing, A	The digital marketing skills gap: Developing a Digital Marketer Model for the communication industries	International Journal of Information Management	2014

26BAALU2	Tourism & Hospitality Management	CATEGORY	L	P	CREDIT
		Advanced Learner	-		

Preamble

To equip students with foundational knowledge and practical skills in tourism and hospitality operations, enabling them to effectively manage various aspects of the industry, including accommodation, food and beverage services, and customer relations.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Recall the key terms and its definitions in tourism and hospitality management	K1
CO2	Explain the policies and concepts in tourism and hospitality management	K2
CO3	Relate the marketing concepts used in tourism and hospitality management	K3
CO4	Analyze the roles of tourism and hospitality industry	K4
CO5	Compare and contrast recent trends in tourism and hospitality industry	K5

Unit–I Introduction

Concept of Policy, Formulating tourism policy, Role of government, public and private sectors, Role of international multinational, state and local tourism organisations in carrying out tourism policies.

Unit – II Understanding Tourism Planning

Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale. Public and Private sectors role in Tourism Development.

Unit – III Tourism Marketing

Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix. Marketing of Tourism. Services: Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services-Challenges and strategies..

Unit IV The World of Hospitality

Introduction to Hotel, Travel and tourism Industry - Nature of Hospitality: Communication, Turnover, Demands and Rewards - Economic and Other Impacts of Hotel, Tourism, and Travel Industry - Early History of Lodging - Globalization of the Lodging Industry - Franchising

Unit V Hospitality Marketing

Distinctive characteristics - Seven Ps of Marketing – Segmentation, Targeting and Positioning - Future trends in Hospitality Industry: Usage of CRS in Hotel Industry, Chain of hotels- Role of Associations in hospitality management

Books for Reference:

S.No	Authors	Title	Publishers	Year of Publication
1	Gray and Ligouri	Hotel and Motel Management and operations	Prentice Hall India	2002
2	Andrews	Hotel front office training manual	Tata McGraw Hill	2002
3	New Inskeep, Edward	Tourism Planning : An Integrated and Sustainable Development Approach	VNR, New York	2014

26BAALU3	EMOTIONAL INTELLIGENCE AND STRESS MANAGEMENT	CATEGORY	L	P	CREDIT
		Advanced Learner	-	-	-

Preamble

To investigate emotional intelligence and stress management theory and practice as a means for professional success and overcome stress in today's contemporary world.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand emotional intelligence and stress management as to why it is important to personal and professional success.	K1
CO2	Explain the domains of Emotional intelligence and stress management.	K2
CO3	Apply emotional intelligence and stress management for better decision making.	K3
CO4	Analyze and work on to increase level of emotional intelligence and stress management.	K4
CO5	Interpret emotionally intelligent human beings and enabling to manage & respond to self & others' emotions	K5

UNIT I: INTRODUCTION

Introduction: Introduction to Emotional Intelligence (EI); What is EI, EQ & IQ; Historical Roots of Multiple Intelligences & EI, Emotions and Childhood, Role of Emotions, Emotions and Attitudes

UNIT II: EMOTIONAL INTELLIGENCE

Fundamentals of Emotional Intelligence, The Emotional Competence Framework, Benefits of Emotional Intelligence, Various models of Emotional Intelligence.

UNIT III: UNDERSTANDING STRESS

Meaning : Symptoms – Works Related Stress – Individual Stress – Reducing Stress – Burnout.

UNIT IV: STRESS AND ILLNESS

Symptoms of stress. A possible sign of stress in young people.

UNIT V: STRESS MANAGEMENT TECHNIQUES

Aims of stress management. Coping strategies of stress in the organisation: Individual, and organisational strategies.

Books for Reference:

S.No	Authors	Title	Publishers	Year of Publication
1	D. M. Pestonjee	Stress and Coping: the Indian Experience	Sage Publications	2008
2	Walt Schafer	Stress Management	Cengage Learning India Pvt. Ltd	2008
3	Travis Bradberry	Emotional Intelligence Habits: Change Your Habits, Change Your Life	Himalaya Publishing	2014

26BAALU4	Export Management	CATEGORY	L	P	CREDIT
		Advanced Learner	-	-	-

Preamble

To provide students with a comprehensive understanding of export procedures and documentation, equipping them with the necessary knowledge to manage international trade

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To get in depth knowledge about export Management	K1
CO2	Explain the export procedure and documentation.	K2
CO3	Relate the marketing concepts used in export Marketing	K3
CO4	Analyze complexities in export pricing.	K4
CO5	Compare Export financial services that suits business needs.	K5

Unit-1: Introduction to Export Management

Definition and Scope of Export Management-Importance of Exports in the Global Economy-Export vs. Domestic Business-Role of Export Managers in International Trade Export Business Environment: Economic, Legal, and Political Factors.

Unit-II: Export Procedures & Documentation

Steps in Export Procedures-Export License and Registration-International Market Research-Buyer Identification and Negotiation-Contract Preparation and Execution, **Export Documentation**: Proforma Invoice-Commercial Invoice-Bill of Lading-Certificate of Origin-Export Declaration (EXIM Documentation)-Packing List

Unit-III: Export Marketing and Market Research

Market Entry Strategies: Direct Exporting -Indirect Exporting-Joint Ventures, Franchising, Licensing, **Market Research for Exports**: Identifying Foreign Market Opportunities-Assessing Market Demand-Competitor Analysis in Global Markets.

Unit-IV: Export Pricing and Payment Terms

Export Pricing Strategies: Factors Affecting Export Pricing (Taxes, Tariffs, Shipping Costs)-Pricing Techniques: Cost-Plus, Competitive, Penetration, Skimming, **Payment Methods in International Trade**: Advance Payment-Letters of Credit (L/C)-Open Account - Documentary Collection (bill of exchange)

Unit-V: Export Finance and Assistance

Sources of Export Finance: Bank Loans, Trade Finance Instruments, **and Government Export Assistance Programs**: Export Promotion Councils-Trade Fairs and Trade Missions-Export Subsidies

Books for Reference:

S.No	Authors	Title	Publishers	Year of Publication
1	Bhalla, V.K. and S. Ramu	International Business Environment and Management	Anmol Pub.(P) Ltd	2001
2	Francis Cherullin	International Business	Wheeler Publication	2000
3	TAS Balagopal	Export Management	Himalaya Publishing	2013

