

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

**(AUTONOMOUS),**

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

**GOBICHETTIPALAYAM – 638 476.**

## **DEPARTMENT OF MANAGEMENT**

### **Bachelor of Business Administration**



#### **SYLLABUS**

*For the candidates admitted from the Academic Year  
2021-2022 and onwards  
Under CBCS PATTERN*



P.K.R Arts College For Women (Autonomous),  
Gobichettipalayam – 638476.  
**BACHELOR OF BUSINESS ADMINISTRATION**  
Programme Scheme and Scheme of Examinations  
(For students admitted in 2021- 2022 & onwards)  
(For branches offering Part-I and Part-II for two semesters)

**SCHOLASTIC COURSES:**

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

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II	English : II	21LEU02	English – II	6	3	50	50	100	4
III	Core : IV	21BAU04	Business Communication	4	3	50	50	100	4
III	Core : V	21BAU05	Organisational Behaviour	3	3	50	50	100	3
III	Core :VI Practical: I	21BAU06	Fundamentals of Computers	4	3	50	50	100	2
III	Core : VII Allied : II	21BAU07	Business Statistics	5	3	50	50	100	4
IV	Foundation: II	21FCU02	Yoga and Ethics	2	3	--	50	50	2
<b>TOTAL</b>				<b>30</b>				<b>650</b>	<b>23</b>
<b>SEMESTER – III</b>									
III	Core : VIII	21BAU08	Human Resource Management	5	3	50	50	100	4
III	Core : IX	21BAU09	Marketing Management	5	3	50	50	100	4
III	Core : X	21BAU10	Economics Theories for Managers	5	3	50	50	100	4
III	Core: XI Practical: II	21BAU11	Accounting Software	5	3	50	50	100	2
III	Core : XII Allied : III	21BAU12	Taxation Law & Practice	6	3	50	50	100	4
IV	Ability Enhancement: I	21AEU01	Information Security	2	3	--	50	50	2
IV	Non- Major Elective	21NMU01A/ 21NMU01B	Indian Women and Society/ Advanced Tamil	2	3	--	50	50	2
<b>TOTAL</b>				<b>30</b>				<b>600</b>	<b>22</b>
<b>SEMESTER – IV</b>									
III	Core : XIII	21BAU13	Management Information System	5	3	50	50	100	4
III	Core : XIV	21BAU14	Modern Office Management	4	3	50	50	100	4
III	Core : XV	21BAU15	Production Management	5	3	50	50	100	4
III	Core: XVI	21BAU16	Financial Management	5	3	50	50	100	4
III	Core : XVII Allied : IV	21BAU17	Business Law	5	3	50	50	100	4



IV	Skill Enhancement: I	21SEBAU01	Communication Skills for Executives (Project & Viva -Voce)	3	3	50	--	50	1
IV	Ability Enhancement: II	21AEU02	Consumer Rights (Curriculum as recommended by UGC)	3	3	--	50	50	2
			<b>TOTAL</b>	<b>30</b>				<b>600</b>	<b>23</b>
<b>SEMESTER – V</b>									
III	Core : XVIII	21BAU18	Cost & Management Accounting	6	3	50	50	100	5
III	Core : XIX	21BAU19	Research Methods for Management	6	3	50	50	100	5
III	Core : XX	21BAU20	Entrepreneurship & Project Management	5	3	50	50	100	4
III	Core : XXI	21BAU21A/ 21BAU21B/ 21BAU21C	Institutional Training/ Articleship Training/ Mini Project	--	3	100	--	100	1
III	Core : XXII Open Elective:		Open Elective Course – Offered for students of other programmes / department	4	3	50	50	100	2
III	Core : XXIII Elective: I	21BAU23A/ 21BAU23B/ 21BAU23C	Equity Research & portfolio Management/ Strategic Management/ Customer Relationship Management	6	3	50	50	100	5
IV	Skill Enhancement: II	21SEU02	Life Skills (Jeevan Kaushal) (Curriculum as recommended by UGC)	3	3	50	--	50	1
V	Proficiency Enhancement	21PEBAU01	Green Marketing (Self Study)	--	3	--	100	100	2
			<b>TOTAL</b>	<b>30</b>				<b>750</b>	<b>25</b>
<b>SEMESTER – VI</b>									

III	Core : XXIV	21BAU24	Services Marketing	6	3	50	50	100	5
III	Core : XXV	21BAU25	Investment Management	6	3	50	50	100	5
III	Core : XXVI	21BAU26	Project Work & Viva-Voce	3	3	50	50	100	1
III	Core : XXVII Elective: II	21BAU27A/ 21BAU27B/ 21BAU27C	Financial Services/ Labour Welfare and Industrial Relations/ Brand Management/	6	3	50	50	100	5
III	Core : XXVIII Elective: III	21BAU28A/ 21BAU28B/ 21BAU28C	Integrated Marketing Communication/ International Business/ E-Commerce	6	3	50	50	100	5
IV	Skill Enhancement: III	21SEBAU03	Soft Skills for Business (Project & Viva – Voce)	3	3	50	--	50	1
<b>TOTAL</b>				<b>30</b>				<b>550</b>	<b>22</b>
V	Competency Enhancement	NSS/YRC/RRC/CCC/PHY. EDU/ Others						SEMESTER I – VI	1
		Professional Grooming						SEMESTER I – VI	1
		Students Social activity (Related to the Curriculum)						SEMESTER I – VI	1

Total Marks: 3700

Total credits: 140

**LIST OF ELECTIVE COURSES:**

Category/ Part	Component	Course Code	Title of the Course	Hrs/ Week	Exam hrs.	CIA	ESE	Total Marks	Credits
III	Core: XXIII	21BAU23A	Equity Research & portfolio Management	6	3	50	50	100	5
		21BAU23B	Strategic Management	6	3	50	50	100	5
		21BAU23C	Customer Relationship Management	6	3	50	50	100	5

III	Core: XXVII	21BAU27A	Financial Services	6	3	50	50	100	5
		21BAU27B	Labour Welfare and Industrial Relations	6	3	50	50	100	5
		21BAU27C	Brand Management	6	3	50	50	100	5
III	Core: XXVIII	21BAU28A	Integrated Marketing Communication	6	3	50	50	100	5
		21BAU28B	International Business	6	3	50	50	100	5
		21BAU28C	E-Commerce	6	3	50	50	100	5

**LIST OF ALLIED COURSES:**

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

**LIST OF FOUNDATION COURSES:**

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

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

Category/ Part	Component	Course Code	Title of the Course	Hrs/ Week	Exam hrs.	CIA	ESE	Total Marks	Credits
IV	Ability Enhancement	21AEU01	Information Security	2	3	-	50	50	2



IV	Ability Enhancement	21AEU02	Consumer Rights (Curriculum as recommended by UGC)	3	3	--	50	50	2
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**LIST OF NON – MAJOR ELECTIVE: (NME)**

Category/ Part	Component	Course Code	Title of the Course	Hrs/ Week	Exam hrs.	CIA	ESE	Total Marks	Credits
IV	Non – Major Elective	21NMMU01A/ 21NMMU01B	Indian Women and Society/ Advanced Tamil	2	3	--	50	50	2

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

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

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

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

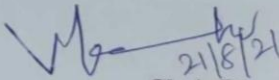
**LIST OF OPEN ELECTIVE:**

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

UG PROGRAMME 2021-22 ONWARDS

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

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

  
21/8/21  
Chair Person

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

Dr. V. Kavitha M.B.A., M.Phil., Ph.D.,  
Associate Professor & Head,  
Department of Management,  
P.K.R. Arts College for Women,  
Gobichettipalayam - 638 476.



## SYLLABUS

(For those admitted from the academic year 2021 and onwards)

### SEMESTER - I

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part - III	Core: I	21BAU01	MANAGEMENT PROCESS	60	4

Contact hours per week: 5

Year	Semester	Internal Marks	External Marks	Total Marks
FIRST	I	50	50	100

#### 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:

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

CO Number	CO Statement	Knowledge Level
CO1	Define the concepts and techniques of the business and management process.	K1
CO2	Understand the terms in business and management levels along with functions involved in management functions.	K2
CO3	Demonstrate the various business phases, theories and process of management for effective decision making.	K3
CO4	Differentiate the concepts of business and management for the purpose of decision making.	K4
CO5	Interpret the concept of make in India, theories of management and steps involved in management function.	K5

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

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

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	9	9	9	9	3	0	0
<b>CO2</b>	9	9	3	9	3	1	0
<b>CO3</b>	9	9	9	3	3	3	1
<b>CO4</b>	9	3	1	3	3	1	3
<b>CO5</b>	9	1	1	0	9	3	9
<b>Total Contribution of COs to POs</b>	<b>45</b>	<b>31</b>	<b>23</b>	<b>24</b>	<b>21</b>	<b>8</b>	<b>13</b>
<b>Weighted Percentage of COs Contribution to POs</b>	<b>2.585</b>	<b>2.233</b>	<b>2.018</b>	<b>2.537</b>	<b>2.675</b>	<b>1.463</b>	<b>2.124</b>

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

#### **COURSE CONTENT:**

#### **UNIT – I: Introduction to Business (12 Hours)**

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

#### **UNIT – II: Contributions of Management Leaders (12 Hours)**

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: Function of Management – I (12 Hours)**

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 Hours)**

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 Hours)**

Directing: Definition, principles, and functions – Controlling: Definition, nature & process of control- Controlling techniques: traditional and non- traditional control devices – Co-ordination: Principles, types, and methods of co-ordination.

**REFERENCE BOOKS:**

S. No	Authors	Title	Publishers	Year of Publication
1.	Koontz, H & Weihrih. H.	Essentials of Management	TataMcGraw – Hill Education	2010
2.	Drafr,R. L	Principles of Management	Cengage Learning	2012
3.	Dinkar Pagare	Business Management	Sultan Chand & Sons	2013
4.	T.Ramasamy	Principles of Management	Himalaya Publishing House	2013
5.	L.M.Prasad	Principles of Management	Sultan Chand & Sons	2015

**WEB REFERENCES:**

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



Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part - III	Core: II	21BAU02	FUNDAMENTALS OF ACCOUNTING	60	4

**Contact hours per week: 5**

Year	Semester	Internal Marks	External Marks	Total Marks
FIRST	I	50	50	100

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

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

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	9	9	9	9	3	0	0
<b>CO2</b>	9	9	3	4	3	1	0
<b>CO3</b>	9	8	9	3	2	3	1
<b>CO4</b>	9	3	1	3	3	1	3
<b>CO5</b>	9	1	2	0	2	3	4
<b>Total Contribution of COs to POs</b>	45	30	24	19	13	8	8
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.161	2.105	2.008	1.656	1.463	1.307

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

#### **COURSE CONTENT:**

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

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

#### **UNIT – II: Trial Balance (12 Hours)**

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

#### **UNIT – III: Depreciation (12 Hours)**

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

#### **UNIT – IV: Final Accounts (12 Hours)**

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

#### **UNIT – V: Accounting Standards (12 Hours)**

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

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

**TEXT BOOK:**

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

**REFERENCE BOOKS:**

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

**WEB REFERENCE:**

1. [https://icmai.in/upload/Students/Syllabus-2012/Study\\_Material\\_New/Foundation-Paper2-Revised.pdf](https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Foundation-Paper2-Revised.pdf)
2. <https://www.tgct.gov.in/tgportal/staffcollege/DR%20ACTOs%2017.01.2020%20to%2018.02.2020/February%20-%202020%20%20PDF's/05.02.2020,%201.%20%20S.Srinivas%20Sir,%20Chartered%20Accountant,%20Accounting%20Fundamentals.pdf>
3. <https://www.icsi.edu/docs/webmodules/publications/FULL%20FAA%20PDF.pdf>
4. [https://www.cerritos.edu/dljohnson/ includes/docs/ACCT\\_101\\_Chapter\\_1\\_Handout.pdf](https://www.cerritos.edu/dljohnson/ includes/docs/ACCT_101_Chapter_1_Handout.pdf)
5. <http://www.ddegjust.ac.in/studymaterial/bba/bba-104.pdf>
6. <https://m.youtube.com/watch?v=P9JIBbZas3w>



Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part - III	Core: III Allied: I	21BAU03	Business Mathematics	72	4

**Contact hours per week: 6**

Year	Semester	Internal Marks	External Marks	Total Marks
FIRST	I	50	50	100

**Preamble**

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

**Course Outcomes**

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

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

**K<sub>1</sub> - Remember; K<sub>2</sub> – Understand; K<sub>3</sub> - Apply; K<sub>4</sub> - Analyze; K<sub>5</sub> – Evaluate.**

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

Pos\Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	9	9	9	9	3	3	3
<b>CO2</b>	9	9	9	9	1	1	1
<b>CO3</b>	9	9	3	3	1	1	1
<b>CO4</b>	9	9	3	3	1	1	0
<b>CO5</b>	9	9	3	3	1	1	0
<b>Total Contribution of Cos to POs</b>	45	45	27	27	7	7	5
<b>Weighted Percentage of Cos contribution to POs</b>	2.585	3.242	2.368	2.854	0.892	1.280	0.817

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

**COURSE CONTENT:**

**UNIT - I: SERIES**

**(12 Hours)**

Sequence and series - Arithmetic progression –Geometric progression .

**UNIT- II: SET THEORY**

**(12 Hours)**

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

**UNIT - III : MATHEMATICS OF FINANCE**

**(12 Hours)**

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

**UNIT - IV: MATRICES, DETERMINANTS**

**(12 Hours)**

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

**UNIT - V: LINEAR PROGRAMMING PROBLEM**

**(12 Hours)**

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

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

**TEXT BOOK**

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

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

**REFERENCE BOOKS:**

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

**WEB REFERENCES:**

1. <https://www.youtube.com/watch?v=xFAwNmQ5nX8>
  2. <https://youtu.be/pn2Fx9-G1Ds>
  3. <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjgnuGA9JbzAhVNgUsFHQ88BngQFnoECAYQAQ&url=https%3A%2F%2Fwww.slideshare.net%2FEShubina%2Fset-theory&usg=AOvVaw00ArORMHIh17hXEse-TTPj>
- <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwiQj5ek9JbzAhUYXsSKHWDJBh4QFnoECDQQAQ&url=https%3A%2F%2Fwww.craftonhills.edu%2Fcurrent-students%2Ftutoring-center%2Fmathematics-tutoring%2Fmatrices-cramers.pdf&usg=AOvVaw0eqkDuobliESS3V0IVLKs>



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

**Contact hours per week: 2**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

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

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	9	9	9	9	3	3	3
<b>CO2</b>	9	9	9	9	3	1	3
<b>CO3</b>	9	9	9	9	1	1	3
<b>CO4</b>	9	9	9	9	1	1	3
<b>CO5</b>	9	9	3	3	1	1	3
<b>Total Contribution of COs to POs</b>	45	45	39	39	9	7	15

<b>Weighted Percentage of COs Contribution to POs</b>	2.585	3.242	3.421	4.123	1.146	1.280	2.451
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**Unit I: Multidisciplinary Nature of Environmental Studies: (4 Hours)**

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

**Unit II (5 Hours)**

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

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

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

**Unit III (5 Hours)**

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

**Unit IV (5 Hours)**

**Environmental Pollution:** Definition, Causes, Effects, control measures and Prevention Acts for Air, Water, Soil, Noise, Thermal Pollutions and Nuclear Hazards. **Solid Waste Management:** Meaning, Causes, effects and control measures of urban and industrial wastes. **Disaster Management:** Meaning, Types of Disasters: floods, earthquake, cyclone and landslides. **Environmental Ethics:** Issues and

possible solutions- Climate change, global warming, acid rain, ozone layer depletion, nuclear - accidents and holocaust. Consumerism and waste products, Public Awareness.

## **Unit V**

**(5 Hours)**

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

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

## **REFERENCE**

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



**SEMESTER: II**

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part - III	Core: IV	21BAU04	BUSINESS COMMUNICATION	48	4

**Contact hours per week: 4**

Year	Semester	Internal Marks	External Marks	Total Marks
FIRST	II	50	50	100

**PREAMBLE:**

To equip the students with knowledge and understanding of various aspects of business communication and make them to familiarize with communication methods and presentation of letters.

**COURSE OUTCOMES:**

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

CO Number	CO Statement	Knowledge Level
<b>CO1</b>	Label the significant concepts of business communication in business operation.	<b>K1</b>
<b>CO2</b>	Generalize the business communication requirements and extend the wide use of it.	<b>K2</b>
<b>CO3</b>	Show recent trends of business communication and match with expected industrial standards.	<b>K3</b>
<b>CO4</b>	Illustrates the required business communication skills for managing a business organisation.	<b>K4</b>
<b>CO5</b>	Relate the elements which influence the business communication skills and analyse the best expressions in business world.	<b>K5</b>

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

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

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	9	9	9	9	3	0	0
<b>CO2</b>	9	9	3	4	3	1	0

<b>CO3</b>	9	8	9	3	2	3	1
<b>CO4</b>	9	3	1	3	3	1	3
<b>CO5</b>	9	1	2	0	2	3	4
<b>Total Contribution of COs to POs</b>	<b>45</b>	<b>30</b>	<b>24</b>	<b>19</b>	<b>13</b>	<b>8</b>	<b>8</b>
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.161	2.105	2.008	1.656	1.463	1.307

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

**COURSE CONTENT:**

**UNIT – I: Basics of Communication (8 Hours)**

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

**UNIT – II: Communication Media (10 Hours)**

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

**UNIT – III: External Business Communication (10 Hours)**

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 Hours)**

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

**UNIT – V: Report Writing (10 Hours)**

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

**TEXT BOOKS:**

S. No	Authors	Title	Publishers	Year of Publication
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1.	Rajendra Pal & J.S.Korlahalli	Essentials of Business Communication	Sultan Chand & Sons	2010
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**REFERENCE BOOKS:**

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

**WEB REFERENCE:**

1. [https://ddceutkal.ac.in/Syllabus/MA\\_English/Paper\\_21.pdf](https://ddceutkal.ac.in/Syllabus/MA_English/Paper_21.pdf)
2. [https://www.icsi.edu/media/webmodules/CSEET/BUSINESS\\_COMMUNICATION\\_printable.pdf](https://www.icsi.edu/media/webmodules/CSEET/BUSINESS_COMMUNICATION_printable.pdf)
3. <http://www.rapodar.ac.in/pdf/elearn/Business%20Communication%20Semester%20I%20notes.pdf>
4. <https://www.lsms.ac/public/uploads/YbBkW8F7LAVRLjc7RZJh9PVbojT8dkUv8DV0d4iF1YKVh8Bywd1575394856ZiK14FBsdZIJoy907Yp4gTIui0ioob62VKDTIEWmjzs8rkSeE.pdf>
5. <http://www.mim.ac.mw/books/Business%20Communication.pdf>
6. [https://m.youtube.com/watch?v=ITHnugowc\\_Q](https://m.youtube.com/watch?v=ITHnugowc_Q)

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part - III	Core: V	21BAU05	ORGANISATIONAL BEHAVIOUR	36	3

**Contact hours per week: 3**

Year	Semester	Internal Marks	External Marks	Total Marks
FIRST	II	50	50	100

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

CO Number	CO Statement	Knowledge Level
<b>CO1</b>	Define the conceptual framework of OB and its practical applications in the organisational setup.	<b>K1</b>
<b>CO2</b>	Explain the important issues pertaining to individual and group behaviour aspects in an organisation	<b>K2</b>
<b>CO3</b>	Apply the concepts, theories and models to make better understanding of behavioural dynamics.	<b>K3</b>
<b>CO4</b>	Outline the applications of organisational challenges, process, conflict, change and climate	<b>K4</b>
<b>CO5</b>	Evaluate the issues in OB, individual and group behaviour, leadership and organisational culture.	<b>K5</b>

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

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

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	9	9	9	9	3	0	0
<b>CO2</b>	9	9	9	9	3	1	0

<b>CO3</b>	9	9	9	3	3	3	1
<b>CO4</b>	9	3	1	3	3	3	3
<b>CO5</b>	9	1	1	0	9	3	9
<b>Total Contribution of COs to POs</b>	<b>45</b>	<b>31</b>	<b>29</b>	<b>24</b>	<b>21</b>	<b>10</b>	<b>13</b>
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.233	2.544	2.537	2.675	1.828	2.124

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

### **COURSE CONTENT:**

#### **UNIT – I: Focus and Purpose (7 Hours)**

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

#### **UNIT – II: Individual Behaviour (7 Hours)**

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 (7 Hours)**

Group: Meaning, definition, characteristics, functions, types, stages of group formation, reasons for joining a Group, outcomes of group behavior – Groups roles – Group tasks: Meaning, types, elements, merits & demerits – Group conflict: Meaning, resolution of conflict.

#### **UNIT – IV: Leadership and Motivation (8 Hours)**

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 Hours)**

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



**TEXT BOOKS:**

S. No	Authors	Title	Publishers	Year of Publication
1.	K.Aswathappa	Organisational Behaviour	Himalaya Publishing House	2016

**REFERENCE BOOKS:**

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

**WEB REFERENCE:**

1. <https://www.iedunote.com/organizational-behavior>
2. [https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.cusb.ac.in/images/cusb-files/2020/el/cbs/MCCOM2003C04%2520\(Business%2520Research%2520Methods\)Research\\_Methodology\\_C\\_R\\_Kothari.pdf&ved=2ahUKEwjFi4fs07XyAhVI7XMBHclNC5wQFnoECBoQAQ&usg=AOvVaw0RkjRy5y0vmqVfID5KLEw](https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.cusb.ac.in/images/cusb-files/2020/el/cbs/MCCOM2003C04%2520(Business%2520Research%2520Methods)Research_Methodology_C_R_Kothari.pdf&ved=2ahUKEwjFi4fs07XyAhVI7XMBHclNC5wQFnoECBoQAQ&usg=AOvVaw0RkjRy5y0vmqVfID5KLEw)
3. <http://alumni.bpkihs.edu/download/k-aswathappa-organizational-behaviour>
4. <https://theintactone.com/2019/09/01/ccsubba-201-organizational-behavior/>
5. [https://www.google.com/url?sa=t&source=web&rct=j&url=http://oms.bdu.ac.in/ec/admin/content/s/249\\_16CCBB7\\_2020052110022430.pdf&ved=2ahUKEwjf9qrA2rXyAhUa4XMBHR1HDMQ\\_QFnoECAgQAQ&usg=AOvVaw3oC9Wja5fe4XkSCzhsm6yl](https://www.google.com/url?sa=t&source=web&rct=j&url=http://oms.bdu.ac.in/ec/admin/content/s/249_16CCBB7_2020052110022430.pdf&ved=2ahUKEwjf9qrA2rXyAhUa4XMBHR1HDMQ_QFnoECAgQAQ&usg=AOvVaw3oC9Wja5fe4XkSCzhsm6yl)
6. <https://www.slideshare.net/BabasabPatil/marketing-management-full-notes-mba-11624923>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core : VI Practical: I	21BAU06	FUNDAMENTALS OF COMPUTERS	48	2

**Contact hours per week: 4**

Year	Semester	Internal Marks	External Marks	Total Marks
FIRST	II	50	50	100

**PREAMBLE:**

To equip the students with basic computer knowledge

**COURSE OUTCOMES:**

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

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

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

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

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

<b>CO5</b>	9	3	1	0	9	3	9
<b>Total Contribution of COs to POs</b>	<b>45</b>	<b>39</b>	<b>25</b>	<b>22</b>	<b>16</b>	<b>18</b>	<b>15</b>
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.810	2.193	2.326	2.038	3.291	2.451

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

**COURSE CONTENT:**

**UNIT – I: Introduction (10 Hours)**

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

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

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

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

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

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

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

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

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

**WEB REFERENCE:**

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

5. <https://www.youtube.com/watch?v=ekMNTktguik>
6. <https://www.youtube.com/watch?v=XsEGn5YSUws>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: VII Allied: II	21BAU07	BUSINESS STATISTICS	60	4

**Contact hours per week: 5**

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

### Preamble

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

### Course Outcomes

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

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

**K<sub>1</sub> - Remember; K<sub>2</sub> – Understand; K<sub>3</sub> - Apply; K<sub>4</sub> - Analyze; K<sub>5</sub> – Evaluate.**

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

Pos\Cos	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>CO1</b>	9	9	9	9	3	3	3
<b>CO2</b>	9	9	9	9	1	1	1
<b>CO3</b>	9	9	3	3	1	1	1
<b>CO4</b>	9	9	3	3	1	1	0
<b>CO5</b>	9	9	3	3	1	1	0
<b>Total</b>	45	45	27	27	7	7	5
<b>Contribution of Cos to POs</b>							
<b>Weighted Percentage of Cos contribution to POs</b>	2.584721	3.19829	2.36014	2.836134	0.875	1.2939	0.819672

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

#### **COURSE CONTENT:**

**UNIT –I: DIAGRAMS AND GRAPHS (12 Hours)**

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

**UNIT –II: MEASURES OF CENTRAL TENDENCY (12 Hours)**

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

**UNIT–III: CORRELATION (12 Hours)**

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

**UNIT –IV: REGRESSION (12 Hours)**

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

**UNIT –V: ANALYSIS OF TIME SERIES (12 Hours)**

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

**NOTE: No derivation and proof, simple problems only.**

**TEXT BOOK**

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

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

**REFERENCE BOOKS:**

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

**WEB REFERENCES:**

1. <https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/>
2. <http://www.pitt.edu/~super4/33011-34001/33851.ppt>

<https://www.itl.nist.gov/div898/handbook/pmc/section4/pmc4.htm>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – IV	Foundation: II	21FCU02	YOGA AND ETHICS	24	2

**Contact hours per week: 2**

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

**Preamble:**

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

**COURSE OUTCOMES:**



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

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

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

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

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	9	9	9	3	1	1	3
<b>CO2</b>	9	9	9	3	3	1	3
<b>CO3</b>	9	9	9	3	3	3	3
<b>CO4</b>	9	9	9	3	3	3	3
<b>CO5</b>	9	9	9	3	3	3	3
<b>Total Contribution of COs to POs</b>	45	45	45	15	13	11	15
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	3.242	3.947	1.586	1.656	2.011	2.451

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

As per UGC Notification

### **COURSE CONTENT:**

#### **UNIT- I: YOGA AND HEALTH**

**(5 Hours)**

**Theory:**

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

**Practice:**

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

**UNIT- II: ART OF NURTURING THE MIND**

**(5 Hours)**

**Theory:**

Ten Stages of Mind-Mental Frequency – Methods for Concentration

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

**Practice:** - Worksheet

**UNIT- III: PHILOSOPHY AND PRINCIPLES OF LIFE**

**(5 Hours)**

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

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

**Practice** - Worksheet

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

**(5 Hours)**

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

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

**Practice** - Worksheet

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

**(4 Hours)**

Family Values

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

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

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

Religious values – Tolerance, wisdom, character.

**Practice** - Worksheet

**REFERENCE BOOKS:**

1 Vethathiri Maharishi (2015), ‘Yoga for human excellence’- Sri Vethathiri Publications.

2. Value Education for human excellence- study material by Bharathiar University.
3. Value Education - Study Material by P.K.R Arts College for Women.

### SEMESTER - III

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: VIII	21BAU08	HUMAN RESOURCE MANAGEMENT	60	4

**Contact hours per week: 5**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

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

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

<b>CO5</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>3</b>	<b>3</b>	<b>3</b>	
<b>Total Contribution of COs to POs</b>	<b>45</b>	<b>45</b>	<b>45</b>	<b>27</b>	<b>18</b>	<b>10</b>	
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	3.242	3.947	2.854	2.293	1.828	1.307

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

**COURSE CONTENT:**

**UNIT – I: Introduction (12 Hours)**

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

**UNIT – II: Human Resource Planning and Acquiring (12 Hours)**

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

**UNIT – III: Training and development (12 Hours)**

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

**UNIT – IV: Performance appraisal and job change (12 Hours)**

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

**UNIT – V: Career planning and recent trends in HRM (12 Hours)**

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

**TEXT BOOKS:**

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

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

**WEB REFERENCE:**

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



Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: IX	21BAU09	MARKETING MANAGEMENT	60	4

**Contact hours per week: 5**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

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

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	9	9	9	9	3	3	0
<b>CO2</b>	9	9	9	9	3	1	0
<b>CO3</b>	9	9	9	3	3	1	1
<b>CO4</b>	9	3	1	3	3	3	1
<b>CO5</b>	9	1	1	9	3	1	9

<b>Total Contribution of COs to POs</b>	<b>45</b>	<b>31</b>	<b>29</b>	<b>33</b>	<b>21</b>	<b>9</b>	<b>11</b>
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.233	2.544	3.488	2.675	1.645	1.797

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

**COURSE CONTENT:**

**UNIT – I: Introduction (12 Hours)**

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

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

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

**UNIT – III: Product Mix (12 Hours)**

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

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

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

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

Meaning & definition, objectives, functions, kinds, causes of failure of advertising -Sales Promotion: Definition, objectives, effectiveness of sales promotion, kinds-Recent trends in Marketing.

**TEXT BOOKS:**

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

		Management		
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**REFERENCE BOOKS:**

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

**WEB REFERENCE:**

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

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part - III	Core: X	21BAU10	ECONOMICS THEORIES FOR MANAGERS	60	4

**Contact hours per week: 5**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

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

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

<b>CO4</b>	9	3	3	3	3	3	3
<b>CO5</b>	3	3	1	0	9	3	9
<b>Total Contribution of COs to POs</b>	<b>39</b>	<b>33</b>	<b>21</b>	<b>24</b>	<b>18</b>	<b>10</b>	<b>13</b>
<b>Weighted Percentage of COs Contribution to POs</b>	2.240	2.378	1.842	2.537	2.293	1.828	2.124

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

**COURSE CONTENT:**

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

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

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

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

**UNIT – III: Production Analysis (12 Hours)**

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

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

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

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

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

**TEXT BOOKS:**

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

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

**WEB REFERENCE:**

1. <https://backup.pondiuni.edu.in/sites/default/files/Managerial%20Economics.pdf>  
<https://m.youtube.com/watch?v=sbNUf-K4L1U>
2. <https://gladtutor.com/business-economics-notes/>
3. [https://onlinecourses.swayam2.ac.in/cec19\\_cm02/preview](https://onlinecourses.swayam2.ac.in/cec19_cm02/preview)
4. <https://ocw.mit.edu/courses/sloan-school-of-management/15-988-system-dynamics-self-study-fall-1998-spring-1999/readings/economics.pdf>
5. <https://nptel.ac.in/content/storage2/courses/110101005/downloads/Lecture%2019.pdf>



Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XI Practical: II	21BAU11	ACCOUNTING SOFTWARE	60	2

**Contact hours per week: 5**

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

**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:**

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

CO Number	CO Statement	Knowledge Level
<b>CO1</b>	Identify the basic concepts and principles in accounting software	<b>K1</b>
<b>CO2</b>	Understand the concepts of accounting, inventory, payroll masters along with GST	<b>K2</b>
<b>CO3</b>	Demonstrate the knowledge of various advanced accounting issues with the help of Tally, GST.9	<b>K3</b>
<b>CO4</b>	Identify the advance feature in Tally ERP.9 with GST	<b>K4</b>
<b>CO5</b>	Relate the various data in Tally ERP.9 masters to get the necessary information along with GST.	<b>K5</b>

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

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

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

<b>CO5</b>	9	3	1	0	9	3	9
<b>Total Contribution of COs to POs</b>	45	39	25	22	16	18	15
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.810	2.193	2.326	2.038	3.291	2.451

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

### **COURSE CONTENT:**

#### **UNIT I: Company Information and Features (12Hours)**

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

#### **UNITII: Accounts Information (12Hours)**

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.

#### **UNIT III: Voucher Entry & Final Accounts (12Hours)**

Accounting voucher, inventory voucher, display of voucher, alteration of voucher, cancellation of voucher, deletion of voucher, adding and inserting vouchers, updating sales and purchase ledger for GST compliance. Working with Trial balance, balance sheet, profit & loss a/c – bank reconciliation statement, display of accounting books & reports.

#### **UNIT IV: Inventory Information (12Hours)**

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

#### **UNIT V: Human Resource Accounting & Goods and Service Tax (12Hours)**

Enabling payroll, creation of masters, payroll entries, display of pay roll reports, printing payroll reports. Activating GST for company, setting up GST rates, apply discount for selected items in GST, journal vouchers for TDS.

#### **WEB REFERENCE:**

1. <https://studycafe.in/tally-erp-9-easy-learning-notes-88988.html>

2. <https://mirror.tallysolutions.com/Downloads/TallyPDFs/Tally.ERP%209%20Release%20Notes.pdf>
3. <http://webinars.tallysolutions.com:9090/Getting%20started%20with%20Tally.ERP%209/Getting%20started%20with%20Tally.ERP%209.pdf>
4. <https://m.youtube.com/watch?v=XXUx0w7M4II>
5. <https://m.youtube.com/watch?v=-Aii0pshE1s>
6. <https://sscstudy.com/tally-erp-9-book-pdf-free-download>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XII Allied: III	21BAU12	TAXATION LAW & PRACTICE	72	4

**Contact hours per week: 6**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

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

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	9	9	5	6	9	6	4
<b>CO2</b>	9	9	5	5	6	3	2
<b>CO3</b>	9	9	6	3	3	1	2
<b>CO4</b>	9	3	4	3	2	1	3

<b>CO5</b>	9	6	3	2	1	1	2
<b>Total Contribution of COs to POs</b>	45	36	26	19	21	12	13
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.594	2.281	2.008	2.675	2.194	2.124

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

**COURSE CONTENT:**

**UNIT – I: Introduction (12 Hours)**

General Principles of taxation, distinction between direct and indirect taxes, tax evasion, avoidance, cause, and remedies – Direct Taxes: Income Tax Act 1961, important definitions, basis of charge, residential status, Income exempted from income tax, Heads of income.

**UNIT – II: Salary (15 Hours)**

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

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

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

**UNIT – IV: GST (15 Hours)**

Overview of GST: Implementation of GST, Liability of the Tax Payer, GST Network, GST Council – Levy of GST: Introduction, composition scheme, remission of tax/duty-Registration: Introduction, registration procedure, important points, special persons, amendments /cancellation.

**UNIT – V: Central excise duty (15 Hours)**

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

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

**REFERENCE BOOKS:**

S. No	Authors	Title	Publishers	Year of Publication
1.	Bhagavathi Prasad	Income tax law &	Wishwa prakashan	2011

		practice		
2.	Gaur & Narang	Income tax law & practice	Kalyani publications	2011
3.	Mehrothra	Income tax law & practice	Sathiyabhawan publication	2017
4.	Abhisheka, Rastogi	Professional's guide to GST	Taxmann	2018

**WEB REFERENCE:**

1. <https://www.icsi.edu/docs/webmodules/Publications/4.%20Tax%20Laws%20and%20Practice.pdf>
2. <http://kamarajcollege.ac.in/Department/Commerce/III%20Year/005%20Major%20Elective%20I%20-%20Income%20Tax%20Law%20&%20Practice%20I%20-%20V%20Sem.pdf>
3. <https://www.wirc-icai.org/images/material/BASICS-GST.pdf>
4. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-11-NEW-GST-Revised.pdf>
5. [https://taxguru.in/wp-content/uploads/2013/07/CE-Made-Simple-taxguru.in\\_.pdf](https://taxguru.in/wp-content/uploads/2013/07/CE-Made-Simple-taxguru.in_.pdf)
6. <https://m.youtube.com/watch?v=Ysk5IlKvm7g>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – IV	Non – Major Elective	21NMU01A/ 21NMU01B	INDIAN WOMEN AND SOCIETY/ ADVANCED TAMIL	24	2

**Contact hours per week: 2**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

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

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



<b>CO4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>
<b>CO5</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>9</b>	<b>9</b>
<b>Total Contribution of COs to POs</b>	<b>33</b>	<b>33</b>	<b>31</b>	<b>37</b>	<b>22</b>	<b>27</b>	<b>30</b>
<b>Weighted Percentage of COs Contribution to POs</b>	1.895	2.378	2.719	3.911	2.803	4.936	4.902

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

**COURSE CONTENT:**

**Unit 1: Historical Background (5 Hours)**

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

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

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

**Unit 3: Women and Health (5 Hours)**

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

**Unit 4: Issues of Women (5 Hours)**

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

**Unit 5: Women Empowerment (4 Hours)**

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

**REFERENCE BOOKS:**

S.No	Authors	Title	Publishers	Year of Publication
1	Mala Khullar	Writing the Women’s Movement: A Reader	Zubaan	2005

2	IAWS	The State and the Women's Movement in India	IAWS, Delhi	1994
3	Kosambi, Meera	Crossing Thresholds: Feminist Essays in Social History	Permanent Black	2007
4	TRowbotham, Sheila	Hidden from History: Women's Oppression and the Fight against It	Pluto Press, London	1975
5	Susheela Mehta	Revolution and the Status of Women	Metropolitan Bookco.pvt ltd, New Delhi	1989

### SEMESTER - IV

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XIII	21BAU13	MANAGEMENT INFORMATION SYSTEM	60	4

**Contact hours per week: 5**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

CO Number	CO Statement	Knowledge Level
<b>CO1</b>	Name the basic concepts of management information system	<b>K1</b>
<b>CO2</b>	Understand the basic concepts and technologies of a computer system which support the management information system.	<b>K2</b>
<b>CO3</b>	Show the benefits of MIS, internet, intranet. extranet, decision support system, MIS supporting functions	<b>K3</b>
<b>CO4</b>	Compare the EDI networking concept, applications of MIS, client-server operations, importance and limitations of MIS	<b>K4</b>
<b>CO5</b>	Summarize the special functions of MIS, success and failure of MIS,IS types, strategic management system, networking in MIS	<b>K5</b>

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

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

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

<b>CO2</b>	9	9	9	9	3	1	0
<b>CO3</b>	9	9	9	3	3	3	1
<b>CO4</b>	9	3	1	3	3	3	3
<b>CO5</b>	9	1	1	0	9	3	9
<b>Total Contribution of COs to POs</b>	<b>45</b>	<b>31</b>	<b>29</b>	<b>24</b>	<b>21</b>	<b>10</b>	<b>13</b>
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.233	2.544	2.537	2.675	1.828	2.124

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

### **COURSE CONTENT:**

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

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

#### **UNIT – II: IS types (12 Hours)**

Types of IS: Transaction Processing System (TPS), Decision Support System (DSS), and Introduction to client-server.

#### **UNIT – III: Networking (12 Hours)**

EDI-Net working concepts: LAN, WAN, difference between internet, intranet, extranet.

#### **UNIT – IV: MIS – Supporting functions (12 Hours)**

Strategic information system, MIS support for planning, organizing, controlling. Advantages and Disadvantages of MIS support functions.

#### **UNIT – V: MIS – Special functions (12 Hours)**

MIS for special functions: Introduction to special functions & needs, Special functions: personnel, finance, marketing, inventory and production. Importance of special functions and their limitations.

### **TEXT BOOKS:**

<b>S. No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1.	O'Brien.J.A, Marakas	Management	McGrawHill	2011

		Information Systems		
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**REFERENCE BOOKS:**

S. No	Authors	Title	Publishers	Year of Publication
1.	Goyal	Management Information System	Macmillan	4 <sup>th</sup> Edition
2.	Laudonand Laundon	Management Information System	Pearson	11 <sup>th</sup> Edition
3.	W.S. Jawadekar	Management Information System	Tata Mc Gra-Hill	2002

**WEB REFERENCE:**

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

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core - XIV	21BAU14	MODERN OFFICE MANAGEMENT	48	4

**Contact hours per week: 4**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

CO Number	CO Statement	Knowledge Level
<b>CO1</b>	Recall the concepts of office organization and office management.	<b>K1</b>
<b>CO2</b>	Explain the concepts of an office and its environment	<b>K2</b>
<b>CO3</b>	Demonstrate the knowledge of the office for better office management	<b>K3</b>
<b>CO4</b>	Illustrate the process and routines in an office for efficient equipment of the office and the staff	<b>K4</b>
<b>CO5</b>	Describes the office and its concepts for monitoring its functions and performance	<b>K5</b>

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

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

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
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<b>CO1</b>	9	9	9	9	9	3	3
<b>CO2</b>	9	9	6	3	6	9	6
<b>CO3</b>	9	6	1	1	6	0	6
<b>CO4</b>	9	6	0	1	3	1	1
<b>CO5</b>	6	3	0	0	1	1	3
<b>Total Contribution of COs to POs</b>	42	33	16	14	25	14	19
<b>Weighted Percentage of COs Contribution to POs</b>	2.412	2.378	1.404	1.480	3.185	2.559	3.105

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

### **COURSE CONTENT:**

#### **UNIT – I: Modern office management and organisation (8 Hours)**

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 (10 Hours)**

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 (10 Hours)**

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 (10 Hours)**

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 (10 Hours)**

Office correspondence centralized Vs departmental correspondence – Office Reports: Report writing, types, specimen of report.

#### **TEXT BOOKS:**

<b>S. No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1.	S.P.Arora	Office organisation and Management	Vikas Publishing House Pvt Ltd	2014

**REFERENCE BOOKS:**

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



Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XV	21BAU15	PRODUCTION MANAGEMENT	60	4

**Contact hours per week: 5**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

CO Number	CO Statement	Knowledge Level
<b>CO1</b>	State the basic concepts and theories of production management	<b>K1</b>
<b>CO2</b>	Comprehend the production management situations with their outcome.	<b>K2</b>
<b>CO3</b>	Relate production management concepts and their influence on business decisions.	<b>K3</b>
<b>CO4</b>	Break down the tools and techniques in production management to understand the insights.	<b>K4</b>
<b>CO5</b>	Criticise the various streams of production process to improve productivity of a business organisation.	<b>K5</b>

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

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

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	9	9	9	9	9	4	4

<b>CO2</b>	9	9	9	4	6	2	2
<b>CO3</b>	9	9	6	5	4	1	6
<b>CO4</b>	9	7	3	1	5	3	1
<b>CO5</b>	9	4	2	1	1	3	1
<b>Total Contribution of COs to POs</b>	<b>45</b>	<b>38</b>	<b>27</b>	<b>20</b>	<b>25</b>	<b>13</b>	<b>14</b>
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.738	2.368	2.114	3.185	2.377	2.288

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

### **COURSE CONTENT:**

#### **UNIT – I: Introduction**

**(12 Hours)**

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

#### **UNIT – II: Facilities location and layout**

**(12 Hours)**

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

#### **UNIT – III: PPC and plant maintenance**

**(12 Hours)**

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

#### **UNIT – IV: Design of work system and purchase**

**(12 Hours)**

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

#### **UNIT – V: Stores management and quality concepts**

**(12 Hours)**

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

### **TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XVI	21BAU16	<b>FINANCIAL MANAGEMENT</b>	60	4

**Contact hours per week: 5**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

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

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	9	9	9	9	9	6	1
<b>CO2</b>	9	9	9	9	6	3	0

<b>CO3</b>	9	9	6	3	3	1	6
<b>CO4</b>	9	3	3	3	0	1	3
<b>CO5</b>	9	1	3	1	0	0	0
<b>Total Contribution of COs to POs</b>	45	31	30	25	18	11	10
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.233	2.632	2.643	2.293	2.011	1.634

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

### **COURSE CONTENT:**

#### **UNIT – I: Introduction**

**(12 Hours)**

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

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

**(12 Hours)**

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

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

**(12 Hours)**

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

#### **UNIT – IV: Performance appraisal and job change**

**(12 Hours)**

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

#### **UNIT – V: Career planning and recent trends in HRM**

**(12 Hours)**

Capital budgeting: Meaning, objectives, types of capital budgeting, problems on payback period, net present value, internal rate of return, accounting rate of return, profitability index.

(80% THEORY AND 20% PROBLEMS)

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

<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.	Khanand Jain	Financial Management – A Conceptual Approach	McGraw Hill Education Pvt Ltd	2017

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XVII Allied: IV	21BAU17	BUSINESS LAW	60	4

**Contact hours per week: 5**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

CO Number	CO Statement	Knowledge Level
CO1	Recall the different acts for enabling business	<b>K1</b>
CO2	Explain the legal liability arising in the business environment through the Acts.	<b>K2</b>
CO3	Evaluate the legal protection through these Acts.	<b>K3</b>
CO4	Analyze various provisions in the Law of Contract, Sale of good Act, Agency, Negotiable Instruments Act and consumer Protection Act.	<b>K4</b>
CO5	Interpret the rights given to consumers through these Acts in Business environment.	<b>K5</b>

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

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

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

<b>CO2</b>	9	9	9	9	9	3	9
<b>CO3</b>	9	9	9	9	9	3	9
<b>CO4</b>	9	9	9	3	9	3	9
<b>CO5</b>	9	9	9	3	9	3	9
<b>Total Contribution of COs to POs</b>	45	45	45	24	45	15	45
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	3.242	3.947	2.537	5.732	2.742	7.353

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

### **COURSE CONTENT:**

#### **UNIT – I: Law of contract 1872**

**(12 Hours)**

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

#### **UNIT – II: Sale of goods act 1930**

**(12 Hours)**

Sale of Goods Act 1930: Definitions of Formation of contracts of sale, goods and their classification, price, conditions and warranties, transfer of property in goods, performance of the contract of sale, unpaid seller and his rights, sale by auction, hire purchase agreement.

#### **UNIT – III: Creation of agency**

**(12 Hours)**

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

#### **UNIT – IV: Negotiable instruments act 1881**

**(12 Hours)**

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

#### **UNIT – V: Consumer protection act 1986**

**(12 Hours)**

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

### **TEXT BOOKS:**



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

**REFERENCE BOOKS:**

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

**WEB REFERENCE:**

1. <https://legislative.gov.in/sites/defaults/files/A1872-09>
2. <https://www.legalserviceindia.com/laws/contracts>
3. [https://legislative.gov.in/sites/default/files/A1930-3\\_0.pdf](https://legislative.gov.in/sites/default/files/A1930-3_0.pdf)
4. <https://www.toppr.com/guides/business-laws-cs/indian-contract-act-1872/creation-of-agency/>
5. <https://financialservices.gov.in/sites/default/files/Negotiable%20Instruments%20Act1881.pdf>
6. [http://ncdrc.nic.in/bare\\_acts/Consumer%20Protection%20Act-1986.html](http://ncdrc.nic.in/bare_acts/Consumer%20Protection%20Act-1986.html)

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part - IV	Skill Enhancement: I	21SEBAU01	COMMUNICATION SKILLS FOR EXECUTIVES (PROJECT & VIVA-VOCE)	36	1

**Contact hours per week: 3**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

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

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

<b>CO4</b>	<b>9</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>	<b>3</b>	<b>9</b>
<b>CO5</b>	<b>9</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>	<b>3</b>	<b>9</b>
<b>Total Contribution of COs to POs</b>	<b>45</b>	<b>45</b>	<b>6</b>	<b>9</b>	<b>45</b>	<b>10</b>	<b>45</b>
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	3.242	0.526	0.951	5.732	1.828	7.353

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

### **COURSE CONTENT:**

#### **UNIT – I: Vocabulary building (5 Hours)**

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

#### **UNIT – II: Reading skills (7 Hours)**

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

#### **UNIT – III: Listening skills (8 Hours)**

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

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

#### **UNIT – IV: Speaking skills (5 Hours)**

- Conversation Skills
- Interview Skills
- Presentation Skills
- Public Speaking
- Role Play

- Debate
- Group Discussion

**UNIT – V: Writing skills**

**(11 Hours)**

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

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

**WEB REFERENCE:**

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

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – IV	Ability Enhancement: II	21AEU02	CONSUMER RIGHTS	36	2

**Contact hours per week: 3**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

CO Number	CO Statement	Knowledge Level
CO1	Memorize the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards	K1
CO2	Explain the Consumer Protection Law in India	K2
CO3	Impart sound practical grounding about the practice of consumer law and the procedure followed	K3
CO4	Evaluate the regulations and legal actions that helps to protect consumers	K4
CO5	Analyse the knowledge and skills needed for a career in this field	K5

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

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

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	1
CO2	9	9	9	9	1	0	1
CO3	9	9	9	3	3	1	1
CO4	9	3	1	1	3	3	3
CO5	9	1	3	0	9	9	9
<b>Total Contribution of COs</b>	<b>45</b>	<b>31</b>	<b>31</b>	<b>21</b>	<b>17</b>	<b>13</b>	<b>15</b>

<b>to POs</b>							
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.233	2.719	2.326	2.166	2.377	2.451

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

### **Unit 1: Conceptual Framework**

**(8 Hours)**

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

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

**(8 Hours)**

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

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

### **Unit 3: Grievance Redressal Mechanism under the Indian Consumer Protection Law (8 Hours)**

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

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

**(6 Hours)**

- i. Banking: RBI and Banking Ombudsman
- ii. Insurance: IRDA and Insurance Ombudsman
- iii. Telecommunication: TRAI

- iv. Food Products: FSSAI
- v. Electricity Supply: Electricity Regulatory Commission
- vi. Real Estate Regulatory Authority

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

**(6 Hours)**

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

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

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

**Suggested Readings:**

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007) *Consumer Affairs*, Universities Press.
2. Choudhary, Ram Naresh Prasad (2005). *Consumer Protection Law Provisions and Procedure*, Deep and Deep Publications Pvt Ltd.
3. G. Ganesan and M. Sumathy. (2012). *Globalisation and Consumerism: Issues and Challenges*, Regal Publications
4. Suresh Misra and Sapna Chadah (2012). *Consumer Protection in India: Issues and Concerns*, IIPA, New Delhi
5. Rajyalaxmi Rao (2012), *Consumer is King*, Universal Law Publishing Company
6. Girimaji, Pushpa (2002). *Consumer Right for Everyone* Penguin Books.
7. E-books :- [www.consumereducation.in](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" Akademos (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 - V

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XVIII	21BAU18	COST & MANAGEMENT ACCOUNTING	72	5

**Contact hours per week: 6**

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

**PREAMBLE:**

To impart the deeper knowledge in cost and management accounting concepts

**COURSE OUTCOMES:**

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

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

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

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

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

<b>CO5</b>	9	3	3	0	9	3	9
<b>Total Contribution of COs to POs</b>	<b>45</b>	<b>39</b>	<b>27</b>	<b>22</b>	<b>16</b>	<b>18</b>	<b>16</b>
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.810	2.368	2.326	2.038	3.291	2.614

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

**COURSE CONTENT:**

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

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

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

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

**UNIT – III: Financial statement analysis (15 Hours)**

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

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

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

**UNIT – V: Standard costing (15 Hours)**

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB REFERENCE:**

1. [https://www.icsi.edu/WebModules/Publications/FULL\\_BOOK\\_PP-CMA-2017-JULY\\_4.pdf](https://www.icsi.edu/WebModules/Publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf)
2. <http://dsc.du.ac.in/wp-content/uploads/2020/03/cost.pdf>
3. <http://www.himpub.com/documents/Chapter1133.pdf>
4. <http://teamslive.com/DOWNLOADS/Bharathiar%20University%20Study%20Materials/UG/BBA/Third%20Year/Cost%20and%20Management%20Accounting.pdf>
5. [https://icmai.in/upload/Students/Syllabus-2008/StudyMaterial/Cost\\_Mgmt\\_Ac.pdf](https://icmai.in/upload/Students/Syllabus-2008/StudyMaterial/Cost_Mgmt_Ac.pdf)
6. <https://nptel.ac.in/courses/110/107/110107127/>
7. <https://nptel.ac.in/courses/110/101/110101132/>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XIX	21BAU19	RESEARCH METHODS FOR MANAGEMENT	72	5

**Contact hours per week: 6**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

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

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

<b>CO4</b>	9	3	3	3	3	3	3
<b>CO5</b>	3	3	1	0	9	3	9
<b>Total Contribution of COs to POs</b>	39	33	21	24	18	10	13
<b>Weighted Percentage of COs Contribution to POs</b>	2.240	2.378	1.842	2.537	2.293	1.828	2.124

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

### **COURSE CONTENT:**

#### **UNIT – I: Introduction about research (12 Hours)**

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

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

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

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

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

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

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

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB REFERENCE:**

1. [https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.cusb.ac.in/images/cusb-files/2020/el/cbs/MCCOM2003C04%2520\(Business%2520Research%2520Methods\)Research\\_Methodology\\_C\\_R\\_Kothari.pdf&ved=2ahUKEwjFi4fs07XyAhVI7XMBHclNC5wQFnoECBoQAQ&usg=AOvVaw0RkjRy5y0vmqVfID5KLEw&cshid=1629120843238](https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.cusb.ac.in/images/cusb-files/2020/el/cbs/MCCOM2003C04%2520(Business%2520Research%2520Methods)Research_Methodology_C_R_Kothari.pdf&ved=2ahUKEwjFi4fs07XyAhVI7XMBHclNC5wQFnoECBoQAQ&usg=AOvVaw0RkjRy5y0vmqVfID5KLEw&cshid=1629120843238)
2. <https://indiafreenotes.com/bba306-research-methodology/>
3. <https://www.slideshare.net/vicksy02/test-of-significance-in-statistics>
4. <https://alison.com/course/introduction-to-research-methods-and-frameworks>
5. <https://www.iedunote.com/research-methods>
6. <https://www.formpl.us/blog/research-report>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XX	21BAU20	ENTREPRENEURSHIP & PROJECT MANAGEMENT	60	4

**Contact hours per week: 5**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

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

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	9	9	9	9	9	3	3
<b>CO2</b>	9	9	9	6	9	1	3
<b>CO3</b>	9	9	6	6	6	0	6

<b>CO4</b>	9	9	3	1	6	3	1
<b>CO5</b>	9	3	1	0	1	3	0
<b>Total Contribution of COs to POs</b>	45	39	28	22	31	10	13
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.810	2.456	2.326	3.949	1.828	2.124

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

### **COURSE CONTENT:**

#### **UNIT – I: Entrepreneurial competence (12 Hours)**

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

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

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

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

Project: Meaning, concepts, categories, project life cycle phases, characteristics of a project – Project Manager: Qualities, role and responsibilities – Project Management: Meaning, definition, functions, process of project management - challenges of managing a project.

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

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

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



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

**TEXT BOOKS:**

<b>S. No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1.				

**REFERENCE BOOKS:**

<b>S. No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1.	Prasanna Chandra	Projects–Planning, Analysis, Selection, Implementation And Reviews	Tata Mc Graw -Hill	1996
2.	S.Choudhury	Project Management	Tata Mc Graw - Hill Education	1998
3.	S.S.Khanka	Entrepreneurial Development	S.Chand and Company Limited	2001
4.	Desai,Vasant	Entrepreneurial Development, Vol.I	Himalaya Publishing House	2009
5.	C.B.Gupta&N.P. Srinivasan	Entrepreneurial Development	Sultan Chand & Sons	2014

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXI	21BAU21A	INSTITUTIONAL TRAINING	--	1

**Contact hours per week: Nil**

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

**PREAMBLE:**

**COURSE OUTCOMES:**

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

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

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

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

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	9	3
CO2	9	9	9	3	3	3	3
CO3	9	3	3	3	1	3	1
CO4	9	3	3	1	1	1	1
CO5	9	1	1	1	1	1	1
<b>Total Contribution of COs to POs</b>	45	25	25	17	9	17	9
<b>Weighted Percentage of COs</b>	2.585	1.801	2.193	1.797	1.146	3.108	1.471

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

**COURSE CONTENT:**

**Rules Governing Institutional Training**

- Each student should undergo Institutional Training during fourth semester Summer Vacation for a period of 21 working days.
  - The Institutions meant for training shall be any Business related Public/Private Ltd Companies or any other organizations recognized by the Department of Management
  - After the completion of the training, each student has to submit an Institutional training Report (two copies) within 45 days after reopening of the college for the fifth semester. It should be approved by the guide. The training report shall be valued internally by the Department for a maximum of 100 marks.
  - Break up of 100 Marks:
    - Work Diary : 20 Marks
    - Evaluation of Report : 40 marks
    - Viva - voce Examination : 40 marks

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100 marks

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  - For a pass in Institutional Training, the student should secure a minimum of 50% Marks (50 Marks)
  - The result will be published along with the V End Semester Examination.
- The final mark list will be handed over to the Controller of Examination by the Head of the Department.

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

**Contact hours per week: 4**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

COS / POS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	9	9	9	9	3	0	0
CO2	9	9	9	3	3	1	1
CO3	9	9	3	3	0	3	1

<b>CO4</b>	9	3	3	1	3	0	3
<b>CO5</b>	3	3	3	1	1	3	0
<b>Weightage</b>	<b>39</b>	<b>33</b>	<b>27</b>	<b>17</b>	<b>10</b>	<b>7</b>	<b>5</b>
<b>Weighted percentage of Course contribution to PSOs</b>	2.240	2.378	2.368	1.797	1.274	1.280	0.817

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

**UNIT I: INTRODUCTION TO START-UP**

**(8 Hrs)**

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

**UNIT II: MENTORING AND FUNDING FOR START-UP**

**(8 Hrs)**

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

**UNIT III: START-UP IDEAS AND MINDMAPPING**

**(8 Hrs)**

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

**UNIT IV: LIFE CYCLE STAGES OF START-UP**

**(6 Hrs)**

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

**UNIT V: START-UP REGISTRATION & PRACTICAL TRAINING**

**(6 Hrs)**

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

**Book for Reference:**

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

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part - IV	Skill Enhancement: II	21SEU02	LIFE SKILLS	36	1

**Contact hours per week: 3**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

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

COS/POS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	9	3	1	3	3	1
CO 2	1	9	3	1	3	9	1
CO 3	1	3	3	3	9	3	3
CO 4	1	3	3	3	9	9	3
CO 5	1	3	3	1	3	1	9
<b>Total Contribution of COs to POs</b>	<b>7</b>	<b>27</b>	<b>15</b>	<b>9</b>	<b>27</b>	<b>25</b>	<b>17</b>
<b>Weighted Percentage of COs Contribution to POs</b>	0.402	1.945	1.316	0.951	3.439	4.570	2.778

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

#### COURSE CONTENT:

**UNIT – I: (8 Hours)**

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

**UNIT – II: (7 Hours)**

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

**UNIT – III: (5 Hours)**

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

**UNIT – IV: (8 Hours)**

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

**UNIT – V: (8 Hours)**

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB REFERENCES:**

1. Developing Soft Skills and Personality  
[:https://www.youtube.com/playlist?list=PLzf4HHlsQFwJZel\\_j2PUy0pwjVUgj7KIJ](https://www.youtube.com/playlist?list=PLzf4HHlsQFwJZel_j2PUy0pwjVUgj7KIJ)
2. Course on Leadership - <https://nptel.ac.in/courses/122105021/9>
3. <https://www.ugc.ac.in/e-book/SKILL%20ENG.pdf>
4. Knowledge@Wharton Interviews Former Indian President APJ Abdul Kalam - . "A Leader Should Know How to Manage Failure" – [www.youtube.com/watch?v=laGZaS4sdeU](http://www.youtube.com/watch?v=laGZaS4sdeU)
5. Martin, R. (2007). How Successful Leaders Think. *Harvard Business Review*, 85(6): 60.
6. Fries, K. (2019). 8 Essential Qualities That Define Great Leadership. *Forbes*. Retrieved 2019-02-15
7. How to Build Your Creative Confidence, Ted Talk by David Kelly - [https://www.ted.com/talks/david\\_kelley\\_how\\_to\\_build\\_your\\_creative\\_confidence](https://www.ted.com/talks/david_kelley_how_to_build_your_creative_confidence)



Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – V	Proficiency Enhancement	21PEBAU01	GREEN MARKETING ( SELF STUDY)	--	2

**Contact hours per week: Nil**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

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

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	9	3	9
CO2	9	9	6	6	6	1	6
CO3	9	6	6	3	3	6	6
CO4	9	6	3	1	0	3	3
CO5	6	1	1	0	0	1	1

<b>Total Contribution of COs to POs</b>	44	31	25	19	18	14	25
<b>Weighted Percentage of COs Contribution to POs</b>	2.527	2.233	2.193	2.008	2.293	2.559	4.085

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

**COURSE CONTENT:**

**UNIT – I: Green Marketing introduction**

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

**UNIT – II: Green product design**

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

**UNIT – III: Innovation & Sustainability**

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

**UNIT – IV: Partnering & Credibility**

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

**UNIT – V: Customer value**

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

**REFERENCE BOOKS:**

<b>S. No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1.	JacquelynA. Ottman	Green Marketing: Opportunity	NTC Business Books	2000

		For Innovation		
2.	Joel Makower	Strategies for the Green Economy: Opportunities and Challenges in the New World of Business	McGraw-Hill	2008
3.	John Grant	The Green Marketing Manifesto	Wiley, John & Sons	2009
4.	Chris Arnold	Ethical Marketing and the New Consumer	Wiley, John & Sons	2009
5.	Richard Seireeni	The Gort Cloud: The Invisible Force Powering Today's Most Visible Green Brands	Chelsea Green Publishing	2009
6.	Jacquelyn Ottman -Berrett	The New Rules of green Marketing: Strategies, Tools, and Inspiration For Sustainable Branding	Koehler Publishers	2011

### SEMESTER - VI

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXIV	21BAU24	SERVICES MARKETING	72	5

**Contact hours per week: 6**

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

**PREAMBLE:**

To impart the deeper knowledge in services marketing concepts.

**COURSE OUTCOMES:**

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

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

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

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

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

<b>CO4</b>	9	3	1	3	3	3	1
<b>CO5</b>	9	1	1	9	3	1	9
<b>Total Contribution of COs to POs</b>	<b>45</b>	<b>31</b>	<b>29</b>	<b>33</b>	<b>21</b>	<b>9</b>	<b>11</b>
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.233	2.544	3.488	2.675	1.645	1.797

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

**COURSE CONTENT:**

**UNIT – I: Marketing of services (12 Hours)**

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

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

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

**UNIT – III: Service quality (15 Hours)**

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

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

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

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

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

**TEXT BOOKS:**

<b>S. No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1.	Zeithaml V A	Services	McGraw Hill Edn	2016

		Marketing	India	
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**REFERENCE BOOKS:**

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

**WEB REFERENCE:**

1. [https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.cusb.ac.in/images/cusbfiles/2020/el/cbs/MCCOM2003C04%2520\(Business%2520Research%2520Methods\)Resarch\\_Met hodology\\_C\\_R\\_Kothari.pdf&ved=2ahUKEwjFi4fs07XyAhV17XMBHclNC5wQFnoECBoQAAQ&usg=AOvVaw0RkjRy5y0vmqVfid5KLEw&cshid=1629120843238](https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.cusb.ac.in/images/cusbfiles/2020/el/cbs/MCCOM2003C04%2520(Business%2520Research%2520Methods)Resarch_Met hodology_C_R_Kothari.pdf&ved=2ahUKEwjFi4fs07XyAhV17XMBHclNC5wQFnoECBoQAAQ&usg=AOvVaw0RkjRy5y0vmqVfid5KLEw&cshid=1629120843238)
2. <https://indiafreenotes.com/bba306-research-methodology/>
3. <https://www.slideshare.net/vicksy02/test-of-significance-in-statistics>
4. <https://alison.com/course/introduction-to-research-methods-and-frameworks>
5. <https://www.iedunote.com/research-methods>
6. <https://www.formpl.us/blog/research-report>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXV	21BAU25	INVESTMENT MANAGEMENT	72	5

**Contact hours per week: 6**

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

**PREAMBLE:**

To equip the students with basic knowledge about investment management.

**COURSE OUTCOMES:**

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

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

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

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

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	9	9	9	9	3	0	0
<b>CO2</b>	9	9	9	9	9	1	0
<b>CO3</b>	9	9	3	3	0	3	3
<b>CO4</b>	9	9	9	1	1	9	3
<b>CO5</b>	9	3	1	0	3	3	9
<b>Total Contribution</b>	<b>45</b>	<b>39</b>	<b>31</b>	<b>22</b>	<b>16</b>	<b>16</b>	<b>15</b>

of COs to POs							
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	2.810	2.719	2.326	2.038	2.925	2.451

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

### **COURSE CONTENT:**

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

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

#### **UNIT II: INVESTMENT AVENUES (15 Hours)**

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

#### **UNIT III: CAPITAL MARKET (15 Hours)**

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

#### **UNIT IV: RISK AND RETURN (15 Hours)**

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

#### **UNIT V: DIVERSIFICATION (15 Hours)**

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

#### **TEXT BOOKS:**

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

#### **REFERENCE BOOKS:**

S. No	Authors	Title	Publishers	Year of Publication
1.		Investment	S.Chand and	



	V. K. Balla	management	Company	2008
2.	Yogesh Maheshw ari	Investment management	PHI Learning private Ltd	2008
3.	V. A. Avadhani	Investment management	Himalaya publishing house	2014

**WEB REFERENCE:**

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

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXVI	21BAU26	Project Work & Viva - voce	36	1

**Contact hours per week: 3**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

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

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

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

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – IV	Skill Enhancement: III	21SEBAU03	SOFT SKILLS FOR BUSINESS (PROJECT & VIVA-VOCE)	36	1

**Contact hours per week: 3**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

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

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

<b>CO2</b>	9	9	9	9	3	3	0
<b>CO3</b>	9	9	3	3	0	3	3
<b>CO4</b>	9	9	3	1	1	9	3
<b>CO5</b>	9	3	1	0	9	3	9
<b>Total Contribution of COs to POs</b>	45	42	25	22	16	18	15
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	3.026	2.193	2.326	2.038	3.291	2.451

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

**COURSE CONTENT:**

**UNIT – I: (9 Hours)**

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

**UNIT – II: (7 Hours)**

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

**UNIT – III: (8 Hours)**

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

**UNIT – IV: (6 Hours)**

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

**UNIT – V: (6 Hours)**

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

**REFERENCE BOOKS:**

<b>S. No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
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1.	M.S.Rao.	Soft Skills Enhancing Employability: Connecting Campus With Corporate	I.K. International	Jan2011
2.	Mukta Mahajani	Let's Talk: Negotiation & Communication at the Workplace	Jaico Publishing House	2013
3.	Lindsey Pollak	Getting from College to Career: Your Essential Guide to Succeeding in the Real World	Harper Collins, Posse Foundation.	2014
	Barun K Mitra	Personality Development and Soft Skills	Oxford University Press	2016

**WEB REFERENCE:**

1. <https://www.slideshare.net/biadoll123/effective-presentation-skills-29762969>
2. <https://www.thebalancecareers.com/list-of-team-building-skills-2063772>
3. <https://alison.com/course/interpersonal-skills-introduction-to-soft-skills>
4. <https://www.crampete.com/blogs/how-to-prepare-group-discussion/>
5. <https://www.crampete.com/blogs/how-to-prepare-group-discussion/>

6. [https://www.google.com/url?sa=t&source=web&rct=j&url=https://nptel.ac.in/content/storage2/courses/109104030/Module8/Lecture26.pdf&ved=2ahUKewjj\\_baC77fyAhU9IbcAHRkVCZgQFnoECAMQBg&usg=AOvVaw27a0YTSCaZECdBITr5I0UK](https://www.google.com/url?sa=t&source=web&rct=j&url=https://nptel.ac.in/content/storage2/courses/109104030/Module8/Lecture26.pdf&ved=2ahUKewjj_baC77fyAhU9IbcAHRkVCZgQFnoECAMQBg&usg=AOvVaw27a0YTSCaZECdBITr5I0UK)

### ELECTIVE: I

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXIII	21BAU23A	EQUITY RESEARCH & PORTFOLIO MANAGEMENT	72	5

**Contact hours per week: 6**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

Co Number	CO Statement	Knowledge Level
<b>CO1</b>	Recall the basic functions of Equity and Portfolio market	<b>K1</b>
<b>CO2</b>	Explain the concepts of Equity Research and Portfolio Management.	<b>K2</b>
<b>CO3</b>	Demonstrate the techniques that can be applied to the primary and secondary market	<b>K3</b>
<b>CO4</b>	Analyse the stock market conditions for better investments in Equity and Portfolio	<b>K4</b>
<b>CO5</b>	Evaluate the performance of equity and portfolio for better management and revision	<b>K5</b>

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

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

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

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

### **COURSE CONTENT:**

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

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

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

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

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

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

#### **UNIT – IV: Portfolio construction (15 Hours)**

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

#### **UNIT – V: Portfolio evaluation (15 Hours)**

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB REFERENCE:**

1. [https://www.iare.ac.in/sites/default/files/lecture\\_notes/IARE\\_SAPM\\_Lecture\\_Notes.pdf](https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_SAPM_Lecture_Notes.pdf)
2. <http://campus360.iift.ac.in/Secured/Resource/100/II/FIN%2023/719488337.pdf>
3. <http://peixun.pinggu.org/cfa/2013-CFA-L3-notes-11-12-Equity-Portfolio-Management.pdf>
4. <https://www.cfasociety.org/romania/Files/Analiza%20Financiara%20si%20de%20Investitii,%20Etica%20si%20Standarde%20Profesionale,%20Asociatia%20Brokerilor,%20June%202010/Bogdan%20Bilau%20-%20PM%20for%20institutional%20investors.pdf>



5. <https://nptel.ac.in/courses/110/105/110105035/>
6. <http://engineeringvidelectures.com/mobile/13100>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXIII	21BAU23B	STRATEGIC MANAGEMENT	72	5

**Contact hours per week: 6**

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

**PREAMBLE:**

To create a conceptual awareness on various strategies and its formulation

**COURSE OUTCOMES:**

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

CO Number	CO Statement	Knowledge Level
<b>CO1</b>	Define the basics of strategic management and it's process.	<b>K1</b>
<b>CO2</b>	Understand the concepts of strategic issues, formulation, implementation and evaluation.	<b>K2</b>
<b>CO3</b>	Demonstrate the effective application of tools and techniques to practical situations for solving organizational problems.	<b>K3</b>
<b>CO4</b>	Analyse the competitive situation and strategic dilemma in dealing with dynamic global business environment.	<b>K4</b>
<b>CO5</b>	Evaluate the challenges faced by managers in implementing and evaluating strategies based on the nature of business.	<b>K5</b>

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

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

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	9	9	9	9	1	0	0

<b>CO2</b>	9	9	9	9	1	1	0
<b>CO3</b>	9	9	3	3	3	3	1
<b>CO4</b>	9	3	3	1	3	3	3
<b>CO5</b>	9	3	1	0	9	9	9
<b>Total Contribution of COs to POs</b>	45	24	25	22	17	16	13
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	1.729	2.193	2.326	2.166	2.925	2.124

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

### **COURSE CONTENT:**

#### **UNIT – I: Introduction**

**(12 Hours)**

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

#### **UNIT – II: Strategic issues**

**(15 Hours)**

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

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

**(15 Hours)**

Corporate Strategy: Meaning, definition, objectives, types – Business Strategies: Meaning, definition, types - Diversifications strategies: Meaning, reasons, types.

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

**(15 Hours)**

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

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

**(15 Hours)**

Strategy Evaluation: Definition, Characteristics, Factors – Strategy Control: Criteria, types. Process of Strategic Evaluation & control.

### **TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB REFERENCE:**

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

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXIII	21BAU23C	Customer Relationship Management	72	5

**Contact hours per week: 6**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

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

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	0
CO2	9	9	9	9	1	1	0
CO3	9	9	3	3	3	3	1
CO4	9	3	3	1	3	3	3
CO5	9	3	1	0	9	9	9
<b>Total Contribution of COs to POs</b>	45	24	25	22	17	16	13

<b>Weighted Percentage of COs Contribution to POs</b>	2.585	1.729	2.193	2.326	2.166	2.925	2.124
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Level of correlation: 0 – No correlation; 1- Low correlation; 3 – Medium correlation; 9 – High correlation between COs and POs

**COURSE CONTENT:**

**UNIT – I: Introduction to CRM (12 Hours)**

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

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

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

**UNIT – III: CRM implementation (15 Hours)**

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

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

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

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

Service quality themes in CRM: impact of service quality on loyalty, managing defections– Service recovery: meaning, recovery process, service guarantee, requirements of a good service guarantee- CRM in service industries: Banking, Insurance, telecom, Hospitality, Health Care, Airlines.

**TEXT BOOKS:**

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

		Management		
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**REFERENCE BOOKS:**

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

**WEB REFERENCE:**

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

### ELECTIVE II

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXVII	21BAU27A	FINANCIAL SERVICES	72	5

**Contact hours per week: 6**

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

**PREAMBLE:**

To equip the students with basic knowledge about financial services

**COURSE OUTCOMES:**

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

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

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

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

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

<b>CO5</b>	9	3	1	0	9	9	9
<b>Total Contribution of COs to POs</b>	45	24	25	22	17	16	13
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	1.729	2.193	2.326	2.166	2.925	2.124

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

**COURSE CONTENT:**

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

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

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

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

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

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

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

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

**UNIT – V: Other financial services (15 Hours)**

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



**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB REFERENCE:**

1. <http://ddegjust.ac.in/studymaterial/mba/fm-404.pdf>
2. <http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf>
3. <http://www.himpub.com/documents/Chapter1321.pdf>
4. [https://ebooks.lpude.in/management/mba/term\\_3/DMGT512\\_FINANCIAL\\_INSTITUTIONS\\_AND\\_SERVICES.pdf](https://ebooks.lpude.in/management/mba/term_3/DMGT512_FINANCIAL_INSTITUTIONS_AND_SERVICES.pdf)
5. <http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf>
6. [https://m.youtube.com/watch?v=Sx-dy96\\_tCQ](https://m.youtube.com/watch?v=Sx-dy96_tCQ)

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXVII	21BAU27B	LABOUR WELFARE AND INDUSTRIAL RELATIONS	72	5

**Contact hours per week: 6**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

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

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

<b>CO5</b>	9	3	1	0	9	9	9
<b>Total Contribution of COs to POs</b>	45	24	25	22	17	16	13
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	1.729	2.193	2.326	2.166	2.925	2.124

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

**COURSE CONTENT:**

**UNIT – I: Labour welfare (12 Hours)**

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

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

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

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

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

**UNIT – IV: Collective bargaining (15 Hours)**

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

**UNIT – V: Industrial safety (15 Hours)**

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

**REFERENCE BOOKS:**

<b>S. No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1.	R. Sivarethina mohan	Industrial Relations and labour welfare: Text and cases	PHI Learning Pvt Ltd.	2010

2.	N.D. Kapoor	Elements of Mercantile law	Sultan Chand & Sons	2013
3.	P.C.Tripathi	Personnel management & Industrial Relations	Sultan Chand & Sons	2013
4.	P. Subba Rao	Essentials of human resource management and industrial relations	Himalaya Publishing House	2013

**WEB REFERENCE:**

1. <https://www.youtube.com/watch?v=6J-VvleH06k>
2. <https://www.youtube.com/watch?v=rpIj8kbPBQ>
3. <https://www.youtube.com/watch?v=Y4XHzX5VE7g>
4. <https://www.icsi.edu/media/webmodules/publications/7.%20Industrial,%20Labour%20and%20General%20Laws.pdf>
5. [https://www.icsi.edu/media/webmodules/Labour\\_Laws&\\_Practice.pdf](https://www.icsi.edu/media/webmodules/Labour_Laws&_Practice.pdf)
6. <http://14.139.206.50:8080/jspui/bitstream/1/3317/1/INDUSTRIAL%20RELATIONS.pdf>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXVII	21BAU27C	BRAND MANAGEMENT	72	5

**Contact hours per week: 6**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

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

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

<b>CO3</b>	9	9	3	3	3	3	1
<b>CO4</b>	9	3	3	1	3	3	3
<b>CO5</b>	9	3	1	0	9	9	9
<b>Total Contribution of COs to POs</b>	45	24	25	22	17	16	13
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	1.729	2.193	2.326	2.166	2.925	2.124

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

**COURSE CONTENT:**

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

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

**UNIT-II: Brand Communications (15 Hours)**

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

**UNIT-III: Brand Positioning (15 Hours)**

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

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

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

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB REFERENCE:**

1. <https://www.youtube.com/watch?v=UcDnoLdq4qI>
2. [https://www.youtube.com/watch?v=Q3\\_O8mSjDtA](https://www.youtube.com/watch?v=Q3_O8mSjDtA)
3. <https://www.youtube.com/watch?v=UJT63-w5ktA>
4. [https://onlinecourses.swayam2.ac.in/imb19\\_mg04/preview](https://onlinecourses.swayam2.ac.in/imb19_mg04/preview)
5. <http://www.eiilmuniversity.co.in/downloads/Brand-Management.pdf>
6. [https://www.iare.ac.in/sites/default/files/lecture\\_notes/IARE\\_PBM\\_NOTES.pdf](https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_PBM_NOTES.pdf)

**Elective: III**

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXVIII	21BAU28A	INTEGRATED MARKETING COMMUNICATION	72	5

**Contact hours per week: 6**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

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

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	9	9	9	9	3	3	0
<b>CO2</b>	9	9	9	9	2	1	0



<b>CO3</b>	9	8	7	2	3	1	2
<b>CO4</b>	9	3	1	3	2	3	2
<b>CO5</b>	9	2	3	4	3	1	3
<b>Total Contribution of COs to POs</b>	<b>45</b>	<b>31</b>	<b>29</b>	<b>27</b>	<b>13</b>	<b>9</b>	<b>7</b>
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	1.729	2.193	2.326	2.166	2.925	2.124

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

### **COURSE CONTENT:**

#### **UNIT – I: Introduction to IMC (12 Hours)**

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

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

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

#### **UNIT – III: Advertising creativity (15 Hours)**

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

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

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

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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	2 <sup>nd</sup> Edition
3.	S.A. Chunawalla	Advertising, Sales and Promotion Management	Himalaya Pub. House	5 <sup>th</sup> Edition

**WEB REFERENCES:**

1. [http://lcwu.edu.pk/ocd/cfiles/Mass%20Communications/Maj/MC-405/Integrated\\_Marketing\\_Communications\\_2nd.pdf](http://lcwu.edu.pk/ocd/cfiles/Mass%20Communications/Maj/MC-405/Integrated_Marketing_Communications_2nd.pdf)
2. [https://www.academia.edu/39923121/INTEGRATED\\_MARKETING\\_COMMUNICATION](https://www.academia.edu/39923121/INTEGRATED_MARKETING_COMMUNICATION)
3. [http://www.pearsoned.ca/highered/divisions/virtual\\_tours/kotler/kotler\\_ch13.pdf](http://www.pearsoned.ca/highered/divisions/virtual_tours/kotler/kotler_ch13.pdf)
4. <http://dcac.du.ac.in/documents/E-Resource/2020/Metrial/30Neerukapoor14.pdf>

5. <https://repository.up.ac.za/bitstream/handle/2263/24225/02chapter2.pdf?sequence=3&isAllowed=y>
6. <https://m.youtube.com/watch?v=6eVpIJ75BqE>

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXVIII	21BAU28B	INTERNATIONAL BUSINESS	72	5

**Contact hours per week: 6**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

<b>CO5</b>	Evaluate the preparation of documents and the application of procedures to support the movement of products and services.	<b>K5</b>
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**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create;**

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

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

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

**COURSE CONTENT:**

**UNIT I: Introduction to International Business (12 Hours)**

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

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

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

**UNIT III: Globalization (15 Hours)**

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

**UNIT IV: Multinational Corporations**

**(15 Hours)**

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

**UNITV: Export Import Documentation**

**(15 Hours)**

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

**REFERENCE BOOKS:**

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

**WEB REFERENCE:**

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

Category	Course Type	Course Code	Course Title	Contact Hours	Credit
Part – III	Core: XXVIII	21BAU28C	E-COMMERCE	72	5

**Contact hours per week: 6**

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

**PREAMBLE:**

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

**COURSE OUTCOMES:**

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

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

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

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

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

<b>CO5</b>	9	3	1	0	9	9	9
<b>Total Contribution of COs to POs</b>	45	24	25	22	17	16	13
<b>Weighted Percentage of COs Contribution to POs</b>	2.585	1.729	2.193	2.326	2.166	2.925	2.124

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

**COURSE CONTENT:**

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

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

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

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

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

E-marketing, e-marketing mix-marketing strategies, email marketing strategies, affiliate marketing strategy and brand leveraging strategy - Web advertising: advertising cycle, online advertising methods: banners, popup, email advertising and video ads.

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

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

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

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

**TEXT BOOKS:**

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

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

**WEB REFERENCE:**

1. <https://www.youtube.com/watch?v=xKJjyn8DaAw>
2. <https://nptel.ac.in/courses/110/105/110105083/>
3. <https://freevideolectures.com/course/2308/internet-technology/35>
4. [https://www.vssut.ac.in/lecture\\_notes/lecture1428551057.pdf](https://www.vssut.ac.in/lecture_notes/lecture1428551057.pdf)
5. <https://cidco.mit.asia/departments/bca/Downloads/Question-bank/e-business.pdf>
6. <https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf>