

## P.K.R ARTS COLLEGE FOR WOMEN

(Accredited with 'A' Grade by NAAC)

An autonomous institution – Affiliated to Bharathiar University

No.:21 Pariyur Road, GOBICHETTIPALAYAM – 638476.

Ph: 04285-222128, 222568. [Foradmissionoffice@gmail.com](mailto:Foradmissionoffice@gmail.com) Website: [www.pkr.ac.in](http://www.pkr.ac.in)

### BACHELOR OF BUSINESS ADMINISTRATION

Course Scheme and Scheme of Examinations

(For students admitted from 2017-18 & onwards)

Part	Category	Course Code	Title of the Course	Contact Hrs/week	Exam Duration hrs.	Max.Marks			Credits
						CIA	ESE	Total	
<b>SEMESTER - I</b>									
I	Language: I	17LTU01	Tamil- I/Hindi-I/French-I/ Kannada-I/Malayalam-I/ Sanskrit-I	6	3	25	75	100	4
II	English: I	17LEU01	English: I	6	3	25	75	100	4
III	Core: I	17BAU01	Principles of Management	5	3	25	75	100	4
III	Core :II	17BAU02	Basics of Business and Business Environment	5	3	25	75	100	4
III	Allied : I	17BAU03	Mathematics for Management I (Handled by Maths Department)	6	3	25	75	100	4
IV	Foundation Course: I	17FCU01	Environmental studies	2	3	-	50	50	2
<b>TOTAL</b>				<b>30</b>				<b>550</b>	<b>22</b>
<b>SEMESTER - II</b>									
I	Language: II	17LTU02	Tamil- II/Hindi-II/French-II/ Kannada-II/Malayalam-II/ Sanskrit-II	6	3	25	75	100	4
II	English: II	17LEU02	English: II	6	3	25	75	100	4
III	Core: III	17BAU04	Fundamentals of Accounting	4	3	25	75	100	4
III	Core : IV	17BAU05	Organisational Behaviour	3	3	25	75	100	3
III	Core : V	17BAU06	Economic Theories for Managers	4	3	25	75	100	4
III	Allied : II	17BAU07	Mathematics for Management II (Handled by Maths Department)	5	3	25	75	100	4
IV	Foundation Course: II	17FCU02	Yoga & Value Education	2	3	-	50	50	2
<b>TOTAL</b>				<b>30</b>				<b>650</b>	<b>25</b>

SEMESTER - III									
III	Core : VI	17BAU08	Human Resource Management	4	3	25	75	100	4
III	Core : VII	17BAU09	Marketing Management	4	3	25	75	100	4
III	Core : VIII	17BAU10	Production Management	5	3	25	75	100	4
III	Core : IX	17BAU11	Financial Management	5	3	25	75	100	4
III	Core : X	17BAU12	Comprehension in Management	-	1 1/2	-	50	50	1
III	Allied III Practical	17BAU13	Fundamentals of Computers	5	3	40	60	100	4
IV	Skill Enhancement course : I	17SEU01	Information Security	2	1	100	1	100	2
IV	Non - Major Elective : I	17NEMU01A/ 17NEMU01B	Indian Women and Society / Basic Tamil	2	3	-	50	50	2
IV	Non - Major Elective : II	17NEMU02A/ 17NEMU02B	Career Enhancement / Consumer Rights (Online Exam)	3	-	-	-	-	-
			<b>TOTAL</b>	<b>30</b>				<b>700</b>	<b>25</b>
SEMESTER - IV									
III	Core : XI	17BAU14	Management Information System	5	3	25	75	100	4
III	Core: XII	17BAU15	Business Law	5	3	25	75	100	4
III	Core : XIII	17BAU16	Taxation Law & Practice	5	3	25	75	100	4
III	Core : XIV	17BAU17	Modern Office Management	5	3	25	75	100	4
III	Core : XV	17BAU18	Comprehension in Management - II	-	1 1/2	-	50	50	1
III	Allied IV Practical	17BAU19	Accounting Software	5	3	40	60	100	4
IV	Skill Enhancement course : II	17SEUBA02	Communication Skills For Executives (Practical Viva- voce)	2	3	40	60	100	2
IV	Non - Major Elective : II	17NEMU02A/ 17NEMU02B	Career Enhancement / Consumer Rights (Online Exam)	3	1 1/2	-	50	50	2
			<b>TOTAL</b>	<b>30</b>				<b>700</b>	<b>24</b>



*P.K.R Arts College For Women (Autonomous), Gobichettipalayam  
Department of Management (BBA), Meeting of Board of Studies*

<b>SEMESTER – V</b>									
III	Core : XVI	17BAU20	Cost & Management Accounting	6	3	25	75	100	5
III	Core : XVII	17BAU21	Research Methods for Management	6	3	25	75	100	4
III	Core : XVIII	17BAU22	Entrepreneurship & Project Management	6	3	25	75	100	4
III	Core : XIX	17BAU23	Institutional Training	-	-	100	-	100	1
III	Core : XX	17BAU24	Comprehension in Management - III	-	1 1/2	-	50	50	1
III	Core : XXI Optional	**	Optional	3	3	25	75	100	3
III	Elective : I	17BAU25A 17BAU25B 17BAU25C	Elective : I	6	3	25	75	100	4
IV	Skill Enhancement course : III	17SEUBA03	Campus to Corporate (Project : Viva-voce)	3	3	40	60	100	2
V	Proficiency Enhancement Course	17PEU01	Green Marketing (Self-Study)	-	3	-	100	100	2
<b>TOTAL</b>				<b>30</b>				<b>850</b>	<b>26</b>
<b>SEMESTER – VI</b>									
III	Core : XXII	17BAU26	Services Marketing	6	3	25	75	100	5
III	Core : XXIII	17BAU27	Investment Management	6	3	25	75	100	5
III	Core : XXIV	17BAU28	Integrated Marketing Communication	5	3	25	75	100	5
III	Core : XXV	17BAU29	Comprehension in Management - IV	-	1 <sup>1/2</sup>	-	50	50	1
III	Elective : II	17BAU30A 17BAU30B 17BAU30C	Elective : II	6	3	25	75	100	4
III	Elective : III	17BAU31A 17BAU31B 17BAU31C	Elective : III	5	3	25	75	100	4
IV	Skill Enhancement course : IV	17SEUBA04	Soft Skills for Business (Project : Viva-voce)	2	3	40	60	100	2
<b>TOTAL</b>				<b>30</b>				<b>650</b>	<b>26</b>
V	Extension Activity	NSS / YRC / RRC / CCC / PHYSICAL EDUCATION 17EAUBA1			II – VI SEMESTER				1
		Department Extension Activity 17EAUBA2			II – VI SEMESTER				1
<b>Total credits</b>									<b>150</b>

**List of Electives:**

Categories	Course Code	Courses	Hours per Week	Credits
Elective I	17BAU26A	Equity Research & Portfolio Management	6	4
	17BAU26B	Strategic Management	6	4
	17BAU26C	Customer Relationship Management	6	4
Elective II	17BAU30A	Financial Services	6	4
	17BAU30B	Industrial Relations & Labour Welfare	6	4
	17BAU30C	Brand Management	6	4
Elective III	17BAU31A	Project Work & Viva-Voce	5	4
	17BAU31B	International Business	5	4
	17BAU31C	E-Commerce	5	4

**Allied courses:**

Categories	Course Code	Courses	Hours per Week	Credits
Allied I	17BAU03	Mathematics for Management-I	6	4
Allied II	17BAU07	Mathematics for Management-II	5	4
Allied III Practical	17BAU13	Fundamentals of Computers	5	4
Allied IV Practical	17BAU19	Accounting Software	5	3

**Skill Enhancement Courses: (SEC)**

Categories	Course Code	Courses	Hours per Week	Credits
SEC I	17SEU01	Information Security	2	2
SEC II	17SEUBA02	Communication Skills for Executives	2	2
SEC III	17SEUBA03	Campus to Corporate	3	2
SEC IV	17SEUBA04	Soft Skills for Business	2	2

**Proficiency Enhancement Courses: (PEC)**

Categories	Course Code	Courses	Hours per Week	Credits
PEC	17PEU01	Green Marketing	Self Study	2




**\*\* Core Optional**

A student shall take up one **CORE OPTIONAL** 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 2017-18 & 2018-19 ONWARDS**

S.No.	Course Code	Department	Course
1.	17COU01	English	English for Effective Communication
2.	17COU02	Tamil	Literature for Self confidence
3.	17COU03	Mathematics	Mathematics for Business
4.	17COU04	Physics	Physics in day to day life
5.	17COU05	Computer Science	Desktop Publishing Practical's
6.	17COU06A	Commerce : B.Com	Basics of Accounting
	17COU06B	B.Com (CA)	Elements of Taxation
	17COU06C	B.Com (PA)	Investment Portfolio
	17COU06D	B.Com (A&F)	Accounting for Decision Making
7.	17COU07	Management	Start up Business**

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

  
HOD, Department of Management  
P.K.R. Arts College for Women,  
Gobichettipalayam - 638 476.

**P.K.R ARTS COLLEGE FOR WOMEN**  
(An Autonomous Institution, Accredited with 'A' Grade by NAAC)  
**GOBICHETTIPALAYAM – 638476.**

**BBA DEGREE PROGRAMME  
SEMESTER I**

<b>17BAU01</b>	<b>PRINCIPLES OF MANAGEMENT</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core - I	60	-	4

**Preamble**

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

**Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Identify and apply appropriate management techniques for managing business	K2, K3
CO2	Have a conceptual knowledge about the planning and decision making	K1,K2
CO3	Apply the concept of organising for the effective functioning of a management	K3
CO4	Evaluate leadership style to anticipate the consequences of each leadership style	K5
CO5	Demonstrate the techniques for controlling and coordination	K4

**UNIT -I**

**(12 Hrs)**

**Overview of Management:** Definition, managerial functions, roles and skills of managers -

**Evolution of Management thought:** Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, and Peter F. Drucker to the management thought, Management: a science or an art? - An overview of functional areas of management, levels of management.

**UNIT –II** **(12 Hrs)**

**Planning:** Nature and purpose, planning process, types of planning, types of plan, planning premises, planning tools and techniques - **Decision making** steps and process.

**UNIT -III** **(12 Hrs)**

**Organising:** Types of organization, organisational structure, span of control, use of staff units and committees, authority and responsibility relationships - **Delegation:** Delegation and centralisation, centralization and decentralization - **Staffing:** sources of recruitment, selection process, and training.

**UNIT - IV** **(12 Hrs)**

**Directing:** Nature and purpose of Directing, Principles, Motivation, Introduction to theories of Motivation - **Leadership:** Styles, communication, importance of Communication, methods of communication – types – barriers.

**UNIT - V** **(12 Hrs)**

**Controlling:** Meaning and importance of controls, control process, Budgetary and non-Budgetary Control Techniques, requisites of an effective control system, relationship between planning and controlling, need for co-ordination.

**Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1	Koontz, H. & Wehrich, H.	Essentials of Management	Tata McGraw-Hill Education	2010
2	Daft, R. L	Principles of Management	Cengage Learning	2012
3	Dinkar Pagare	Business Management	Sultan Chand & Sons	2013
4	L.M. Prasad	Principles of Management	Sultan Chand & Sons	2015

<b>17BAU02</b>	<b>BASICS OF BUSINESS AND BUSINESS ENVIRONMENT</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core - II	60	-	4

### **Preamble**

To equip the students with fundamental principles of business and business environment.

### **Course Outcomes**

On the successful completion of the course:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Students would gain a thorough grounding in the fundamentals of business management	K1
CO2	Enabled students to predict corrective business approach and educate detailed process to start up a venture	K3
CO3	Developed the ability of students to apply current trends in business for better performance.	K3
CO4	The deeper understanding and evaluate the business environment and predict corrective business model for cost effective business performance	K2,K5
CO5	The holistic outlook of the business environment and the role of international organization in business ensure that students are groomed into up-to-date, assertive and effective business executives with social responsibilities	K4

### **Unit 1:**

**(12 Hrs)**

**Business Basics:** Nature and Purpose of Business, Characteristics of Business, Comparison among Business, Profession and Employment , Various types of Industry , Compare Industry with commerce –**Forms of business Organisation:** Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organisations - Public Utilities and Public Enterprises.

### **Unit 2:**

**(12 Hrs)**

**Business and Economic System-** Capitalism, Socialism, Communism and mixed economy, Different sectors of the economy and Role of businesses in it , Different stakeholders of business firm, factors of production, Business model Meaning & example, Business Risks & their causes , Steps in Starting a Business, Entrepreneur.



**Unit 3: (12 Hrs)**

**Business Services** – Goods & Services distinguished Banking, Insurance & Warehousing, Traditional Business to newer e-Business, and Benefits of switching over to electronic mode – Cautions to be taken.

**Unit 4: (12 Hrs)**

**Business Environment:** Concept, characteristics of environment, Environmental Analysis , Need & diagnosis, Business environment, potential competitors, Rivalry – External environment – Economic, political & legal environment, technological and socio cultural environment, International environment.

**Unit 5: (12 Hrs)**

**Liberalisation:** Meaning - Privatization - Benefits & pitfalls - Globalization – Meaning & rationale for Globalization – Role of WTO & GATT – Trading blocks in Globalization – Impact of Globalization on India. – Business & Society - Social Responsibilities of business towards different groups.

**Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1	William A Pride, Robert J. Hughes, and Jack R. Kapoor	Foundation of Business	Cengage Learning Higher Education	2013
2	Del,Global	Business Foundation Skill	Students Handbook Cambridge University Press	2013
3	Laura Dias, Amit Shah	Introduction to Business	McGraw Hill Education	2012
4	Nikita Sanghvi	Business Environment and Entrepreneurship	CS-FOUNDATION Taxmann	2015

<b>17FCU01</b>	Environmental Studies	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Foundation Course I	24	-	2

### **Preamble**

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

### **Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To give information about the environment and the resources to act at our own level to protect them.	K1
CO2	To analyse the roles of organisms as part of interconnected food webs, populations, communities, and ecosystems	K4
CO3	Understand the scale dependence of biodiversity and its measurement	K2
CO4	To learn how to assess pollution sources, study exposure pathways and fate, and evaluate consequences of human exposure to pollution and its impacts to environmental quality.	K1,K3
CO5	To balance our economic, environmental and social needs, allowing prosperity for now and future generations	K5

### **Unit I**

#### **Multidisciplinary Nature of Environmental Studies**

**(4 Hours)**

- i) Definition, Scope and Importance
- ii) Need for Public Awareness
- iii) Natural Resources
  - a) Natural Resources and Associated Problems
    - **Forest Resources:** Use and Over-exploitation, Deforestation, Case Studies. Timber Extraction, Mining, Dams and their Effects on Forests and Tribal People.
    - **Water Resources:** Use and Over-utilisation of Surface and Ground Water, Floods, Drought, Conflicts over Water, Dams – Benefits and Problems.
    - **Mineral Resources:** Use and Exploitation, Environmental Effects of Extracting and using Mineral Resources, Case Studies.
    - **Food Resources:** World Food Problems, Changes Caused by Agriculture and Overgrazing, Effects of Modern Agriculture, Fertilizer-Pesticide Problems, Water Logging, Salinity, Case Studies.
    - **Energy Resources:** Growing Energy Needs, Renewable and Non-Renewable Energy Sources, Use of Alternate Sources, Case Studies.

- **Land Resources:** Land as a Resource, Land Degradation, Man Induced Landslides, Soil Erosion and Desertification.
- b) Role of an Individual in Conservation of Natural Resources
- c) Equitable Use of Resources for Sustainable Lifestyles

## **Unit II**

### **Ecosystems**

**(5 Hours)**

- i) Concept of an Ecosystem
- ii) Structure and Function of an Ecosystem
- iii) Producers, Consumers and Decomposers
- iv) Energy Flow in the Ecosystem
- v) Ecological Succession
- vi) Food Chains, Food Webs and Ecological Pyramids
- vii) Introduction Types, Characteristics Features, Structure and Function of the following Ecosystem:
  - a). Forest Ecosystem
  - b). Grassland Ecosystem
  - c). Desert Ecosystem
  - d). Aquatic Ecosystems (Ponds, Streams, Lakes, Rivers, Ocean, Estuaries)

## **Unit III**

### **Biodiversity and its Conservation**

**(5 Hours)**

- i. Introduction – Definition – Genetic, Species and Ecosystem Diversity
- ii. Bio-geographical Classification of India
- iii. Value of Biodiversity – Consumptive Use, Productive Use, Social, Ethical, Aesthetic and Option Value
- iv. Biodiversity at Global, National and Local Levels
- v. India as a Mega-Diversity Nation
- vi. Hot-Spots of Biodiversity
- vii. Threats to Biodiversity – Habitat Loss, Poaching of Wildlife, Man-Wildlife Conflicts
- viii. Endangered and Endemic Species of India
- ix. Conservation of Biodiversity – In-situ and Ex-situ and Conservation of Biodiversity

## **Unit IV**

### **Environmental Pollution**

**(5 Hours)**

- i) Definition, Causes, Effects and Control Measures of:
  - a) Air Pollution
  - b) Water Pollution
  - c) Soil Pollution
  - d) Noise Pollution
  - e) Thermal Pollution
- ii) Solid Waste Management – Causes, Effects and Control Measures of Urban and Industrial Wastes
- iii) Role of an Individual in Prevention of Pollution
- iv) Pollution Case Studies
- v) Disaster Management – Floods, Earthquake, Cyclone and Landslides

## **Unit V**

### **Social Issues and the Environment**

**(5 Hours)**

- i) Sustainable Development
- ii) Urban Problems Related to Energy
- iii) Water Conservation, Rainwater Harvesting, Watershed Management
- iv) Resettlement and Rehabilitation of People; Its Problems and Concerns, Case Studies



*P.K.R Arts College For Women (Autonomous), Gobichettipalayam  
Department of Management (BBA), Meeting of Board of Studies*

- v) Environmental Ethics – Issues and Possible Solutions
- vi) Climate Change, Global Warming, Ozone Layer, Depletion, acid Rain, Nuclear Accidents and Holocaust, Case Studies
- vii) Consumerism and Waste Products
- viii) Environmental Protection Act
- ix) Air (Prevention and Control of Pollution) Act
- x) Water (Prevention and Control of Pollution) Act
- xi) Wildlife Protection Act
- xii) Forest Conservation Act
- xiii) Issues Involved in Enforcement of Environmental Legislation
- xiv) Public Awareness
- xv) Human Population and the Environment
  - Population Growth and Distribution
  - Population Explosion – Family Welfare Programme
  - Environment and Human Health
  - Human Rights
  - Value Education
  - HIV/AIDS
  - Women and Child Welfare
  - Role of Information Technology in Environment and Human Health
  - Medical Transcription and Bioinformatics

**Text Book:**

Environmental Studies, Bharathiar University, Publication Division, 2004

**Reference Book:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1	R.C.Sharma&GurbirSangha	Environmental Studies	Kalyani Publishers	2005

### SEMESTER II

<b>17BAU04</b>	<b>FUNDAMENTALS OF ACCOUNTING</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core - III	48	-	4

#### **Preamble**

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

#### **Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Familiarize the principles and concepts accounting which involved in business transactions	K1
CO2	Enable to prepare trial balance, bank reconciliation statement, identify and rectify the errors in entries.	K2
CO3	Evaluate the diminution of assets and gain experience in preparing accounts for non trade organisation	K5,K4
CO4	Enable to preparing final accounts and financial statement	K3
CO5	Have a knowledge about accounting standards to prepare effective and ethical financial statement	K1

#### **Unit – I ACCOUNTING AND ITS CONCEPTS**

**(8 Hrs)**

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

#### **Unit – II TRIAL BALANCE**

**(10 Hrs)**

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

#### **Unit- III DEPRECIATION**

**(10 Hrs)**

Meaning, definition - Methods of accounting for depreciation, Straight line and Written down value problems - **Accounting for Non-trading concerns** - Accounts from incomplete records.

#### **Unit – IV FINAL ACCOUNTS**

**(10 Hrs)**

Trading account, Profit & Loss account and Balance sheet with Adjustments.

**Unit - V ACCOUNTING STANDARDS**

**(10 Hrs)**

Introduction, objectives of accounting standards, procedure for issuing accounting standards, advantages & disadvantages of accounting standards, accounting standards in India.

**Note: Distribution of marks: Theory 20% Problem 80%**

**Text Book:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year of Publication</b>
N.Vinayakam, P.L.Mani and K.L. Nagarajan	Principles of Accountancy	Sultan Chand Publications	2010

**Books for Reference:**

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



<b>17BAU05</b>	<b>ORGANISATIONAL BEHAVIOUR</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core - IV	36	-	3

### **Preamble**

To enrich knowledge about organisational behaviour concepts, behavioural patterns of human beings at individual and group levels, concepts of leadership and motivation and dynamics of organisational behaviour effectively.

### **Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Obtain the conceptual knowledge of organisational behaviour, and analyse the models and concepts	K1,K4
CO2	Have a inclusive knowledge about the behaviour of individuals in terms of personality, perception, attitude in organisations	K3
CO3	Assimilate and evaluate the importance of group roles and group tasks	K3,K5
CO4	Acquaint in various theories of leadership and motivation used in organizations	K2
CO5	Gain experience about organisational culture and implementation of commodious organisational climate	K3

### **Unit I: FOCUS AND PURPOSE**

**(7 Hrs)**

**Organisational Behavior:** Meaning, definition, nature, scope, fundamental concepts of OB, determinants of OB, models of OB - **Contribution of other disciplines to OB:** Psychology, Sociology, Social Psychology, Anthropology - Emerging issues and challenges in OB.

### **Unit II: INDIVIDUAL BEHAVIOUR**

**(7 Hrs)**

**Personality:** Meaning, definition, nature, factors influencing personality, determinants of personality - **Perception:** meaning, need, factors influencing perception, perceptual process, factors affecting perceptual process - **Attitude:** meaning, definition, characteristics, components, reasons for attitude formation, barriers to change attitude

### **Unit III: GROUP BEHAVIOUR**

**(8 Hrs)**

**Group:** meaning, definition, characteristics, functions, types, stages of group formation, reasons for joining a Group, outcomes of group behaviour - **Groups roles:** expected, enacted, and

perceived roles - **Group tasks:** meaning, types, elements, merits & demerits - **Group conflict:** meaning, resolution of conflict

**Unit IV: LEADERSHIP AND MOTIVATION (7 Hrs)**

**Leadership:** meaning, importance, qualities for a leader- leadership styles, theories of leadership -

**Motivation:** Meaning, nature, need, types of motivation, theories of motivation

**Unit V: DYNAMICS OF ORGANISATIONAL BEHAVIOUR (7 Hrs)**

**Organisational Culture & Climate:** Meaning, importance, types, methods for creation and changing the culture, impact of culture on organisation 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.

**Text Book:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year of Publication</b>
K.Aswathappa	Organisational Behaviour	Himalaya Publishing House	2016

**Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1	Udai Pareek	Understanding Organisational Behaviour	Oxford Higher Education	2010
2	R.k.Sharma & S.K.Gupta	Organisational Behaviour	Kalyani Publishers	2011
3	Stephen P. Robins	Organisational Behavior	PHI Learning / Pearson Education	2012

<b>17BAU06</b>	<b>ECONOMIC THEORIES FOR MANAGERS</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
		Core - V	48	-	-	4

### **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 in decision making problems

### **Course Outcomes**

To enable the students to learn principles and concepts of Business Economics

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To understand the core economic terms, concepts and theories.	K1,K2
CO2	Identify the key elements of the demand and supply model and use it to critically analyse the real world examples.	K2, K3
CO3	To have an in depth knowledge about various laws relating to production function	K2
CO4	To familiarize the functions of market and prices as allocate mechanism.	K4
CO5	To have a conceptual knowledge about the role of government in countries economical changes.	K2

#### **UNIT I: FUNDAMENTAL CONCEPTS IN ECONOMICS:**

**(8 Hrs)**

**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 Hrs)**

**Demand 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 Hrs)**

Production function, Types of ProductionFunction, 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 Hrs)**

**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**

**(10 Hrs)**



Government and Business ,Performanceof 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 Book:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year of Publication</b>
Dr.S.Sankaran	Business Economics	Margham Publications	2014

**Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
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

<b>17FCU02</b>	<b>YOGA AND VALUE EDUCATION</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>C</b>
		Foundation Course II	24	-	2

### **Preamble**

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

### **Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Acquire the basic knowledge on yoga and value education.	K1
CO2	Understand the importance of yoga, mental exercises, principles of life and components of values	K2
CO3	Enhance their physical and mental health by practicing the different types of asanas, kriyas, mental exercises and values.	K3
CO4	Lead a meaningful life for the fulfillment of the needs of family, workplace, society and country.	K4

### **UNIT I (5 Hours)** **YOGA AND HEALTH**

#### **Theory:**

Yoga-Meaning- Importance of Yoga – PanchaKoshas - Benefits of Yoga-General Guidelines.

#### **Practice:**

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

### **UNIT II (5 Hours)** **ART OF NURTURING THE MIND**

#### **Theory:**

Ten Stages of Mind-Mental Frequency – Methods for Concentration

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

**Practice:** - Worksheet

### **UNIT III (5Hours)** **PHILOSOPHY AND PRINCIPLES OF LIFE**

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

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

**Practice - Worksheet**

**UNIT IV**

**(5 Hours)**

**VALUE EDUCATION (Part-I)**

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

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

**Practice - Worksheet**

**UNIT V**

**(4 Hours)**

**VALUE EDUCATION (Part-II)**

Family Values

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

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

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

Religious values – Tolerance, wisdom, character.

**Practice - Worksheet**

**Reference Books:**

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



### SEMESTER III

<b>17BAU08</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core:VI	48	-	4

#### **Preamble**

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

#### **Course Outcomes**

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

CO Number	CO Statement	Knowledge Level
CO1	Demonstrate an understanding of key terms, theories, concepts and practices within the field of HRM	K1,K2
CO2	Demonstrate competence in development and problem solving skills	K2.K3
CO3	Provide innovative solutions to problems in the field of HRM	K5,K4
CO4	Be able to identify and appreciate the significance of various functions of HR	K1,K3
CO5	Evaluate HRM related social, cultural, ethical and environmental responsibilities and issues in global context	K5

#### **UNIT I: INTRODUCTION**

**(8 Hrs)**

**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.

#### **UNIT II: HUMAN RESOURCE PLANNING AND ACQUIRING**

**(10 Hrs)**

**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 Hrs)**

**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 Hrs)**

**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 (10 Hrs)**

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

**Text Book:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year of Publication</b>
K.Aswhathappa	Human Resource Management	Tata McGraw Hill	2013

**Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1	Edwin Flippo	Personnel management	Tata McGraw Hill	2008
2	C.B.Gupta	Human Resource Management	Sultan chand sons	2012
3	C.B.Mamoria	Personnel management	Himalaya Publishing House	2016

<b>17BAU09</b>	<b>MARKETING MANAGEMENT</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core:VII	48	-	4

### **Preamble**

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

### **Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Understand the key terms, concepts and practices in Marketing management	K1,K2
CO2	Familiarize about marketing environment and the importance of market segmentation	K2
CO3	Grasp the notability of product mix, branding, labeling and packaging	K3,K4
CO4	Evaluate the strategies in physical distribution	K5
CO5	Apply the concepts of Advertising and sales promotions in marketing environment and to be cognizant the recent trends in marketing	K4

### **UNIT I: INTRODUCTION**

**( 8 Hrs)**

**Market:** Definition & Meaning, Classification of Markets, Evolution of Marketing –  
**Marketing:** Definition, Scope, Functions, Importance, Concepts, Approaches to Marketing, Role’s & responsibilities of Marketing Manager-**Marketing Management:** Meaning & definition, Characteristics, functions, Frame work of Marketing Department

### **UNIT II :MARKETING ENVIRONMENT AND SEGMENTATION**

**(10 Hrs)**

**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**

**(10 Hrs)**

Marketing Mix-**Product Mix:** The Product, Characteristics, Benefits, classifications, consumer goods, industrial goods, New Product Development process, Failure of New Product, Product Life Cycle –**Branding:** Meaning, Essentials of a Good Brand, Types of Brands. **Packaging:** Objectives, Functions & Kinds– **Labeling:** Functions, Advantages & Disadvantages.

**UNIT IV : PHYSICAL DISTRIBUTION**

**( 10 Hrs)**

**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 –**CRM:** Meaning and Definition, Role of CRM, Advantages and Disadvantages.

**UNIT V : ADVERTISING AND SALES PROMOTION**

**( 10 Hrs)**

**Advertising:** Meaning & definition, Objectives, Functions, Kinds, Causes of Failure of Advertising- **Sales Promotion:** Definition, objectives, Effectiveness of sales promotion, Kinds-

**Recent trends in Marketing:** Introduction to Modern Marketing, E-business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Retailing, Concept Marketing and Virtual Marketing (Meaning Only).

**Text Book:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year of Publication</b>
Philip kotler	Marketing Management	Pearson Education	2017

**Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1	M.Govindarajan	Marketing Management: Concepts, Cases, Challenges and Trends	Prentice hall India	2007
2	C.B.Gupta	Marketing Management	Sultan chand sons	2015
3	RajanSaxena	Marketing Management	Tata McGraw Hill	2017

<b>17BAU10</b>	<b>PRODUCTION MANAGEMENT</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core : VIII	60	-	4

### **Preamble**

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

### **Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Learn theories and skills required for successful Production Management.	K1,K2
CO2	Identify the importance of good plant location and layout	K3
CO3	Demonstrate knowledge and insight into the various tools of production management	K2
CO4	Gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing	K3,K4
CO5	Develop the ability to identify operational methodologies to assess and improve an organizations performance	K5

### **UNIT – I: INTRODUCTION**

**(12Hrs)**

**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 Hrs)**

**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 Hrs)**

**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 Hrs)**

**Work Study:** Definition, components, importance, procedure, benefits - **Method Study:** Definition, objectives, procedure– **Work Measurement:** Definition, objectives, procedure  
**Purchasing:** Introduction ,duties of a purchasing department, purchase parameters -8Rs

**UNIT – V: STORES MANAGEMENT AND QUALITY CONCEPTS (12 Hrs)**

**Vendors:** Vendor development and vendor rating – **Store keeper:** Duties – responsibilities, location of store, stores ledger, bin card- **TQM:** Meaning, objectives, elements, benefits- **ISO:** Features - advantages - procedure for obtaining ISO.

**Text Book:**

Authors	Title	Publisher	Year of Publication
K.Aswathappa	Production and Operations Management	Himalaya Publishing House	2010

**Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1.	B.S. Goyel	Production and Operations Management	PragatiPrakashan	2012
2.	Pannerselvam	Production and Operations Management	Prentice Hall of India	3 <sup>rd</sup> edition
3.	M.M. Varma	Material Management	Sultan Chand & Sons	4thEdition, 2012



<b>17BAU11</b>	<b>FINANCIAL MANAGEMENT</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core: IX	60	-	4

### **Preamble**

To impart the deeper knowledge in Financial management.

### **Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Have a deeper understanding in objectives of financial management and enable the students to access the proper sources of finance for the business.	K1,K2,K3
CO2	Enable the students to evaluate the finance plans on the basis of cost of capital and to acquaint a deeper knowledge in leverages in order to arrive a better finance decisions.	K3,K5
CO3	Equip the students to construct an optimal capital structure through the conceptual knowledge on capital structure theories and enable them to take better dividend decisions.	K5
CO4	Impart deeper understanding in working capital management to avail the adequate working capital for business functions.	K2,K5
CO5	Enable the students to evaluate the capital budgets through capital budgeting techniques.	K4,K5

### **UNIT I: INTRODUCTION TO FINANCIAL MANGEMENT (Theory only) (12 Hrs)**

**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( Problems and theory) (12 Hrs)**

**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 STRUCTUREAND DIVIDEND POLICY (12 Hrs)**

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(Problems and theory) (12 Hrs)**

**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(Problems only) (12 Hrs)**

**Capital budgeting:** Meaning, objectives, preparation of various types capital budgeting,

**Problems on Payback period, Net present value, Internal rate of return, Accounting rate of return, Profitability index.**

**(80% THEORY AND 20% PROBLEMS)**

**Text Book:**

Authors	Title	Publisher	Year of Publication
I. M. Pandey	Financial Management	Vikas Publishing house	2015

**Books for Reference:**

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	Khan and Jain	Financial Management- A Conceptual Approach	McGraw hill Education pvt Ltd	2017

<b>17BAU13</b>	<b>FUNDAMENTALS OF COMPUTERS</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Allied - III Practical	-	60	4

### **Preamble**

To equip the students with basic computer knowledge

### **Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Familiarize the students with Ms word or Libre office writer for the purpose of business documentation	K1, K3
CO2	Enhance the students with better grounding on Ms-excel or Libre office calc for business calculations	K3
CO3	Equip the students to make an effective presentations with the support of Ms power point or Libre office impress.	K3
CO4	Obtain an application knowledge about Ms access or Libre office base to store and access the business related information	K2,K5

### **MODULE-I: MS WORD or LIBRE OFFICE WRITTER**

**(15 Hrs)**

1. Text formatting usage of Numbering, Bullets, Footer and Headers.
2. Usage of spell check, and Find & Replace.
3. Picture insertion and alignment.
4. Mail Merge Concepts.

### **MODULE II: MS-EXCEL or LIBRE OFFICE CALC**

**(15 Hrs)**

5. Cell Editing.
6. Usage of Formulae and Built-in Functions.
7. Data Sorting (both number and alphabets).
8. Filters
9. Drawing Graphics.

### **MODULE III: POWER POINT or LIBRE OFFICE IMPRESS**

**(15 Hrs)**

10. Inserting Clip arts and Pictures.

11. Insertion of new slides.
12. Preparation of Organization charts.
13. Usage of design templates.

**MODULE IV: MS-ACCESS or LIBRE OFFICE BASE (15 Hrs)**

14. Creating a table.
15. Queries Operation.
16. Create a report.
17. Sorting.

<b>17SEU01</b>	<b>INFORMATION SECURITY</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Skill Enhancement Course	24	-	2

**Preamble**

To learn about the basics of Information Security.

**Course Outcomes**

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

CO Number	CO Statement	Knowledge Level
CO1	Obtain fundamental knowledge of Information Security	K1,K2
CO2	Learn basic concepts of Risks in Information Security	K1,K2
CO3	Familiarize the ideas of security planning and policies	K2,K3
CO4	Understand with Privacy and Ethical Issues in Information Security	K3,K4
CO5	Learn about Cryptography	K4, K5

**Unit – I: Introduction to Information Security (5 Hours)**

Information Security: Principles, Concepts and definitions - The need for Information Security - Benefits of information security. The Security Problem in Computing: The meaning of computer Security - Computer Criminals.

**Unit – II: Information Risk (5 Hours)**

Information Risk: Threats and vulnerabilities of Information systems – Introduction to Risk management. Information security management Policy, standards and procedures.

**Unit – III: Security Planning (5 Hours)**

Administering Security: Security planning - Security planning team members - Assuring Commitment to a security plan - Business Continuity Plan - Incident response plan - Organizational Security policies, Physical Security.

**Unit – IV: Privacy and Ethical Issues in Information Security (5 Hours)**

Legal Privacy and Ethical Issues in Information Security: Protecting Programs and data - Information and the law - Rights of Employees and Employers - Software failures - Computer Crime - Ethical issues in Information Security.

**Unit – V: Cryptography (4 Hours)**

Cryptography: Introduction to Cryptography - What is Cryptography – Plain text – Cipher text – Substitution Ciphers - Transposition Ciphers.

**REFERENCES:**

1. Information Security Lecture Notes, Department of Computer Science and Engineering & Information Technology, Veer Surendra Sai University of Technology (Formerly UCE, Burla) Burla, Sambalpur, Odisha Lecture Note Prepared by: Asst.Prof. Sumitra Kisan Asst.Prof. D. Chandrasekhar Rao
2. Information Security Management Principles An ISEB Certificate , Andy Taylor (Editor) David Alexander Amanda Finch David Sutton © 2008 The British Computer Society.

<b>7NMU01A</b>	<b>INDIAN WOMEN AND SOCIETY</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Non - Major Elective : I	24	-	2

### **Preamble**

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

### **Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Demonstrate knowledge of the history of women's studies as an academic discipline	K1,K2
CO2	Analyze the various roles of women and the challenges faced by them in the society	K3
CO3	Assimilate and evaluate the importance of women health	K3,K5
CO4	Identify the different issues related to women in general	K4
CO5	Assessing the Women Empowerment and the role of Central & State Government in developing Women	K5

### **Unit 1: Historical Background**

**(5 Hrs)**

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

### **Unit 2: Role of Women (Challenges & remedies)**

**(5 Hrs)**

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

### **Unit 3: Women and Health**

**(5 Hrs)**

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

### **Unit 4: Issues of Women**

**(5 Hrs)**

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

### **Unit 5: Women Empowerment**

**(4 Hrs)**



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:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1	T Rowbotham, Sheila	Hidden from History: Women's Oppression and the Fight against It	Pluto Press, London	1975
2	Susheela Mehta	Revolution and the Status of Women	Metropolitan Book co.pvt ltd, New Delhi	1989
3	IAWS	The State and the Women's Movement in India	IAWS, Delhi	1994
4	Mala Khullar	Writing the Women's Movement: A Reader	Zubaan	2005
5	Kosambi, Meera	Crossing Thresholds: Feminist Essays in Social History	Permanent Black	2007

**SEMESTER: IV**

<b>17BAU14</b>	<b>MANAGEMENT INFORMATION SYSTEM</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core : XI	60	-	4

**Preamble**

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

**Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Understand the basic concepts and technologies of a computer system which support the management information system.	K1,K2
CO2	Identify the importance of IS and its support for various functional areas	K2,K3
CO3	Have the knowledge of the different types of management information system and the networking concepts.	K3
CO4	Acquaint themselves with the idea of how to secure and control Information systems in the organization.	K3,K4
CO5	Explain the role of new IT initiatives applied in business in recent trends.	K2,K3

**UNIT I: FOUNDATION OF MANAGEMENT INFORMATION SYSTEM (12 Hrs)**

**Management Information System:** 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: MIS – SUPPORTING FUNCTIONS (12 Hrs)**

Strategic information system, MIS support for planning, organizing, controlling, MIS for specific functions, personnel, finance, marketing, inventory and production.

**UNIT III: IS TYPES AND NETWORKING (12 Hrs)**

**Types of IS:** Transaction Processing System, decision support system, introduction to client-server. **EDI- Net working concepts:** LAN, WAN ,difference between internet, intranet, extranet

**UNIT IV: SECURITY, CONTROL AND REPORTING (12 Hrs)**

Security, testing, error detection, controls, IS vulnerability, disaster management, computer crimes, securing the web, software audit, ethics in IT, user interface and reporting.

**UNIT V: NEW IT INITIATIVES (12 Hrs)**

**Role of information management in** ERP, e-business, e-governance, data mining, business intelligence, pervasive computing, cloud computing, CMM

**Text Book:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year of Publication</b>
O'Brien, J. A, Marakas	Management Information systems	McGraw Hill,	2011

**Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1	Goyal	Management Information System	Macmillan	4th Edition
2	Laudon and Laudon	Management Information System	Pearson	11th Edition
3	W.SJawadekar	Management Information System	Tata McGraw-Hill	2002

<b>17BAU15</b>	<b>BUSINESS LAW</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core - XII	60	-	4

### **Preamble**

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

### **Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Identify and apply appropriate legal basics of Contracts as fundamental instruments for enabling business	K2, K3
CO2	Understand the legal protection afforded to consumers in transactions for the sale of goods, including fraudulent transactions	K1,K2
CO3	Understand how sales are often conducted by agents and middlemen and to examine the legal liability arising in commercial agency.	K3
CO4	Evaluate various provisions of negotiable instrument Act, 1881 regarding negotiation, assignment, endorsement, acceptance, etc. of negotiable instruments.	K5
CO5	Analyse the rights given to consumers in terms of the Act and how consumers can enforce these rights where they have been infringed.	K4

### **UNIT I: LAW OF CONTRACT 1872**

**(12 Hrs)**

**Law of Contract 1872:** Definition & Nature of Contract, types of contract, Essential Elements of Contract: offer & acceptance, consideration & capacity to contract, free constant, legality of object & consideration, contingent contract, quasi contract, discharge of contract, remedies for breach of contract.

### **UNIT II: SALE OF GOODS ACT 1930**

**(12 Hrs)**

**Sale of Goods Act 1930:** Formation of Contracts of sale, goods and their classification, price, conditions and warranties, transfer of property in goods, performance of the contract of sale, Unpaid seller and his Rights, sale by auction, hire purchase agreement.

**UNIT III: CREATION OF AGENCY**

**(12 Hrs)**

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

**UNIT IV: NEGOTIABLE INSTRUMENTS ACT 1881**

**(12 Hrs)**

**Negotiable Instruments Act 1881:** Definition of Negotiable Instruments, features , Promissory note, bill of exchange & cheque, Holder and holder in the due course, crossing of a cheque, types of crossing, Negotiation, Dishonour and discharge of Negotiable Instrument.

**UNIT V: CONSUMER PROTECTION ACT 1986**

**(12 Hrs)**

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

**Text Book**

S.No	Authors	Title	Publishers	Year of Publication
1	D. Kapoor	<i>Business Law</i>	Sultan Chand & Sons	2008

**Books for Reference:**

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

<b>17BAU16</b>	<b>TAXATION LAW &amp; PRACTICE</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core - XIII	60	-	4

### **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**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Understand fundamental concepts of income tax law and ICA 1961	K2, K3
CO2	To instill an awareness in students that taxes can and often do constitute significant costs households	K1,K2
CO3	To compute income under business and understand the powers of tax authorities	K3
CO4	Apply the concept of organising for the effective functioning of a management	K5
CO5	To understand indirect tax imposed by government on excisable goods which are produced within India	K4

### **UNIT – I: INTRODUCTION**

**(12 Hrs)**

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 AND HOUSE PROPERTY**

**(12 Hrs)**

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

### **UNIT – III: BUSINESS AND PROFESSION**

**(12 Hrs)**

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

### **UNIT – IV: GST**

**(12 Hrs)**

**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

**UNIT – V: CENTRAL EXCISE DUTY**

**(12 Hrs)**

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.**

**Books for Reference:**

<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	Mehrothra	Income tax law & practice	Sathiya bhawan publication	2017
4.	Abhishek a. Rastogi	Professional's guide to GST	Taxmann	2018



<b>17BAU17</b>	<b>MODERN OFFICE MANAGEMENT</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core - XIV	60		4

### **Preamble**

To have inclusive knowledge about functions of office and modern office management concepts, factors considered in selecting the location, designing the office environment, office system and procedures and management of personnel effectively.

### **Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Obtain the conceptual knowledge of office functions and office management.	K1
CO2	Formulate the factors to select the location and designing of layouts that matches with the workflow.	K2, K5
CO3	Assimilate the system and procedures of office work for better office management.	K4
CO4	Understand the importance of effective communication within the administrative office unit and record management.	K2,K3
CO5	Acquire information to manage personnel work and employee grievances.	K1,K2

### **UNIT I: MODERN OFFICE MANAGEMENT AND ORGANIZATION (12 Hrs)**

**Modern Office Management:** Basic concepts of modern office, importance, functions of office, office management, principles of management, elements, office manager, qualities and functions.

### **UNIT II: OFFICE LOCATION AND ENVIRONMENT (12 Hrs)**

**Office location:** Meaning, factors considered in selection of location- **Layout:** objectives, types, procedures for designing the layout, advantage of good layout- **Office environment:** lightning, ventilation and temperature, interior decoration, office furniture, physical hazard in office safety.

### **UNIT III: RECORD MANAGEMENT (12 Hrs)**

**Office forms:** principles in designing office forms- **Office mail:** organizing mail department and mail handling process- **Record management:** Meaning, principles of record keeping, classification, filing and methods.

**UNIT IV: OFFICE SYSTEM AND PROCEDURES**

**(12 Hrs)**

**System and procedures:** Meaning, characteristics, advantages, essentials of a successful office system, importance, planning and designing office system, flow of work, analysis of flow of work.

**UNIT V: OFFICE CORRESPONDENCE AND REPORTS**

**(12 Hrs)**

Office correspondence, centralized Vs departmental correspondence- **Office Reports:** Report writing, types, specimen of report

**Text Book:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year of Publication</b>
S.P.Arora	Office Organisation and Management	Vikas Publishing House pvt ltd4	2014

**Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1	R.K.Chopra	Office Management	Himalaya Publishing House	2015
2	P. Rizwan Ahmed	Office Management	Margham Publications	2016
3	S.C. Sahoo Baldev Kar	Office Management	Himalaya Publishing House	2016

<b>17BAU19</b>	<b>ACCOUNTING SOFTWARE</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Allied : IV - 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 Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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.

<b>17SEUBA02</b>	<b>COMMUNICATION SKILLS FOR EXECUTIVES</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Skill Enhancement course : II	24	-	2

### **Preamble**

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

### **Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Enhance the words power of a budding managers for better oral and written presentation	K1,K3
CO2	Develop the understanding capability of a students through regular reading practices	K2
CO3	Enable the students to acquire business knowledge through keen listening by inculcating listening skills in them	K1,K2
CO4	Enhance the Speaking capability of a future managers to communicate well with the stakeholders of business	K1,K3
CO5	Develop the writing skills of a students to have a better presentation of business reports and issues	K1,K2

### **MODULE I: VOCABULARY BUILDING**

**(4 Hrs)**

**Vocabulary building:** Explain Abstract words, Words often to confuse, Abbreviations, Idioms and Phrasal Verbs, One word substitution, Business terms.

### **MODULE II: READING SKILLS**

**(5 Hrs)**

**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.

### **MODULE III : LISTENING SKILLS**

**(5 Hrs)**

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.

**MODULE IV: SPEAKING SKILLS**

**(5 Hrs)**

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

**MODULE V: WRITING SKILLS**

**(5 Hrs)**

**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.

### SEMESTER V

<b>17BAU20</b>	<b>COST AND MANAGEMENT ACCOUNTING</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core: XVI	72	-	5

#### **Preamble**

To impart the deeper knowledge in cost and management accounting

#### **Course Outcomes**

On the successful completion of the course:

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

#### **UNIT I (Theory questions only): INTRODUCTION TO COST AND MANAGEMENT ACCOUNTING: (15 Hrs)**

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.

#### **UNIT II (Problems and theory questions): COST SHEET AND PRICING OF MATERIALS (15 Hrs)**

**Preparation of cost sheet**-stores control, ECQ, maximum, minimum, reordering levels- **Pricing of materials issues**: IFO,LIFO, AVERAGE COST, STANDARD PRICE, methods, labour cost, remuneration and incentives.

#### **UNIT III (Problems only): FINANCIAL STATEMENT ANALYSIS (15 Hrs)**

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



**UNIT IV (Problems only): CASH FLOW AND FUND FLOW (12Hrs)**

Fund flow analysis, cash flow analysis (problems only)

**UNIT V (Problems and theory questions):STANDARD COSTING (15 Hrs)**

**Standard costing:** Variance analysis, material and labour variances marginal costing, cost volume profit analysis.

**(Theory 20% and problems 80%)**

**Text Book:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year of Publication</b>
Jain and Narang	Costing	Kalyani Publishers	2015

**Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1	RK Sharna& K. Gupta	Management Accounting	Kalyani Publishers	2014
2	S.N.Maheswari	Management Accounting	Sultan Chand & Sons	2014
3	RSN Pillai&Bhagavathi	Cost accounting	Sultan Chand & Sons	2015

<b>17BAU21</b>	<b>RESEARCH METHODS FOR MANAGEMENT</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core: XVII	72	-	4

### **Preamble**

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

### **Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Understand the basic frame work of research process	K1,K2
CO2	Develop a thorough understanding of the fundamental theoretical ideas and logic of research. These fundamental ideas underpin the approach to research, the vast range of research methods available and the researcher's choice of methods.	K2, K3
CO3	Analyse the basic concepts of various tools used for research	K3,K4
CO4	Apply research practice, research cycle in general through critical examination of methods associated with decision-making, critical thinking, and ethical judgment	K4,K3
CO5	Evaluate the issues involved in planning, designing, executing, evaluating and reporting research within a stipulated time period	K5

### **UNIT I INTRODUCTION ABOUT RESEARCH**

**(12Hrs)**

**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**

**(15Hrs)**

**Hypothesis:** Meaning, Sources, Types, 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**

**(15Hrs)**

**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, data adjusting.

**UNIT IV PARAMETRIC AND NON-PARAMETRIC TESTS (15Hrs)**

**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)

**UNIT V INTERPRETATION AND REPORT WRITING (15Hrs)**

**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 Book:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year of Publication</b>
C.R.Kothari	Research Methodology: Methods and Techniques	New Age	2015

**Books for Reference:**

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

<b>17BAU22</b>	<b>ENTREPRENEURSHIP AND PROJECT MANAGEMENT</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core: XVIII	72	-	4

### **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**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Demonstrate the meaning, functions, types and roles of an entrepreneur and entrepreneurship	K4
CO2	Develop and strengthen entrepreneurial quality and motivation	K3,K4
CO3	Understand and analyse how sales are often conducted by agents and middlemen and to examine the legal liability arising in commercial agency.	K2, K4
CO4	To impart information about the process, procedure and rules and regulations for setting up a new projects	K2
CO5	To provide knowledge and information about the source of help, incentives and subsidies available from government to set up the project	K1, K2

### **UNIT I: ENTREPRENEURIAL COMPETENCE**

**(12 Hrs)**

**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 Hrs)**

**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- **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 Hrs)**

**Project:** Meaning, Concepts, Categories, Project Lifecycle 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.

**UNIT IV: PROJECT IDENTIFICATION AND FORMULATION**

**(15 Hrs)**

**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 Hrs)**

**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.

**Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1	Prasanna Chandra	Projects – Planning, Analysis, Selection, Implementation and Reviews	Tata McGraw-Hill	1996
2	S.Choudhury	Project Management	Tata McGraw-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

17SEUBA03	CAMPUS TO CORPORATE	CATEGORY	L	P	CREDIT
		Skill Enhancement Course: III	36	-	2

**Preamble**

To train the students for smooth transition from their campus to corporate for employment

### **Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Understand a better overview of corporate life	K1,K2
CO2	Develop a thorough understanding about etiquettes practiced in corporate world	K2, K3
CO3	Administer the important concepts in grooming skills	K3
CO4	Apprehend the ways to communicate in different scenarios	K4
CO5	Self-evaluation through SWOT analysis	K5

### **UNIT I ETIQUETTES**

**(8 Hrs)**

Etiquette Elaborated: Corporate etiquette –Workplace etiquette-Business etiquette-Email etiquette-Telephone and meeting etiquette. (Theory blended learning with notes and hints in the SDRNs) – Video clippings to watch and noting down the critical aspects pertaining to etiquettes.

### **UNIT II GROOMING SKILLS**

**(8 Hrs)**

Attire Aspects: Paste your own photograph in formal and informal dress – Dressing sense and grooming skills – Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.

### **UNIT III INTERPERSONAL AND INTRAPERSONAL COMMUNICATION (8 Hrs)**

Ways to communicate in different scenarios – job interview, business meeting, project submission/proposal, informal gathering, and debate – Dress code, Eye contacts, body language and handshakes adopted during interviews and business meetings.

### **UNIT IV APTITUDE APPETIZER**

**(6 Hrs)**

Quantitative aptitude: time and distance, height and distance, problems on ages & trains, pipes and cisterns ,boats and streams, probability-Logical reasoning: direction sense test, Venn diagrams, seating arrangements ,cause & effect, blood relations, logical verbal puzzles.

**UNIT V SELF- EVALUATION**

**(6 Hrs)**

Students are instructed to prepare a SWOT analysis and do a self –evaluative presentation.

**Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1	M.S.Rao	Soft skills enhancing employability: connecting campus with corporate	I.K.International	2011
2	NitinBhatnagar and MamtaBhatnagar	Effective communication and Soft skills	Pearson	2011
3	Lindsey 54Pollack	Getting from college to career: Your essential guide to succeeding in real world	Harper business	2012

<b>17PEU01</b>	<b>GREEN MARKETING</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Proficiency Enhancement Course	60	-	2

### **Preamble**

The purpose of learning this course is to make the students aware of the imminent threat of depleting natural resources and the responsibility of businesses to be socially responsible with green products and practices for sustainable future.

### **Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Comprehend and apply effective marketing techniques to clean energy economy businesses.	K3
CO2	Develop and implement a marketing strategy and plan.	K3
CO3	Understand the basic concept of Innovation and Sustainability for green products	K1
CO4	Adopt the strategies for partnering green products	K2
CO5	Analyze main concepts on which Green Marketization is based, as to products and services, and in particular with reference to new value drivers orienting customer's demand	K4

### **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-, Green, Is it a 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.

#### **Books for Reference:**

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

## SEMESTER VI

<b>17BAU26</b>	<b>SERVICES MARKETING</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core: XXII	72	-	5

### Preamble

To impart the deeper knowledge in Services marketing concepts.

### Course Outcomes

On the successful completion of the course:

CO Number	CO Statement	Knowledge Level
CO1	Have a deeper knowledge in services marketing concepts and evolution of services marketing.	K1,K2
CO2	Enable the students to understand the service marketing strategies for sustainable growth	K2,K5
CO3	Equip the students with deeper understanding in Gap Model to evaluate the service quality	K2,K5
CO4	Have a deep conceptual knowledge in service marketing mix to analyse the difference between product and service marketing	K3,K4
CO5	Enable the students to apply the concepts of service marketing mix in various services.	K3

### UNIT I: MARKETING OF SERVICES

(12 Hrs)

**Services Marketing:** Meaning, concepts of services, Reasons for growth in service sector, Types, Characteristics, Difference between goods and services.

### UNIT II: POSITONING AND SEGMENTATION OF SERVICES

(15 Hrs)

**Service marketing Triangle:** Internal marketing, External marketing, Interactive marketing, Role of technology in services marketing- **Service marketing strategies:** Segmentation, Targeting and positioning of services.

### UNIT III: SEVICE QUALITY

(15 Hrs)

**Service quality:** Definition of quality, developing service quality, quality standards, factors and solutions, the service performance gap, key factors and strategies to closing the gap.

### UNIT IV: SERVICE MARKETING MIX 7P'S:

(15 Hrs)

**Service marketing mix:** Product decisions, Pricing strategies and tactics, Promotion of services, placing or distribution methods for services-Additional dimensions in services: People, Physical evidence and process.

**UNIT V: MARKETING OF SERVICE WITH SPECIAL REFERENCE (15 Hrs)**

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

**Text Book:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year of Publication</b>
Zeithaml VA	Services Marketing	McGraw Hill Edn India	2016

**Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1	RajendraNargundkar	Services Marketing	McGraw Hill Edn (India) p ltd	2013
2	R. Srinivasan	Services Marketing	PHI Learning	2014
3	Rama MohanaRao K	Services Marketing	(Pearson Education	2015

<b>17BAU27</b>	<b>INVESTMENT MANAGEMENT</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core: XXIII	72	-	5

### **Preamble**

To equip the students with basic knowledge about investment management.

### **Course Outcomes**

On the successful completion of the course:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Equip the students with deeper understanding in investment concepts.	K2
CO2	Acquaint a deeper knowledge in Investment avenues and its benefits	K3,k4
CO3	To acquaint and understand the role of capital market and SEBI.	K1,K2
CO4	Impart the concepts of diversification to minimize the risk in investment	K3
CO5	Evaluate the risk involved in investment and enable the students to fore see the return would earn by the investment.	K5

### **UNIT I: INTRODUCTION**

**(12 Hrs)**

**Introduction to investment management: Meaning:** Financial and Economic meaning investment, Speculation, Gambling, Arbitrage, Importance of investment, Features of investment, Investment process, types of assets, real assets financial assets and commodity assets.

### **UNIT II: INVESTMENT AVENUES**

**(15 Hrs)**

**Direct Investment alternatives:** Cash, Savings accounts, Saving certificates, Government bonds and corporate bonds - **Indirect Investment alternatives:** Pension fund, Provident fund, Insurance, Investment companies, Unit trust of India.

### **UNIT III: CAPITAL MARKET**

**(15 Hrs)**

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

### **UNIT IV: DIVERSIFICATION**

**(15 Hrs)**

Meaning and importance of diversification Need of portfolio in risk diversification, Risk and diversification, Meaning of optimal portfolio, Features of optimal portfolio, concepts of portfolio-Portfolio construction, Portfolio analysis, Portfolio selection, portfolio revision.

**UNIT V: RISK AND RETURN**

**(15 Hrs)**

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

**Text Book:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year of Publication</b>
Preethisingh	Investment management	Himalaya publishing house	2016

**Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
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

<b>17BAU28</b>	<b>INTEGRATED MARKETING COMMUNICATION</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core : XXIV	60	-	5

### **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 framework for integrated marketing communications planning.

### **Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Understand the concept of integrated marketing communication.	K1,K2
CO2	Examine methods for selecting, compensating and evaluating advertising agencies.	K3,K5
CO3	Choose a marketing communications mix to achieve the communications and behavioural objectives of the IMC campaign plan.	K3,K4
CO4	Demonstrate the use of direct- marketing media and can Determine the effectiveness of direct marketing.	K4
CO5	Construct IMC creative strategies and tactics, including digital & social media executions, advertising, promotions, and public relations initiatives.	K4,K5

### **UNIT -I: INTRODUCTION TO IMC**

**(12Hrs)**

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

### **UNIT -II:ADVERTISING AND MEDIA MANAGEMENT**

**(12 Hrs)**

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

### **UNIT III:ADVERTISING CREATIVITY**

**( 12 Hrs)**

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

### **UNIT - IV: Integrated Marketing Communication – Mix :1**

**(12 Hrs)**

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

**UNIT - V: Integrated Marketing Communication – Mix: 2**

**(12 Hrs)**

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

**Text Book**

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

**Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1	S.N.Murthy & U.Bhojanana	Advertising – An IMC Perspective	Excel Books	2 <sup>nd</sup> Edition
2	<u>S.A. Chunawalla</u>	Advertising, Sales and Promotion Management	Himalaya Pub. House	5th Edition
3	<u>David Pickton</u> & Amanda Broderick	Integrated Marketing Communications	PHI	2nd Edition

<b>17SEUBA04</b>	<b>SOFT SKILLS FOR BUSINESS</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Skill Enhancement course : IV	24	-	2

### **Preamble**

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

### **Course outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Develop their presentation skills and know about skills required for negotiation.	K1, K2
CO2	Understand about the need of a team and the essential skills should be possessed by a team leader.	K2,K3
CO3	Demonstrate the behaviour to be expected during group discussion and enrich themselves towards GD.	K3,K4
CO4	To focus on the interview skills and know how to be presentable during the interview process	K3
CO5	Prepare their Resume according to the need of the job requirements.	K5

### **UNIT -I**

**(4 Hrs)**

**Presentation skills** – effective presentation of an idea or concept – use of MS-Power point or Flash is assisting the presentation need to be encouraged.

**Negotiation Skills** – dealing and preparing for negotiation – clinching and compromising – observe and record – practical role plays

### **UNIT –II**

**(4 Hrs)**

Team building and team work – Aspects – Skills needed – Role of a team leader – Role of team member.

### **UNIT -III**

**(6 Hrs)**

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**

**(5 Hrs)**

Interview skills – Types – Questions asked – Dress code – How to present well in interview– How to search for job effectively

### **UNIT - V**

**(5 Hrs)**



Preparing Curriculam Vitae /Resume – Writing tips – Dos and Don'ts – Content of resume – Cover letters - Tips.

**Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1	M.S. Rao.	Soft Skills Enhancing Employability: Connecting Campus With Corporate	I.K. International	2011
2	Mukta Mahajani	Let's Talk: Negotiation & Communication at the Workplace	Jaico Publishing House	2013
3	Lindsey Pollak	Getting from College to Career: Your Essential Guide to Succeeding in the Real World	HarperCollins, Posse Foundation.	2014
4	Barun K Mitra	Personality Development and Soft Skills	Oxford University Press	2016

### ELECTIVE I

<b>17BAU25A</b>	<b>EQUITY RESEARCH &amp; PORTFOLIO MANAGEMENT</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Elective I	72	-	4

#### **Preamble**

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

#### **Course Outcomes**

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

CO Number	CO Statement	Knowledge Level
CO1	Familiarize the students with basic functions of equity market	K1
CO2	Acquaint students in respect to investment decisions related to financial assets, risks & returns involved.	K2
CO3	Familiarize and apply the concepts of technical and fundamental analysis for profitable return to the investors.	K1,K3
CO4	Enable the students to construct portfolio to balance the risk involved in investment.	K4
CO5	Evaluate the portfolio by the use of tools and techniques to facilitate the investors to manage their portfolio.	K5

#### **UNIT I : INTRODUCTION TO INVESTMENT AND EQUITY MARKET (12 Hrs)**

**Introduction to Investment Management:** Investment, gambling and speculation, Investment Objectives, Investment Process and Policy, Securities and Investment Alternatives Types of Market-**New Issue Market:** Meaning and Function Placement of Issue, **Secondary Market:** Function, Types of order, Stock Market Indices of India, Usefulness, Computation, Difference between Indices.

#### **UNIT II :RISK AND RETURN ANALYSIS (15 Hrs)**

**Risk & Return Analysis:** Meaning and Types of risk, Systematic Risk- Market Risk, Interest Rate Risk and Purchasing Power Risk, Unsystematic Risk, Business Risk and Financial Risk, **Minimizing Risk Exposure and Risk Measurement:** Standard Deviation, Beta.

#### **UNIT III:FUNDAMENTAL ANALYSIS AND TECHNICAL ANALYSIS (15 Hrs)**

**Fundamental Analysis:** Economic Analysis, Industry Analysis and Company Analysis,

**Technical Analysis:** Dow Theory, Bull and Bear, Support and Resistance, Technical and mathematical Indicators, Concepts of Technical and Fundamental Analysis

**UNIT IV: PORTFOLIO CONSTRUCTION**

**(15 Hrs)**

**Portfolio construction:** Introduction, Approaches, Concept of diversification, Portfolio risk and return Markowitz Model, Efficient market hypothesis, Sharpe Single Index Model, Optimal Portfolio.

**UNIT V: PORTFOLIO EVALUATION**

**(15 Hrs)**

**Portfolio Evaluation:** Introduction, Mutual fund, NAV, Calculation of Mutual Fund Return, Performance Evaluation- Sharpe's ratio, Treynor's Ratio, and Jensen's Measures- **Portfolio**

**Revision:** Introduction, Concept of Active and Passive Investor, the Formula Plan, Method of Portfolio Revision.

**Text Book:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year of Publication</b>
PunithavathiPandiy n	Security Analysis and Portfolio Management	Vikas Publishing House	2014

**Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1	Kevin. S	Security Analysis and portfolio management	PHI Learning	2015
2	Preeti Singh	Investment Management, Security analysis and portfolio management	Himalaya Publishing House	2016
3	PrasannaChandra	Security Analysis and Portfolio Management	Tata McGraw-Hill	2017

<b>17BAU25B</b>	<b>STRATEGIC MANAGEMENT</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Elective- I	72	-	4

### **Preamble**

To create a conceptual awareness on various strategies and its formulation

### **Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Understand, and apply the strategic management process to analyze and improve organizational performance.	K1,K2
CO2	Analyze the internal capabilities and external opportunities	K2,K4
CO3	Formulate realistic strategies which is suitable for the business activity	K3
CO4	Develop implementation plans to execute those strategies	K4
CO5	Identify the evaluation criteria's and the various control process	K3,K5

### **UNIT I : INTRODUCTION**

**(12 Hrs)**

**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 Hrs)**

**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 Hrs)**

**Corporate Strategy:** Meaning, Definition, Objectives, types- **Business Strategies:** Meaning, Definition, types -**Diversifications strategies:**Meaning, Reasons, types

**UNIT IV: STRATEGY IMPLEMENTATION**

**(15 Hrs)**

**Strategy Implementation:** Role of top management, Process, issues, BCG Matrix, uses ,limitations , Ge-9 cell matrix, Benefits ,Limitations ,Importanceof 7-S model.

**UNIT V: STRATEGY EVALUATION AND CONTROL**

**(15 Hrs)**

**Strategy Evaluation:** Definition, Characteristics,Factors-**StrategyControl:** Criteria, types.  
Process of Strategic Evaluation & control

**Text Book:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year of Publication</b>
PK Ghosh	Strategic Planning and Management	Sultan Chand & Sons	2000

**Books for Reference:**

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

<b>17BAU25C</b>	<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Elective:I	72	-	4

### **Preamble**

To enroot an understanding about customer relationship management concepts and frameworks and to evaluate how these concepts are applied to form relationships with customers and other internal and external stakeholders.

### **Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Gain knowledge in the concept of Customer Relationship Management	K1,K2
CO2	Assimilate CRM applications in Consumer and Business Markets	K2
CO3	Familiarize in the application of Technological tools for e-CRM solutions	K3,K4
CO4	Evaluate CRM implementation in business scenario	K5
CO5	Formulate and assess strategic, operational and tactical CRM decisions	K4

### **UNIT I – INTRODUCTION TO CRM**

**(12Hrs)**

**Introduction:** meaning, definition-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 Hrs)**

**Components of e-CRM solutions:** meaning, benefits -**Data Ware housing:** 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 interactive Technologies:** operational, analytical and collaborative CRM

### **UNIT III - CRM IMPLEMENTATION**

**(15 Hrs)**

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(12Hrs)**

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

### **UNIT V CRM APPLICATIONS IN CONSUMER AND BUSINESS MARKETS (15 Hrs)**

**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, HealthCare, Airlines.

#### **Text Book:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year of Publication</b>
Shainesh G. and JagdishN.Seth	Customer Relationship Management	McMillan	2017

#### **Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
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

## ELECTIVE II

<b>17BAU30A</b>	<b>FINANCIAL SERVICES</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Elective - II	72	-	4

### Preamble

To equip the students with basic knowledge about financial services

### Course Outcomes

On the successful completion of the course:

CO Number	CO Statement	Knowledge Level
CO1	Have a basic knowledge about financial services and financial markets.	K1,K2
CO2	Describe the role of mutual funds and need of credit rating in financing	K3
CO3	Acquaint a deeper understanding about Leasing and hire purchase financing.	K2
CO4	Understand the types of leasing and evaluation methods of venture capital financing.	K2,K5
CO5	Analyze the importance of other financial services like factoring and bills discounting.	K4

### UNIT I: INTRODUCTION TO FINANCIAL SERVICES AND MERCHANT BANKING (12 Hrs)

**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 Hrs)

**Mutual funds:** Meaning and definition, Role of mutual funds, Mutual fund schemes, managing mutual funds in India- Asset Management Companies: Meaning, Roles of AMC, Function of AMC- **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 Hrs)

**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, methods of Interest calculation, Leasing and Hire Purchase.

**UNIT IV: HOUSING FINANCE AND VENTURE CAPITAL (15 Hrs)**

**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-Methods of evaluation of venture capital, stages of venture capital financing.

**UNIT V: OTHER FINANCIAL SERVICES (15 Hrs)**

**Factoring:** Meaning, Definition and characteristics of factoring-Types of factoring- Advantages and Disadvantages of Factoring- **Portfolio management services:** Meaning, Functions of portfolio management services, Stages of portfolio management services- **Bills Discounting:** Meaning, Concepts and Types of Bills.

**Text Book:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year of Publication</b>
Dr.S.Gurusamy	Financial services	Tata McGraw-Hill Publication	2013

**Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1	M.Y.Khan	Financial services	Kalyani Publishers, Patiala	2013
2	Shashi.K.Gupta and NishaAggarwal	Financial services	Sultan Chand Publications	2014
3	Dr.S.Gurusamy	Financial services and Systems	Tata McGraw-Hill Publication	2014

<b>17BAU30B</b>	<b>INDUSTRIAL RELATIONS AND LABOUR WELFARE</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Elective: II	72	-	4

### **Preamble**

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

### **Course Outcomes**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Analyse the welfare measures given to the Special Categories of Labour	K4
CO2	Understand the conditions of labour and their welfare and social security needs in the country	K1,K2
CO3	Identify and solve occupational safety and health problems	K2,K3
CO4	Identify and describe the needs of the parties involved in labor relations, and how those different needs are balanced.	K2,K3
CO5	Demonstrate descriptive knowledge of the field of industrial relations.	K3

### **UNIT I LABOUR WELFARE**

**(15 Hrs)**

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 Hrs)**

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

### **UNIT III: INDUSTRIAL RELATIONS AND DISPUTES**

**(12 Hrs)**

**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 Hrs)**

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

### **UNIT V INDUSTRIAL SAFETY**

**(15 Hrs)**

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

#### **Books for Reference:**

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 Relation	Sultan Chand & Sons	2013
4.	P. SubbaRao	Essentials of human Resource management and Industrial Relations	Himalaya Publishing House	2013

17BAU30C	BRAND MANAGEMENT	CATEGORY	L	P	CREDIT
		Elective : II	72	-	4

#### **Preamble**

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

#### **Course Outcomes**

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

CO Number	CO Statement	Knowledge Level
CO1	Acquire understanding of brand concepts, characteristics and branding strategies.	K1, K2
CO2	Formulate effective branding strategies for both consumer and business products/services with the insights from marketing intelligence.	K4, K5

CO3	Analysis and design marketing programs that build brand equity.	K4, K5
CO4	Understand the process and methods of brand promotion and methods to develop brand image and loyalty.	K2
CO5	Acquaint the process and methods of brand management, including how to establish brand values.	K2, K3

**UNIT I: INTRODUCTION**

**(12 Hrs)**

**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 Hrs)**

**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 Hrs)**

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

**UNIT-IV: BRAND ADOPTION AND BRAND EXTENSION**

**(15 Hrs)**

**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 Hrs)**

**Brand 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 Book:**

Authors	Title	Publisher	Year of Publication
---------	-------	-----------	---------------------

*P.K.R Arts College For Women (Autonomous), Gobichettipalayam  
Department of Management (BBA), Meeting of Board of Studies*

Harsh V Verma	Brand Management	Excel Books	2012
---------------	------------------	-------------	------

**Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
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

### ELECTIVE III

<b>17BAU31B</b>	<b>INTERNATIONAL BUSINESS</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Elective : III	60	-	4

#### **Preamble**

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

#### **Course Outcomes**

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

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

#### **UNIT I: INTRODUCTION TO INTERNATIONAL BUSINESS (12 Hrs)**

**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 (12 Hrs)**

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 Hrs)**

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 (12 Hrs)**

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 (12 Hrs)**

**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, EX WORKS & EX STORE CONTRACTS, FOR CONTRACTS, SALE OF A CARGO & EX- QUAY Contracts - Export and import procedure, document required their relevance.

**Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1	Daniel Radebaugh and	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	SumatiVarma	International Business	Pearson Education	2013

<b>17BAU31C</b>	<b>E-Commerce</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Elective : III	60	-	4

### **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**

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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Understand the concept of e-business and the possible advantages and disadvantages of an e-business strategy.	K1,K2
CO2	Acquire knowledge about e marketing mix strategies and effectiveness of web advertising.	K1,K2
CO3	Aiding in the development of electronic paymentsystem in e-business to promote secure payment.	K4
CO4	Assist in the incorporation of an e-business marketing strategy into the organisation's goals and objectives.	K3
CO5	Acquaint deep understanding about e commerce consumer behaviour process and consumer behaviour online model which influence the buying behaviour.	K2, K4

### **UNIT I: INTRODUCTION**

**(12Hrs)**

**Introduction to e-commerce:** meaning, evolution of e commerce, 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**

**(12Hrs)**

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

### **UNIT III: E MARKETING STRATEGIES**

**(12 Hrs)**

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.



**UNIT IV: E-PAYMENT AND SECURITY**

**(12 Hrs)**

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

**UNIT V: PUBLIC POLICY AND TAXATION**

**(12 Hrs)**

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

**Text Book:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year of Publication</b>
Efraim Turban, David King Jae Jee, Ting- PandLiang,Dehorrah Turban	Electronic commerce – A Managerial and Social Networks Perspective	Pearson	2018

**Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1	P.T.Joseph,S.J	E-commerce An Indian Perspective	PHI Learning Private Limited	2015
2	Suman M. DivakaraReddy N.	Advanced E-Commerce and Mobile Commerce	Himalayas publishing house	2015

<b>17COU07</b>	<b>START UP BUSINESS</b>	<b>Category</b>	<b>L</b>	<b>P</b>	<b>Credit</b>
		<b>Core optional : XXI</b>	<b>36</b>	-	3

### **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

<b>Course Outcome</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO 1	Understanding the start-up activities of a business	K2
CO 2	Understanding the idea generation techniques from various sources.	K2
CO3	Analysing the marketing and financial strategies in starting a business	K4
CO4	Understanding the promotional strategies and project planning in start-up business	K1
CO5	Understanding and analysing the trends and supporting agencies for starting a business.	K2,K4

### **UNIT I: INTRODUCTION TO STARTUP**

**(8 Hrs)**

**Start-up:** Meaning and Need, Qualities required for a start-up, Factors influencing start-up, Problems for start up, Ownership structure, Selection of mentors, Importance of start-up mentors, Bootstrapping.

### **UNIT II: IDEA GENERATION**

**(8 Hrs)**

Start-up ideas from Technical sources, Start-up ideas from Market, Focus Groups, Brainstorming, Gordon Method, Collective notebook method and Big dream approach, Difference between start, up idea and opportunity, Mind mapping and its importance.

### **UNIT III: MARKETING AND FINANCE**

**(8 Hrs)**

Market research, Stages in new product development, Product life cycle, PEST analysis, Competitive analysis, STP, Market share estimation, pricing strategies, Fundamentals of **Financial Concepts:** working capital management, Cash flow and Fund flow, GST.

### **UNIT IV: PROJECT PLANNING AND PROMOTIONAL STRATEGIES** (6 Hrs)

Meaning of project report-elements of business plan- Step by step approach of starting a new business. Promotional mix-Push Vs Pull promotional strategies-selection of suitable media-Importance of social media and mobile applications.

**UNIT V: SUPPORTING AGENCIES AND CASE STUDY**

**(6 Hrs)**

Start-up scenario in India - EDI – TIIC – MSME – CII – TIE – TBI – NABARD - Awareness of Venture Capitalists and Angel investors, Start-up Case studies.

**Books for Reference:**

<b>S. no</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of publication</b>
1.	Jayshree suresh	Entrepreneurial Development	Margam Publications	2011

**Chairman**  
**Dr.M.Velumani M.B.A., M.Com.,M.Phil.,Ph.D.,**  
**Associate Professor and Head (UG),**  
**Department of Management Science**  
**P.K.R. Arts College for Women,**  
**Gobichettipalayam - 638476**

**DISTRIBUTION OF MARKS**

CATEGORY	MARK DISTRIBUTION		PASSING MINIMUM FOR 100 (CIA + ESE)	TOTAL MARKS
	CIA*	ESE**		
Theory (Only ESE)	--	50	20	50
	--	100	40	100
Theory (Both CIA and ESE)	25	75	40	100
Practical & Skill Enhancement	40	60	40	100
Institutional Training	--	100	40	100
Project	20	80	40	100
Comprehension (Self-Study / Online Exam)	--	100	40	100
Competitive Exams (Online Exam)	--	100	40	100
Foundation and Non-Major Elective	--	50	20	50

**\*Appearance for CIA is mandatory to take up the ESE.**

**\*\*Bloom's Taxonomy based assessment pattern.**

**a) Components and Breakup of Marks for Theory Courses (Only ESE) - Part – III & IV :**

<b>COURSE</b>	<b>SECTIONS</b>	<b>ASSESSMENT DOMAIN</b>	<b>MARKS AND UNIT WEIGHTAGE</b>	<b>TOTAL</b>
Foundation Course I & II  AND  Non-Major Elective I	<b>Section A</b>	K1: Remember Level K2: Understand Level	4 X 5 = 20  Four out of Six (Open choice) (At least one question from each unit)	50*
	<b>Section B</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)	

\*ESE – Written exams will be conducted

<b>Course</b>	<b>No. of Questions</b>	<b>Marks</b>	<b>Total Marks</b>
Non-Major Elective II (Online Exam)*	50	50 X 1 = 50	50

<b>Course</b>	<b>No. of Questions</b>	<b>Marks</b>	<b>Total Marks</b>
Part : III Core (Online Exam)*	50	50 X 2 = 100	100

\*ESE - Online Exams are conducted in the computer laboratory under CoE supervision.

**b). Breakup of Marks for Theory Courses (With CIA and ESE) under Part I, II, III & IV:**

SPLIT - UP	COMPONENTS	MARKS	TOTAL
CIA	Average of CIA Test Marks	5	25
	Model Exam	10	
	Attendance	5	
	Assignment	3	
	Quiz	2	
Model Exam and ESE	<b>Section A: (10X2=20)</b>  K1: Remember Level K2: Understand Level  Two questions from each unit <i>(No Choice)</i>	20	75
	<b>Section B: (5X5=25)</b>  K3: Apply Level K4: Analyze Level K5: Evaluate Level  One question from each unit <i>(Either / or)</i>	25	
	<b>Section C : (3X10=30)</b>  <b>Any three out of five</b>  K3: Apply Level K4: Analyze Level K5: Evaluate Level  One question from each unit <i>(Open choice)</i>	30	

**Marks for Attendance:**

A student is expected to put in 75% of attendance during her course of study in the programme for all semesters to be eligible for appearing the ESE. To encourage a student's regularity and active participation in the classroom activities, her attendance shall be given marks in every course during the semester as per the following distribution:

PERCENTAGE OF ATTENDANCE	MARKS
95.1 – 100	5
90.1 – 95.0	4
85.1 – 90.0	3
80.1 – 85.0	2
75.1 – 80.0	1

**Marks for Assignment/ Quiz/ Seminar:**

A student will be evaluated during the semester on her participation in surprise and informed quizzes from the respective courses and the marks be allotted thereon based on her participation.

A student shall handle a seminar on any topic relevant to her course as per the prescribed syllabi or as directed by her course instructor for which marks shall be awarded based on concept clarification and justification on the task.

**c) Components and Breakup of Marks for Practical Courses under Part - III & IV respectively:**

SPLIT - UP	COMPONENTS *	MARKS	TOTAL
CIA	Conduct of Experiments (Minimum 10 experiments to be conducted/practical course/semester)	10	40
	Class Test : 10 Marks	25	
	Model Test : 15 Marks		
	Record Work	5	
ESE	Record Work	10	60
	<b>Experiment / Activity: 1</b> Algorithm/Steps/Procedure/Logic	10	
	Input/Execution/Observations/Output/Result	15	
	<b>Experiment / Activity: 2</b> Algorithm/Steps/Procedure/Logic	10	
	Input/Execution/Observations/Output/Result	15	

**d) Components and Breakup of Marks for Skill Enhancement Courses under Part -IV respectively:**

### INTERNAL DISTRIBUTION OF MARKS

S.No	Criteria	Marks
1	Class involvement and proactive participation	10
2	Originality in the practical exercises and regularity	10
3	Skill Development Record Note (SDRN) maintenance	20
<b>Total</b>		<b>40</b>

### EXTERNAL DISTRIBUTION OF MARKS

Title	Metrics to be evaluated and the Weightage for each component	Marks
<b>Communication Skills for Executives (Semester III)</b>	Listening: Play an audio file and evaluate the comprehension by posing critical questions	10
	Speaking: Present a topic and face questions; Enact role plays such as newscaster; Make announcements. use of (Portable) PA system	10
	Reading: A passage may be assigned for reading and evaluated on the basis of reading with intonation, pauses and the tone and tenor required for the textual matter	10
	Writing: The students shall write at least 250 words on their own words on on-the-spot topics given	10
	SDRN'S originality and maintenance	20
<b>TOTAL</b>		<b>60</b>
<b>Campus to Corporate (Semester V)</b>	Etiquettes: exhibition of various aspects( dressing, on the viva-Voce exam table, etc)	15
	Use of ICT in daily life-frequency and extent of usage (Validate the same) Dress codes and attire aspects	10
	Quantitative aptitude developed(time bound test-question paper in consultation with the internal)	15
	SDRN'S originality and maintenance	20
<b>TOTAL</b>		<b>60</b>
<b>Soft skills for Business (Semester VI)</b>	Presentation, negotiation and team-working skills	15
	Job-specific resume preparation, mock interview/Group discussion, and presentation on the chosen topic	15
	Career-related :SWOT analysis and its presentation,(job-offering)Industry-related awareness, so on	10
	SDRN'S originality and maintenance	20
<b>TOTAL</b>		<b>60</b>



e) **Components and Breakup of Marks for Institutional Training course under Part - III :**

**Institutional Training:**

A student shall visit an institution/ organisation / NPO and learn its operations according to the nature of her discipline of study after approval from the Department for a period of 15 days during her summer vacation between IV and V semesters. Work carried out during this period will have to be recorded in a work diary provided by the department. An institutional training report should be submitted by the student at the end of the fifth semester (ESE) to complete the programme.

**Outcome:**

Internal evaluation by the concerned training supervisor along with HoD shall be made during the beginning of fifth semester for a maximum of **100 marks** and report the same to COE.

**Metrics to be evaluated and its weightage are:**

1. Compliance of the procedure (permission seeking, informing in advance, weekly reporting and ITR submission) – **30 marks**
2. Comprehensive understanding of the industry and the company through an oral test- **40 marks**
3. Structure and neatness of ITR - **30 marks**

**f) Components and Breakup of Marks for evaluation of Project (ESE) of under Part III:**

**Project:**

A student shall do a project in her area of interest after approval from the Department during her period of study as mentioned in the curriculum. The project report shall be prepared with due assistance and guidance from the department and a report shall be submitted at the end of the semester for evaluation. The student shall appear for the viva-voce jointly conducted by the internal and external examiners as per the metrics to be measured in accordance with the respective scheme of examinations.

**Metrics to be evaluated and its weightage are:**

<b>SPLIT - UP</b>	<b>COMPONENTS</b>		<b>TOTAL MARKS (100)</b>
CIA	Regularity	10	20
	Review / Presentation	10	
ESE*	Knowledge about the organisation / theme of study	20	80
	Nature of Work / Logic behind the study	20	
	Learning Outcome	20	
	Viva – Voce	20	

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

## **GUIDELINES FOR COURSES OFFERED IN PART III & PART V**

### **Extension Activity:**

Participation of a student in the extension activities conducted by the department between II and VI semesters evaluated under Part: V is mandatory for completion of the programme.

### **Proficiency Enhancement:**

Extra Credit Course(s): A student shall take up a minimum of ONE Extra Credit Course which is /are offered by other departments under Part: V to complete the programme. Also, a student will be permitted to appear for any number of Extra Credit Course(s) during her tenure of study. On passing an extra course, a student will earn 2 extra credits which will be mentioned in her mark sheet but failing to score a passing minimum will not be reflected in her mark sheet as an arrear. The score obtained in this (these) course(s) will not be accounted for CGPA calculation but would enrich the scope of employability.

### **Self Study:**

No lecture hours are provided for self study courses and the students are expected to prepare the courses on the prescribed syllabi by their own. Students have to appear for the ESE that would be conducted as per the curriculum specification of each department and scoring a passing minimum is mandatory for completion of the programme. The score obtained in these courses will also be accounted for CGPA calculation. Online examination is conducted for these courses.

**P.K.R ARTS COLLEGE FOR WOMEN**  
(An Autonomous Institution, Accredited with 'A' Grade by NAAC)  
**GOBICHETTIPALAYAM – 638476.**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**PANEL OF EXAMINERS FOR PRACTICAL AND CENTRAL VALUATION**

<b>S.No.</b>	<b>Name &amp; Designation</b>	<b>Official address with Mobile number &amp; E-mail id</b>
1.	Dr.S.Mohan , Professor & Head (SG)	Dr.N.G.P Arts & Science College 9843674545 smohan.mgt@gmail.com
2.	Dr.V.Abirami, Professor	Dr.N.G.P Arts & Science College 9500652207 abiramigrd@gmail.com
3.	Dr.A.Kumudha, Associate Professor	PSGR Krishnammal College for Women 9443561360 kumuddha@yahoo.co.in
4.	Dr.M.Gopala Krishnan, Associate Professor & Head	Sri Vasavi College 9865232412 mgkbbm@gmail.com
5.	Dr.S.M.Jayasudha, Associate Professor & Head	Vellalar College For Women 9443818389 smjayavcw@yahoo.co.in
6.	Dr. Dr. M.Vishwanathan Associate Professor & Head – (UG)	Kongu Arts & Science College 9976797099 Vichu25432@yahoo.co.in
7.	Mr.K.P.Karthikeyan, Associate Professor & Head –BBA	Kongu Arts & Science College 9488869999 profkpk@gmail.com
8.	Ms.G.Manju, Associate Professor	Kongu Arts & Science College 9842115112 manjukongu@gmail.com
9.	Dr.P.Ayyappan, Associate Professor & Head	Nandha Arts & Science College 9944066777 ayyappan777@gmail.com
10.	Dr.S.Kanthimathi, Associate Professor & Head	Sri Ramakrishna College of Arts & Science for Women 9944525184 kanthisampath2011@gmail.com
11.	Dr.D.Jayanthi , Associate Professor & PRO	Sri Ramakrishna College of Arts & Science for Women 9994440066 jayanthimgt@srcw.org
12.	Dr.L.Gopalakrishnan, Associate Professor	PSG College of Arts & Science 9865002982 gopalkrish@yahoo.co.in

*P.K.R Arts College For Women (Autonomous), Gobichettipalayam  
Department of Management (BBA), Meeting of Board of Studies*

<b>13.</b>	Ms.M.Umarani, Associate Professor & Head	PSG College of Arts & Science 9443821408 umabiksha77@rediffmail.com
<b>14.</b>	Dr.S.Poornima, Associate Professor & Head	PSGR Krishnammal College for Women 9994363363 spoornima@psgrkc.ac.in
<b>15.</b>	Dr.V.Sripriya, Assistant Professor	PSG College of Arts & Science 9842470511 drspriyav@gmail.com
<b>16.</b>	Dr.Mrs.M.Evelyn Louisa, Assistant Professor & Head	Nirmala College For Women 9360318314 evelyn_jaikumar@yahoo.co.in
<b>17.</b>	Dr.Mrs. EvelineVijaya, Assistant Professor	Nirmala College For Women 9994544995 evelynvijaya@gmail.com
<b>18.</b>	Dr.K.Rajini, Assistant Professor	Sri Vasavi College 9842025013 rajiningt@gmail.com
<b>19.</b>	Dr.Krishnamoorthy, Assistant Professor	Sri Vasavi College 9443016314 kmoorthyngt@gmail.com
<b>20.</b>	Ms.D.Parimala Devi, Assistant Professor	Vellalar College For Women 9865969323 dpdevicw@yahoo.co.in
<b>21.</b>	Ms.B.Shanthini Assistant Professor	Vellalar College For Women 944700957 bshanthinivcw@gmail.com
<b>22.</b>	Ms.M.Thangam, Assistant Professor	Kongu Arts & Science College 9942199549 thangamrameshkumar@gmail.com
<b>23.</b>	Dr.P.Mohanraj, AssistantProfessor	Nandha Arts & Science College 9095292461 shanjay.mr@gmail.com
<b>24.</b>	Dr.S.Parthiban, Assistant Professor	Gobi Arts & Science College 9842379889 drsparthi@gmail.com
<b>25.</b>	Dr.M.S.Ramesh Kumar, Assistant Professor & Head	KovaiKalaimagal College of Arts and Science 9842176636 rameshmskumar@yahoo.co.in
<b>26.</b>	Dr. S.Balamurugan, Assistant Professor	Chikkanna Government Arts College, Tirupur. 9944151592 bala-psg2008@yahoo.com

**P.K.R ARTS COLLEGE FOR WOMEN**  
(An Autonomous Institution, Accredited with 'A' Grade by NAAC)  
**GOBICHETTIPALAYAM – 638476.**

**DEPARTMENT OF BUSINESS ADMINISTRATION  
PANEL OF EXAMINERS FOR Q.P SETTING**

<b>Sl.No</b>	<b>Name &amp; Designation</b>	<b>Address with Modile No. &amp; Email ID</b>
1.	Dr. S.Rajarajeswari, Associate Professor & Head	Sri Meenakshi Arts College for Women, Madurai 9942035653 rajeswarimdu@gmail.com
2.	Tmt. N. Saravanadevi Associate Professor and Head,	Dept. of Business Administration Govt. Arts College, Salem – 7. 97886-19562 sarugac.slm@gmail.com
3.	Dr.G.Suganthi, Assistant Professor & Head	Department of Business Administration , ThiruKolanjiappar Government Arts College, Vriddhachalam -606001 9487137518 suganthi.gokul@yahoo.co.in
4.	Dr.M.Vijayachitra, Assistant Professor & Head	Karur Arts College 9486405073 svijayachitra@gmail.com
5.	Dr.A.Nallasivam, Assistant Professor	Karur Arts College 9994055577 manavenalls@yahoo.co.in
6.	Dr.P.Sivakumar, Assistant Professor	Department of Business Administration, Annamalai University 9894520052 sivakumarbaski@gmail.com
7.	Dr.B.Karthikeyan, Assistant Professor	Department of Business Administration, Annamalai University 9865245824 bkn_au@yahoo.com
8.	Dr.M.Kumaran, Assistant Professor	Department of Business Administration, Annamalai University 9865560181 kumaranaplo@gmail.com
9.	Dr.K.Gunasekaran, Assistant Professor	Department of Business Administration, Annamalai University 9585060013 pkguna8018@gmail.com

*P.K.R Arts College For Women (Autonomous), Gobichettipalayam  
Department of Management (BBA), Meeting of Board of Studies*

<b>10.</b>	Dr.M.VeeraSelvam, Assistant Professor & Head	Department of Business Administration, Government Arts College, Paramakudi-623707 9942475120 harshaveera@rediffmail.com
<b>11.</b>	Dr.D.Ramkumar, Assistant Professor	Department of Business Administration, Government Arts College, Paramakudi-623707 9842346237 ramkumar_madurai@yahoo.com
<b>12.</b>	Dr.Veera Kumar, Assistant Professor	Department of Business Administration, Government Arts College, Paramakudi-623707 9994410630 selvaa_mba@yahoo.co.in
<b>13.</b>	Dr.S.DhineshBabu, Assistant Professor	Department of Business Administration, Government Arts College, Paramakudi 9443684308 dhinesh_babu2002@yahoo.co.in
<b>14.</b>	Tmt. N. Vidhya Devi Assistant Professor,	Dept. of Management Studies, Sengunthar Arts and Science College, Tiruchengode-637 205 98943-41757 vidhyadeviatr@gmail.com
<b>15.</b>	Dr.B.Krishnaveni , Assistant Professor	Dept. of Management Studies , Madurai Kamaraj Arts & Science College, Madurai 9944543070 krishnamku@gmail.com