

# **P.K.R. ARTS COLLEGE FOR WOMEN**

**(AUTONOMOUS),**

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

**GOBICHETTIPALAYAM – 638 476.**

## **DEPARTMENT OF MANAGEMENT**

### **Bachelor of Business Administration**



#### **SYLLABUS**

*For the candidates admitted from the Academic Year  
2022-2023 and onwards  
Under CBCS PATTERN*



## BBA - PROGRAMME STRUCTURE

**CBCS: 2022 – 2023 & Onwards**

CATEGORY	COMPONENTS	NO.OF COURSES	CREDIT (S) / COURSE	TOTAL CREDITS	PROPOSED SEMESTER
Part - I	Language	2	4	8	I – II
Part - II	English	2	4	8	I – II
Part - III	<b>Core Courses:</b> <b>A). Core/ Allied / Elective and Open Elective:</b> (Theory/Practical/ online Exam)	27	1/2/3//4/5	105	I – VI
	<b>B). Projects:</b> Project work & Viva-voce	1	1	1	V
Part - IV	<b>A). Foundation:</b> i. Environmental Studies	1			I
	ii. Yoga and Ethics	1	2	4	II
	<b>B). Ability Enhancement:</b> i. Information Security	1			III
	ii. Consumer Rights	1	2	4	IV
	<b>C). Non – Major Elective:</b> i. Indian Women and Society / Advanced Tamil	1	2	2	III
	<b>D). Skill Enhancement:</b> i. Communication Skills for Executives: ii. Life Skills iii. Soft Skills for Business	1 1 1	 1  	 3  	 IV V VI
Part – V	<b>A). Proficiency Enhancement:</b> Green Marketing (Self Study)	1	2	2	V
	<b>B). Competency Enhancement:</b> i. NSS/YRC/RRC/CCC/PHY.EDC/ Others ii. Professional Grooming iii. Students Social Activity	1 1 1	 1  	 3  	 I - VI  

**Total Marks: 3700 & Total Credits: 140**



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

**BACHELOR OF BUSINESS ADMINISTRATION**

**Programme Scheme and Scheme of Examinations**

*(For students admitted in 2022- 2023 & onwards)*

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

**SCHOLASTIC COURSES:**

Category / Part	Component	Course Code	Title of the Course	Hrs/ week	Exam hrs.	CIA	ESE	Total marks	Credits**
<b>SEMESTER – I</b>									
I	Language : I	21LTU01/ 21LHU01/ 21LFU01/ 21LKU01/ 21LMU01/ 21LSU01	Tamil- I/ Hindi-I/ French-I/ Kannada-I/ Malayalam-I/ Sanskrit-I	6	3	50	50	100	4
II	English: I	21LEU01	English – I	6	3	50	50	100	4
III	Core: I	21BAU01	Management Process	5	3	50	50	100	4
III	Core: II	21BAU02	Fundamentals of	5	3	50	50	100	4
III	Core : III Allied: I	21BAU03	Business Mathematics	6	3	50	50	100	4
IV	Foundation: I	21FCU01	Environmental studies (Curriculum as recommended by UGC)	2	3	--	50	50	2
<b>TOTAL</b>				<b>30</b>				<b>550</b>	<b>22</b>
<b>SEMESTER – II</b>									
I	Language : II	21LTU02/ 21LHU02/ 21LFU02/ 21LKU02/ 21LMU02/ 21LSU02	Tamil- II/ Hindi-II/ French II/ Kannada-II/ Malayalam-II/ Sanskrit-II	6	3	50	50	100	4
II	English : II	21LEU02	English – II	6	3	50	50	100	4

III	Core : IV	21BAU04	Business Communication	4	3	50	50	100	4
III	Core : V	21BAU05	Organisational Behaviour	3	3	50	50	100	3
III	Core :VI Practical: I	21BAU06	Fundamentals of Computers	4	3	50	50	100	2
III	Core : VII Allied : II	21BAU07	Business Statistics	5	3	50	50	100	4
IV	Foundation: II	21FCU02	Yoga and Ethics	2	3	--	50	50	2
			<b>TOTAL</b>	<b>30</b>				<b>650</b>	<b>23</b>
<b>SEMESTER – III</b>									
III	Core : VIII	22BAU08	Human Resource Management	5	3	50	50	100	4
III	Core : IX	22BAU09	Marketing Management	5	3	50	50	100	4
III	Core : X	21BAU10	Economics Theories for Managers	5	3	50	50	100	4
III	Core: XI Practical: II	21BAU11	Accounting Software	5	3	50	50	100	2
III	Core : XII Allied : III	22BAU12	Taxation Law & Practice	6	3	50	50	100	4
IV	Ability Enhancement: I	21AEU01	Information Security	2	3	--	50	50	2
IV	Non- Major Elective	21NMU01A/ 21NMU01B	Indian Women and Society/ Advanced Tamil	2	3	--	50	50	2
			<b>TOTAL</b>	<b>30</b>				<b>600</b>	<b>22</b>
<b>SEMESTER – IV</b>									
III	Core : XIII	22BAU13	Management Information System	5	3	50	50	100	4
III	Core : XIV	21BAU14	Modern Office	4	3	50	50	100	4
III	Core : XV	22BAU15	Production Management	5	3	50	50	100	4
III	Core: XVI	22BAU16	Financial Management	5	3	50	50	100	4
III	Core : XVII Allied : IV	21BAU17	Business Law	5	3	50	50	100	4

IV	Skill Enhancement: I	21SEBAU01	Communication Skills for Executives (Project & Viva –Voce)	3	3	50	--	50	1
IV	Ability Enhancement: II	21AEU02	Consumer Rights (Curriculum as recommended by UGC)	3	3	--	50	50	2
			<b>TOTAL</b>	<b>30</b>				<b>600</b>	<b>23</b>
<b>SEMESTER – V</b>									
III	Core : XVIII	21BAU18	Cost & Management Accounting	6	3	50	50	100	5
III	Core : XIX	22BAU19	Research Methods for Management	6	3	50	50	100	5
III	Core : XX	22BAU20	Entrepreneurship & Project Management	5	3	50	50	100	4
III	Core : XXI	21BAU21A/ 21BAU21B/ 21BAU21C	Institutional Training/ Articleship Training/ Mini Project	--	3	100	--	100	1
III	Core : XXII Open Elective:		Open Elective Course – Offered for students of other programmes / department	4	3	50	50	100	2
	Core : XXIII Elective: I	21BAU23A/ 22BAU22B/ 22BAU22C	Equity Research & portfolio Management/ Strategic Management/ Customer Relationship Management	6	3	50	50	100	5
IV	Skill Enhancement: II	21SEU02	Life Skills (Jeevan Kaushal) (Curriculum as recommended by UGC)	3	3	50	--	50	1
V	Proficiency Enhancement	21PEBAU01	Green Marketing (Self Study)	--	3	--	100	100	2
			<b>TOTAL</b>	<b>30</b>				<b>750</b>	<b>25</b>

SEMESTER – VI									
III	Core : XXIV	21BAU24	Services Marketing	6	3	50	50	100	5
III	Core : XXV	21BAU25	Investment Management	6	3	50	50	100	5
III	Core : XXVI	21BAU26	Project Work & Viva-Voce	3	3	50	50	100	1
III	Core : XXVII Elective: II	21BAU27A/ 21BAU27B/ 21BAU27C	Financial Services/ Labour Welfare and Industrial Relations/ Brand Management/	6	3	50	50	100	5
III	Core : XXVIII Elective: III	21BAU28A/ 21BAU28B/ 22BAU28C	Integrated Marketing Communication/ International Business/ <b>E-Commerce</b>	6	3	50	50	100	5
IV	Skill Enhancement: III	21SEBAU0 3	Soft Skills for Business (Project & Viva – Voce)	3	3	50	--	50	1
			<b>TOTAL</b>	<b>30</b>				<b>550</b>	<b>22</b>
V	Competency Enhancement		NSS/YRC/RRC/CCC/PH Y.EDU/ Others			SEMESTER I – VI			1
			Professional Grooming			SEMESTER I – VI			1
			Students Social activity (Related to the Curriculum)			SEMESTER I – VI			1

**Total Marks: 3700**

**Total credits: 140**

**LIST OF ELECTIVE COURSES:**

Category/ Part	Component	Course Code	Title of the Course	Hrs/ Week	Exam hrs.	CIA	ESE	Total Marks	Credits
III	Core: XXIII	21BAU23A	Equity Research & portfolio Management	6	3	50	50	100	5
		22BAU22B	Strategic Management	6	3	50	50	100	5
		22BAU22C	Customer Relationship Management	6	3	50	50	100	5
III	Core: XXVII	21BAU27A	Financial Services	6	3	50	50	100	5
		21BAU27B	Labour Welfare and Industrial Relations	6	3	50	50	100	5
		21BAU27C	Brand Management	6	3	50	50	100	5
III	Core: XXVIII	21BAU28A	Integrated Marketing Communication	6	3	50	50	100	5
		21BAU28B	International Business	6	3	50	50	100	5
		22BAU27C	E-Commerce	6	3	50	50	100	5

**LIST OF ALLIED COURSES:**

Category/ Part	Component	Course Code	Title of the Course	Hrs/ Week	Exam hrs.	CIA	ESE	Total Marks	Credits
III	Core: III Allied: I	21BAU03	Business Mathematics	6	3	50	50	100	4
III	Core: VII Allied: II	21BAU07	Business Statistics	5	3	50	50	100	4
III	Core: XII Allied: III	21BAU12	Taxation Law & Practice	6	3	50	50	100	4
III	Core: XVII Allied: IV	21BAU17	Business Law	5	3	50	50	100	4

**LIST OF FOUNDATION COURSES:**

Category / Part	Component	Course Code	Title of the Course	Hrs/ Week	Exam hrs.	CIA	ESE	Total Marks	Credits
IV	Foundation	21FCU01	Environmental Studies (Curriculum as recommended by UGC)	2	3	--	50	50	2
IV	Foundation	21FCU02	Yoga and Ethics	2	3	--	50	50	2

**LIST OF ABILITY ENHANCEMENT COURSES: (AEC)**

Category/ Part	Component	Course Code	Title of the Course	Hrs/ Week	Exam hrs.	CIA	ESE	Total Marks	Credits
IV	Ability Enhancement	21AEU01	Information Security	2	3	--	50	50	2
IV	Ability Enhancement	21AEU02	Consumer Rights (Curriculum as recommended by UGC)	3	3	--	50	50	2

**LIST OF NON – MAJOR ELECTIVE: (NME)**

Category/ Part	Component	Course Code	Title of the Course	Hrs/ Week	Exam hrs.	CIA	ESE	Total Marks	Credits
IV	Non – Major Elective	21NEMU01A/ 21NEMU01B	Indian Women and Society/ Advanced Tamil	2	3	--	50	50	2

**LIST OF SKILL ENHANCEMENT COURSES: (SEC)**

Category/ Part	Component	Course Code	Title of the Course	Hrs/ Week	Exam hrs.	CIA	ESE	Total Marks	Credits
IV	Skill Enhancement	21SEBAU01	Communication Skills for Executives (Project & Viva – Voce)	3	3	50	--	50	1
IV	Skill Enhancement	21SEU02	Life Skills (Jeevan Kaushal) (Curriculum as recommended by UGC)	3	3	50	--	50	1
IV	Skill Enhancement	21SEBAU03	Soft Skills for Business (Project & Viva – Voce)	3	3	50	--	50	1



**LIST OF PROFICIENCY ENHANCEMENT COURSES: (PEC)**

Category / Part	Component	Course Code	Title of the Course	Hrs/ Week	Exam hrs.	CIA	ESE	Total Marks	Credits
IV	Proficiency Enhancement Courses	21PEBAU01	Green Marketing (Self Study)	--	3	--	100	100	2

**LIST OF OPEN ELECTIVE:**

A student shall take up one **Open Elective** course offered by other departments under Part: III to complete the programme. The score obtained in this course will be accounted for CGPA calculation. The enrollment is based on first come first served basis depending upon the available strength. The following is the list of optional papers offered by each department.

**UG PROGRAMME 2021-22 ONWARDS**

Category / Part	Component	Course Code	Title of the Course	Hrs/ Week	Exam hrs.	CIA	ESE	Total Marks	Credits
III	Open Elective: English	21COU01	English for Effective Communication	4	3	50	50	100	2
III	Open Elective: Tamil	21COU02	Thannambikkai Ilakkiyam: Penne Nee Valka	4	3	50	50	100	2
III	Open Elective: Mathematics	21COU03	Mathematics for Business	4	3	50	50	100	2
III	Open Elective: Physics	21COU04	Physics in day to day life	4	3	50	50	100	2
III	Open Elective: Computer Science	21COU05	Desktop Publishing Practical's	4	3	50	50	100	2
III	Open Elective: Commerce	21COU06A 21COU06B 21COU06C 21COU06D	Basics of Accounting Elements of Taxation Investment Portfolio Accounting for Decision Making	4	3	50	50	100	2
III	Open Elective: Management	21COU07	<b>Start up Business**</b>	4	3	50	50	100	2

\*\* The detailed syllabus is given at the end of sixth semester courses

## **REVISION FOR THE ACADEMIC YEAR 2022-2023**

**Note:** The revised papers and syllabi (Inclusion/Relevance of Industry 4.O) for the Academic Year 2022-2023 are furnished below and there is no change in the existing (Academic Year 2021-2022) scheme of examination and syllabi of the remaining papers.

<b>S.No</b>	<b>Course Code</b>	<b>Semester</b>	<b>Course Title</b>
1	22BAU08	III	Human Resource Management
2	22BAU09	III	Marketing Management
3	22BAU12	III	Taxation Law & Practice
4	22BAU13	IV	Management Information System
5	22BAU15	IV	Production Management
6	22BAU16	IV	Financial Management
7	22BAU19	V	Research Methods for Management
8	22BAU20	V	Entrepreneurship & project Management
9	22BAU22B	V	Strategic Management
10	22BAU22C	V	Customer Relationship Management
11	22BAU27C	VI	E-Commerce

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: VIII	22BAU08	<b>HUMAN RESOURCE MANAGEMENT</b>	60	4

**Contact hours per week: 5**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>0</b>	<b>0</b>	
<b>CO2</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>0</b>	<b>1</b>	
<b>CO3</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>3</b>	<b>3</b>	<b>3</b>	
<b>CO4</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>3</b>	<b>3</b>	<b>3</b>	
<b>CO5</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>3</b>	<b>3</b>	<b>3</b>	
<b>Total Contribution of COs to POs</b>	<b>45</b>	<b>45</b>	<b>45</b>	<b>27</b>	<b>18</b>	<b>10</b>	
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	3.242	3.947	2.854	2.293	1.828	1.307

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

## **COURSE CONTENT:**

### **UNIT – I: Introduction**

**(12 Hours)**

Personnel Management: Meaning, objectives, functions, role of personnel manager - personnel policies: types, formulation of personnel policies - difference between HRM and Personnel management HRM: Meaning, definition, objectives, functions, role of HR manager. HR 4.0 – Meaning, difference between traditional HR and HR 4.0, benefits of HR 4.0, adaptation of HR 4.0.

### **UNIT – II: Human Resource Planning and Acquiring**

**(12 Hours)**

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

### **UNIT – III: Training and development**

**(12 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**

**(12 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**

**(12 Hours)**

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

### **TEXT BOOKS:**

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

### **REFERENCE BOOKS:**

<b>S. No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1.	C.B.Gupta	Human Resource Management	Sultan Chand Sons	2012

2.	C.B.Mamoria	Personnel Management	Himalaya Pulishing House	2016
3.	Edwin Flippo	Personnel Management	Tata McGraw Hill	2008

**WEB REFERENCE:**

1. <https://borgenproject.org/topic-1-introduction-to-human-resources-management/>
2. <https://www.slideshare.net/preeti52/acquiring-human-resources>
3. <https://www.c2essentials.com/resources/the-five-steps-of-human-resources-planning/>
4. <https://www.toppr.com/guides/business-management-and-entrepreneurship/human-resource-management/training-and-development/>
5. [startuprtoolkit.com/performance-appraisal-in-hrm/#:~:text=Performance%20appraisal%20in%20HRM%20is,as%20contribution%20to%20the%20job.&text=Performance%20appraisals%20are%20used%20for,promotions%2C%20job%20transfer%20%26%20terminations](http://startuprtoolkit.com/performance-appraisal-in-hrm/#:~:text=Performance%20appraisal%20in%20HRM%20is,as%20contribution%20to%20the%20job.&text=Performance%20appraisals%20are%20used%20for,promotions%2C%20job%20transfer%20%26%20terminations)
6. <https://www.slideshare.net/Robinkhristi1/career-planning-13396874>.
7. <https://www.wtwco.com/en-IN/Insights/2020/05/hr-4-0-shaping-people-strategies-in-the-fourth-industrial-revolution>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: IX	22BAU09	<b>MARKETING MANAGEMENT</b>	60	4

**Contact hours per week: 5**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

CO Number	CO Statement	Knowledge Level
<b>CO1</b>	Recall the key terms and its definitions in Marketing management	<b>K1</b>
<b>CO2</b>	Explain the concepts of marketing management	<b>K2</b>
<b>CO3</b>	Relate the concepts of Advertising and sales promotions in	<b>K3</b>

	marketing environment, physical distribution	
<b>CO4</b>	Analyze the segments of markets, product mix consumer buying behaviour and pricing policies	<b>K4</b>
<b>CO5</b>	Compare micro and macro environments in market, approaches of marketing, recent trends in marketing	<b>K5</b>

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

### **CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

<b>COS/POS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	9	9	9	9	3	3	0
<b>CO2</b>	9	9	9	9	3	1	0
<b>CO3</b>	9	9	9	3	3	1	1
<b>CO4</b>	9	3	1	3	3	3	1
<b>CO5</b>	9	1	1	9	3	1	9
<b>Total Contribution of COs to POs</b>	<b>45</b>	<b>31</b>	<b>29</b>	<b>33</b>	<b>21</b>	<b>9</b>	<b>11</b>
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.233	2.544	3.488	2.675	1.645	1.797

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

### **COURSE CONTENT:**

#### **UNIT – I: Introduction**

**(12 Hours)**

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

#### **UNIT – II: Marketing Environment and Segmentation**

**(12 Hours)**

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

#### **UNIT – III: Product Mix**

**(12 Hours)**

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

**UNIT – IV: Physical Distribution****(12 Hours)**

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

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

S. No	Authors	Title	Publishers	Year of Publication
1.	Rajan Saxena	Marketing Management	Tata McGraw Hill	2017
2.	C.B.Gupta	Marketing Management	Sultan Chand Sons	2015
3.	M. Govindarajan	Marketing Management: Concepts, cases, challenges and trends	Prentice Hall India	2007

**WEB REFERENCE:**

1. <http://mpbou.edu.in/slm/mba1p6.pdf>
2. <http://www.himpub.com/documents/Chapter903.pdf>
3. <https://nptel.ac.in/courses/110/104/110104068/>
4. <https://www.youtube.com/watch?v=e0PT0W8E8G4>
5. [https://www.youtube.com/watch?v=Io\\_mSvKptdc](https://www.youtube.com/watch?v=Io_mSvKptdc)
6. <http://www.uop.edu.pk/ocontents/marketing%20mix.pdf>
7. <http://ppup.ac.in/download/econtent/pdf/Sales%20Promotion%20&%20Advertising.pdf>
8. <https://blog.bosch-si.com/industry40/industry-40-iot-market-trends/>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XII Allied: III	22BAU12	TAXATION LAW & PRACTICE	72	4

**Contact hours per week: 6**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	9	9	5	6	9	6	4
<b>CO2</b>	9	9	5	5	6	3	2
<b>CO3</b>	9	9	6	3	3	1	2
<b>CO4</b>	9	3	4	3	2	1	3
<b>CO5</b>	9	6	3	2	1	1	2
<b>Total Contribution of COs to POs</b>	45	36	26	19	21	12	13
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.594	2.281	2.008	2.675	2.194	2.124



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 to 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 ad valorem and specific duties.

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

## **REFERENCE BOOKS:**

<b>S. No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1.	Bhagavathi Prasad	Income tax law & practice	Wishwa prakashan	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 REFERENCE:**

1. <https://www.icsi.edu/docs/webmodules/Publications/4.%20Tax%20Laws%20and%20Practice.pdf>
2. <http://kamarajcollege.ac.in/Department/Commerce/III%20Year/005%20Major%20Elective%20I%20-%20Income%20Tax%20Law%20&%20Practice%20I%20-%20V%20Sem.pdf>
3. <https://www.wirc-icai.org/images/material/BASICS-GST.pdf>
4. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-11-NEW-GST-Revised.pdf>
5. [https://taxguru.in/wp-content/uploads/2013/07/CE-Made-Simple-taxguru.in\\_.pdf](https://taxguru.in/wp-content/uploads/2013/07/CE-Made-Simple-taxguru.in_.pdf)
6. <https://m.youtube.com/watch?v=Ysk5IIKvm7g>
7. <https://www2.deloitte.com/us/en/insights/focus/industry-4-0/why-global-tax-governance-is-critical-for-industry-4-0.html>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XIII	22BAU13	MANAGEMENT INFORMATION SYSTEM	60	4

Contact hours per week: 5

Year	Semester	Internal Marks	External Marks	Total Marks
SECOND	IV	50	50	100

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

<b>COS/POS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	9	9	9	9	3	0	0
<b>CO2</b>	9	9	9	9	3	1	0
<b>CO3</b>	9	9	9	3	3	3	1
<b>CO4</b>	9	3	1	3	3	3	3
<b>CO5</b>	9	1	1	0	9	3	9
<b>Total Contribution of COs to POs</b>	<b>45</b>	<b>31</b>	<b>29</b>	<b>24</b>	<b>21</b>	<b>10</b>	<b>13</b>
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.233	2.544	2.537	2.675	1.828	2.124

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

**COURSE CONTENT:**

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

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

**UNIT – II: Types of Information System (12 Hours)**

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

**UNIT – III: Structure of MIS (12 Hours)**

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

**UNIT – IV: Electronic Data Interchange (12 Hours)**

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

**UNIT – V: INTRODUCTION TO E-BUSINESS using MIS (12 Hours)**

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB REFERENCE:**

1. <http://repositori.uji.es/xmlui/bitstream/handle/10234/46625/s63.pdf?sequence=1&isAlloved=y>
2. <https://egyanagar.osou.ac.in/download-slm.php?file=DIM-07-BLOCK-04-1520928242.pdf>
3. [http://bvksnewindia.com/downloads/MIS\\_Short\\_Notes.pdf](http://bvksnewindia.com/downloads/MIS_Short_Notes.pdf)
4. <https://www.ece.uvic.ca/~itraore/elec567-13/notes/dist-03-4.pdf>
5. <https://nptel.ac.in/courses/110/105/110105148/>
6. <https://nptel.ac.in/courses/122/105/122105022/>
7. <https://www.youtube.com/watch?v=TzgJHgi7sFY>
8. <https://www.edibasics.co.uk/types-of-edi/>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XV	22BAU15	<b>PRODUCTION MANAGEMENT</b>	60	4

**Contact hours per week: 5**

Year	Semester	Internal Marks	External Marks	Total Marks
SECOND	IV	50	50	100

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	9	9	9	9	9	4	4
<b>CO2</b>	9	9	9	4	6	2	2
<b>CO3</b>	9	9	6	5	4	1	6
<b>CO4</b>	9	7	3	1	5	3	1
<b>CO5</b>	9	4	2	1	1	3	1
<b>Total Contribution of COs to POs</b>	<b>45</b>	<b>38</b>	<b>27</b>	<b>20</b>	<b>25</b>	<b>13</b>	<b>14</b>
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.738	2.368	2.114	3.185	2.377	2.288

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

**COURSE CONTENT:**

**UNIT – I: Introduction (12 Hours)**

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

**UNIT – II: Facilities location and layout (12 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 (12 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 (12 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 (12 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	Prentice hall of India	3 <sup>rd</sup> Edition

		Management		
2.	B.S.Goyel	Production and Operations Management	Pragati Prakashan	2012
3.	M.M.Varma	Material Management	Sultan Chand & Sons	4 <sup>th</sup> Edition 2012

**Web Reference:**

1. An Overview of Next-generation Manufacturing Execution Systems: How important is MES for Industry 4.0? -

[https://www.researchgate.net/publication/332600803\\_An\\_Overview\\_of\\_Next-generation\\_Manufacturing\\_Execution\\_Systems\\_How\\_important\\_is\\_MES\\_for\\_Industry\\_40](https://www.researchgate.net/publication/332600803_An_Overview_of_Next-generation_Manufacturing_Execution_Systems_How_important_is_MES_for_Industry_40)

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XVI	22BAU16	<b>FINANCIAL MANAGEMENT</b>	60	4

**Contact hours per week: 5**

Year	Semester	Internal Marks	External Marks	Total Marks
<b>SECOND</b>	<b>IV</b>	<b>50</b>	<b>50</b>	<b>100</b>

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

### CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	9	6	1
CO2	9	9	9	9	6	3	0
CO3	9	9	6	3	3	1	6
CO4	9	3	3	3	0	1	3
CO5	9	1	3	1	0	0	0
<b>Total Contribution of COs to POs</b>	45	31	30	25	18	11	10
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.233	2.632	2.643	2.293	2.011	1.634

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 (12 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 (12 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 (12 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 (12 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 Reference:**

1. [https://www.researchgate.net/publication/346870564\\_Industry\\_40\\_and\\_its\\_Implications\\_for\\_the\\_Financial\\_Sector](https://www.researchgate.net/publication/346870564_Industry_40_and_its_Implications_for_the_Financial_Sector)
2. <https://www.managementstudyguide.com/financial-management.htm>
3. <http://kamarajcollege.ac.in/Department/BBA/III%20Year/e002%20Core%2018%20-%20Financial%20Management%20-%20VI%20Sem.pdf>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XIX	22BAU19	RESEARCH METHODS FOR MANAGEMENT	72	5

**Contact hours per week: 6**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

**CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	1	0
CO2	9	9	9	9	3	0	0
CO3	9	9	3	3	0	3	1
CO4	9	3	3	3	3	3	3
CO5	3	3	1	0	9	3	9
<b>Total Contribution of COs to POs</b>	39	33	21	24	18	10	13
<b>Weighted Percentage of COs Contribution to POs</b>	2.240	2.378	1.842	2.537	2.293	1.828	2.124

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:**

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

**REFERENCE BOOKS:**

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

**WEB REFERENCE:**

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

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XX	22BAU20	<b>ENTREPRENEURSHIP &amp; PROJECT MANAGEMENT</b>	60	4

**Contact hours per week: 5**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

### **CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

<b>COS/POS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	9	9	9	9	9	3	3
<b>CO2</b>	9	9	9	6	9	1	3
<b>CO3</b>	9	9	6	6	6	0	6
<b>CO4</b>	9	9	3	1	6	3	1
<b>CO5</b>	9	3	1	0	1	3	0
<b>Total Contribution of COs to POs</b>	45	39	28	22	31	10	13
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.810	2.456	2.326	3.949	1.828	2.124

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

### **COURSE CONTENT:**

#### **UNIT – I: Entrepreneurial competence**

**(12 Hours)**

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

#### **UNIT – II: Entrepreneur development programmes (EDPs)**

**(12 Hours)**

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

**UNIT – III: Project Management (12 Hours)**

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

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

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

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

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

**TEXT BOOKS:**

S. No	Authors	Title	Publishers	Year of Publication
1.				

**REFERENCE BOOKS:**

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

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

**Web Reference:**

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

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXIII	22BAU22B	<b>STRATEGIC MANAGEMENT</b>	72	5

**Contact hours per week: 6**

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

**PREAMBLE:**

To create a conceptual awareness on various strategies and its formulation

**COURSE OUTCOMES:**

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

CO Number	CO Statement	Knowledge Level
<b>CO1</b>	Define the basics of strategic management and its process.	<b>K1</b>
<b>CO2</b>	Understand the concepts of strategic issues, formulation, implementation and evaluation.	<b>K2</b>
<b>CO3</b>	Demonstrate the effective application of tools and techniques to practical situations for solving organizational problems.	<b>K3</b>

<b>CO4</b>	Analyse the competitive situation and strategic dilemma in dealing with dynamic global business environment.	<b>K4</b>
<b>CO5</b>	Evaluate the challenges faced by managers in implementing and evaluating strategies based on the nature of business.	<b>K5</b>

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

### **CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

<b>COS/POS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	9	9	9	9	1	0	0
<b>CO2</b>	9	9	9	9	1	1	0
<b>CO3</b>	9	9	3	3	3	3	1
<b>CO4</b>	9	3	3	1	3	3	3
<b>CO5</b>	9	3	1	0	9	9	9
<b>Total Contribution of COs to POs</b>	45	24	25	22	17	16	13
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	1.729	2.193	2.326	2.166	2.925	2.124

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

### **COURSE CONTENT:**

#### **UNIT – I: Introduction**

**(12 Hours)**

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

#### **UNIT – II: Strategic issues**

**(15 Hours)**

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

#### **UNIT – III: Strategy Formulation**

**(15 Hours)**

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

#### **UNIT – IV: Strategy implementation**

**(15 Hours)**



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

**UNIT – V: Strategy evaluation and control**

**(15 Hours)**

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB REFERENCE:**

1. <https://old.mu.ac.in/wp-content/uploads/2014/04/Introduction-to-Strategic-Management-book.pdf>
2. <https://www.kau.edu.sa/Files/0057862/Subjects/Strategic%20Management%20Book.pdf>
3. <http://www.rjspm.com/PDF/Strategic-Management-Notes-PDF.pdf>
4. [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)
5. <https://m.youtube.com/watch?v=WKr-lfE4QaE>
6. <https://m.youtube.com/watch?v=8-pcuDIQKUw>
7. [https://www.sciencedirect.com/science/article/pii/S2212827117303293?ref=pdf\\_download&fr=RR-2&rr=72e545cf5ff29367](https://www.sciencedirect.com/science/article/pii/S2212827117303293?ref=pdf_download&fr=RR-2&rr=72e545cf5ff29367)
8. [https://www.researchgate.net/publication/286937652\\_Strategic\\_guidance\\_towards\\_Industry\\_40\\_-\\_a\\_three-stage\\_process\\_model](https://www.researchgate.net/publication/286937652_Strategic_guidance_towards_Industry_40_-_a_three-stage_process_model)
9. <https://www.nibusinessinfo.co.uk/content/industry-40-challenges-and-risks>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXIII	22BAU22C	Customer Relationship Management	72	5

Contact hours per week: 6

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

#### PREAMBLE:

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

#### COURSE OUTCOMES:

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

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

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

#### CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	0
CO2	9	9	9	9	1	1	0
CO3	9	9	3	3	3	3	1
CO4	9	3	3	1	3	3	3
CO5	9	3	1	0	9	9	9
<b>Total Contribution of COs to POs</b>	45	24	25	22	17	16	13
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	1.729	2.193	2.326	2.166	2.925	2.124

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:**

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

**REFERENCE BOOKS:**

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

**WEB REFERENCE:**

- <http://www.sasurieengg.com/e-course-material/MBA/II-Year-Sem-3/BA7015%20CUSTOMER%20RELATIONSHIP%20MANAGEMENT.pdf>
- [https://ebooks.lpude.in/management/bba/term\\_6/DMGT308\\_CUSTOMER\\_RELATIONSHIP\\_MANAGEMENT.pdf](https://ebooks.lpude.in/management/bba/term_6/DMGT308_CUSTOMER_RELATIONSHIP_MANAGEMENT.pdf)
- <https://mmimert.edu.in/images/digital-library/customer-relationship-management.pdf>
- <https://link.springer.com/content/pdf/10.1007%2F978-3-642-20110-3.pdf>
- [http://sjput.in/pdf/markiv\\_crm.pdf](http://sjput.in/pdf/markiv_crm.pdf)
- <https://youtu.be/IcS4bPnIhDE>
- <https://www.salesforce.com/products/manufacturing-cloud/overview/>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXVIII	22BAU27C	<b>E-COMMERCE</b>	72	5

**Contact hours per week: 6**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

CO Number	CO Statement	Knowledge Level
<b>CO1</b>	Relate the concept of e-business, e-marketing, e-payment and public policy.	<b>K1</b>

<b>CO2</b>	Outline the role of e-market and e-business in enhancing the consumer behavior.	<b>K2</b>
<b>CO3</b>	Analyse the application of e-commerce.	<b>K3</b>
<b>CO4</b>	Classify the types of market under e-commerce.	<b>K4</b>
<b>CO5</b>	Evaluate the privacy, legal, ethical issues related to e-commerce.	<b>K5</b>

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

### **CO-PO MAPPING (COURSE ARTICULATION MATRIX)**

<b>COS/POS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	9	9	9	9	1	0	0
<b>CO2</b>	9	9	9	9	1	1	0
<b>CO3</b>	9	9	3	3	3	3	1
<b>CO4</b>	9	3	3	1	3	3	3
<b>CO5</b>	9	3	1	0	9	9	9
<b>Total Contribution of COs to POs</b>	45	24	25	22	17	16	13
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	1.729	2.193	2.326	2.166	2.925	2.124

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

### **COURSE CONTENT:**

#### **UNIT I: Introduction (12Hours)**

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

#### **UNIT II: E-Market and Consumer Behaviour (15 Hours)**

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

#### **UNIT III: E Marketing Strategies (15 Hours)**

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

**UNIT IV: E-Payment and Security****(15 Hours)**

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

**UNIT V: Public Policy and Taxation****(15 Hours)**

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB REFERENCE:**

1. <https://www.youtube.com/watch?v=xKJjyn8DaAw>
2. <https://nptel.ac.in/courses/110/105/110105083/>
3. <https://freevideolectures.com/course/2308/internet-technology/35>
4. [https://www.vssut.ac.in/lecture\\_notes/lecture1428551057.pdf](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>