DHANRAJ BAID JAIN COLLEGE

(AUTONOMOUS)

(Owned and Managed by Tamil Nadu Educational and Medical Trust)
A Religious Minority Institution
Affiliated to the University of Madras
Re- Accredited with 'B^{+}' Grade by NACC
Thoraipakkam, Chennai – 600 097, Tamil Nadu, India

SYLLABUS
(Choice Based Credit System)

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B.B.A

DHANRAJ BAID JAIN COLLEGE

(AUTONOMOUS)

Thoraipakkam, Chennai – 600 097.

Affiliated to University of Madras

DEPARTMENT OF MANAGEMENT STUDIES
B.B.A



SYLLABUS

(Choice Based Credit System)

Total No. of Semesters: 6

Total No. of Credits: 140

DHANRAJ BAID JAIN COLLEGE (AUTONOMOUS) CHENNAI- 97.

DEPARTMENT OF MANAGEMENT STUDIES
B.B.A DEGREE COURSE
Choice Based Credit System
(Effective from the academic year 2023-2024)

PROGRAMME OUTCOMES

PO1: Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study

PO2: Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.

PO3: Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.

PO4: Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.

PO5: Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.

PO6: Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation

PO7: Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team

PO8: Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.

PO9: Reflective thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.

PO10 Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

PO 11 Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

PO 12 Multicultural competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

PO 13: Moral and ethical awareness/reasoning: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demon starting the ability to identify ethical issues related to one‟s work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

PO 14: Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

PO 15: Lifelong learning: Ability to acquire knowledge and skills, including „learning how to learn‟, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.

Program Specific Outcome:

PSO1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.

PSO 2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.

PSO 3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.

PSO 4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.

PSO 5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.

REGULATIONS

(AS PER THE INTEGRATED COMMON REGULATIONS OF THE UNIVERSITY OF MADRAS)

1. ELIGIBILITY FOR ADMISSION:

Candidates for admission to the first year of the Degree of Bachelor of Commerce, shall be required to have passed the Higher Secondary Examinations (Academic or Vocational Stream) conducted by the Government of Tamil Nadu or an Examination accepted as equivalent thereof by the Syndicate of the University of Madras.

2. ELIGIBILITY FOR AWARD OF THE DEGREE:

A candidate shall be eligible for the award of the Degree only if he / she has undergone the prescribed course of study for a period of not less than three academic years, passed the examinations of all the Six Semesters prescribed earning 140 credits and fulfilled such conditions as have been prescribed therefore.

3. DURATION:

(a) Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semesters, the second academic year the third and the fourth semesters and the third academic year the fifth and sixth semesters respectively.

(b) The odd semesters shall consist of the period from June to November of each year and the even semesters from December to April of each year. There shall be not less than 90 working days for each semester.

4. COURSE OF STUDY:

The Main Subject of Study for Bachelor Degree shall consist of the following.

(1) FOUNDATION COURSES: The course shall comprise the study of:
Part – I Tamil or any other Modern (Indian or Foreign) or Classical Languages; and
Part – II English
(2) CORE COURSES consisting of (a) Main Subjects, (b) Elective Subjects (c) Application Oriented Subjects related to the Main Subject of Study and Practical's, etc., if any.
(3) Compulsory Extension Service

5. COMPULSORY EXTENSION SERVICE:

Students shall be awarded a maximum of 1 Credit for Compulsory Extension Service. All the Students shall have to enroll for NSS /NCC/ NSO (Sports & Games) Rotract/ Youth Red Cross or any other Service Organizations in the College and shall have to put in compulsory minimum attendance of 40 hours which shall be duly certified by the Principal of the College before 31stMarch in a year. If a student lacks 40 hours attendance in the first year, heor she shall have to compensate the same during the subsequent years. Those students who complete minimum attendance of 40 hours in one year will get 'half-a-credit and those who complete the attendance of 80 or more hours in Two Years will get 'one credit'. Literacy and Population Education and Field Work shall be compulsory components in the above extension service activities.

6. SCHEME OF EXAMINATION SHALL BE GIVEN IN APPENDIX 'A'

7. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTER

(a) Candidates shall register their names for the First Semester Examination after admission in the UG Courses.
(b) Candidates shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester Examinations subject to the condition that the candidates should register for all the arrear subjects of earlier semesters along with current (subsequent) semester subjects.
(c) Candidates shall be eligible to go to subsequent semester, only if they earn sufficient attendance as prescribed thereof from time to time, provided in case of a candidate earning less than 50% of attendance in any one of the semesters due to any extraordinary circumstance such as medical grounds, such candidates who shall produce Medical Certificate issued by the Authorized Medical Attendant (AMA), duly certified by the Principal of the College, shall be permitted to proceed to the next semester and to complete the Course of Study. Such candidates shall have to repeat the missed Semester by rejoining after completion of Final Semester of the Course, after paying the fee for the break of study as prescribed from time to time.

8. PASSING MINIMUM:

- There shall be no passing minimum for Internal.
- For external examination, passing minimum shall be 40% [Forty Percentage] of the maximum marks prescribed for the paper for each Paper/Practical/Project and Viva-Voce.
- In the aggregate [External/Internal] the passing minimum shall be of 40%.
- He / She shall be declared to have passed the whole examination, if he/she passes in all the papers and practical wherever prescribed as per the scheme of the examinations by earning 140 CREDITS in Part I, II, III, IV, V&VI. He/she shall also fulfill the extension activities prescribed earning 1 credit to qualify for the Degree.

9. CLASSIFICATION OF SUCCESSFUL CANDIDATES

(I) FOUNDATION COURSES

(a) LANGUAGE OTHER THAN ENGLISH: Successful candidate passing the examinations for the Language and securing marks (I) 60 percent and above and (II) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND Class, respectively. All other successful candidates shall be declared to have passed the examination in THIRD Class.

(b) ENGLISH: Successful candidates passing the examination for English and securing the marks (I) 60 percent and above and (II) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND Class, respectively. All other successful candidates shall be declared to have passed the examination in THIRD Class.

(II) CORE COURSES (consisting) of (a) Main Subjects (b) Elective Subjects (c) Application Oriented Subjects and Practical, etc., if any)

Successful candidates passing the examinations for Core Courses together and securing the marks (i) 60 percent and (ii) 50 percent and above but below 60 percent in the aggregate of the marks prescribed for the Core Courses together shall be declared to have passed the examination in the FIRST and SECOND Class, respectively. All other successful candidates shall be declared to have passed the examination in the THIRD Class.

10. RANKING:

Candidates who pass all the examinations prescribed for the Course in the FIRST APPEARANCE ITSELF ALONE are eligible for Classification / Ranking / Distinction.

Provided in the case of Candidates who pass all the examinations prescribed for the Courses with a break in the First Appearance due to the reasons as furnished in the Regulations.7.(c) supra are only eligible for Classification / Distinction.

SCHEME OF EXAMINATION

SEMESTER I

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Credits	CIA	ESE	Total Marks
I	**Foundation course** : Tamil - I or any language	5	3	3	25	75	100
II	**Foundation Course:** English - I	5	3	3	25	75	100
Core I	**Core Course:** Principles of Management	6	3	5	25	75	100
Core II	**Core Course:** Accounting for Managers I	6	3	5	25	75	100
Elective Courses - I	**Elective Courses -I** Managerial Economics	6	3	3	25	75	100
SEC-1	Basics of Event Management	1	3	2	25	75	100
Foundation Course	Managerial Communication	1	3	2	25	75	100

SEMESTER II

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Credits	CIA	ESE	Total Marks
I	**Foundation course** : Tamil/ language II	5	3	3	25	75	100
II	**Foundation Course:** English - II	5	3	3	25	75	100
Core III	Marketing Management	6	3	5	25	75	100
Core IV	Accounting for Managers II	6	3	5	25	75	100
Elective Courses II	International Business	6	3	3	25	75	100
SEC-2	Managerial Skill Development	1	3	2	25	75	100
SEC-3	Business Etiquette and Corporate Grooming	1	3	2	25	75	100

SEMESTER III

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Credits	CIA	ESE	Total Marks
I	Tamil/ language III	5	3	3	25	75	100
II	English - III	5	3	3	25	75	100
Core V	Organizational Behaviour	5	3	5	25	75	100
Core VI	Financial Management	6	3	5	30	70	100
Elective Courses - III	BusinessStatistics	5	3	3	25	75	100
SEC4	Computer Applications in Business	2	3	**2**	25	75	100
SEC5	Entrepreneurial Skill New Venture Management	2	3	2	25	75	100

SEMESTER IV

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Credits	CIA	ESE	Total Marks
I	Tamil/ language IV	5	3	3	25	75	100
II	English - IV	5	3	3	25	75	100
Core VII	Business Environment	5	3	5	25	75	100
Core VII	Business Regulatory Frame work	5	3	5	25	75	100
Elective IV	Operations Research	4	3	3	25	75	100
SEC6	Tally	2	3	2	25	75	100
SEC7	Intellectual Property Rights	2	3	2	25	75	100
SEC7	**Environmental Studies**	2	3	2	25	75	100

SEMESTER V

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Credits	CIA	ESE	Total Marks
Core IX	Human Resource Management	5	3	4	25	75	100
Core X	Research Methodology	5	3	4	25	75	100
Core XI	Business Taxation	5	3	4	25	75	100
Core XII	Management Information system	5	3	4	25	75	100
Elective V	Digital marketing(or)Financial services	4	3	3	25	75	100
Elective VI	Project with viva voce	4	3	3	25	75	100
	Value Education - V	1	3	2	25	75	100
	Summer Internship / Industrial Training	-	-	2	-	-	-

SEMESTER VI

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Credits	CIA	ESE	Total Marks
Core XIII	Entrepreneurial Development	6	3	4	25	75	100
Core XIV	Services Marketing	6	3	5	25	75	100
Core XV	Production and material Management	6	3	4	25	75	100
Elective VII	Consumer Behaviour(or) innovation Management (or) Security Analysis and Portfolio Management	5	3	3	25	75	100
Elective VIII	Fundamentals of Logistics (or) E-business(or) Strategic Management	5	3	3	25	75	100
SEC8	Quantitative Aptitude I and Quantitative Aptitude II	1	3	2	25	75	100
	Extension Activities			1			

COURSE CODE	COURSE TITLE	L	T	P	C
23C961A	PRINCIPLES OF MANAGEMENT	6	-	-	4

COURSE OBJECTIVES	1. To impart knowledge about evolution of management 2. To provide understanding on planning process and importance of decision making in organization 3. To learn the application of principles in organization 4. To study the process of effective controlling in organization 5. To familiarize students about significance of ethics in business and its implications.

UNIT	SYLLABUS
UNIT 1	Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.
UNIT 2	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.
UNIT 3	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.
UNIT 4	Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.
UNIT 5	Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Describe nature, scope, role, levels, functions and approaches of management	**PO5**
CO2	Apply planning and decision making in management	**PO2, PO5, PO6,PO8**
CO3	Identify organization structure and various organizing techniques	**P01, PO4**
CO4	Understand Direction, Co-ordination & Control mechanisms	**PO2,PO6**
CO5	Relate and infer ethical practices of organisation.	**PO3, PO8**

Prescribed Texts

1. JAF Stoner, Freeman R.E and Daniel R Gilbert "Management", 6th Edition, Pearson Education, 2004
2. Stephen A. Robbins & David A. Decenzo & Mary Coulter, "Fundamentals of Management" 7th Edition, Pearson Education, 2011
3. Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India
4. Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.

Reference Books

1) P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017
2) L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.
3) Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
4) Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.
5) Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015

WebReferences:

1) https://www.toolshero.com/management/14-principles-of-management/
2) https://open.umn.edu/opentextbooks/textbooks/693
3) https://open.umn.edu/opentextbooks/textbooks/34
4) https://openstax.org/subjects/business
5) https://blog.hubspot.com/marketing/management-principles

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer ANY 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**

TOTAL MARKS	75

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	L	S	S	S	S	M	S
CO 2	M	S	S	S	M	M	L	S
CO 3	M	S	S	M	S	S	M	S
CO 4	S	M	S	S	S	S	L	S
CO 5	M	S	S	S	S	S	M	S

S –Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes ,
Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

COURSE CODE	COURSE TITLE	L	T	P	C
23C961B	ACCOUNTING FOR MANAGERS I	6	-	-	4

COURSE OBJECTIVES	1. To impart knowledge about basic concepts of accounting its applications 2. To analyze and interpret financial reports of a company. 3. To understand the gross profit and net profit earned by organization. 4. To foster knowledge on Hire Purchase system. 5. To understand the procedures of Accounting under Single entry system

UNIT	SYLLABUS
UNIT 1	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance
UNIT 2	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account .
UNIT 3	Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.
UNIT 4	Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.
UNIT 5	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.

The proportion between Theory and Problems shall be 20:80

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Prepare Journal, ledger, trial balance and cash book	PO2, PO1
CO2	Classify errors and making rectification entries	PO1
CO3	Prepare final accounts with adjustments	PO2, PO6
CO4	To understand Hire Purchase system	PO2, PO6
CO5	Prepare single and double entry system of accounting.	PO6

Prescribed Texts Books:

1. Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai
2. TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019
3. M N Arora; Accounting for Management- Himalaya Publications House 2019. SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.

Reference books:

1.Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
2.Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition
3.Shukla&Grewal, 2002, Advanced Accounting, Sultan Chand &Sons,New Delhi, 15th edition.
4.Tulsian P.C., 2006, Financial Accounting, Pearson Education

Website:

1. https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGERS.pdf
2. https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf
3. https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Smallproblems/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit) (4 questions Problems/ Formulas and 8 Theory questions)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units) (5 questions problems and 3 theory)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units) (No theory all questions from problems)	21-25	**10**	**30**

TOTAL MARKS	75

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	M	S	L	M
CO 2	S	M	M	M	M	S	L	S
CO 3	S	M	M	M	M	S	L	S
CO 4	S	M	M	M	M	S	L	M
CO 5	S	M	M	M	M	S	L	M

S-Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

COURSE CODE	COURSE TITLE	L	T	P	C
23E961A	MANAGERIAL ECONOMICS	6	-	-	5

COURSE OBJECTIVES	1. To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario 2. To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving. 3. To Understand the optimal point of cost analysis and production factors of the firm. 4. To describe the pricing methods and strategies that are consistent with evolving marketing needs 5. To Provide insights to the various market structures in an economy.

UNIT	SYLLABUS
UNIT 1	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.
UNIT 2	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.
UNIT 3	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.
UNIT 4	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination
UNIT 5	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Analyze & apply the various managerial economic concepts in individual & business decisions.	PO2, PO6,PO8
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	PO6, PO8
CO3	Employ production, cost and supply analysis for business decision making	PO1, PO2,PO6
CO4	Identify pricing strategies	PO1, PO2,PO6
CO5	Classify market structures under competitive scenarios.	PO2, PO6, PO8

Prescribed Texts

1. Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019
2. Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
3. D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.
4. H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.
5. Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016

Reference Books:

1. Journal of Economic Literature – American Economic Association
2. rthasastra Indian Journal of Economics & Research.
3. Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai
4. Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi

Web Reference

1. https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597
2. http://www.simplynotes.in/e-notes/mbabba/managerial-economics/

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer ANY 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	M	M	M	S	L	M
CO2	S	L	M	M		S		S
CO3	S	S	M	M	M	S		M
CO4	S	S	M	M		S		M
CO5		S	M	M		S		S

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage	3.0	3.0	3.0	3.0	3.0

of Course Contribution to PO's					

COURSE CODE	COURSE TITLE	L	T	P	C
23961SA	BASICS OF EVENT MANAGEMENT	1	-	-	2

COURSE OBJECTIVES	1. To know the basic of event management its concepts 2. To make an event design . 3. To make feasibility analysis for event. 4. To understand the 5 Ps of Event Marketing 5. To know the financial aspects of event management and its promotion

UNIT	SYLLABUS
UNIT 1	Introduction: Event Management – Definition, Need, Importance, Activities.
UNIT 2	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design
UNIT 3	Event Feasibility: Resources – Feasibility, SWOT Analysis
UNIT 4	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations
UNIT 5	Event Budget – Financial Analysis – Event Cost – Event Sponsorship

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	To understand basics of event management	PO1, PO6
CO2	To design events	PO5, PO6
CO3	To study feasibility of organising an event	PO2, PO6
CO4	To gain Familiarity with marketing & promotion of event	PO6
CO5	To develop event budget	PO6, PO8

Prescribed Texts

1. Event Management By Chaudhary, Krishna, Bio-Green Publishers
2. Successful Event Management By Anton Shone & Bryn Parry.

Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid

Reference Books:

1. Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House

Web Reference

1) https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf
2) https://www.eventbrite.com/blog//?s=roundup
3) https://www.inderscience.com/jhome.php?jcode=ijhem
   International Journal of Hospitality & Event Management

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer ANY 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	S	S	M	S	S	S
CO 2	M	S	S	S	M	S	S	S
CO 3	S	M	S	S	S	S	S	M
CO 4	S	M	S	S	S	S	S	S
CO 5	M	S	S	S	M	S	S	S

Mapping with program outcomes

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

COURSE CODE	COURSE TITLE	L	T	P	C
23961FC	MANAGERIAL COMMUNICATION	1	-	-	2

COURSE OBJECTIVES	1. To educate students role & importance of communication skil 2. To build their listening, reading, writing & spea communication skills. 3. To introduce the modern communication for managers. 4. To understand the skills required for facing interview 5. To facilitate the students to understand the concept Communication.

UNIT	SYLLABUS
UNIT 1	Definition – Methods – Types – Principles of effective Communicati Barriers to Communication – Communication etiquette.
UNIT 2	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.
UNIT 3	Interviews- Direct, telephonic & Virtual interviews- Group discussi Presentation skills – body language.
UNIT 4	Communication through Reports – Agenda- Minutes of Meeti Resume Writing .
UNIT 5	Modern Forms of Communication: podcasts, Email, virtual meetin Websites and their use in Business – social media- Professi Networking sites.

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Understand communication process and its barriers.	PO1,PO2,PO3,PO4,PO8
CO2	Develop business letters in different scenarios	PO1,PO2,PO3,PO4,PO5,PO6
CO3	Develop oral communication skills & conducting interviews	PO2,PO3,PO4,PO5,PO6,PO7

CO4	Use managerial writing for business communication	PO1,PO2,PO4,PO5,PO6,PO8
CO5	Identify usage of modern communication tools & its significance for managers	PO3,PO4,PO5,PO6,PO7,PO8

Prescribed Texts

1.Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017

2.Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017

3.R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006

4.Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010

References Books

- Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008
- Mallika Nawal –Business Communication – CENGAGE
- Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008
- Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.

Websites

1.https://www.managementstudyguide.com/business_communication.htmlwww.dictionary.cambridge.org

2.https://studiousguy.com/business-communication/

3.https://www.oercommons.org/curated-collections/469

4.https://open.umn.edu/opentextbooks/textbooks/8

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer ANY 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5			

	questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**	**PO 8**
CO 1	S	S	M	S	M	S	S	S
CO 2	S	S	S	S	S	S	M	M
CO 3	M	S	S	S	S	S	S	M
CO 4	S	S	M	S	S	S	M	S
CO 5	M	M	S	S	S	S	S	S

S-Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Semester II

COURSE CODE	COURSE TITLE	L	T	P	C
23C962A	MARKETING MANAGEMENT	6	-	-	5

COURSE OBJECTIVES	1. To understand the marketplace. 2. To identify the market segmentation and the Product mix 3. To select the different pricing methods and channels of distribution. 4. To know the communication mix and sales promotion tools 5. To prepare according to the latest trends in market.

UNIT	SYLLABUS
UNIT 1	Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.
UNIT 2	Segmentation – Need And Basis of Segmentation -Targeting – Positioning Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle Branding – Packaging.
UNIT 3	Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.
UNIT 4	A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.
UNIT 5	Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force– Digital Marketing: Introduction- Applications & Benefits -

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	To list and identify the core concepts of Marketing and its mix	PO1, PO2, PO3
CO2	To sketch the market segmentation, nature of product, PLC	PO1, PO2, PO3,PO6, PO8
CO3	To analyze the appropriate pricing methods	PO1 PO2, PO3, PO4, PO8
CO4	To determine the importance of various media	PO1, PO2, PO6
CO5	To assess the sales force and applications of digital marketing	PO1, PO2, PO7

Prescribed Texts

1. C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand &Son 2020
2. V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,
3. Cranfield, Marketing Management, Palgrave Macmillan.
4. Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.
5. ontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana.2016

Reference Books:

1. Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
2. Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.

L. Natarajan, Marketing, Margham Publications, 2017

1.Https://Gurukpo.Com/Content/Bba/Production_And_Material_Management.
2.http://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf
3.https://perso.crans.org/fortineau/ressources_maxnce_nouchet/Introduction%20to%20Materials%20Management.pdf
4.https://www.worldcat.org/title/production-and-operations-management/oclc/695033719

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer ANY 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
23C962B	ACCOUNTING FOR MANAGERS II	6	-	-	5

COURSE OBJECTIVES	1. To provide basic understanding of cost concepts and classification. 2. To develop skills in tools & techniques and critically evaluate decision making in business. 3. To understand various ratios and cash flow related to finance. 4. To recognize the role of budgets and variance as a tool of planning and control. 5. To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios

UNIT	SYLLABUS
Unit 1	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation
Unit 2	Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.
Unit 3	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.
Unit 4	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget
Unit 5	Marginal Costing – CVP analysis – Break even analysis

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Interpret cost sheet & write comments.	PO1, PO2, PO4
CO2	Compare cost, management & financial accounting	PO6
CO3	Analyze the various ratio and compare it with standards to assess deviations	PO2, PO6
CO4	Estimate budget and use budgetary control	PO1, PO2,PO8
CO5	Evaluate marginal costing and its components	PO2, PO6

Prescribed Texts

1. Gupta, R.L and M. Radhaswamy.Advanced Accountancy,Sultan Chand & Sons, 2016.
2. T. S. and A .Murthy. ManagementAccounting.Chennai: Margham, 2007.
3. Jain S.P and K.L Narang.Advanced Accountancy (Part II).Kalyani, 2007.
4. Maheshwari S.N, Advanced Accountancy (Part1I). Vikas, 2007.

Reference books:

1. Dr.K.Ganesan & S. Ushena Begam, Accounting for Managers – Volume II, Charulatha Publications, Chennai
2. T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016
3. Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015.
4. HorngrenSunderu Stratton, Introduction to Management Accounting, Pearson Education,2013.
5. Rajiv Kumar Goel & IshaanGoel, Concept Building Approach to Management Accounting ,2019

Web Resources

https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting

http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859

http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Smallproblems/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit) (4 questions Problems/ Formulas and 8 Theory questions)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units) (5 questions problems and 3 theory)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units) (No theory all questions from problems)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	M	S	L	M
CO 2	S	M	M	M	M	S	L	S
CO 3	S	M	M	M	M	S	L	S
CO 4	S	M	M	M	M	S	L	M
CO 5	S	M	M	M	M	S	L	M

S-Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

COURSE CODE	COURSE TITLE	L	T	P	C
23E962A	INTERNATIONAL BUSINESS	6	-	-	3

COURSE OBJECTIVES	1. To familiarize students with basic concepts of International Business 2. To impart knowledge about theories of international trade 3. To know the concepts of foreign exchange market and foreign direct investment 4. To understand the global environment 5. To gain knowledge on the Contemporary Issues of International Business

UNIT	SYLLABUS
UNIT 1	**I**Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.
UNIT 2	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.
UNIT 3	Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.
UNIT 4	Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.
UNIT 5	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Discuss the modes of entry to International Business	PO1, PO5, PO6
CO2	Explain international trade theories	PO3, PO4, PO5
CO3	Understand Foreign exchange market and FDI	PO1, PO2
CO4	Outline the Global Business Environment	PO4, PO5, PO6
CO5	Identify the relevance of international institutions and trading blocs.	PO7, PO8

Prescribed Texts:

1. Gupta CB, International Business, S Chand & Co. Ltd, 2014
2. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.
3. Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.
4. Paul, J., International Business, 5th Edition, PHI Learning, 2010

Reference Books:

1. Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
2. Griffin, R., International Business, 7th Edition, Pearson Education, 2012.
3. Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020
4. Subba Rao P,International Business, (Text and Cases), Himalaya Publishing House, 2016

Web Reference

1. https://online.hbs.edu/blog/post/international-business-examples
2. https://saylordotorg.github.io/text_international-business
3. https://www.imf.org/en/home

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Small problems/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit) (4 questions Problems/ Formulas and 8 Theory questions)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units) (5 questions problems and 3 theory)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units) (No theory all questions from problems)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	S	S	M	M
CO 2	M	M	S	S	S	S	M	S
CO 3	S	S	M	M	M	S	M	M
CO 4	S	S	M	S	S	S	M	S
CO 5	M	M	M	M	M	M	S	S

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Weightage	15	15	15	15	14
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	2.8

COURSE CODE	COURSE TITLE	L	T	P	C
23962SA	MANAGERIAL SKILL DEVELOPMENT	1	-	-	2

COURSE OBJECTIVES	1. To acquaint the students with the origin and scope of insurance along with types of insurance. **2.** To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change. **3.** To assess the Emotional intelligence. **4.** To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions. **5.** To improve professional etiquettes

UNIT	SYLLABUS
UNIT 1	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills
UNIT 2	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence
UNIT 3	Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.
UNIT 4	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.
UNIT 5	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing

	Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Identify the personal qualities that are needed to sustain in the world of work	PO1, PO2, PO6, PO7
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change	PO1, PO2, PO5
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	PO6, PO7
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions	PO1, PO2
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	PO4

Prescribed Texts:

1. Managerial Skill Articles
2. Managerial Skills by Dr.K.Alex S.CHAND
3. Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV

Reference Books

1) Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication

2) McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.

3) P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012

4) EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan

Web Resources

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2. https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63
3. https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit) (4 questions Problems/ Formulas and 8 Theory questions)	1-12	2	20
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units) (5 questions problems and 3 theory)	13-20	5	25
C	Essay Answer any 3 out of 5 questions (one questions from each units) (No theory all questions from problems)	21-25	10	30
TOTAL MARKS				75

Mapping with program outcomes

	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**	**PO 8**
CO 1	M	M	S	S	S	M	M	S
CO 2	M	M	S	S	S	S	S	M
CO 3	S	S	S	S	S	S	S	
CO 4	S	S	S	S	S	S	M	S
CO 5	M	M	S	S	S	M	S	S

StrongM-Medium L-LowM

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	**PSO 1**	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

COURSE CODE	COURSE TITLE	L	T	P	C
23962SB	BUSINESS ETIQUETTE AND CORPORATE GROOMING	1	-	-	2

COURSE OBJECTIVES	1. To impart knowledge about basic etiquettes in professional conduct 2. To provide understanding about the workplace courtesy and ethical issues involved 3. To suggest on guidelines in managing rude and impatient clients **4.** To familiarize students about significance of cultural sensitivity and the relative business attire **5.** To stress on the importance of attire

UNIT	SYLLABUS
UNIT 1	Introduction to Business Etiquette: Introduction- ABCs of etiquette-meeting and greeting scenarios-principles of exceptional work behavior-role of good manners in business-professional conduct and personal spacing.
UNIT 2	Workplace Courtesy and Business Ethics: Workplace Courtesy-Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexualharassment-conflictresolutionstrategies-Choosingappropriategiftinthebusinessenvironment-real life work place scenarios –company policy for business etiquette
UNIT 3	Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices
UNIT 4	Diversity and Cultural Awareness at Workplace Impactofdiver CulturalSensitivity-TaboosandPractices-Inter-Cultural Communication
UNIT 5	Business Attire and Professionalism Business style and professi image-dress code-guidelines for appropriate business attire - groomingfor success.

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Describe basic concepts of business etiquette and corporate grooming.	PO5, PO6,
CO2	Outlinetheetiquetteandgroomingstandardsfollowedinbusinessenvironment and the significance of communication	PO4, PO2, PO5, PO6
CO3	Create cultural awareness and moral practices in real life workplace scenarios	PO8, PO6
CO4	Analyze work place courtesy and resolve ethical issues with respect to etiquette and grooming for success	PO1, PO3, PO8, PO6
CO5	Apply the professionalism in the workplace considering diversity and courtesy	PO3, PO8, PO6

Reading List

1. Journal of Computer Mediated Communication By ICA
2. Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse
3. Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow
4. ShitalKakkar Mehra,"BusinessEtiquette:AguidefortheIndianProfessional",HarperCollinsPublisher(2012)

References Books

1) Indian Business Etiquette, Raghu Palat, JAICO Publishers.
2) NinaKochhar,"AtEasewithEtiquette",B.jain Publisher,2011
3) NimeranSahukar,PremP.Bhalla,"TheBookofEtiquetteandmanners",PustakMahipublishers, 2004
4) SarveshGulati(2012),CorporateGroomingand Etiquette,RupaPublications IndiaPvt. Ltd.

Web Resources

http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf
https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf
https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf
https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit) (4 questions Problems/ Formulas and 8 Theory questions)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units) (5 questions problems and 3 theory)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units) (No theory all questions from problems)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	S	S	S	M	M	S
CO 2	M	M	S	S	S	S	S	M
CO 3	S	S	S	S	S	S	S	
CO 4	S	S	S	S	S	S	M	S
CO 5	M	M	S	S	S	M	S	S

S-Strong M-Medium L-LowM

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Semester III

COURSE CODE	COURSE TITLE	L	T	P	C
23C963A	ORGANIZATIONAL BEHAVIOUR	6	-	-	5

COURSE OBJECTIVES	1.To have extensive knowledge on OB and the scope of OB. 2.To create awareness of Individual Benaviour. 3.To enhance the understanding of Group Behaviour 4.To know the basics of Organisaitonal Culture and Organisational Structure 5.To understand Organisational Change, Conflict and Power

UNIT	SYLLABUS
UNIT 1	INTRODUCTION : Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)
UNIT 2	INDIVIDUAL BEHAVIOUR: 1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace. 2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs, 3. Personality and Values : Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit) 4. Perception, Decision Making : Perception andJudgements; Factors; Linking perception to individual decision making:
UNIT 3	GROUP BEHAVIOUR : 1. Groups and Work Teams : Concept : Five Stage model of group development; Group norms, cohesiveness ; Group think and shift ; Teams; types of teams; Creating team players from individuals and team based work(TBW) 2. Leadership : Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories

	(Fiedler, Hersey and Blanchard, Path-Goal);
UNIT 4	ORGANISATIONAL CULTURE AND STRUCTURE : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options
UNIT 5	ORGANISATIONAL CHANGE, CONFLICT AND POWER: Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organisational development);. Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics.

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	To define Organisational Behaviour, Understand the opportunity through OB.	PO1, PO2, PO6, PO7
CO2	To apply self-awareness, motivation, leadership and learning theories at workplace.	PO2,PO4. PO5, PO6
CO3	To analyze the complexities and solutions of group behaviour.	PO1, PO2, PO4, PO5, PO6
CO4	To impact and bring positive change in the culture of the organisaiton.	PO2, PO3, PO4 PO5, PO8
CO5	To create a congenial climate in the organization.	PO1, PO2, PO5 PO6, PO8

Prescribed Texts:

1.Neharika Vohra Stephen P. Robbins, Timothy A. Judge , Organizational Behaviour, Pearson Education, 18th Edition, 2022.
2.Fred Luthans, Organizational Behaviour, Tata Mc Graw Hill, 2017.
3.Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, Organizational Behaviour, John Wiley & Sons, 2011
4.Louis Bevoc, Allison Shearsett, Rachael Collinson, Organizational Behaviour Reference, Nutri Niche System LLC (28 April 2017)
5.Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, Organizational Behaviour: A Skill-Building Approach, SAGE Publications, Inc; 2nd edition (29 November 2018).

Reference Books:

1.Uma Sekaran, Organizational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd
2.Gangadhar Rao, Narayana, V.S.P Rao, Organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1st edition
3.S.S. Khanka, Organizational Behaviour, S. Chand & Co, New Delhi.

4.J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai, 2017.

5.John Newstrom, Organizational Behaviour: Huma Behaviour at Work, McGraw Hill Education; 12th edition (1 July 2017)

Website:

1. https://www.iedunote.com/organizational-behavior
2. https://www.london.edu/faculty-and-research/organisational-behaviour
3. Journal of Organizational Behavior on JSTOR
4. International Journal of Organization Theory & Behavior | Emerald Publishing
5. https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	M	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	M	M	M	S	S	M	S
CO 4	S	S	M	M	S	S	M	M
CO 5	S	S	M	M	S	S	M	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

COURSE CODE	COURSE TITLE	L	T	P	C
23C963B	FINANCIAL MANAGEMENT	6	-	-	5

COURSE OBJECTIVES	1.Understand the basics of finance and roles of finance manager 2.Evaluate Capital structure & Cost of capital 3.Evaluate Capital budgeting 4.Assess dividends 5.Appraise Working Capital

UNIT	SYLLABUS
UNIT 1	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.
UNIT 2	Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)
UNIT 3	Capital Budgeting: ARR, Payback period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.
UNIT 4	Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter's Gordon's –M.M. Hypothesis)
UNIT 5	Working capital – Components of working capital –operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Understand the basics of finance and roles of finance manager	PO1, PO5,PO6
CO2	Evaluate Capital structure & Cost of capital	PO1,PO2,PO6
CO3	Evaluate Capital budgeting	PO1, PO6
CO4	Assessing dividends	PO1, PO6
CO5	Appraise Working Capital	PO1, PO6

Prescribed Text:

1.Dr. K. Ganesan & S.Ushena Begam, Financial Management, Charulatha Publications , Chennai

2.Financial Management - I.M.Pandey, 2009 Vikas Publishing

3.Financial Management – PrasannaChandra , 2008, Tata McGraw Hill, New Delhi

4.Financial Management – S.N.Maheswari

5.Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons

6.Financial Management – A. Murthy

Reference books:

1.DrKulkarni and Dr. SathyaPrasad, Financial Management, 13th Edition 2011

2.Advanced Financial Management kohok, M A, Everest Publishing House

3.Financial Management Kishore R M, Taxman Allied Service

4.Strategic Financial Management Jakhotiya

5.Financial Management & Policy Srivastava, R M Himalaya

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2.https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_1020

1_Financial_Management_up201904181129_1555567170_5654.pdf

3.Journal of Financial Management (esciencepress.net)

4.Financial Management on JSTOR

5.Financial Management Wiley online library

Question Paper Pattern:

	Question Component			

Section		Numbers	Marks	Total
A	Definition/ Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	L	M
CO 2	S	S	M	M	M	S	L	S
CO 3	S	S	M	M	M	S	L	S
CO 4	S	S	M	M	M	S	L	M
CO 5	S	S	M	M	M	S	L	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

COURSE CODE	COURSE TITLE	L	T	P	C
23E963A	**BUSINESS STATISTICS**	**5**	**-**	**-**	**3**

COURSE OBJECTIVES	1.Apply the Measures of Central Tendency in business
	2.Understanding the Measures of Variation
	3.Analyze of Time Series
	4.Understand Index Numbers and Statistical quality control
	5.Testing of hypothesis

UNIT	SYLLABUS
UNIT 1	Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.
UNIT 2	Measures of Variation – Standard Deviation –Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve –Simple Correlation – Scatter Diagram – Karl Pearson's Correlation – Rank Correlation – Regression..
UNIT 3	Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations
UNIT 4	Index Numbers – Consumer Price Index – And Cost of Living Indices.
UNIT 5	Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Measures of Central Tendency	PO1,PO2,PO4,PO6
CO2	Measures of Variation	PO1,PO2,PO6
CO3	Analyze of Time Series	PO1,PO2,PO6
CO4	Understand Index Numbers	PO1,PO2,PO6
CO5	Test Hypothesis	PO2,PO8

Prescribed Text:

1.P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai,2004.
2.S.P. Gupta, Statistical Methods, Sultan Chand &Sons, NewDelhi,2007.
3.S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, NewDelhi,2007.

4.J.K. Sharma, Business Statistics, Pearson Education, New Delhi,2007.

5.Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill

Reference Books:

1.David M.Levine, David F.Stephan etal. Business Statistics : A first Course, 7th edition

2.Dina Nath Pandit, Statistics: A Modern Approach , Hindustan Publishing Corporation

3.Hazarika Padmalochan,A textbook of Business Statistics , S.Chand Publications

4.Vohra ND, Business Statistics: Text and Problems – With Introduction to Business Analytics, Mc Graw Hill ,2021

5.Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics , 12th Media Services, 2017

Web Reference

1 https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/

2 https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf

3 http://www.statisticshowto.com

4 https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/

5 https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Small problems/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit) (4 questions Problems/ Formulas and 8 Theory questions)	1-12	2	**20**

B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units) (5 questions problems and 3 theory)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units) (No theory all questions from problems)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	S	S	S	M	S
CO2	S	S	M	M	M	S	M	S
CO3	S	S	M	M	S	S	M	S
CO4	S	S	M	M	M	S	M	S
CO5	S	S	M	S	S	S	M	S

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15

COURSE CODE	COURSE TITLE	L	T	P	C
23963SA	**COMPUTER APPLICATION IN BUSINESS**	**1**	**-**	**-**	**1**

COURSE OBJECTIVES	1.To build skills in Ms-Word

	2. To build skills in Ms-Excel,
	3.To build skills in Ms- Power Point
	4.To understand the basics of tally
	5.To familiarize students with google forms for students with relevance in business scenario and its applications.

UNIT	SYLLABUS
UNIT 1	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .
UNIT	Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color,.bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization
UNIT 3	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.
UNIT 4	Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet examples.
UNIT 5	Use Google forms to develop & share questionnaire.

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Demonstrate hands on experience with Ms-word for business activities	PO1, PO2, PO6, PO7
CO2	Demonstrate hands on experience with Ms-Excel for business activities	PO1, PO2, PO6, PO7
CO3	Demonstrate hands on experience with Ms-power point for business activities	PO1, PO2, PO6, PO7
CO4	Demonstrate hands on experience with Tally for business activities	PO1, PO2, PO6, PO7
CO5	Demonstrate hands on experience with Tally for reporting in business	PO1, PO2, PO6, PO7

Prescribed Text:

1.International Journal of Computer Applications in Technology
2.International Journal of Computer Applications – IJCA
3.P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.

4.Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran

5.Taxmann's Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .

Reference Books

1.P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.
2.Google Form Made Simple The Perfect Guide to Creating and Modifiying Google Forms from Beginners to Expert by Mary Brockman
3.Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
4.Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.
5.S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.

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https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18
https://byjus.com/govt-exams/microsoft-word/
https://edu.gcfglobal.org/en/google-forms/
https://www.tutorialkart.com/tally/tally-tutorial/

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	M	S	M	M
CO 2	S	M	M	M	M	S	S	M
CO 3	M	M	M	S	M	S	M	M
CO 4	S	S	M	M	M	S	S	M
CO 5	S	S	M	S	M	S	S	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	-	3	3
CO 2	3	3	-	3	3
CO 3	3	3	-	3	3
CO 4	3	3	-	3	3
CO 5	3	3	-	3	3
Weightage	15	15	-	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	-	3.0	3.0

COURSE CODE	COURSE TITLE	L	T	P	C
23963SB	**NEW VENTURE DEVELOPMENT**	**1**	**-**	**-**	**2**

COURSE OUTCOME	To learn to generate and evaluate new business ideas
	To learn about a business model that generates money
	To understand how to find, evaluate and buy a business

	To evaluate the feasibility of idea into a Venture
	To understand sources who lend for new ventures

UNIT	SYLLABUS
UNIT 1	**Concept of Entrepreneurship** – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.
UNIT 2	**Developing Successful Business Ideas:** Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.
UNIT 3	**Feasibility Analysis:** Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture's Financial Strength and Viability
UNIT 4	**Moving from an Idea to a New Venture:** Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.
UNIT 5	**Financing the New Venture:** Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions.

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Understand the concept of entrepreneurship and skill sets of an entrepreneur.	PO2,PO6
CO2	Assess new venture opportunities & analyze strategic choices in relation to new ventures	PO2, PO6
CO3	Develop a credible business plan for real life situations.	PO1, PO2, PO5, PO6

CO4	Coordinate a team to develop and launch and manage the new venture through the effective leadership	PO4, PO5
CO5	Evaluate different sources for financing new venture	PO2, PO6

Prescribed Text:

1.New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)
2.Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.
3.Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.
4.The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise

Reference Books:
1.Journal of Business Venturing – Elsevier
2.Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald
3.Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,
4.Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)
5.Entrepreneurship ,11th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill

Web Reference
1.https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217
2.https://core.ac.uk/download/pdf/98660713.pdf

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/ Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**

C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**	**PO 8**
CO 1	M	M	M	M	M	S	M	M
CO 2	S	M	M	M	M	S	S	M
CO 3	M	M	M	S	M	S	M	M
CO 4	S	S	M	M	M	S	S	M
CO 5	S	S	M	S	M	S	S	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	**PSO 1**	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**
CO 1	3	3	-	3	3
CO 2	3	3	-	3	3
CO 3	3	3	-	3	3
CO 4	3	3	-	3	3
CO 5	3	3	-	3	3
Weightage	15	15	-	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	-	3.0	3.0

SEMESTER IV

COURSE CODE	**COURSE TITLE**	**L**	**T**	**P**	**C**
23C964A	**BUSINESS ENVIRONMENT**	**6**	**-**	**-**	**5**

COURSE OBJECTIVES	To impart knowledge on the concept of business environment & its significanc

	To know the political environmental factors and its impact on business. To know the Economic environmental factors and its impact on business To throw light on importance of the types of Social Organization. To create awareness of industrial-technological advancements.

UNIT	SYLLABUS
UNIT 1	The concept of Business Environment: its nature and significance A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions
UNIT 2	Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention
UNIT 3	Economic Environment: Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions Five-year planning; establishment of NITI Aayog (National Institution for Transforming India); 1991 New Economic Policy; business liberalization, privatization, and globalization
UNIT 4	Social environment; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups; types of social organisation
UNIT 5	Technology environment – Industry 4.0-Meaning-Features- basic Applications and Uses- Blockchain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	To understand the concepts of Business Environment.	PO1,PO2
CO2	To apply knowledge in the business and strategic decisions.	PO1, PO2,PO3
CO3	To analyze the importance of business in various social groups.	PO2,PO4, PO5,PO6, PO8
CO4	To evaluate the types of economic environment and its	PO3,PO4, PO5,

	impact on business.	PO6
CO5	To construct and assess the environment for real-time business	PO1,PO2,PO3, PO8

Prescribed Text:

1.Sankaran.S (Reprint 2016) Business Environment, Margham Publishing House, hid Revised Edition

2.Gupta C B (Reprint 2018) ,Business Environment, Sultan Chand & Sons. Eleventh Revised Edition

3.K.Ashwathappa, (Reprint 2016) Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India

4.Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana

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1.Business Environment : A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan

2.Business Environment Ruchi GoyalPublisher: Neelkanth Publishers Pvt. Ltd.2019

3.Business Environment,Fourth Edition,By Pearson

4.Business Environment Indian And Global Perspective 3Rd Edition by AHMED, FAISAL ALAM, M. ABSAR, PHI Learning

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/ Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	S	S	M	M	S
CO 2	S	S	M	S	S	M	M	S
CO 3	S	S	M	S	S	M	M	S
CO 4	S	S	M	S	S	M	M	S
CO 5	S	S	M	S	S	M	M	S

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	2	3	3
CO 3	3	3	3	3	3
CO 4	2	3	3	3	3
CO 5	3	3	3	3	3
Weightage	14	15	14	15	15
Weighted percentage of Course Contribution to Pos	2.8	3.0	2.8	3	3.0

COURSE CODE	COURSE TITLE	L	T	P	C
23C964B	**BUSINESS REGULATORY FRAME WORK**	**6**	**-**	**-**	**5**

COURSE	Explain Indian Contracts Act

OBJECTIVES	
	Understand Sales of goods act& contract of agency
	Understand Indian Companies Act 1956
	Understand Consumer Protection Act – RTI
	Understand Cyber law

UNIT	SYLLABUS
UNIT 1	Brief outline of Indian Contracts Act - Special contracts Act
UNIT 2	Sale of goods Act - Contract of Agency
UNIT 3	Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resoultions-Winding up
UNIT 4	Consumer Protection Act – RTI
UNIT 5	Brief outline of Cyberlaws – IT Act 2000 & 2008

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Explain Indian Contracts Act	PO1,PO3,PO6,PO8
CO2	Understand Sales of goods act and Contract of Agency	PO1,PO2,PO3,PO4,PO5,PO8
CO3	Understand Indian Companies Act 1956	PO3,PO4,PO6,PO8
CO4	Understand Consumer Protection Act – RTI	PO1,PO2,PO3,PO6,PO7,PO8
CO5	Understand Cyber law	PO1,PO3,PO6,PO7,PO8

Prescribed Text:

1.Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications
2.Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand
3.N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons
4.onstitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni

5.Business Law (Commercial Law) – Dr. M.R. Sreenivasan

References Books

1.Business Regulatory Framework, Sahitya Bhawan Publications.
Revised, 2022.

2.Business Regulatory Framework, Garg K.C., Sareen V.K., Sharma Mukesh, 2013

3.Business Regulatory Framework Pearson Education India, 2011

4.Bare Acts- RTI, Consumer Protection Act

5.Business Regulatory Framework , Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015

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3. https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661
4. International Journal of Law (lawjournals.org)
5. https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/ Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	S	S	L	S

CO 2	S	M	M	M	S	S	L	S
CO 3	S	M	M	M	S	S	L	S
CO 4	S	M	M	M	S	S	L	S
CO 5	S	M	M	M	S	S	L	S

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

	PSO 1	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**
CO 1	3	3	2	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	13	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.6	3.0	3.0

COURSE CODE	**COURSE TITLE**	**L**	**T**	**P**	**C**
23E964A	**OPERATION RESEARCH**	**5**	**-**	**-**	**3**

COURSE	Introduction to Operations Research definition and concept

OBJECTIVES	Essential features of LPP.
	Formulation of Transportation problem and finding an initial basic feasible solution.
	Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem.
	Analyse Network models and constructing network- critical path, various floats.
	Analyse Game Theory and Decision Theory

UNIT	SYLLABUS
UNIT 1	Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.
UNIT 2	Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method-Vogel's approximation method to find the optimal solution.
UNIT 3	Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.
UNIT 4	Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT
UNIT 5	ame Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game. Decision Theory –statement of Baye's theorem application - decision trees

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Analyse Linear Programming	PO1,PO2,PO6
CO2	Analyse Transportation problem	PO1,PO2,PO6

CO3	Analyse Assignment problem	PO1,PO2,PO6
CO4	Analyse Network models	PO1,PO2,PO6
CO5	Analyse Game Theory and Decision Theory	PO1,PO2,PO6

Prescribed Text:

1.P.R. Vittal& V. Malini, Operative Research – Margham Publications – Chennai – 17.
2.P.K. Gupta& Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi
3.V.K. Kapoor, Introduction to operational Research – Sultan Chand & sons – New Delhi
4.Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi
5.P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.

Reference Books:

1. Operational Research | Research.com
2. Operations Research | PubsOnLine (informs.org)
3. Prabandhan : Journal of Management
4. International Journal of Operations research
5. DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019

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4.https://www.kellogg.northwestern.edu › weber › Notes_6_Decision_trees
www.pondiuni.edu.in › sites › default › files

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Small problems/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit) (4 questions Problems/ Formulas and 8 Theory questions)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units) (5 questions problems and 3 theory)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units) (No theory all questions from problems)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	M	M	S	M	S
CO2	S	S	M	M	S	S	M	S
CO3	S	S	M	M	S	S	M	S
CO4	S	S	M	M	M	S	M	S
CO5	S	S	M	M	M	S	M	S

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

COURSE CODE	COURSE TITLE	L	T	P	C
23964SA	**Tally**	**1**	**-**	**-**	**2**

COURSE OBJECTIVES	To impart knowledge about basic use of Tally and its functions
	To understand the creation of groups and Ledgers
	To provide understanding about Data Management in Tally
	To understand the process of GST, EPF etc.
	To familiarize students about significance of Tally in implications in the Organizations

UNIT	SYLLABUS
UNIT 1	Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.
UNIT 2	Accounting Master in Tally. ERP 9: Groups & Ledgers Creation Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.
UNIT 3	Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.
UNIT 4	Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.
UNIT 5	Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	To understand about the basic accounting and Tally. ERP 9	PO1
CO2	Identify the maintained of Ledger and inventory system	PO1, PO2, PO7
CO3	Creation of various vouchers and bill wise details	P01, PO4, PO7
CO4	Understand various taxes returns and filing	PO2, PO6, PO7
CO5	Relate and infer various reports generated in Tally. ERP 9	PO2, PO7

Prescribed Texts:

1.Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015

2.Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications

3.Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education
4.Bimlendu Shekhar, Tally Practical Work Book -1, 2nd Edition
5.Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020

Reference Books:

1.Journal of Emerging Technologies and Innovative Research
2.Global Journal for Research Analysis

3.Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press

4.Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017

5.Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications

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2.https://www.tutorialkart.com/tally/tally-tutorial/
3.https://sscstudy.com/tally-erp-9-book-pdf-free-download/
4.https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/
5.https://www.javatpoint.com/tally

COURSE CODE	COURSE TITLE	L	T	P	C
23964SB	INTELLECTUAL PROPERTY RIGHTS	2	-	-	2

COURSE OBJECTIVES	To learn aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.
	To disseminate knowledge on patents, patent regime in India and abroad and registration aspects
	To evaluate the copyright law
	To disseminate knowledge on copyrights and its related rights and registration aspects
	To understand about Geographical Indicators

UNIT	SYLLABUS
UNIT 1	IPR Introduction: and the need for intellectual property right – IPR in India –Different Classifications –Important Principles of IP Management –Commercialization of Intellectual Property Rights By Licensing–Intellectual Property Rights in the Cyber World.
UNIT 2	Introduction–Classification–Importance–Types of Patent Applications in India – Patentable Invention– Inventions Not Patentable.
UNIT 3	Introduction–Fundamentals –Concept–Purpose–Functions–Characteristics–Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non- Registrable Trademarks-Industrial Designs –Need for Protection of Industrial Designs.
UNIT 4	Introduction to Copyright– Conceptual Basis –Copy Right and Related Rights–Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer –Infringement–CopyrightpertainingtoSoftware/InternetandotherDigitalmedia.
UNIT 5	GEOGRAPHICAL INDICATIONS: Concept, Protection & Significance

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Imbibe the knowledge of IPR through various laws	PO1, PO6
CO2	Apply the knowledge of patents	PO5, PO6
CO3	Understand the process of acquiring a trademark	PO2, PO6
CO4	Create an awareness about copyrights	PO6, PO8
CO5	Understand geographical indicators	PO6, PO8

Prescribed Texts:

1.Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing
2.Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis
3.Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House

4.Introduction To Intellectual Property Rights by Chawkam H.S, Oxford &Ibh

5.Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain

REFERENCE BOOK:

1.Journal of Intellectual Property Rights
2.IntellectualPropertyRightsTextandCases: DR.R.Radhakrishnan, DR.S. Balasubramanian
3.IntellectualPropertyPatents,TradeMarks, And Copy Rights–RichardStim
4.Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley
5.Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS

Web References:

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2.https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf
3.https://ipindia.gov.in/
4.https://www.tutorialspoint.com/explain-the-intellectual-property-rights
5.https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.pdf

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/ Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcome

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	S	M	M	**M**	M
CO 2	M	S	M	M	S	M	**S**	M
CO 3	M	S	S	S	M	S	**S**	M
CO 4	M	M	M	M	M	M	**M**	M
CO 5	M	M	M	M	S	M	**S**	M

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

SEMESTER IV

COURSE CODE	COURSE TITLE	L	T	P	C
23C965A	HUMAN RESOURCE MANAGEMENT	5	-	-	4

COURSE OBJECTIVES	Explain the concepts, functions and process of HRM
	Examine the selection and placement process
	Evaluate the training and performance
	Understand the importance of employee engagement and compensation
	Understand the recent trends in HR

UNIT	SYLLABUS
UNIT 1	Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & procedures-Differences between personnel management and HRM – Environment of HRM -Concept &scope of Strategic Human resource management (SHRM) -HRM as a competitive advantage in the VUCA world
UNIT 2	Human Resource Planning- Job Evaluation-methods- Job analysis-Job description, Job specification .Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement,
UNIT 3	Training and Development, Training Process, Methods, Training Need Assessment , Career Development . Transfer and Promotion. Performance Management – Meaning- Process- Performance appraisal methods-Performance Monitoring and review.
UNIT 4	Employee Engagement- Meaning- Importance- evaluation-measuring employee employee engagement- Employee Compensation- components- incentives- benefits- welfare and social security measures
UNIT 5	Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices, Understanding People Analytics, Multigenerational workforce.Global HRM

Course Outcomes	On completion of this course, students will	Program Outcomes

CO1	Explain the concepts, functions and process of HRM	PO1,PO2,PO4,PO 6
CO2	Examine the selection and placement process	PO1,PO2,PO4,PO 6,PO7,PO8
CO3	Evaluate the training and performance appraisal	PO2,PO 3, PO5,PO6,PO8
CO4	Understand the employee engagement and compensation	PO1PO2,PO3,PO 4,PO5,PO6
CO5	Understand geographical indicators	PO2,PO3,PO6,PO 7, PO8

Prescribed Texts:

1.V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3rd Edition ,2010
2.K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6th Edition
3.Garry Deseler, Human Resource Management, Pearson, 15th Edition, 2017
4.L M Prasad , Human Resource Management , Sultan Chand and Sons 3rd Edition , 2014
5.Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010

References Books

1. Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018
2. Steve Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1st Edition, 2017
3 Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to DrivePerformance, Kogan Page, 1st Edition, 2018
4 Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015
5 Srinivas R Kandula, , Compentency Based Human Resource Managemet, PHI Learning , 1st Edition, 2013

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4 https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835
5 http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	M	M
CO 2	S	S	M	M	M	S	M	M
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	S	S	M	M
CO 5	S	S	M	M	M	S	M	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

COURSE CODE	COURSE TITLE	L	T	P	C
23C965B	**RESEARCH METHODOLOGY**	5	-	-	4

COURSE OBJECTIVES	To familiarize the students to the basic concepts of Research and operationalize research problem
	To provide insights on research design and scaling
	To throw light on data collection and presentation
	To elucidate on Hypothesis Testing and other statistical Test
	To summarize and present research results with focus on ethics and plagiarism

UNIT	SYLLABUS
UNIT 1	Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing..
UNIT 2	Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling-characteristics-process- techniques.
UNIT 3	Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules.
UNIT 4	Data.Analysis and Preparation- Data entry,Data coding, editing, classification and tabulation & cross tabulation- presentation of data.
UNIT 5	Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism.

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Understand the concepts and principles of Research	PO1, PO2, PO6, PO7
CO2	Comprehend and decide the usage of design and formulate hypothesis	PO1, PO2, PO6
CO3	Analyze data collection sources and tools	PO1, PO2,PO7
CO4	Summarize and establish solutions through data analysis	PO1, PO2,PO6
CO5	Compare and justify the process of writing and organizing a research report.	PO1,PO2,PO3, PO4, PO6

Prescribed Texts:

1.C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.
2.Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018.
3.Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.
4.Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.
5.Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021

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1.W.Lawrence Newman" Social Research Methods: Qualitative and Quantitative Approaches 7th Edition, Pearson Education India 2014
2.Mark Saunders,Philip Lewis. Adrain Thornhill" Research Methods for Business Students" 5th Edition Pearson India 2011
3.John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches , Sage , 4th Edition , 2014
4.Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6th Edition , 2022
5.Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition,2019

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4. https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf
5. https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODOLOGY.pdf

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	S	S
CO 2	S	S	M	M	M	S	S	S
CO 3	S	S	M	M	M	S	S	S
CO 4	S	S	M	M	M	S	S	S
CO 5	S	S	S	S	S	S	S	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

COURSE CODE	COURSE TITLE	L	T	P	C
23C965C	**BUSINESS TAXATION**	5	-	-	4

COURSE OBJECTIVES	To understand the basic concepts of Taxes.
	To provide insights on the Income Tax Act.
	To evaluate the procedure for assessment and methods of valuation for customs.
	To discuss on GST.
	To analyze and apply the returns, Tax payment and Penalties under GST

UNIT	SYLLABUS
UNIT 1	Objectives Of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.
UNIT 2	Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure
UNIT 3	Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback.
UNIT 4	Definitions of GST – business related person's capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration- VAT.
UNIT 5	Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions.

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	To define and understand the basic concepts of tax.	PO2, PO6
CO2	To Examine and apply GST rules in real-time business situations.	PO2, PO5, PO6
CO3	To analyze the elements of GST mechanism in India.	PO6, PO7, PO8
CO4	To evaluate the rules of Income Tax and methods of valuation for customs.	PO2, PO4
CO5	To prepare the needed documents under GST Compliance.	PO1, PO2, PO4, PO8

Prescribed Texts:

1.Senthil and Senthil, Business Taxation, Himalaya Publication, 4th Edition.
2.Vinodk.Singania, Indirect Tax, Sultan Chand and Sons, Edition2013.
3.Dr. Rajani Bhat& Dr. Dhamodharan V, Indirect Taxation , TR Publications , Chennai , 2020
4.DR. VandhanaBangar ,YogendraBangar , Indirect tax laws, AadhyaPrakasam Allahabad 2018.

5.T.S. Reddy &Y.HariprasadReddy , Business Taxation, Margham Publications, Chennai 2018.

References Books

1.Business Taxation (Goods & Services TAX - GST), Margam Publication, Edition2019.
2.Srinivasan N.P and Priya Swami. M, Business Taxation, Kalyani publishers Edition 2013
3.Pagaredinkar, Business Taxation, Sultan Chand and Sons,2012.
4.VISION: Journal of Indian Taxation

Web Resources

https://www.gst.gov.in/
https://gstcouncil.gov.in/
https://taxguru.in/custom-duty/types-duties-customs.html
https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901
https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india- explained/

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO8
CO1	M	M	M	M	S	M	M	M
CO2	S	M	M	M	M	M	M	M
CO3	S	M	M	M	S	M	M	M
CO4	S	M	M	M	S	M	M	M
CO5	M	M	M	M	S	M	M	M

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

SEMESTER V

COURSE CODE	COURSE TITLE	L	T	P	C
23C965D	MANAGEMENT INFORMATION SYSTEM	5	-	-	4

COURSE OBJECTIVES	Understand MIS in decision making
	Explain MIS, its structure and role in management functions
	Classify & discuss information system categories, Database Management systems
	Discuss SDLC and functional information system categories
	Outline functions of BPO, Data mining and the recent trends in information management

UNIT	SYLLABUS
UNIT 1	Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues
UNIT 2	Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage
UNIT 3	Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.
UNIT 4	System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.
UNIT 5	Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data.

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Understand MIS in decision making	PO1,PO4,PO5,PO7,PO8
CO2	Explain MIS, its structure and role in management functions	PO1, PO4, PO5, PO7
CO3	Classify & discuss information system categories, Database Management systems	PO2, PO5, PO6, PO7, PO8
CO4	Discuss SDLC and functional information system categories	PO1, PO4, PO5, PO7
CO5	Outline functions of BPO, Data mining and the recent trends in information management	PO2, PO3, PO4, PO6, PO7, PO8

Prescribed Texts:

1.Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India

2.Dr. S.P. Rajagopalan, “Management Information Systems and EDP ", Margham Publications , Chennai.
3.Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2nd Edition
4.Management Information System by Ozz Effy
5.Sadagopan, "Management Information Systems" - Prentice- Hall of India

REFERENCE BOOKS:

1.Mudrick & Ross, "Management Information Systems", Prentice - Hall of India.

2.Management Information System by Concise study by Kelkhar S A

3.CSV Murthy -"Management Information Systems" Himalaya publishing House.

4.Michael Alexander (2014) Business Intelligence Tools for Excel Analysts

5.Management Information System by Oka MM

Web Reference:

1. https://www.tutorialspoint.com/management_information_system/management_information_system.htm
2. http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf
3 JMIS - Journal of Management Information Systems (jmis-web.org)
4 Management Information Systems Quarterly | AIS Affiliated Journals | Association for Information Systems (aisnet.org)
5 https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes

Question Paper Pattern :

Section	Question Component	Numbers	Marks	Total
A	Definition/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	S	S	S	M
CO 2	S	M	M	M	S	S	S	M
CO 3	M	M	M	M	M	M	S	M
CO 4	S	S	M	M	M	S	S	M
CO 5	S	M	M	M	S	S	S	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	2	3	3
CO 3	3	3	3	3	3
CO 4	2	3	3	3	3
CO 5	3	3	3	3	3
Weightage	14	15	14	15	15
Weighted percentage of Course Contribution to Pos	2.8	3.0	2.8	3	3.0

COURSE CODE	COURSE TITLE	L	T	P	C

23E965A	DIGITAL MARKETING	4	-	-	3

COURSE OBJECTIVES	
	To provide basic knowledge about digital marketing.
	To understand and develop various digital marketing tools used for business.
	To know the digital analytics and measurement tools used for digital marketing.
	To familiarise online and Social media marketing
	To Understand various data analytics and measurement tools in digital marketing

UNIT	SYLLABUS
UNIT 1	MIntroduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.
UNIT 2	Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.
UNIT 3	Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowdsourcing – Lead generation & sales in social media.
UNIT 4	Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.
UNIT 5	Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value)

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Discuss digital marketing and its framework	PO1, PO2, PO7, PO8
CO2	Identify, use appropriately and explain digital marketing tools	PO1, PO2, PO4, PO6, PO7, PO8
CO3	Explain social media marketing and crowdsourcing	PO1, PO2, PO4, PO6, PO7, PO8
CO4	Discuss online reputation management and its influence	PO1, PO2, PO6, PO7, PO8
CO5	Identify the various data analytics and measurement tools in digital marketing	PO1, PO2, PO6, PO7, PO8

Prescribed Texts:

1.Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.
2.Nitin C Kamat & Chinmay Nitin Kamat,Digital Social Media Marketing, Himalaya Publishing House, 2018.
3.Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.
4.Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015.
5.Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.

Reference Book:

1.Journal of Digital & Social Media Marketing
2.International Journal of Internet Marketing and Advertising
3.Understanding Digital Marketing,Damian ryan,4th Edition 2017 publisher:Korgan page limited USA
4.Digital Marketing current trends ,vandanahuja,7th edition2015 Oxford University press ,Chennai
5.Digital Marketing essentials you always wanted to know,7th edition2012,Vibrant publishers USA

Web Reference:

1.https://www.soravjain.com/ebook/ebook.pdf
2..https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners
3.https://www.optron.in/blog/digital-marketing/
.4. https://www.tutorialsduniya.com/notes/digital-marketing-notes
5.https://digitalmarketinginstitute.com/resources/ebooks

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Small problems/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit) (4 questions Problems/ Formulas and 8 Theory questions)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units) (5 questions problems and 3 theory)	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units) (No theory all questions from problems)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	S	S	S	S	S	M
CO2	M	M	S	M	S	M	S	M
CO3	M	M	S	M	S	M	S	M
CO4	M	M	S	S	S	M	S	M
CO5	M	M	S	S	S	M	S	M

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

COURSE CODE	COURSE TITLE	L	T	P	C
23E965A	FINANCIAL SERVICES	4	-	-	3

COURSE OBJECTIVES	Understand the types of financial services and its environment
	Recognize role and functions of merchant banker and capital market
	Compare and contrast factoring, leasing, hire purchase and consumer Finance
	Understand Consumer Finance, Venture capital and credit rating
	Understand mutual funds and its functions

UNIT	SYLLABUS
UNIT 1	Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector. Financial Environment; Financial System-RBI, Commercial Banks; Financial Institutions-National Stock Exchange; Non-Banking Financial Companies (NBFCs)
UNIT 2	Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI
UNIT 3	Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor
UNIT 4	Venture Capital – Credit Rating – Consumer Finance
UNIT 5	Mutual Funds: Meaning – Types – Functions – Advantages. Introduction to digital payments- crypto currency.

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	List types of financial services and their role	PO1,PO2,PO6
CO2	Recognize role and functions of merchant banker and capital market	PO1, PO2, PO3, PO4, PO6
CO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance	PO1, PO2, PO3 , PO6

CO4	Understand Consumer Finance, Venture capital and credit rating	PO2, PO6, PO8
CO5	Understand mutual funds and its functions	PO 2

Prescribed Texts:

1. Financial Services –M.Y.Khan
2. Financial Services –B.Santhanam
3. Law of Insurance – Dr.M.N.Mishra
4. Indian Financial System – H.r.Machiraju
5. A Review of current Banking Theory and Practice – S.K.Basu.

REFERENCE BOOK:

1.Management of Banking and financial services by Padmalatha suresh and Justin Paul
2.Financial Services By Thmmuluri Siddaiah
3.Financial Services By Kevin D Peterson
4.Financial markets and services By E.Gordon and K.Natarajan
5.Financial services and Markets By Dr Punithavathy pandian

Web Resources

1. http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf
2. http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf
3. https://academyfinancial.org/journal
4. Financial Remedies Journal
5. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	S	S	M	M
CO 2	M	M	M	M	M	S	M	S
CO 3	S	S	M	M	M	M	M	S
CO 4	S	S	M	M	S	M	M	M
CO 5	S	S	M	M	M	M	M	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	2
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	14
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	2.8

BBA DSE2 PROJECT WORK (GROUP)-

5 Hours, 4 Credits

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the university 15 days prior to the commencement of the University examination.

The project shall be evaluated externally. The external examiner shall be forming the panel of examiners suggested by the board of studies from to time.

COURSE OBJECTIVES	To Give Idea about Research Project
	To identify the research problem
	To review Literature
	To give knowledge on Data Collection and Analysis
	To Learn Project Preparation

Course Outcome	On completion of this course, students will;	
CO1	Gain knowledge about Research Project	PO1
CO2	Increase knowledge on research problem	PO2
CO3	Improve practice in review of literature	PO3
CO4	Gain knowledge on Data Collection and Analysis	PO1,PO2
CO5	Be Proficient in Project Preparation	PO6,PO7,PO8

PROJECT DESCRIPTION GUIDELINES

1. Project report is to bridge theory and practice.
2. The project work should be neatly presented in not less than 50 pages and not more than 120 pages
3. Paper Size should be A4
4. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Times New Roman / Font Size: 12 for text)
5. Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings). The report should be professional.

6. The candidate should submit periodical report of the project to the supervisor.
7. Two reviews will be conducted before the Viva Voce
8. Each candidate should submit hardcopy (3 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.

CO-PO Mapping

	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**	**PO 8**
CO 1	S	S	M	M	M	S	S	S
CO 2	S	S	M	M	M	S	S	S
CO 3	S	S	M	M	M	S	S	S
CO 4	S	S	M	M	M	S	S	S
CO 5	S	S	M	M	M	S	S	S

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

SEMESTER VI

COURSE CODE	COURSE TITLE	L	T	P	C
23C966A	ENTREPRENEURSHIP DEVELOPMENT	6	-	-	4

COURSE OBJECTIVES	
	To impart knowledge on the concept of Entrepreneur and Entrepreneurship.
	To know the various ideas and implementation of business plan.
	To throw light on importance of the Business analysis and evaluation.
	To discuss the role of Government in developing entrepreneurship.
	To understand the problems and remedies of Entrepreneurial failure.

UNIT	SYLLABUS
UNIT 1	Entrepreneur- Meaning & definition, Types of entrepreneurs, traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. Entrepreneurship- Meaning & definition, Factors affecting entrepreneurship, Difference between entrepreneur and entrepreneurship. Recent development in entrepreneurship.
UNIT 2	Generating innovative ideas of business- Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Capital budgeting, Project profile preparation, matching entrepreneur with the project,. Introduction of Patent and Trademarks.
UNIT 3	Business Plan Development- Feasibility study and evaluation of projects -Market analysis, technical analysis, cost-benefit analysis,. Project formulation, assessment of business models-Dealing with basic and initial problems of setting up of enterprises.
UNIT 4	Awareness of various government schemes for start-up business- Start-up India, Stand-up India, Aatmanirbhar Bharat mission, 'Make in India' Program, ASPIRE, MUDRA. Role of Women Entrepreneurs in Economic development.- Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Stree Shakti scheme. Role of MSME, SSI, SIDO, EDI and MDI.
UNIT 5	Problems and remedies of sick industries, Causes of Industrial sickness, Preventive and remedial measures of Sick industries. Preventive and rehabilitation of business. Case study discussions.

Course Outcome	On completion of this course, students will;	Program outcome

CO1	To understand the concepts of Entrepreneurship development.	PO1,PO2
CO2	To apply knowledge in the business plans and implementation.	PO1, PO2,PO3
CO3	To analyze the various analyses of business in setting up of enterprises.	PO2,PO4, PO5,PO8
CO4	To create the awareness about various schemes and subsidies of government for entrepreneurial development.	PO3,PO4, PO5, PO6,PO7
CO5	To evaluate and assess the various problems and remedies of entrepreneurship	PO1,PO2,PO3, PO8

Prescribed Texts:

1.Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.
2.Kuratko/rao, Entrepreneurship: a south asian perspective.- Cengage, New Delhi.
3.Leach/Melicher, Entrepreneurial Finance – Cengage.
4.K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi, New Delhi.
5.Khanka S.S., Entrepreneurial Development, S.Chand & Co. Ltd., New Delhi, 2001.

REFERENCE BOOKS:

1.Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.
2.The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
3.http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/
4.Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker
5.Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.

Web Reference:

1.https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf
2.https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Developement.pdf
3.https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20Sailaja.pdf
4.http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Small problems/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	S	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	S	M	S	S	S	S	S
CO 4	S	S	M	S	S	M	S	S
CO 5	M	S	M	S	M	S	M	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	2	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Weightage	15	14	15	14	14
Weighted percentage of Course Contribution to Pos	3.0	2.8	3.0	2.8	2.8

COURSE CODE	COURSE TITLE	L	T	P	C
23C966B	SERVICES MARKETING	6	-	-	4

COURSE OBJECTIVES	To recall the basic concepts of Services Marketing.
	To know the Marketing Mix in Service Marketing.
	To examine effectiveness of Service Marketing.
	To discuss on delivering Quality Service.
	To analyze the Marketing of Services.

UNIT	SYLLABUS
UNIT 1	Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.
UNIT 2	Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.
UNIT 3	Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.
UNIT 4	Delivering Quality Service: Causes of service - quality gaps- SERVQUAL-SERVPEF. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.
UNIT 5	Marketing of Service With Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public

	utility service, 6. Educational services and e-services.

Course Outcome	On completion of this course, students will;	Program outcome
CO1	To define and understand the concepts of Services Marketing.	PO1, PO4, PO6, PO8
CO2	To Examine and apply Marketing Mix in Service Marketing.	PO2, PO3, PO4, PO6, PO7, PO8
CO3	To analyze and design various strategies in the field of Services Marketing.	PO4, PO5, PO6
CO4	To evaluate the role of delivering Quality Service.	PO2, PO7
CO5	To design the tools of Marketing	PO1, PO3, PO5, PO8

Prescribed Text:

1.Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.
2.S.M. Jha, Services marketing, Himalaya Publishers, India
3.Baron, Services Marketing, Second Edition. Palgrave Macmillan
4.Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
5.Thakur.G.S. Sandhu supreet & Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna.

Reference Books:

1.Reddy P.N. (2011)– Services Marketing – Himalaya Publication
2.Christopher Lovelock ,Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher
3.The Journal Of Services Marketing
4.Valarie A Zeithmal and Mary JO Bitner,Services Marketing:Integrating Customer Focus across the firm,Tata Mc Graw Hill NewDelhi
5.C.Bhattacharjee,Services Marketing ,Excel Books,NewDelhi

Web Reference:

https://www.managementstudyguide.com/seven-p-of-services-marketing.htm
https://www.economicsdiscussion.net/marketing-2/what-is-service-marketing/31875
https://www.marketingtutor.net/service-marketing/
https://www.marketing91.com/service-marketing/

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/ Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	S	M	S	M	S	M
CO2	S	M	S	M	S	M	M	M
CO3	S	S	S	M	M	M	S	S
CO4	S	M	S	S	S	S	M	S
CO5	M	S	M	S	M	S	S	M

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

COURSE CODE	COURSE TITLE	L	T	P	C

23C966C	PRODUCTION & MATERIALS MANAGEMENT	6	-	-	4

COURSE OBJECTIVES:	
	To provide comprehensive outlook on basic concepts and practices of production.
	To understand types of layout facilities
	To analyse work study methods and quality control
	To enable the students to gain knowledge on Inventory control and Vendor rating
	To give an insight to Purchase management

UNIT	SYLLABUS
UNIT 1	Introduction – Meaning, scope and Functions of Production Management - Different types of Production Systems. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.
UNIT 2	Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.
UNIT 3	Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.
UNIT 4	. Integrated materials management- the concept- service function advantages- Inventory Control- Function of Inventory - Importance-Replenishment Stock-Material demand forecasting-MRP- Basis tools - ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning – Stores Keeping and Materials Handling – objectives and Functions
UNIT 5	Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution-, Vendor rating and Management

Course	On completion of this course, students will;	Program

Outcome		outcome
CO1	On completion of this course, students will;	Program Outcomes
CO2	Provide comprehensive outlook on basic concepts, and practices of production	PO1, PO2, PO6
CO3	Identify right plant location and plant layout of factory	P01, PO2,PO6
CO4	Know work study & method study, its procedure & quality control techniques in production.	PO1, PO2, PO3, PO6
CO5	Outline inventory control concepts and its replenishment to manage inventory	PO1, PO6, PO7

Prescribed Text:

P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015
M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004
P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.
P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013.
S.N.Chary, Production and Ooperations Management, JBA Publishers, Edition Edition VI

REFERENCE BOOKS:

1.K.Shridhara Bhat; Material Management; Himalaya Publishing House; Mumbai 2020
2.R.B Khanna, Production and Operations management , Prentice Hall Publications, 2015
3. Biswajit Banerjee, Operations Management and Control, S Chand, Revised Edition, 2010
4.Anil Kumar S and N Suresh, Operation Management, New Age International 1st Edition, 2018
5. ,William J. Stevenson , Operations ManagementMcGraw Hill; 13th Edition, 2022

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https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf
https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf
https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf
https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf
https://examupdates.in/materials-management-notes/

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/ Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units	13-20	**5**	**25**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	M	S
CO 2	S	S	M	M	S	S	M	S
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	M	S	M	S
CO 5	S	S	M	M	M	S	M	S

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

COURSE CODE	COURSE TITLE	L	T	P	C
23E966A	CONSUMER BEHAVIOR	5	-	-	3

COURSE OBJECTIVES	Understand the different concepts relating to nature, scope and application of consumer behavior
	Understand the various internal influences on consumer behavior
	Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.
	Learn about the various external influences on consumer behavior

UNIT	SYLLABUS
UNIT 1	Introduction to Consumer Behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; Introduction to Industrial Buying Behavior; Market Segmentation, VALS 2 segmentation profile. E-Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer, Influences on E-Buying
UNIT 2	Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory. Types of involvement.
UNIT 3	Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process-selection, organization & interpretation. Learning & Consumer Involvement: learning theories- classical conditioning, instrumental conditioning, cognitive learning; involvement theory. Consumer Attitudes: Formation of attitudes; functions performed by attitudes; attitude towards advertisement model
UNIT 4	External Influences on Consumer Behavior: Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class & Consumer behavior: Determinants of social class; introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process.
UNIT 5	Consumer Decision Making: Diffusion of Innovation: Definition of

	innovation -resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation

Course Outcome	On completion of this course, students will;	Program outcome
CO1	Explain the concept of Consumer Behaviour & describe Consumer research process in detail.	PO4
CO2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.	PO2, PO3, PO4, PO6
CO3	Analyze the consumer decision process.	P06, PO8, PO2
CO4	Assess the impact of consumer's motivation, personality on the buying behaviour.	PO6,PO8
CO5	Determine customer satisfaction and consequent post purchase behavior	PO3, PO1, PO2

Prescribed Text:

1.Consumer Behaviour – Satish K Batra, S H H Kazmi
2.Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai
3.Consumer Behaviour- Suja Nair – Himalaya Publishers. Assael: Consumer Behaviour, 6e Thomson 2006
4.Henry Assael, Consumer Behaviour and Marketing Action (2001) Cengage Learning
5.Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015

Reference Books:

1.Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India.
2.Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited
3.Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi

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1. https://www.economicsdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457
2. https://issuu.com/thenappanganesen/docs/e-book___consumer_behaviour_11th_edition

Question Paper Pattern:

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A	Definition/ Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
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C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	M	S
CO 2	S	S	M	M	S	S	M	S
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	M	S	M	S
CO 5	S	S	M	M	M	S	M	S

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

COURSE CODE	COURSE TITLE	L	T	P	C
23E966A	INNOVATION MANAGEMENT	5	-	-	3

COURSE OBJECTIVES	
	To have a broad understanding on the concept innovation management.
	To familiarize the students about the creativity and innovation in product development.
	To have a broad understanding of the innovation strategy and its competitive advantage.
	To provide the knowledge about the technical innovation and its need and importance.
	To understand the business strategy and objectives in current scenario.

UNIT	SYLLABUS
UNIT 1	Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation.
UNIT 2	**Tools for Innovation** Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, &Creative Focus. Group Creative Techniques:Brain Storming, off The Wall Thinking &Thinking Hats Method.
UNIT 3	Areas of Innovation Product Innovation :Concept, New product development, Packaging And Positioning Innovation Process Innovation:Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering
UNIT 4	Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.
UNIT 5	Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.

Course Outcome	On completion of this course, students will;	Program outcome

CO1	Explain the concept of Consumer Behaviour & describe Consumer research process in detail.	PO4
CO2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.	PO2, PO3, PO4, PO6
CO3	Analyze the consumer decision process.	P06, PO8, PO2
CO4	Assess the impact of consumer's motivation, personality on the buying behaviour.	PO6,PO8
CO5	Determine customer satisfaction and consequent post purchase behavior	PO3, PO1, PO2

Prescribed Text:

1.Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House
2.James A Christiansen, "Competitive Innovation Management", published by Macmillan Business, 2000
3.Paul Trott, "Innovation Management & New Product Development", published by Pitman, 2000.
4.Kelley, Tom, Jonathn Littmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm. New York: Doubleday, 2001

5.Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.

Reference Books:
1.Innovation and Entrepreneurship, Peter F. Drucker
2.The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen
3."Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis
4."Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen
5.Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons
Web Reference:
1. https://www.coursera.org/learn/innovation-management
2. https://sloanreview.mit.edu/tag/innovation-management/

Question Paper Pattern:

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C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	M	S
CO 2	S	S	M	M	S	S	M	S
CO 3	S	S	S	M	S	M	M	M
CO 4	S	S	M	M	S	S	M	S
CO 5	S	S	M	M	M	M	M	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

COURSE CODE	COURSE TITLE	L	T	P	C
23E966A	**SECURITY ANALYSIS ANDPORTFOLIO MANAGEMENT**	**5**	**-**	**-**	**3**

COURSE OBJECTIVES	Understand the basic concepts and terminologies relating to stock market
	Evaluate the value of different equity and debt instruments
	Comprehend the different methods of performing fundamental and technical analysis
	Evaluate portfolio based on different portfolio theories
	Possess a basic knowledge of derivatives, its types and characteristics

UNIT	SYLLABUS
UNIT 1	**Theory** : Meaning ,objectives ,classification of investment. Investment versus speculation. security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY.Stock exchanges- BSE, NSE, OTCEI. SEBI –functions and structure. Financial intermediaries. Return and Risk – Meaning, types of risk. **Problem**: Measurement of risk and return
UNIT 2	Equity and bond valuation Theory : Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity **Problem:** Equity valuation models -Walter model, Gordon's model, the p/e ratio or earnings multiplier approach, measuring bond yields- yield to maturity, holding period return
UNIT 3	**Security analysis** **Theory:** Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels **Problems :** Relative Strength Analysis, Moving Averages, breadth of market
UNIT 4	**Portfolio management** **Theory:** steps in portfolio management, Portfolio Models –Capital Asset Pricing Model, Arbitrage Pricing Theory **Problems**: Evaluation of Portfolios; Sharpe Model, Jensen's Model, Treynor's model
UNIT 5	**Derivatives** **Theory:** characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps,

	options.

Course Outcome	On completion of this course, students will;	Program outcome
CO1	Recall the meaning of the basic terminologies used in stock market.	PO1
CO2	Explain and infer the final worth of various investment processes	PO2, PO6, PO7
CO3	Solve problems relating to various investment decisions	P02, PO4, PO8
CO4	Analyze theories and problems relating to stock market	PO8.PO6
CO5	Interpret the various investment models that aid in investment decision making	PO6, PO2

Prescribed Texts:

1. Punithavathy Pandian (2012), Security Analysis & Portfolio Management, Vikas Publishing 2nd edition
2. Prasanna Chandra, (2021) Investment Analysis & Portfolio Management, McGraw Hill 6th edition
3. E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini (2018) Security Analysis & Portfolio Management, Pearson 7th edition
4. S Kevin (2006) Portfolio Management, PHI publishing , 2nd Revised edition
5. L.Natarajan, (2012), Investment Management, 1st Ed., MarghamPublicaitons, Chennai

Reference Books:

1.Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.
2.Bodi, Kane, Markus, Mohanty, Investments, 8 th edition, Tata McGraw Hill, 2011.
3.V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013.
4.V.K.Bhalla, Investment Management, S.Chand& Company Ltd., 2012
5.Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press

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2. www.sebi.gov.in
3. https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/
4. https://www.investopedia.com/terms/t/technicalanalysis.asp
5. https://groww.in/p/portfolio-management

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/ Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	**20**
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units	13-20	**6**	**30**
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	M	M	M
CO 2	M	S	M	M	M	S	S	M
CO 3	M	S	M	S	M	M	M	S
CO 4	M	M	M	M	M	S	M	S
CO 5	M	S	M	M	M	S	M	M

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0

COURSE CODE	COURSE TITLE	L	T	P	C

23E9966B	**Fundamentals of Logistics Management**	**5**	**-**	**-**	**3**

COURSE OBJECTIVES	Understand the various basic concepts and terms relating to Logistics
	Comprehend the importance of customer service and outsourcing relevant to logistics
	Evaluate the importance and issues in global logistics
	Possess an overall knowledge about the services and factors allied to logistics
	Understand the technological impact of logistics

UNIT	**SYLLABUS**
UNIT 1	Introduction to Logistics: History of Logistics-Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement. Basic concepts of national logistics policy
UNIT 2	Customer Service and outsourcing Definition of Customer Service- Elements of Customer Service Phases in Customer Service. Customer Retention. Procurement and Outsourcing Definition of Procurement/Outsourcing Benefits of Logistics Outsourcing. Critical Issues in Logistics Outsourcing
UNIT 3	Global Logistics Global Supply Chain.Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization Modes of Transportation in Global Logistics-Barriers to Global Logistics -Financial Issues in Logistics Performance Need for Integrated logistics- Role of 3PL&4PL. Brief overview of EXIM
UNIT 4	Key logistics activities Warehousing: Meaning, Types, Benefits. Transportation Meaning; Types of Transportations, efficient transportation system and its benefits. Courier/Express logistics Meaning, Categorization of consignments, Courier Guidelines, Pricing in Courier - Express service for international and domestic shipping.
UNIT 5	Technology &Logistics :Informatics, using logistics system to support time-based competition- Bar coding, GPS, Point of sale data-Artificial Intelligence. Electronic data interchange-types-benefits

Course	**On completion of this course, students will;**	**Program**

Outcome		outcome
CO1	Explain the basic concepts relating to logistics	PO4
CO2	Analyse the role of outsourcing and customer service in logistics	PO1,PO6, PO8
CO3	Appraise the needs, modes and issues relating to global logistics	P01, PO2, PO4,PO6,PO8
CO4	Describe about the different activities allied to logistics	PO4,PO6
CO5	Identify the various areas of logistics where technology can be applied	PO7, PO6

Prescribed Texts:

1.Vinod V. Sople (2009) Logistic Management (2nd Edn.) PearsonLimited
2.Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009
3.Logistics and Supply Chain Management, Martin Christopher, Pearson Education Limited 2012
4.Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011
5.Paul Myerson, Lean Supply Chain and Logistics Management, Mc Graw Hill, 2012

REFERENCE BOOKS:

1.Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012.
2.Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012.
3.FundamentalsofLogisticsManagement(TheIrwin/Mcgraw-HillSeriesinMarketing),DouglasLambert,JamesR Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition,1998
4.FundamentalsofLogisticsManagement,DavidGrant,DouglasM.Lambert,JamesR.Stock,Lisa M.Ellram,McGraw Hill Higher Education,1997.
5.Logistics Management, Ismail Reji, Excel Book, First Edition,2008.

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
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B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units	13-20	6	30
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	10	30
TOTAL MARKS				75

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	S	M	M	M	M
CO 2	S	M	M	M	M	S	M	S
CO 3	S	S	M	S	M	S	M	S
CO 4	M	M	M	S	M	S	M	M
CO 5	M	M	M	M	M	S	S	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	**3**	**3**	**3**	**3**	**3**
CO 2	**3**	**3**	**3**	**3**	**3**
CO 3	**3**	**3**	**3**	**3**	**3**
CO 4	**3**	**3**	**3**	**3**	**3**
CO 5	**3**	**3**	**3**	**3**	**3**
Weightage	**15**	**15**	**15**	**15**	**15**
Weighted Percentage of Course Contribution to PSO	**3.0**	**3.0**	**3.0**	**3.0**	**3.0**

COURSE CODE	COURSE TITLE	L	T	P	C
23E966B	E-BUSINESS	5	-	-	3
COURSE OBJECTIVES	To understand the basic concepts of electronic business.				
	To identify web-based tools.				
	To examine the security threats to e-business.				
	To discuss the strategies on marketing.				
	To analyze the business plan for e-business.				

UNIT	SYLLABUS
UNIT 1	Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business
UNIT 2	Web based tools for e - business - e - business software - overview of packages
UNIT 3	Security threats to e - business - implementing security for e - commerce and electronic payment systems.
UNIT 4	Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals
UNIT 5	The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business

Course Outcome	On completion of this course, students will;	Program outcome
CO1	Explain the basic concepts relating to logistics	PO4
CO2	Analyse the role of outsourcing and customer service in logistics	PO1,PO6, PO8
CO3	Appraise the needs, modes and issues relating to global logistics	P01, PO2, PO4,PO6,PO8
CO4	Describe about the different activities allied to logistics	PO4,PO6
CO5	Identify the various areas of logistics where technology can be applied	PO7, PO6

Prescribed Texts:

1.Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000
2.Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business
3.Kosivr, David - Understanding E-Commerce
4.Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.
5.C S Rayudu, E Commerce E Business, HPH

References Books

1.Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.

2.Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
3.Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.
4.David Whitely, E Commerce Strategy, Technology and Applications, TMH
5.J. Christopher Westle and Theodre H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press

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2 https://www.techtarget.com/searchcio/definition/e-business
3 https://www.britannica.com/technology/e-commerce
4 https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/
5 https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/ Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	20
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units	13-20	6	30
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	10	30
TOTAL MARKS				75

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	S	S	S	S
CO 2	M	S	S	M	S	S	S	M
CO 3	M	S	S	M	M	S	S	S
CO 4	M	M	S	S	M	M	S	M
CO 5	M	M	S	M	S	M	S	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	**3**	**3**	**3**	**3**	**3**
CO 2	**3**	**3**	**3**	**3**	**3**
CO 3	**3**	**3**	**3**	**3**	**3**
CO 4	**3**	**3**	**3**	**3**	**3**
CO 5	**3**	**3**	**3**	**3**	**3**
Weightage	**15**	**15**	**15**	**15**	**15**
Weighted Percentage of Course Contribution to PSO	**3.0**	**3.0**	**3.0**	**3.0**	**3.0**

23E966B	STRATEGIC MANAGEMENT	5	-	-	3
COURSE OBJECTIVES	To understand the concept of strategy and strategic management process.				
	To create awareness of evolving business environment.				
	To understand strategic alternatives and make appropriate strategic choice				
	To know the basics of strategic implementation				
	To understand recent trends for competitive advantage				

UNIT	SYLLABUS
UNIT 1	Introduction to Strategic Management -Overview of Strategic Management Process Levels of Strategy Strategic Intent-Vision and Mission Business Definition
UNIT 2	External Environment Appraisal using PESTEL Competitor Analysis using Porter's 5-Forces model Environmental Threat and Opportunity Profile (ETOP) Value chain Analysis Strategic Advantage Profile(SAP) Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis
UNIT 3	Strategic alternatives at corporate level: concept of grand strategies -Strategic choice models - BCG, GE Nine Cell Matrix , Hofer's matrix-Strategic alternatives at business level: Michael Porter's Generic competitive strategies
UNIT 4	Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards Structural Implementation: an overview of Structural Considerations Behavioural Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control
UNIT 5	Concept of Balanced Scorecard approach. Use of Big data for Balanced score card Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate Sustainability

Course Outcome	On completion of this course, students will;	Program outcome
CO1	To develop an understanding of the strategic management process and the complexities of business environment.	PO1, PO2, PO5, PO6
CO2	To analyze the external environmental and internal organizational factors influencing strategy formulation.	PO1, PO2, PO6, PO7
CO3	To demonstrate the skills required for selection of the most suitable strategies for a business organization.	PO1, PO2, PO4, PO5, PO6
CO4	To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies.	PO1, PO2, PO4 PO5, PO8
CO5	To familiarize with current developments	PO1, PO3, PO4,PO8

Prescribed Texts:

1.Thomson & Strickland,(2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011)
2.N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press – First Edition – Second Impression (2012)
3.Ireland, Hoskisson & Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)
4.Dr.LM.Prasad, Strategic Management, Sultan Chand & Sons
5.Kenneth Carrig,Scott A Snell.Strategic Execution:Driving Breakthrough performance in business, Stanford University Press(2019)

References Books

1.Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14th Edition (2017)
2.Azhar Kazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition(2012)
3.Jauch, Glueck & Gupta, Business Policy and Strategic Management, (Frank Brothers), (7th Edition)

4.Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12th Edition)

Web Resources

1.Strategic management journal https://onlinelibrary.wiley.com/journal/10970266
2.https://str.aom.org/teaching/all-levels
3.https://online.hbs.edu/courses/business-strategy/
4.https://study.sagepub.com/parnell4e
5.https://www.strategicmanagement.net/

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TOTAL MARKS				75

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	S	S	S	S
CO 2	M	S	S	M	S	S	S	M
CO 3	M	S	S	M	M	S	S	S
CO 4	M	M	S	S	M	M	S	M
CO 5	M	M	S	M	S	M	S	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	**3**	**3**	**3**	**3**	**3**
CO 2	**3**	**3**	**3**	**3**	**3**
CO 3	**3**	**3**	**3**	**3**	**3**
CO 4	**3**	**3**	**3**	**3**	**3**
CO 5	**3**	**3**	**3**	**3**	**3**
Weightage	**15**	**15**	**15**	**15**	**15**
Weighted Percentage of Course Contribution to PSO	**3.0**	**3.0**	**3.0**	**3.0**	**3.0**

COURSE CODE	COURSE TITLE	L	T	P	C
	ENVIORNMENTAL STUDIES	2	-	-	2
COURSE OBJECTIVES	1. To understand the importance of environment and impact on human life. 2. To develop a sense of community responsibility by becoming aware of scientific issues in the larger social context.				

UNIT	SYLLABUS
UNIT 1	**The Multi disciplinary Nature of Environmental Studies** Definition, scope and importance, Need for public awareness.
UNIT 2	**Natural Resources** Renewable and non-renewable resources: Natural resources and associated problems • **Forest Resources:** Use and over-exploitation, deforestation case studies, limber extraction, mining, dams and their effects on forests and tribal people. • **Water Resources:** Use and over-utilization of surface arid ground water, floods, drought, and conflicts over water, dams – benefits and problems. • **Mineral Resources:** Use and exploitation, environmental effects of extracting using mineral resources case studies. • **Food Resources:** World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging salinity, case studies. • **Energy Resources:** Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources – Case Studies. • **Land Resources:** Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual and conservation of natural resources – Equitable use of resources for sustainable life styles.
UNIT 3	**Ecosystems** Concept of an Ecosystem – Structure and Function – Producers, consumers and decomposers – Energy flow in the ecosystem – Ecological succession – Food chains, food webs and ecological pyramids – Introduction, types, characteristics, features, structures and function of Forest Ecosystem, Grassland Ecosystem, Desert Ecosystem and Aquatic Ecosystem (ponds, streams, lakes, rivers, oceans, estuaries).

UNIT 4	**Biodiversity and its Conservation** Introduction – Definition genetic species and eco-system diversity – Bio-geographical classification of India – Value of the biodiversity consumptive use, productive use, social, ethical. Aesthetic and option values – 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 conservation of biodiversity.
UNIT 5	**Environmental Pollution Definition** Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution and Nuclear hazards – Solid water management causes, effects and control measures of urban and industrial wastes – Role of an individual in prevention of pollution – Pollution of case studies – Disaster management, floods, earthquake, cyclone and landslides.
UNIT 6	**Social Issues and the Environment** 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 & Case Studies – Environmental ethics issues and possible solutions – Climate change, global warming, Acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies, Wasteland reclamation – Consumerism and waste products – Environmental Protection Act – Air (Prevention and Control of Pollution) Act – Water (Prevention and Control of Pollution) Act – Wildlife Protection Act – Forest Conservation Act – Issues involved in enforcement of environmental legislation – Public awareness**.**
UNIT 7	**Human Population and the Environment** Population growth, variation among nations – Population explosion – Family Welfare Programme – Environment and human health – Human Rights – Value Education – HIV / AIDS – Women and Child welfare – Role of Information Technology in Environment and human health – Case Studies.
UNIT 8	**Field Work** Visit to a local area to document environmental assets – river / forest / grassland / hill mountain – Visit to a local polluted site – Urban / Rural / Industrial / Agricultural – Study of common plants, insects, birds – Study of simple ecosystems – pond, river, hill slopes, etc. (Field work equal to 5 lecture hours)

COURSE OUTCOME	On successful completion of the course the students will be able to 1. To learn about the basic of environment and its composition. 2. To understand the value of our natural systems and to know how our ecosystems work in the order of nature. 3. Students learn what biodiversity is and how to protect and preserve the same. **4.** Factors causing environmental pollution are being taught to the student current issues in the society in the environmental context are covered and the effects of human population on environment are being taught.

References:

1. B.S. Chauhan, (2008), Environmental studies, University science press, New Delhi.
2. Chary S.N., (2008), Environmental studies, MacMillan India Ltd, New Delhi.
3. Chauhan B.S., (2008), Environmental studies, University science press, New Delhi.
4. Dhinakaran A., V Sankaran, (2017), Environmental studies, Himalaya publishing house Pvt Ltd.
5. Jayshree A. Parikh, (2010), Environmental studies, Ane books Pvt. Ltd, New Delhi.
6. Rajesh Dhankhar, (2006), Environmental studies, Daya publishing house, New Delhi.
7. SinghR.P., (2012), Environmental studies, Concept publishing company Pvt. Ltd, New Delhi.

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C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	**10**	**30**
TOTAL MARKS				**75**

COURSE CODE	COURSE TITLE	L	T	P	C
	VALUE EDUCATION	1	-	-	2

COURSE OBJECTIVES:	1. To impart value system in the students minds. 2. To inculcate the qualities of self esteem and confidence which will attribute to their success **3.** To understand the value of every aspects of business. **4.** To inculcate discipline in life and to learn techniques to handle situations.

UNIT	SYLLABUS
UNIT 1	**Introduction:** Value education and its relevance to present day - Meaning of value education - The meaning of the word value - Significance of Thirukkural about 'Value Education'.
UNIT 2	**Personal Values** Meaning – Different personal values – Love – Compassion – Gratitude – Courage – Optimism – Friendship.
UNIT 3	**Family Values** Meaning – Social Attitude to Women, Children and Elders – Familal Responsibilities – Dos and Don'ts for Stronger Family bonding – Significance of Thirukkural about 'Family Values'.
UNIT 4	**Self Esteem** Fear of failure – Approval seeking – Self Esteem is not selfishness / Ego – Self Esteem / Arrogance – Qualities of a person with Self Esteem – Significance of Thirukkural about 'Self Esteem'
UNIT 5	**Anger** Common situations where people fly into rage – Anger at services – Some practical methods of handling anger – techniques to handle our anger – Handling anger in others – methods to replace anger.

REFERENCE BOOKS:

1. Shukla, (2004), Value education, SARUP & Sons, New Delhi.
2. VenkatalahN., (2007), Value education, A.P.H publishing Corporation, New Delhi.

Yogesh KumarSingh, (2008), Value education, A.P.H publishing corporation, New Delhi.