

The curriculum of all **green** courses are highlighted with Skill-Development - Blue Color, Employability - Pink Color, Skill and Employability - Red Color, Entrepreneurship - Yellow Color.

## P.K.R ARTS COLLEGE FOR WOMEN

(Accredited with "A" Grade by TQAAC)

An autonomous institution - Affiliated to Bharathiar University

No.21 **Red** Road, GOBICHETTIPALAYAM - 625476

Ph: 04262222222, 04262222222, 04262222222, 04262222222, 04262222222

### BACHELOR OF BUSINESS ADMINISTRATION

Course Scheme and Scheme of Examinations

(For students admitted from 2019-20 & onwards)

Part	Category	Course Code	Title of the Course	Contact Hour week	Exam Duration hrs	Max.Marks			Credits
						CLT	SEE	Total	
<b>SEMESTER - I</b>									
I	Language - I	19LTL01	Tamil- I/2nd-3/French-I/ Kannada-I/ Malayalam-I/ Sanskrit-I	6	2	25	75	100	6
II	English - I	19LEL01	English - I	6	2	25	75	100	6
III	Core - I	19BAL01	Management Process	5	2	25	75	100	6
III	<b>Core - II</b>	<b>19BAL02</b>	<b>Fundamentals of Accounting</b>	<b>5</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>	<b>6</b>
III	Core - III	19BAL03	Comprehension in Management -I (Online Exam/ Self-Study)	-	1 1/2	-	50	50	1
III	Allied - I	19BAL04	Business Mathematics (Handled by <b>Maths</b> Department)	6	2	25	75	100	6
IV	Foundation Course - I	19FCL01	Environmental studies	2	2	-	50	50	2
<b>TOTAL</b>				<b>30</b>				<b>600</b>	<b>25</b>
<b>SEMESTER - II</b>									
I	Language - II	19LTL02	Tamil- II/2nd-II/French-II/ Kannada-II/ Malayalam-II/ Sanskrit-II	6	2	25	75	100	6
II	English - II	19LEL02	English - II	6	2	25	75	100	6
III	Core - IV	19BAL05	Business Communication	6	2	25	75	100	6
III	Core - V	19BAL06	Organizational Behaviour	2	2	25	75	100	2
III	Core - VI	19BAL07	Economic Theories & Managers	6	2	25	75	100	6
III	Core - VII	19BAL08	Comprehension in Management -II/ Online Exam / Self-Study)	-	1 1/2	-	50	50	1
III	Allied - II	19BAL09	Business Statistics (Handled by <b>Maths</b> Department)	5	2	25	75	100	6
IV	Foundation Course - II	19FCL02	<b>Yoga &amp; Value Education</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>50</b>	<b>50</b>	<b>2</b>
<b>TOTAL</b>				<b>30</b>				<b>700</b>	<b>26</b>

SEMESTER - III									
III	Core : VIII	19BAL10	Human Resource Management	4	2	25	75	100	4
III	Core : IX	19BAL11	Marketing Management	4	2	25	75	100	4
III	Core : X	19BAL12	Production Management	5	2	25	75	100	4
III	Core : XI	19BAL13	Financial Management	5	2	25	75	100	4
III	Core : XII	19BAL14	Comprehension in Management -III(Online Exam / Self-Study)	-	1 1/2	-	50	50	1
III	Allied - III Practical	19BAL15	Fundamentals of Computers	5	2	60	60	100	4
IV	Skill Enhancement course - I	19SEL01	Information Security	2	1	100	1	100	2
IV	Non - Major Elective - I	1903FL01A/ 1903FL01B	Indian Women And Society/ Basic Tamil	2	2	-	50	50	2
IV	Non - Major Elective - II	1903FL02A/ 1903FL02B	Career Enhancement / Consumer Rights (Online Exam)	2	-	-	-	-	-
TOTAL				20				700	25
SEMESTER - IV									
III	Core : XIII	19BAL16	Management Information System	5	2	25	75	100	4
III	Core : XIV	19BAL17	Business Law	5	2	25	75	100	4
III	Core : XV	19BAL18	Insurance Law & Finance	1	1	25	75	100	4
III	Core : XVI	19BAL19	Modern Office Management	5	2	25	75	100	4
III	Core : XVII	19BAL20	Comprehension in Management-IV(Online Exam / Self-Study)	-	1 1/2	-	50	50	1
III	Allied - III Practical	19BAL21	Accounting Software	1	1	60	60	100	1
IV	Skill Enhancement course - II	19SEL02	Communication Skills For Executives(Project - Work voice)	2	2	60	60	100	2
IV	Non - Major Elective - III	1903FL02A/ 1903FL02B	Career Enhancement / Consumer Rights (Online Exam)	2	1 1/2	-	50	50	2
TOTAL				20				700	24

SEMESTER - V									
III	Core : XXIII	19BAL022	Cost & Management Accounting	6	3	25	75	100	5
III	Core : XXIX	19BAL023	Research Methods for Management	6	3	25	75	100	6
III	Core : XXX	19BAL024	Entrepreneurship & Project Management	6	3	25	75	100	6
III	Core : XXXI	19BAL025	Institutional Training	-	-	100	-	100	1
III	Core : XXXII	19BAL026	Comprehension in Management-V (Online Exam / Self-Study)	-	1 1/2	-	50	50	1
III	Elective : I	19BAL027A 19BAL027B 19BAL027C	Elective : I	6	3	25	75	100	6
IV	Open Elective	19CCL07	Open Elective**	2	3	25	75	100	2
IV	Skill Enhancement course: III	19SEL0A03	Change to Corporate (Project: Viva-voce)	2	2	60	60	100	2
V	Proficiency Enhancement	19SEL001	Green Marketing (Self-Study)	-	2	-	100	100	2
TOTAL				30				650	16
SEMESTER - VI									
III	Core : XXXIII	19BAL028	Services Marketing	6	3	25	75	100	5
III	Core : XXXIV	19BAL029	Investment Management	6	3	25	75	100	6
III	Core : XXXV	19BAL030	Integrated Marketing Communication	5	3	25	75	100	6
III	Core : XXXVI	19BAL031	Comprehension in Management-VI (Online Exam / Self-Study)	-	1 1/2	-	50	50	1
III	Elective : II	19BAL032A 19BAL032B 19BAL032C	Elective : II	6	3	25	75	100	6
III	Elective : III	19BAL033A 19BAL033B 19BAL033C	Elective : III	5	3	25	75	100	6
IV	Skill Enhancement course: IV	19SEL0A04	Soft Skills for Business (Project: Viva-voce)	2	2	60	60	100	2
TOTAL				30				650	14
V	Extension Activity		NES / YAC / SEM / CCC / PHYSICAL EDUCATION	II - VI SEMESTER					1
			Department Extension Activity	II - VI SEMESTER					1
Total credits									150

**List of Electives:**

Categories	Course Code	Courses	Hours per Week	Credits
Elective I	19EAL07A	Equity, Risk and Portfolio Management	5	5
	19EAL07B	Strategic Management	5	5
	19EAL07C	Corporate Sustainability Management	5	5
Elective II	19EAL08A	Financial Services	5	5
	19EAL08B	Industrial Relations & Labour Welfare	5	5
	19EAL08C	Brand Management	5	5
Elective III	19EAL09A	Project Work & Viva-Voce	5	5
	19EAL09B	International Business	5	5
	19EAL09C	E-Commerce	5	5

**Allied courses:**

Categories	Course Code	Courses	Hours per Week	Credits
Allied I	19EAL06	Business Mathematics	5	5
Allied II	19EAL09	Business Statistics	5	5
Allied III Practical	19EAL15	Fundamentals of Computers	5	5
Allied IV Practical	19EAL21	Accounting Software	5	5

**Skill Enhancement Courses: (SEC)**

Categories	Course Code	Courses	Hours per Week	Credits
SEC I	19SEL01	Information Security	2	2
SEC II	19SEL04A02	Communication Skills for Executives	2	2
SEC III	19SEL04A03	Career to Corporate	2	2
SEC IV	19SEL04A04	Soft Skills for Business	2	2

**Proficiency Enhancement Courses: (PEC)**

Categories	Course Code	Courses	Hours per Week	Credits
PEC	19PEL01	Green Marketing	Self Study	2

#### \*\*Open Elective

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

#### UG PROGRAMME 2019-20 ONWARDS

S.No.	Course Code	Department	Course
1.	19COL01	English	English for Effective Communication
2.	19COL02	Tamil	
3.	19COL03	Mathematics	Mathematics for Business
4.	19COL04	Physics	Physics in day to day life
5.	19COL05	Computer Science	Desktop Publishing Practical's
6.	19COL06A	Commerce - B.Com	Basics of Accounting
	19COL06B	B.Com. (CA)	Elements of Taxation
	19COL06C	B.Com. (FA)	Investment Portfolio
	19COL06D	B.Com. (A&F)	Accounting for Decision Making
7.	19COL07	Management	Start up Business**

\*\* The detailed syllabus is given at the end of each semester course

  
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# P.K.R ARTS COLLEGE FOR WOMEN

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GOBICHETTIPALAYAM – 638476.

## BBA DEGREE PROGRAMME

### SEMESTER I

19BAU01	MANAGEMENT PROCESS	CATEGORY	L	P	CREDIT
		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:

CO Number	CO Statement	Knowledge Level
CO1	Identify and apply appropriate management techniques for managing business	K2, K3
CO2	To provide a comprehensive introduction to Management theories	K1,K2
CO3	Have a conceptual knowledge about the planning and decision making	K3
CO4	Apply the concept of organising for the effective functioning of a management	K3
CO5	Demonstrate the techniques for controlling and coordination to measure the planned activity	K4,K5

#### Unit – I INTRODUCTION TO BUSINESS

(12 Hrs)

**Introduction to business:** Meaning, definition, objectives, scope, branches of business, requirements of a successful business –**Profession:**Meaning, businessvsprofession –**Indian business:** Introduction, make in india movement, plans, merits & demerits, recent technologies in business.

#### Unit – II CONTRIBUTIONS OF MANAGEMENT LEADERS (12 Hrs)

**Management:** Definition , scope ,functions, levels of management, role of managers ,Management as a science or an art ,contributions to management thinking by F.W.Taylor, Henry Fayol, Peter Drucker and Elton Mayo.

**Unit – III FUNCTIONS OF MANAGEMENT-I****(12 Hrs)**

**Planning:** Meaning, Nature, importance, process, types, Tools for planning, obstacles to effective planning – **Forecasting:** Meaning, need, planning Vs forecasting.

**Unit – IV FUNCTIONS OF MANAGEMENT-II****(12 Hrs)**

**Organizing:** Meaning, definition, scope-**organizational structure:** Meaning, type, importance- **Delegation of authority:** Need, types, steps in delegation- **Centralisation & Decentralisation:** Meaning, advantages and disadvantages- **Staffing:** Nature & purpose, functions, staffing process.

**Unit – V DIRECTING AND CONTROLLING****(12 Hrs)**

**Directing:** Definition, principles, and functions – **Motivation:** Meaning, techniques, theories – **Leadership:** Meaning, nature, and styles of leadership – **Communication:** Meaning, scope, types- **Controlling:** Definition, nature & process of control- **Controlling techniques:** traditional and non-traditional control devices – **Co-ordination:** Principles, types, and methods of 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. & Weihrich, 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	T. Ramasamy	Principles of management	Himalaya Publishing House	2013
5	L.M. Prasad	Principles of Management	Sultan Chand & Sons	2015

19BAU02	FUNDAMENTALS OF ACCOUNTING	CATEGORY	L	P	CREDIT
		Core - II	60	-	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:

CO Number	CO Statement	Knowledge Level
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

(12 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

(12 Hrs)

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

### Unit- III DEPRECIATION

(12Hrs)

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

(12 Hrs)

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



**Unit - VACCOUNTING STANDARDS****(12 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:**

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

**Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1	Jain & Narang	Financial Accounting	Kalyani Publishers, Patiala	2009
2	R.L.Gupta & V.K.Gupta	Financial Accounting	Sultan Chand Publications	2009
3	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

19FCU01	ENVIRONMENTAL STUDIES	CATEGORY			CREDIT
		L	P		
		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

CO Number	CO Statement	Knowledge Level
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
- 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:**

S.No	Authors	Title	Publishers	Year of Publication
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1	R.C.Sharma&GurbirSangha	Environmental Studies	Kalyani Publishers	2005
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## SEMESTER II

<b>19BAU05</b>	<b>BUSINESS COMMUNICATION</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core - IV	48	-	4

### Preamble

To equip the students with knowledge and understanding of various aspects of business communication and make them to familiarize with the essentials of an effective business letter

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the importance of communication in business operations and to identify the different stages in the communication process	K2,K3
CO2	Identify the effective use of various types of oral, written and digital communication modes geared to a range of business audiences	K3
CO3	Outline basic principles underlying modern business communication and apply these principles in varied contexts	K1,K3
CO4	Grasp the importance of internal and employment communication	K4
CO5	Review the nature and role of communication in the changing context of modern business organizations	K5

### UNIT I :BASICS OF COMMUNICATION

(10 Hrs)

**Communication:**Introduction,meaning, definition, objectives, importance, elements, communication process, types of communication, barriers tocommunication, essentials of effective communication, brain drain.

### UNIT II:COMMUNICATION MEDIA

(10 Hrs)

**Media :Verbal Communication-** Written communication : Meaning ,forms , merits & limitations - oral communication : meaning , forms , merits , limitations **Nonverbal communication** : Characteristic, sign language , kinesics, paralanguage functions- importance of non verbal communication skills

**UNIT III :EXTERNAL BUSINESS COMMUNICATION****(10 Hrs)**

**Business Communication:** Introduction, meaning ,communication through letters – need-functions- kinds of business letter – layout of business letters- enquiries and replies – specimen letters-**Sales Correspondence:** Status enquiries -claims and adjustments – collection letters– sales promotion letters - specimen letters.

**Unit IV:INTERNAL AND EMPLOYMENT COMMUNICATION****(10 Hrs)**

**Bank correspondence-** Export and import correspondence ,**PreparationforMeeting:**Circulars, notices, and preparing agenda & minutes of meeting. **Application Letters:** Resume preparation

**Unit V:REPORT WRITING****(8 Hrs)**

**Report writing:** Importance,characteristics, structure of reports and kinds of reports- **Modern Communication Methods:**Internet – E-mail, E- Learning - Video Conferencing – Fax – SMS .

**Text Book**

S.No	Authors	Title	Publishers	Year of Publication
1.	Rajendra Pal &J.S.Korlahalli	Essentials of Business Communication	Sultan chand&sons	2010

**Books for Reference**

S.No	Authors	Title	Publishers	Year of Publication
1	Urmila Raj	Business Communication	Himalaya Publishing House	2008
2	M.S. Ramesh &Pattenshetty	. Effective Business English and Correspondence	S. Chand& co	2010

19BAU06	ORGANISATIONAL BEHAVIOUR	CATEGORY	L	P	CREDIT
		Core - V	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:

CO Number	CO Statement	Knowledge Level
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:**

Authors	Title	Publisher	Year of Publication
K.Aswathappa	Organisational Behaviour	Himalaya Publishing House	2016

**Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1	UdaiPareek	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

19BAU07	ECONOMIC THEORIES FOR MANAGERS	CATEGORY	L	P	CREDIT
		Core - VI	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

CO Number	CO Statement	Knowledge Level
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.	K2,K4

CO5	To have a conceptual knowledge about the role of government in countries economical changes.	K2
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**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 production function, law of returns, law of variable proportions, law of increasing returns, law of constant returns, law of diminishing returns, returns to scale

**UNIT IV: MARKET STRUCTURES & PRICING (10 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, performance of public enterprises in India, price policy in public utilities - **Public sector:** Meaning, goals, types and classification, evolution and objectives, role of public sectors in India

**Text Book:**

Authors	Title	Publisher	Year of Publication
Dr.S.Sankaran	Business Economics	Margham Publications	2014

**Books for Reference:**

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



19FCU02	YOGA AND VALUE EDUCATION	CATEGORY	L	P	C
		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

CO Number	CO Statement	Knowledge Level
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: YOGA AND HEALTH

(5 Hrs)

#### 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: ART OF NURTURING THE MIND

(5 Hrs)

#### Theory:

Ten Stages of Mind-Mental Frequency – Methods for Concentration

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

#### Practice: - Worksheet

### UNIT III: PHILOSOPHY AND PRINCIPLES OF LIFE

(5 Hrs)

Purpose and Philosophy of Life- Introspection – Analysis of Thought - Moralization of Desires- Neutralization of Anger- Vigilance and Anti- Corruption- Redressal mechanism - Urban planning and Administration.

#### Practice - Worksheet

### UNIT IV: VALUE EDUCATION (Part-I)

(5 Hrs)

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

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

**Practice - Worksheet**

**UNIT V: VALUE EDUCATION (Part-II)**

**(5 Hrs)**

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

19BAU10	HUMAN RESOURCE MANAGEMENT	CATEGORY	L	P	CREDIT
		Core:VIII	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 PALNNING 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 anddemerits -  
**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:**

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

**Books for Reference:**

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

19BAU11	MARKETING MANAGEMENT	CATEGORY	L	P	CREDIT
		Core:IX	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:

CO Number	CO Statement	Knowledge Level
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

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

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

Authors	Title	Publisher	Year of Publication
Philip kotler	Marketing Management	Pearson Education	2017

**Books for Reference:**

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

2	C.B.Gupta	Marketing Management	Sultan chand sons	2015
3	M.Govindarajan	Marketing Management:Concepts, Cases, Challenges and Trends	Prentice hall India	2007

19BAU12	PRODUCTION MANAGEMENT	CATEGORY	L	P	CREDIT
		Core : X	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:

CO Number	CO Statement	Knowledge Level
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, purchases parameters -8Rs**UNIT – V:STORES MANAGEMENT AND QUALITY CONCEPTS****(12 Hrs)****Vendors:** Vendordevelopment 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:**

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

**Books for Reference:**

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

19BAU13	FINANCIAL MANAGEMENT	CATEGORY	L	P	CREDIT
		Core: XI	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:

CO Number	CO Statement	Knowledge Level
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 (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 (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****(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****(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:**

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

**Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
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>19BAU15</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:

CO Number	CO Statement	Knowledge Level
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 baseto 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.

19SEU01	INFORMATION SECURITY	CATEGORY	L	P	CREDIT
		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:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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 SurendraSai University of Technology (Formerly UCE, Burla) Burla, Sambalpur, Odisha Lecture Note Prepared by: Asst.Prof. SumitraKisanAsst.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.

19NMU01A	INDIAN WOMEN AND SOCIETY	CATEGORY	L	P	CREDIT
		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:

CO Number	CO Statement	Knowledge Level
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:**

S.No	Authors	Title	Publishers	Year of Publication
1	TRowbotham, 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 Bookco.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

19NMU02A	CAREER ENHANCEMENT	CATEGORY	L	P	CREDIT
		Non-Major Elective - II	65	-	2

**UNIT-I GENERAL SCIENCE:**

**(9 Hrs)**

**Physics** Universe-General Scientific laws-Scientific instruments-Inventions and discoveries-National scientific laboratories-Science glossary-Mechanics and properties of matter-Physical quantities, standards and units-Force, motion and energy-Electricity and Magnetism, Electronics and Communication -Heat, light and sound-Atomic and nuclear physics-Solid State Physics – Spectroscopy- Geophysics - Astronomy and space science.

**Chemistry**-Elements and Compounds-Acids, bases and salts-Oxidation and reduction-Chemistry of ores and metals-Carbon, nitrogen and their compounds- Fertilizers, pesticides, insecticides-Biochemistry and biotechnology- Electrochemistry-Polymers and plastics.

**Botany**-Main Concepts of life science-The cell-basic unit of life-Classification of living organism-Nutrition and dietetics-Respiration-Excretion of metabolic waste-Bio-communication

**Zoology**-Blood and blood circulation-Endocrine system-Reproductive system- Genetics the science of heredity-Environment, ecology, health and hygiene, Bio-diversity and its

conservation-Human diseases-Communicable diseases and non- communicable diseases- prevention and remedies- Alcoholism and drug abuse- Animals, plants and human life

## **UNIT- II. CURRENT EVENTS**

**(8 Hrs)**

**History**-Latest diary of events – National--National symbols-Profile of States-Defence, national security and terrorism-World organizations-pacts and summits-Eminent persons & places in news-Sports & games-Books & authors - Awards & honours-Cultural panorama-Latest historical events-- India and its neighbours-- Latest terminology- Appointments-who is who?

**Political Science**-1.India's foreign policy-2.Latest court verdicts – public opinion-3.Problems in conduct of public elections-4.Political parties and political system in India-5. Public awareness & General administration-6. Role of Voluntary organizations & Govt.7. Welfare oriented govt. schemes, their utility

**Geography:** Geographical landmarks-Policy on environment and ecology Economics- Current socio-economic problems-New economic policy & govt. Sector**Science**-Latest inventions on science & technology-Latest discoveries in Health Science-Massmedia & communication.

## **UNIT-III. GEOGRAPHY**

**(8 Hrs)**

Earth and Universe-Solar system-Atmosphere hydrosphere, lithosphere- Monsoon, rainfall, weather and climate-Water resources- rivers in India-Soil, minerals & natural resources-Natural vegetation-Forest & wildlife-Agricultural pattern, livestock & fisheries-Transport including Surface transport & communication-Social geography – population-density and distribution-Natural calamities – disaster management-Climate change - impact and consequences - mitigation measures-Pollution Control

## **UNIT-IV. HISTORY AND CULTURE OF INDIA**

**(8 Hrs)**

Pre-historic events--Indus valley civilization-Vedic, Aryan and Sangam age-Maurya dynasty-Buddhism and Jainism-Guptas, Delhi Sultans, Mughals and Marathas-Age of Vijayanagaram and the bahmanis-South Indian history-Culture and Heritage of Tamil people-Advent of European invasion-Expansion and consolidation of British rule-Effect of British rule on socio-economic factors- Social reforms and religious movements-India since independence- Characteristics of Indian culture-Unity in diversity –race, colour, language, custom-India-as secular state-Organizations for fine arts, dance, drama, music- Growth of

rationalist, Dravidian movement in TN-Political parties and populist schemes- Prominent personalities in the various spheres – Arts, Science, literature and Philosophy – Mother Teresa, Swami Vivekananda, Pandit Ravishankar, M.S. Subbulakshmi, Rukmani Arundel and J. Krishnamoorthy etc.

#### **Unit-V INDIAN POLITY**

**(8Hrs)**

Constitution of India-. Preamble to the constitution- Salient features of constitution- Union, State and territory- Citizenship- rights and duties- Fundamental rights- Fundamental duties- Human rights charter- Union legislature – Parliament- State executive- State Legislature – assembly- Status of Jammu & Kashmir- Local government – panchayat raj – Tamil Nadu- Judiciary in India – Rule of law/Due process of law- Indian federalism – center – state relations-. Emergency provisions- Civil services in India- Administrative challenges in a welfare state- Complexities of district administration- Elections - Election Commission Union and State. Official language and Schedule-VIII- Amendments to constitution- Schedules to constitution-. Administrative reforms & tribunals- Corruption in public life- Anti-corruption measures – Central Vigilance Commission, lok-adalats, Ombudsman, - Comptroller and Auditor General of India- Right to information - Central and State Commission- Empowerment of women- Voluntary organizations and public grievances Redressal- Consumer protection forms

#### **UNIT- VI: INDIAN ECONOMY**

**(8 Hrs)**

Nature of Indian economy-Need for economic planning-Five-year plan models-an assessment-Land reforms & agriculture-Application of science in agriculture- Industrial growth-Capital formation and investment-Role of public sector & disinvestment-Development of infrastructure- National income- Public finance & fiscal policy- Price policy & public distribution- Banking, money & monetary policy- Role of Foreign Direct Investment (FDI)- WTO-globalization & privatization- Rural welfare oriented programmes- Social sector problems – population, education, health, employment, poverty-HRD – sustainable economic growth- Economic trends in Tamil Nadu -Energy Different sources and development- Finance Commission -Planning Commission-National Development Council.

#### **UNIT-VII: INDIAN NATIONAL MOVEMENT**

**(8 Hrs)**

National renaissance-Early uprising against British rule-1857 Revolt- Indian National Congress-Emergence of national leaders-Gandhi, Nehru, Tagore, Netaji-Growth of

militant movements -Different modes of agitations-Era of different Acts & Pacts-World war & final phase struggle-Communalism led to partition- Role of Tamil Nadu in freedom struggle -Rajaji, VOC, Periyar, Bharathiar & Others-Birth of political parties /political system in India since independence.

### Unit-VIII. APTITUDE & MENTAL ABILITY TESTS

(8Hrs)

Conversion of information to data-Collection, compilation and presentation of data - Tables, graphs, diagrams-Parametric representation of data-Analytical interpretation of data -Simplification-Percentage-Highest Common Factor (HCF)-Lowest Common Multiple (LCM)-Ratio and Proportion-Simple interest- Compound interest-Area-Volume-Time and Work-Behavioral ability -Basic terms, Communications in information technology-Application of Information and Communication Technology (ICT)- Decision making and problem solving-Logical Reasoning-Puzzles-Dice-Visual Reasoning-Alpha numeric Reasoning- Number Series-Logical Number/Alphabetical/Diagrammatic Sequences

19NMU02B	CONSUMER RIGHTS	CATEGORY	L	P	CREDIT
		Non - Major Elective : II	65	-	2

#### Preamble

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

#### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards	K2, K3
CO2	To provide a comprehensive introduction to the Consumer Protection Law in India	K1, K2
CO3	Have a conceptual knowledge about the Grievance Redressal Mechanism under the Indian Consumer Protection Law	K3
CO4	Evaluate the regulations and legal actions that help to protect consumers	K5
CO5	Evaluate the Contemporary Issues in Consumer Affairs	K4, K5



## **Unit 1: Conceptual Framework**

**(13 Hrs)**

**Consumer and Markets:** Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology.

**Experiencing and Voicing Dissatisfaction:** Consumer buying process, Consumer Satisfaction/dissatisfaction-Grievances-complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Complaint Handling Process: ISO 10000 suite

## **Unit 2: The Consumer Protection Law in India**

**(13 Hrs)**

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

**Organizational set-up under the Consumer Protection Act:** Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, and National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

## **Unit 3: Grievance Redressal Mechanism under the Indian Consumer Protection Law**

**(13 Hrs)**

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

## **Unit 4: Role of Industry Regulators in Consumer Protection**

**(13 Hrs)**

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

## **Unit 5: Contemporary Issues in Consumer Affairs**

**(13 Hrs)**

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

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

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

**Suggested Readings:**

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007) *Consumer Affairs*, Universities Press.
2. Choudhary, Ram Naresh Prasad (2005). *Consumer Protection Law Provisions and Procedure*, Deep and Deep Publications Pvt Ltd.
3. G. Ganesan and M. Sumathy. (2012). *Globalisation and Consumerism: Issues and Challenges*, Regal Publications
4. Suresh Misra and Sapna Chadah (2012). *Consumer Protection in India: Issues and Concerns*, IIPA, New Delhi
5. Rajyalaxmi Rao (2012), *Consumer is King*, Universal Law Publishing Company
6. Girimaji, Pushpa (2002). *Consumer Right for Everyone* Penguin Books.
7. E-books :- [www.consumereducation.in](http://www.consumereducation.in)
8. Empowering Consumers e-book,
9. ebook, [www.consumeraffairs.nic.in](http://www.consumeraffairs.nic.in)
10. *The Consumer Protection Act, 1986 and its later versions.* [www.bis.org](http://www.bis.org)

**Articles**

1. Misra Suresh, (Aug 2017) "Is the Indian Consumer Protected? One India One People.
2. Raman Mittal, Sonkar Sumit and Parineet Kaur (2016) Regulating Unfair Trade Practices: An Analysis of the Past and Present Indian Legislative Models, *Journal of Consumer Policy*.
3. Chakravarthy, S. (2014). MRTP Act metamorphoses into Competition Act. CUTS Institute for Regulation and Competition position paper. Available online at [www.cuts-international.org/doc01.doc](http://www.cuts-international.org/doc01.doc).
4. Kapoor Sheetal (2013) "Banking and the Consumer" *Akademios* (ISSN 2231-0584)

5. Bhatt K. N., Misra Suresh and Chadah Sapna (2010). Consumer, Consumerism and Consumer Protection, Abhijeet Publications.

6. Kapoor Sheetal (2010) "Advertising-An Essential Part of Consumer's Life-Its Legal and Ethical Aspects", Consumer Protection and Trade Practices Journal, October 2010.

7. Verma, D.P.S. (2002). Regulating Misleading Advertisements, Legal Provisions and Institutional Framework. Vikalpa. Vol. 26.No. 2. pp. 51-57.

### **Periodicals**

1. Consumer Protection Judgments (CPJ) (Relevant cases reported in various issues)

2. Recent issues of magazines: International Journal on consumer law and practice, National Law School of India University, Bengaluru

3. '*Consumer Voice*', Published by VOICE Society, New Delhi.

### **Websites:**

[www.ncdrc.nic.in](http://www.ncdrc.nic.in)

[www.consumeraffairs.nic.in](http://www.consumeraffairs.nic.in)

[www.iso.org](http://www.iso.org).

[www.bis.org.in](http://www.bis.org.in)

[www.consumereducation.in](http://www.consumereducation.in)

[www.consumervoice.in](http://www.consumervoice.in)

[www.fssai.gov.in](http://www.fssai.gov.in)

[www.cercindia.org](http://www.cercindia.org)

## SEMESTER: IV

<b>19BAU16</b>	<b>MANAGEMENT INFORMATION SYSTEM</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core :XIII	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

CO Number	CO Statement	Knowledge Level
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:**

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

**Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
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

19BAU17	BUSINESS LAW	CATEGORY	L	P	CREDIT
		Core - XIV	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

CO Number	CO Statement	Knowledge Level
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	K3

	middlemen and to examine the legal liability arising in commercial agency.	
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 consent, 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 and cheque, holder and holder in the due course, crossing of a cheque, types of crossing, negotiation, dishonour and discharge of negotiable instrument.

### **UNIT V: CONSUMER PROTECTION ACT 1986**

**(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**

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

19BAU18	TAXATION LAW & PRACTICE	CATEGORY	L	P	CREDIT
		Core - XV	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

CO Number	CO Statement	Knowledge Level
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**

(12Hrs) 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****(12Hrs)**

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:**

S.no	Authors	Title	Publishers	Year of publication
1	Bhagavathiprasad	Income tax law & practice	Wishwaprakashan	2011
2	Gaur & narang	Income tax law & practice	Kalyani publications	2011
3	Mehrothra	Income tax law & practice	Sathiyabhawan publication	2017
4	Abhishek a. Rastogi	Professional's guide to GST	Taxmann	2018



19BAU19	MODERN OFFICE MANAGEMENT	CATEGORY	L	P	CREDIT
		Core - XVI	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

CO Number	CO Statement	Knowledge Level
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, classification, principles of record keeping, filing and methods.

### UNIT IV: OFFICE SYSTEM AND PROCEDURES (12 Hrs)

**System and procedures** Meaning, characteristics, importance, advantage, essentials of a successful office system, 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:**

Authors	Title	Publisher	Year of Publication
S.P.Arora	Office Organisation and Management	Vikas Publishing House pvt ltd	2014

**Books for Reference:**

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

19BAU21	ACCOUNTING SOFTWARE	CATEGORY	L	P	CREDIT
		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

CO Number	CO Statement	Knowledge Level
CO1	Providing in-depth knowledge in company creation	K2, K3
CO2	Enhance the students with better grounding on Ledgers	K1,K2
CO3	Equip the students to make familiar with Voucher Entries	K3
CO4	Obtain an application knowledge about Inventory and access the business related information	K3

CO5	Acquire the basic knowledge on Human Resource Accounting	K4
CO6	Familiarize the concepts of Final Accounts	K3

**MODULE I: COMPANY INFORMATION AND FEATURES (10 Hrs)**

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

**MODULE II: ACCOUNTS INFORMATION (10 Hrs)**

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

**MODULE III: VOUCHER ENTRY (10 Hrs)**

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

**MODULE IV: INVENTORY INFORMATION (10 Hrs)**

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

**MODULE V: HUMAN RESOURCE ACCOUNTING (10 Hrs)**

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

**MODULE VI: FINANCIAL ACCOUNTING ADVANCED (10 Hrs)**

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

19SEUBA02	COMMUNICATION SKILLS FOR EXECUTIVES	CATEGORY	L	P	CREDIT
		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

CO Number	CO Statement	Knowledge Level
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, NewsX, 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**

19BAU22	<b>COST AND MANAGEMENT ACCOUNTING</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core: XVIII	72	-	5

**Preamble**

To impart the deeper knowledge in cost and management accounting

**Course Outcomes**

On the successful completion of the course:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
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: (12 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 (15Hrs)**

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.

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

**Text Book:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year of Publication</b>
Jain and Narang	Costing	Kalyani Publishers	2011

**Books for Reference:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1	S.N.Maheswari	Management Accounting	Sultan Chand & Sons	2009
2	RSN Pillai&Bhagavathi	Cost accounting	Sultan Chand & Sons	2011
3	RK Sharna& K. Gupta	Management Accounting	Kalyani Publishers	2012

19BAU23	RESEARCH METHODS FOR MANAGEMENT	CATEGORY	L	P	CREDIT
		Core: XIX	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

CO Number	CO Statement	Knowledge Level
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	K3,K4
CO5	Evaluate the issues involved in planning, designing, executing, evaluating and reporting research within a stipulated time period	K5

### UNIT I INTRODUCTION ABOUT RESEARCH (12 Hrs)

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

### UNIT II HYPOTHESIS & SCALING TECHNIQUES (15 Hrs)

**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 (15 Hrs)

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

### UNIT IV PARAMETRIC AND NON-PARAMETRIC TESTS

(15 Hrs)

**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 (15 Hrs)**

**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:**

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

**Books for Reference:**

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

19BAU24	ENTREPRENEURSHIP AND PROJECT MANAGEMENT	CATEGORY	L	P	CREDIT
		Core: XX	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

CO Number	CO Statement	Knowledge Level
CO1	Identify and apply appropriate legal basics of Contracts as fundamental instruments for enabling business	K3, K5
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
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**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, entrepreneursvsintrapreneurs.

**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 and role of MSME- **Entrepreneurial Motivation:** Introduction, factors, model for entrepreneurial motivation, motivation theories: maslow’s need theory and maclelland’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

19SEUBA03	CAMPUS TO CORPORATE	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		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

CO Number	CO Statement	Knowledge Level
CO1	Understand a better overview of corporate life	K1,K2
CO2	Develop a thorough understanding about etiquettes practised 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 Pollack	Getting from college to career: Your essential guide to succeeding in real world	Harper business	2012

<b>19PEU01</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(12 Hrs)

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

### UNIT- II: GREEN PRODUCT DESIGN (12 Hrs)

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

### UNIT- III: INNOVATION & SUSTAINABILITY (12 Hrs)

**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 (12 Hrs)

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

**UNIT V: CUSTOMER VALUE (12 Hrs)**

**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

19BAU28	SERVICES MARKETING	CATEGORY	L	P	CREDIT
		Core: XXIII	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 concepts of service quality	K2,K5
CO4	Have a deep conceptual knowledge in service marketing mix to understand 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, and Educational services.

**Text Book:**

Authors	Title	Publisher	Year of Publication
Zeithaml VA	Services Marketing	McGraw Hill Edn India	2016

**Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
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

19BAU29	INVESTMENT MANAGEMENT	CATEGORY	L	P	CREDIT
		Core: XXIV	72	-	4

**Preamble**

To equip the students with basic knowledge about investment management.

**Course Outcomes**

On the successful completion of the course:

CO Number	CO Statement	Knowledge Level
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, and 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:**

Authors	Title	Publisher	Year of Publication
Preethisingh	Investment management	Himalaya publishing house	2016

**Books for Reference:**

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



19BAU30	<b>INTEGRATED MARKETING COMMUNICATION</b>	<b>CATEGORY</b>	<b>L</b>	<b>P</b>	<b>CREDIT</b>
		Core : XXV	60	-	4

### 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:

CO Number	CO Statement	Knowledge Level
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**

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

**Books for Reference:**

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

19SEUBA04	SOFT SKILLS FOR BUSINESS	CATEGORY	L	P	CREDIT
		Skill Enhancement course : IV	24	-	4

**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

CO Number	CO Statement	Knowledge Level
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**

**(4Hrs)**

**Presentation skills** – effective presentation of an idea or concept – use of MS-powerpoint 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 curriculum 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	Jan 2011
2	MuktaMahajani	Let's Talk: Negotiation & Communication at the Workplace	Jaico Publishing House	2013
3	Lindsey Pollak	Getting from College to Career: Your Essential Guide to Succeeding in the Real World	HarperCollins, Posse Foundation.	2014
4	Barun K Mitra	Personality Development and Soft Skills	Oxford University Press	2016

## ELECTIVE I

19BAU27A	EQUITY RESEARCH & PORTFOLIO MANAGEMENT	CATEGORY	L	P	CREDIT
		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, and 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, trenyor's ratio, and jensen's measures- **Portfolio Revision:** Introduction, concept of active and passive investor, the formula plan, method of portfolio revision.

**Text Book:**

Authors	Title	Publisher	Year of Publication
Punithavathin Pandiyan	Security Analysis and Portfolio Management	Vikas Publishing House	2014

**Books for Reference:**

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

19BAU27B	STRATEGIC MANAGEMENT	CATEGORY	L	P	CREDIT
		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

CO Number	CO Statement	Knowledge Level
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-**Strategy Control:** Criteria, types.

Process of Strategic Evaluation &amp; control

**Text Book:**

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

**Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
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

19BAU27C	CUSTOMER RELATIONSHIP MANAGEMENT	CATEGORY	L	P	CREDIT
		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

CO Number	CO Statement	Knowledge Level
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
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### UNIT I – INTRODUCTION TO CRM

(12Hrs)

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

### UNIT II -TECHNOLOGICAL TOOLS FOR CRM

(15Hrs)

**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

(15Hrs)

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(15Hrs)

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

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

**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:**

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

**Books for Reference:**

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

**ELECTIVE II**

19BAU32A	FINANCIAL SERVICES	CATEGORY	L	P	CREDIT
		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:**

S.No	Authors	Title	Publishers	Year of Publication
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

19BAU32B	LABOUR WELFARE AND INDUSTRIAL RELATIONS	CATEGORY	L	P	CREDIT
		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:

CO Number	CO Statement	Knowledge Level
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:**

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

19BAU32C	BRAND MANAGEMENT	CATEGORY	L	P	CREDIT
		Elective : II	72	-	4

### Preamble

Toenrich 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, 3C'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
Harsh V Verma	Brand Management	Excel Books	2012

**Books for Reference:**

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

**ELECTIVE III**

19BAU33B	INTERNATIONAL BUSINESS	CATEGORY	L	P	CREDIT
		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 and Radebaugh	International Business	Pearson Education	2010
2	Rakesh Mohan Joshi	International Business	Oxford University Press	2011
3	Charles Hill	International Business: Text & Cases	Tata McGraw Hill	2011
4	SumatiVarma	International Business	Pearson Education	2013

19BAU33C	E-Commerce	CATEGORY	L	P	CREDIT
		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

CO Number	CO Statement	Knowledge Level
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**

**(12 Hrs)**

**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****(12 Hrs)**

**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, ecommerce 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 2010 – 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

19COU07	START UP BUSINESS	Category	L	P	Credit
		Core optional : XXI	36	-	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

Course Outcome	CO Statement	Knowledge Level
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.	Jayshreesuresh	Entrepreneurial Development	Margam Publications	2011