



JP COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Run by DMI Sisters - Ayikudy, Tenkasi - 627852
Affiliated to Manonmaniam Sundaranar University - Tirunelveli



Regulations 2026–2027 for Undergraduate Programme

**Learning Outcomes Based Curriculum Framework–(LOCF) model with
Choice Based Credit System (CBCS)**

Programme: Bachelor of Business Administration (BBA)

(Applicable for the Students admitted during the Academic Year 2026-2027 onwards)

Business Administration

The Bachelor of Business Administration (BBA) programme is designed to develop managerial competence, entrepreneurial skills, ethical values, and leadership qualities among students. In view of the dynamic changes in the global business environment, digital transformation, sustainability practices, and industry–academia integration, periodic revision and academic review are essential.

Vision

- ★ To excel in the business and its allied studies with a focus on developing socially responsive transformational leadership for creating an equitable and progressive society.

Mission

- ★ To impart quality education ensuring dissemination of knowledge blended with its practical application for developing required management and technical skills.
- ★ To develop individuals having an entrepreneurial and innovative mind set with problem solving capabilities.
- ★ To inculcate research aptitude for analyzing and addressing the emerging issues and challenges of the dynamic industry environment.

Program Outcomes (POs)

The successful completion of the BBA programme shall enable the students to:

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; analyze 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, synthesizing and articulating; Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, 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 analyze interprets and draws conclusions from quantitative/qualitative data; and critically evaluates 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.

PO11	Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion
PO12	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.
PO13	Moral and ethical awareness/reasoning: Ability to embrace moral/ethical values in conducting one's life, formulates a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating 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.
PO14	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.
PO15	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 workplace through knowledge/skill development / re-skilling.

Program Specific Outcomes (PSOs)

PSO1	To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making
PSO2	To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.
PSO3	To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.
PSO4	Evaluate various social and economic problems in the society and develop answer to the problems as global citizens
PSO5	Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies

Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credit and Hours Distribution System
For all UG courses including Lab Hours

First Year – Semester-I

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses [in Total]	11	12
Part-4	Skill Enhancement Course SEC-1	2	2
	Foundation Course	2	2
	NME	2	2
		23	30

Semester-II

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	11	12
Part-4	Skill Enhancement Course -SEC-2	2	2
	Skill Enhancement Course -SEC-3 (Discipline / Subject Specific)	2	2
	NME	2	2
		23	30

Second Year – Semester-III

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	11	12
Part-4	Skill Enhancement Course -SEC-4 (Entrepreneurial Based)	2	2
	Skill Enhancement Course -SEC-5 (Discipline / Subject Specific)	2	2
	Environmental Studies	2	2
		23	30

Semester-IV

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	11	12
Part-4	Skill Enhancement Course -SEC-5 (Discipline / Subject Specific)	2	2
	Skill Enhancement Course -SEC-6 & 7 (Discipline / Subject Specific)	2	2
	Value Based Education	2	2
		23	30

**Third Year
Semester-V**

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based	22	28
	Internship / Industrial Visit / Field Visit	2	-
Part-4	Ability Enhancement Course	2	2
		26	30

Semester-VI

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based & LAB	22	28
Part-4	Ability Enhancement Course	2	2
Part-5	Extension Activity	2	-
		26	30

Total Credits: 144

Consolidated Semester wise and Component Wise Credit distribution

Parts	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	11	11	11	11	24	22	90
Part IV	6	6	6	6	2	2	28
Part V	-	-	-	-	-	2	2
Total	23	23	23	23	26	26	144

* Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V has to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.

Part I – Tamil / Other Languages

Part II - English

Part III – Core Papers, Electives and Project

Part IV – Environmental Studies, Value Based Education, Skill Enhancement Courses, NME, Foundation Course and Internship

Part V – Extension Activity

Curriculum

Semester–1									
Course Code	Part	Course Category	Course Name	Hours/ Week	Examination				Credits
					Duration in Hours.	Max Marks			
						CIA	ESE	Total	
26U1TL11	I	Language- I	Tamil–I	5	3	50	50	100	3
26U1HD11	I		Hindi –I						
26U1MY11	I		Malayalam–I						
26U1FR11	I		French - I						
26U2EN11	II	Language- II	English–I	5	3	50	50	100	3
26UCBA11	III	Core- I	Principles of Management	5	3	50	50	100	4
26UCBA12	III	Core -I	Accounting for Managers-I	5	3	50	50	100	4
26UEBA11	III	EC - I	Managerial Economics	4	3	50	50	100	3
26USBA11	IV	SEC - I	Basis of Event Management	2	3	50	50	100	2
26UFBA11	IV	FC	Managerial Communication	2	3	50	50	100	2
26UNBA11	IV	NME - I	Office Automation	2	3	50	50	100	2
Total				30				800	23

Semester–2									
Course Code	Part	Course Category	Course Name	Hours/ Week	Examination				Credits
					Duration in Hours	Max Marks			
						CIA	ESE	Total	
26U1TL21	I	Language-I	Tamil–II	5	3	50	50	100	3
26U1HD21	I		Hindi –II						
26U1MY21	I		Malayalam–II						
26U1FR21	I		French - II						
26U2EN21	II	Language-II	English–II	5	3	50	50	100	3
26UCBA21	III	Core-III	Organizational Behaviour	5	3	50	50	100	4
26UCBA22	III	Core-IV	Accounting for Managers-II	5	3	50	50	100	4
26UEBA21	III	EC - II	Business Regulatory Frame Work	4	3	50	50	100	3
26USBA21	IV	SEC - II	Managerial Skill Development	2	3	50	50	100	2
26USBA22	IV	SEC - III	Business Etiquette And Corporate Grooming	2	3	50	50	100	2
26UNBA21	IV	NME - II	NME (Office Management)	2	3	50	50	100	2
Total				30				800	23

Semester–3									
Course Code	Part	Course Category	Course Name	Hours/ Week	Examination				Credits
					Duration in Hours	Max Marks			
						CIA	ESE	Total	
26U1TL31	I	Language–I	Tamil–III	5	3	50	50	100	3
26U1HD31	I		Hindi –III						
26U1MY31	I		Malayalam– III						
26U1FR31	I		French - III						
26U2EN31	II	Language–II	English–III	5	3	50	50	100	3
26UCBA31	III	Core– V	Marketing Management	5	3	50	50	100	4
26UCBA32	III	Core –VI	Financial Management	5	3	50	50	100	4
26UEBA31	III	EC - III	Business Statistics	4	3	50	50	100	3
26USBAP1	IV	SEC - IV	Computer application in Business	2	3	50	50	100	2
26USBA31	IV	SEC – V	New venture Planning	2	3	50	50	100	2
26UEVS31	IV	Common	Environmental Studies	2	3	50	50	100	2
Total				30				800	23

Semester–4									
Course Code	Part	Course category	Course Name	Hours/ Week	Examination				Credits
					Duration in Hours	Max Marks			
						CIA	ESE	Total	
26U1TL41	I	Language– I	Tamil–IV	5	3	50	50	100	3
26U1HD41	I		Hindi –IV						
26U1MY41	I		Malayalam–IV						
26U2FR41	I		French - IV						
26U2EN41	II	Language– II	English–IV	5	3	50	50	100	3
26UCBA41	III	Core– VII	Business Environment	5	3	50	50	100	4
26UCBA42	III	Core –VIII	Human Resource Management	5	3	50	50	100	4
26UEBA41	III	EC - IV	Operations Research	4	3	50	50	100	3
26USBAP2	IV	SEC –VI	Practical –Tally	2	3	50	50	100	2
26USBA42	IV	SEC - VII	Intellectual property Rights	2	3	50	50	100	2
26UVBE41	V	Common	Value Based Education	2	3	50	50	100	2
Total				30				800	23

Semester-5									
Course Code	Part	Course Category	Course Name	Hours/ Week	Examination				Credits
					Duration in hrs.	Max Marks			
						CIA	ESE	Total	
26UCBA51	III	Core-IX	Management Information system	5	3	50	50	100	4
26UCBA52	III	Core -X	Research Methodology	5	3	50	50	100	4
26UCBA53	III	Core -XI	Production and Materials Management	5	3	50	50	100	4
26UCBA5P	III	Core -XII	Mini Project with Viva Voce	5	3	50	50	100	4
26UEBA51	III	Elective- V	Digital Marketing	4	3	50	50	100	3
26UEBA52			Industrial Relations						
26UEBA53			Financial Services						
26UEBA54	III	Elective- VI	Consumer Behaviour	4	3	50	50	100	3
26UEBA55			Innovation Management						
26UEBA56			Security Analysis & Portfolio Management						
26UFIK51	III	Internship	Internship/Industrial Visit/Field Visit/Knowledge Updation Activity	-	3	50	50	100	2
26UAEC51	IV	AEC - I	Empowered Vocational English	2	3	50	50	100	2
Total				30				800	26

Semester-6									
Course Code	Part	Course Category	Course Name	Hours / Week	Examination				Credits
					Duration in hrs.	Max Marks			
						CIA	ESE	Total	
26UCCA61	III	Core- XIII	Entrepreneurial Development	5	3	50	50	100	4
26UCCA62	III	Core -XIV	Strategic Management	5	3	50	50	100	4
26UCCA63	III	Core -XV	Services Marketing	5	3	50	50	100	4
26UCCA6P	III	Core -XVI	Major Project with Viva voce	5	3	50	50	100	5
26UECA61	III	Elective- VII	International Business	4	3	50	50	100	3
26UECA62			E-business						
26UECA63	III	Elective- IX	Business Taxation	4	3	50	50	100	3
26UECA64			Fundamentals of- Logistics						
26UAEC61	IV	AEC - 2	Design Thinking	2	3	50	50	100	2
26U5EA61	V	Common	Extension Activity	-				100	1
Total				30				800	26
Grand Total				180				4800	144

Internship (minimum of 30 hours): The students should submit certificate of attendance from the industry stating the nature of work done, duration and role played along with report (minimum of 20 pages) at the end of V semester for external evaluation.

Industrial Visit/ Field Visit: A report based on the observation and learning outcome to be submitted (minimum of 10 pages) along with suitable evidences at the end of V semester for external evaluation.

Knowledge Updation Activity: A report to be submitted (minimum of 10 pages) based on the study made along with the completion certificate stating the work done (MOOC/NPTEL) at the end of V semester for external evaluation.

Internship/Industrial Visit/Field Visit/Knowledge Updation Activity: Internal –50 Marks,
External – 50 Marks

Project: Group Project report should be submitted for external evaluation. Internal – 50 Marks,
External – 50 Marks

Extension Activity (NSS/ NCC/ YRC/ RRC/ Games and Sports/ Youth Welfare Activities Outreach Programmes/Migration Awareness in the Tamil Nadu Education System): Individual report should be submitted at the end of VI semester for external evaluation.
External – 100 Marks

Ability Enhancement Compulsory Course: Empowered Vocational English and Design Thinking subjects are given to students.

Internal Marks – 50 Marks, External – 50 Marks

Semester-1

Semester-1									
Course Code	Part	Course Category	Course Name	Hours/ Week	Examination				Credits
					Duration in Hours.	Max Marks			
						CIA	ESE	Total	
26U1TL11	I	Language- I	Tamil-I	5	3	50	50	100	3
26U1HD11	I		Hindi -I						
26U1MY11	I		Malayalam-I						
26U1FR11	I		French - I						
26U2EN11	II	Language- II	English-I	5	3	50	50	100	3
26UCBA11	III	Core- I	Principles of Management	5	3	50	50	100	4
26UCBA12	III	Core -I	Accounting for Managers-I	5	3	50	50	100	4
26UEBA11	III	EC - I	Managerial Economics	4	3	50	50	100	3
26USBA11	IV	SEC - I	Basis of Event Management	2	3	50	50	100	2
26UFBA11	IV	FC	Managerial Communication	2	3	50	50	100	2
26UNBA11	IV	NME - I	Office Automation	2	3	50	50	100	2
Total				30				800	23

FIRST YEAR – SEMESTER – I
CORE – I: PRINCIPLES OF MANAGEMENT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UCBA11	5	0	0	I	4	5	50	50	100
Learning Objectives									
LO1	To impart knowledge about evolution of management								
LO2	To provide understanding on planning process and importance of Decision making in organization								
LO3	To learn the application of principles in organization								
LO4	To familiarize students about direction and Co-ordination in Business Significance of ethics in business and its implications								
LO5	To study the process of effective controlling in organization								
Prerequisites:									
Unit	Contents								No. of Hours
I	Management: Definition – Importance– Nature and Scope of Management - Principles - Role and Functions of a Manager–Levels of Management –Principles of Scientific Management								15
II	Planning and Decision Making: Meaning - Nature– Importance – Forms – Types – Steps in Planning – Decision –making –Importance – Process of Decision–making–Types of Decision. – Management by Objective								15
III	Organizing: Characteristics - Importance - Types of Organizations – Organization Structure – Departmentalization – Difference between centralization and decentralization–Authority, Delegation, Responsibility-Concepts								15
IV	Staffing and Directing: Nature - Principles- Purpose of direction - Co-ordination – Need - Type – Techniques Elements and types of communication – leadership function & styles								15
V	Controlling: Meaning – process of controlling – control techniques- [Budget, Break Even Analysis, Internal / External Audit, PERT and CPM]- Meaning, importance and types of coordination.								15
TOTAL								75	
CO	Course Outcomes								
CO1	Describe nature, scope, role, levels, functions And approaches of management								
CO2	Apply planning and decision making in Management								
CO3	Identify organization structure and various Organizing techniques								
CO4	Understand Direction, Co-ordination								
CO5	Control mechanisms and practices of organisation.								
Textbooks									
1.	JAF Stoner, Freeman R.E and Daniel R Gilbert—Management, 6 th Edition, Pearson Education, 2004.								
2.	Griffin,T.O., Management, Houghton Mifflin Company, Boston,USA, 2014.								

3.	Stephen A.Robbins& David A.Decenzo& Mary Coulter,—Fundamentals of Management 7 th Edition, Pearson Education,2011
4.	Stoner, Freeman, Gilbert Jr. (2014). Management (6thedition), New Delhi: Prentice Hall India
5.	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, 13 th Edition, 2017
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand & Sons, 3 rd Edition.
5.	Harold Koontz, HienzWeihrich, A RamachandraAryasri; Principles of Management, McGraw Hill, 2 nd edition, 2015

	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

CORE – II: ACCOUNTING FOR MANAGERS-I

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UCBA12	5	0	0	I	3	5	50	50	100
Learning Objectives									
LO1	To impart knowledge about basic concepts of accounting its applications								
LO2	To analyze and interpret financial reports of a company								
LO3	To understand the gross profit and net profit earned by organization								
LO4	To foster knowledge on Depreciation of accounts								
LO5	To understand the procedures of Accounting under Single entry system.								
Prerequisites:									
Unit	Contents								No. of Hours
I	Introduction: 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								15
II	Subsidiary book–Preparation of cash Book, sales and purchase book. Bank reconciliation statement– Rectification of errors –Suspense account								15
III	Preparation of Final Accounts – Trading and profit & Loss Account final account Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings And capital.								15
IV	Depreciation - Definition, causes, methods of depreciation (Straight line, written down and Annuity method)								15
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Measurement of net worth - Statement of Affairs Method Conversion Method								15
TOTAL								75	
CO	Course Outcomes								
CO1	Prepare Journal, ledger, trial balance and cashbook								
CO2	Classify errors and making rectification Entries								
CO3	Prepare final accounts with adjustments								
CO4	To understand depreciation								
CO5	Prepare single and double entry system of accounting.								
Textbooks									
1.	Goel. D. K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2 nd edition.								
2.	Jain.S.P&Narang. K,1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition								
3.	Rakesh Shankar. R &Manikandan. S, Financial Accounting, SCITECH, 3 rd edition.								
4.	Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi, 15th edition.								
5.	TulsianP.C., 2006, Financial Accounting, Pearson Education								
Reference Books									
1.	Dr.K.Ganesan&S.UshenaBegam – Accounting for Managers -Volume 1, Charulatha Publications, Chennai								

2.	T S Reddy & amp; A. Murthy; Financial Accounting – Margham Publications, 6th Edition, 2019
3.	David Kolitz; Financial Accounting –Taylor and Francis group,USA 2017
4.	M N Arora; Accounting for Management - Himalaya Publications House 2019.
5.	S N Maheswari; Financial Accounting – Vikas Publishing House, Jan 2018.

	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

ELECTIVE COURSE – I MANAGERIAL ECONOMICS

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UEBA11	4	0	0	I	3	4	50	50	100
Learning Objectives									
LO1	To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario								
LO2	To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.								
LO3	To Understand the and production factors of the firm								
LO4	To describe the optimal point of cost analysis								
LO5	To Provide insights to the various market structures in an economy.								
Prerequisites:									
Unit	Contents								No. of Hours
I	Nature and scope of managerial economics – definition of economics – important concepts of economics–relationship between micro, macro and managerial economics								12
II	Demand analysis – Theory of consumer behaviour – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of Demand – Determinants of demand–Elasticity of demand – Demand forecasting.								12
III	Production analysis – Production – Factors of production, land, labour, human effort and capital – production function–Concept–Law of variable proportion – Law of return to scale and economics of scale.								12
IV	Cost analysis – Different cost concepts – Cost output relationship short run and long run–Revenue curves of firms – Supply analysis, supply table and curve – law of supply								12
V	Market Analysis - Market classification – Perfect competition–Monopoly– Monopolistic competition– Duopoly – Oligopoly								12
TOTAL								60	
CO	Course Outcomes								
CO1	Analyze& apply the various managerial economic Concepts in individual & business decisions.								
CO2	Explain demand concepts, underlying theories and Identify demand forecasting techniques.								
CO3	Employ production, cost and supply analysis for Business decision making								
CO4	Identify pricing strategies								
CO5	Classify market structures under competitive scenarios.								
Textbooks									
1.	Journal of Economic Literature–American Economic Association								
2.	Arthasastra Indian Journal of Economics &Research								
3.	Mithani D.M. (2016) – Managerial Economics–Himalaya Publishing House–Mumbai								
4.	Indian Economic Journal / Sage Publications								
5.	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons– New Delhi								
Reference Books									
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.	DND wivedi; Managerial Economics:Vikas Publishing House,8th edition, 2015.
4.	H L Ahuja; Managerial Economics, S. Chand, 9 th Edition, 2017.
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016

	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

SKILL ENHANCEMENT COURSE (SEC-1) – I BASIS OF EVENT MANAGEMENT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26USBA11	2	0	0	I	2	2	50	50	100
Learning Objectives									
LO1	To know the basic of event management its concepts								
LO2	To make an event design								
LO3	To make a feasibility analysis for the event.								
LO4	To understand the 5 Ps of Event Marketing								
LO5	To know the financial aspects of event management and its promotion								
Prerequisites:									
Unit	Contents								No. of Hours
I	Introduction: Event Management – Definition, Need, Importance, Activities. Career opportunities in Event Management.								6
II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept–Event Design & Technology advancement in event design								6
III	Event Feasibility: Resources–Feasibility, SWOT Analysis, Environmental feasibility of green events								6
IV	Event Planning & Promotion– Marketing &Promotion – Event life cycle - 5 Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations								6
V	Event Budget –Financial Analysis–Event Cost –Event Sponsorship								6
TOTAL								30	
CO	Course Outcomes								
CO1	To understand basics of event management								
CO2	To design events								
CO3	To study feasibility of organizing an event								
CO4	To gain Familiarity with marketing & promotion of Event								
CO5	To develop event budget								
Textbooks									
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								
4.	Event Planning-The ultimate guide –Public Relations by S.J. Sebellin Ross								
5.	Event Management By Lynn Van Der Wagen&Brenda R Carlos, Pearson Publishers								
Reference Books									
1.	Event Management By Chaudhary, Krishna, Bio-Green Publishers								
2.	Successful Event Management By Anton Shone & Bryn Parry								
3.	Event management,an integrated & practical approach By Razaq Raj, Paul Walters &Tahir Rashid								
4.	Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers								

5.	Event Planning: Management & Marketing For Successful Events: Management &Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex GenadinikCreate Space Independent Publishing Platform, 2015
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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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

FOUNDATION COURSE (FC) – MANAGERIAL COMMUNICATION

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UFBA11	2	0	0	I	2	2	50	50	100
Learning Objectives									
LO1	To educate students role & importance of communication skills								
LO2	To build their listening, reading, writing & speaking communication skills.								
LO3	To introduce the modern communication for managers.								
LO4	To understand the skills required for facing interview								
LO5	To facilitate the students to understand the concept of Communication.								
Prerequisites:									
Unit	Contents								No. of Hours
I	Introduction: Definition – Methods – Types – Principles of effective Communication–Barriers to Communication								6
II	Business Letter–Layout – Parts of business letter, Kinds of Business Letters, offer, acceptance–Enquiry, replies, Order, Sales, and circulars								6
III	Job Application, Resume writing and interviews - Interviews-Direct, telephonic &Virtual interviews-Group discussion–Presentation skills, Interpersonal skills & listening skills - body language								6
IV	Reports-Communication through Reports–Agenda- Minutes of Meeting – Memorandums (Memos), Brochures, Business Cards and Press Releases.								6
V	Modern Forms of Communication: podcasts, Email, Virtual meetings–Websites and the Business								6
TOTAL								30	
CO	Course Outcomes								
CO1	Understand the communication process and its barriers.								
CO2	Develop business letters in different scenarios								
CO3	Develop oral communication skills & conducting Interviews								
CO4	Use managerial writing for business communication								
CO5	Identify usage of modern communication tools & its Significance for managers								
Textbooks									
1.	Krishan Mohan &MeenaBanerji, Developing Communication Skills, Macmillan India Ltd, 2008								
2.	MallikaNawal – Business Communication – CENGAGE								
3.	Bovee, Thill, Schatzman, Business Communication Today – Peason Education Private Ltd - NewDelhi.								
4.	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008								
5.	Sundar K.A, Business communication Vijay Nicoleim prints Pvt. Ltd., Chennai.								
Reference Books									
1.	Rajendra Paul & JSK Covalahalli, 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.	RC Sharma &Krishan Mohan, Business Correspondence and Report Writing, McGraw Hill, India								

	Pvt Ltd., New Delhi, 2006
4.	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi,2010
5.	RCBhatia, Business Communication, Ane Books Pvt Ltd.,Delhi,2015

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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

NON MAJOR ELECTIVE 1 (NME) - OFFICE AUTOMATION

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UNBA11	2	0	0	I	2	2	50	50	100
Learning Objectives									
LO1	Understand the fundamentals of office automation systems and their role in modern workplaces.								
LO2	Develop proficiency in common office software tools such as word processors, spreadsheets, and presentation software								
LO3	Create, edit, and format professional documents using word processing tools.								
LO4	Perform data organization, analysis, and visualization using spreadsheets.								
LO5	Design effective presentations using multimedia elements.								
Unit	Contents								No. of Hours
I	Microsoft word: Word processor Basics – Opening Microsoft Word – Closing the Document and Quitting Word – Starting Microsoft Word XP - Introduction to word – Saving the Document – Previewing – Printing – Closing – Changing the size of a document. Editing the Document: Opening an existing word document – Moving the cursor – Making changes in your document – Undoing any operation – Saving changes made to the Document – Checking Spelling in the Document – Automatic correction of errors – Printing the file – Saving and Closing the Document.								6
II	Designing your Document: Creating a well formatted Document – Setting the Left , Right , Top and Bottom Margins – Setting page Numbers on your Document – Specifying text at the top and the Bottom of each page. Creating Tables : Selecting Text using the mouse – Inserting Rows – Inserting Columns – Deleting a Row – Deleting a Column – Formatting the Text – Mail Merge.								6
III	Microsoft Excel: Introduction to Spreadsheets – Use of Spreadsheet – Spreadsheet Basics – Formatting a Spreadsheet – Graphs – Functions of Microsoft Excel – Starting Microsoft Excel – Excel Work Environment – Changing size of a Work book and Excel Window – Cell and Cell Address – Standard Toolbar – Formatting toolbar – the Formula bar – Status bar – Components of an Excel Workbook. Working in Excel : Entering data in cell address – Making changes to an entry – Mathematical Calculations – Formulas using numbers – Formula using Cell address – Defining functions simple Graphs.								6
IV	Microsoft Access: Introduction to Databases – Defining a Database – Understanding RDBMS – objects of a Relational Database – Macros – Functions of a DBMS – Starting Microsoft Access – Creating Tables – Understanding Database – Creating database - Creating a Table – Working on Tables – Saving the Table – Defining primary Key – Closing the Table – Closing the Database window and Quitting Access.								6
V	Microsoft PowerPoint: Starting PowerPoint – Creating a presentation – Saving a Presentation – working with views – Adding Graphics, Charts and Tables – Masters – Using Slide Transition Printing – Closing the Slides – Quitting Microsoft PowerPoint								6
TOTAL								30	
CO	Course Outcomes								
CO1	Demonstrate knowledge of office automation concepts and tools.								
CO2	Create and format professional documents using word processing software.								
CO3	Analyze and manage data using spreadsheet applications with formulas and functions								
CO4	Develop structured and visually appealing presentations.								
CO5	Apply basic automation features (macros, templates, shortcuts) to enhance productivity.								

Textbooks	
1	VIKAS GUPTA, “Comdex Computer Course Kit (XP Edition)”, Dreame tech press, New Delhi
Reference Books	
1	Stephen L. Nelson, “The Complete Reference office 2000” Tata McGraw – Hill Publishing Company limited, New Delhi.
2	N.Krishnan, “Window and MS Office 2000 with Database Concepts” Scitech publications (India) Pvt Ltd., Chennai

MAPPING TABLE						
CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	2	3	2	2
CO2	2	3	2	3	2	2
CO3	2	3	2	2	3	1
CO4	1	2	2	1	3	2
CO5	2	2	2	1	3	3
Weightage of course contributed to each PSO	10	12	10	10	13	10

Semester-2

Semester–2									
Course Code	Part	Course Category	Course Name	Hours/ Week	Examination				Credits
					Duration in Hours	Max Marks			
						CIA	ESE	Total	
26U1TL21	I	Language-I	Tamil–II	5	3	50	50	100	3
26U1HD21	I		Hindi –II						
26U1MY21	I		Malayalam–II						
26U1FR21	I		French - II						
26U2EN21	II	Language-II	English–II	5	3	50	50	100	3
26UCBA21	III	Core-III	Organizational Behaviour	5	3	50	50	100	4
26UCBA22	III	Core-IV	Accounting for Managers-II	5	3	50	50	100	4
26UEBA21	III	EC - II	Business Regulatory Frame Work	4	3	50	50	100	3
26USBA21	IV	SEC - II	Managerial Skill Development	2	3	50	50	100	2
26USBA22	IV	SEC - III	Business Etiquette And Corporate Grooming	2	3	50	50	100	2
26UNBA21	IV	NME - II	NME (Office Management)	2	3	50	50	100	2
Total				30				800	23

FIRST YEAR - SEMESTER – II

CORE COURSE (CC-3)–ORGANIZATIONAL BEHAVIOUR

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UCBA21	5	0	0	II	4	5	50	50	100
Learning Objectives									
LO1	To have extensive knowledge on OB and the scope of OB.								
LO2	To create awareness of Individual Behaviour.								
LO3	To enhance the understanding of Group Behaviour								
LO4	To know the basics of Organisational Culture and Organisational Structure								
LO5	To understand Organisational Change, Conflict and Power								
Prerequisites:									
Unit	Contents								No. of Hours
I	Introduction: Concept of Organizational Behaviour(OB): Nature, Scope and Role of OB; Disciplines that contribute to OB								15
II	Individual Behaviour: 1. Learning and attitude - Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behaviour and attitude. 2. Motivation: Concept ; Theories(Hierarchy of needs, X and Y, Two factor								15
III	Personality and Values: Concept of personality; Myers- Briggs Type Indicator (MBTI); Big Five model .Relevance of values; factors affecting perception.								15
IV	Group Behaviour : 1. Groups and Work Teams : Concept : Five Stage model of group development; Concept and theories-Styles-Behavioural Theories and contingency theories.								15
V	Organisational Culture And Change: - Concept of culture – Forces of change , planned change, Resistance, Steps to Overcoming resistance Features, element, role								15
TOTAL								75	
CO	Course Outcomes								
CO1	To define Organisational Behaviour, Understand the Opportunity through OB.								
CO2	To apply self-awareness, motivation, leadership and Learning theories at the workplace.								
CO3	To analyze the complexities and solutions of group behaviour.								
CO4	To impact and bring positive change in the culture of the organization.								
CO5	To create a congenial climate in the organization.								
Textbooks									
1.	Neharika Vohra Stephen P.Robbins ,TimothyA.JudgeOrganizational Behaviour ,Pearson Education, 18 th Edition, 2022.								
2.	Fred Luthans, Organizational Behaviour,TataMcGraw Mill,2017.								
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles,Organizational Behaviour, John Wiley & Sons, 2011								
4.	Louis Bevoc,AllisonShearsett, Rachael Collinson,OrganizationalBehaviourReference, Nutri Niche System LLC(28April2017)								
5.	Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray,								

	<i>Organizational Behaviour:A Skill-Building Approach</i> , SAGE Publications, Inc; 2nd edition (29 November 2018).
Reference Books	
1.	UmaSekaran ,Organizational Behaviour Text & cases,2 nd edition, Tata McGraw Hill Publishing CO. Ltd
2.	Gangadhar Rao ,Narayana, V.S. PRao, Organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd ,1 st edition
3.	S.S.Khanka ,Organizational Behaviour, S.Chand&Co,New Delhi.
4.	J.Jayasankar, Organizational Behaviour, Margham Publications, Chennai ,2017.
5.	John Newstrom, <i>Organizational Behaviour: Human Behaviour at Work</i> , McGraw Hill Education; 12th edition (1 July 2017)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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

CORE COURSE (CC-4)–ACCOUNTING FOR MANAGERS-II

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UCBA22	5	0	0	II	4	5	50	50	100
Learning Objectives									
LO1	To provide basic understanding of cost concepts and classification.								
LO2	To develop skills in tools & techniques and critically evaluate decision making in business.								
LO3	To understand various ratios and cash flow related to finance								
LO4	To recognize the role of budgets and variance as a tool of planning and control.								
LO5	To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios								
Prerequisites:									
Unit	Contents								No. of Hours
I	Cost accounting – Meaning, nature, scope and functions, Need importance and limitations - Cost concepts and classification – Cost sheets								15
II	Management accounting – Meaning, nature, scope and functions, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs .Financial Accounting.								15
III	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios-Liquidity, Profitability, turnover, types, importance								15
IV	Budgets and budgetary control – Meaning, objectives, Merits and demerits – Sales, Production, flexible budgets and cash budget								15
V	Marginal Costing - Definition - Characteristics – Advantages – Demerits - Managerial Applications of Marginal Costing								15
TOTAL								75	
CO	Course Outcomes								
CO1	Interpret cost sheet & write comments.								
CO2	Compare cost, management & financial accounting								
CO3	Analyze the various ratio and compare it with Standards to assess deviations								
CO4	Estimate budget and use budgetary control								
CO5	Evaluate marginal costing and its components								
Textbooks									
1.	Gupta ,R. L and M. Radhaswamy. Advanced Accountancy ,Sultan Chand & Sons, 2016.								
2.	T.S and A.Murthym.Management Accounting .Chennai: Margham, 2007.								
3.	Jain S.P and K.L Narang .Advanced Accountancy (PartII). Kalyani, 2007.								
4.	Maheshwari S.N, Advanced Accountancy (Part1I).Vikas, 2007.								
5.	ManMohanandS.N.Goyal.Principles of Management Accounting .Agra: SahityaShawan , 2017.								
Reference Books									
1.	Dr.K.Ganesan& S. UshenaBegam ,Accounting for Managers– VolumeII, 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.	HornngrenSunderu Stratton, Introduction to Management Accounting, Pearson Education, 2013.
5.	Rajiv Kumar Goel& Ishaan Goel, Concept Building Approach to Management Accounting, 2019

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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

ELECTIVE COURSE (EC-2) –BUSINESS REGULATORY FRAME WORK

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UEBA21	4	0	0	II	3	4	50	50	100
Learning Objectives									
LO1	Explain Indian Contracts Act								
LO2	Understand Sales of goods act & contract of agency								
LO3	Understand Indian Companies Act 1956								
LO4	Understand Consumer Protection Act–RTI								
LO5	Understand Cyber law								
Prerequisites:									
Unit	Contents								No. of Hours
I	Indian Contracts Act 1872- Essentials- Offer and Acceptance - Consideration- Capacity of the parties								12
II	Special Contract- Indemnity and Guarantee- Bailment and Pledge labour laws.								12
III	Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA - Appointment of Directors-Duties-Meeting-Resolutions-Winding Up								12
IV	Consumer Protection Act –Definitions (Sec 2) - Consumer protection council (Chapter II, Secs 4 to 8) - Consumer Disputes Redressal Agencies (Chapter III, 9 to 27) - Consumer Disputes Redressal Forum (The District Forum -(Secs.10to 15) - Consumer Disputes Redressal Commission (The State Commission - Secs 16 to 19) - National Consumer Disputes Redressal Commission (National Commission -Secs20 to 23)								12
V	Sale of Goods Act 1930 - Essentials -The Price - Difference between Sale and agreement to sell - Difference between Sale and Hire purchase agreement-Formation of a contract of a sale- Kinds of goods- rights of an un paid seller								12
TOTAL								60	
CO	Course Outcomes								
CO1	Explain Indian Contracts Act								
CO2	Understand Sales of goods act and Contract of Agency								
CO3	Understand Indian Companies Act 1956								
CO4	Understand Consumer Protection Act–RTI								
CO5	Understand Cyber law								
Textbooks									
1.	Tulsian. P.C Business Law(2018) ThirdEdition, McGrawHill Publications								
2.	Pillai RSN ,Bhagavati, Business Law, ThirdEdition, SultanChand								
3.	ND Kapoor(2019), Elements of Merchantile Law, SultanChand& Sons								
4.	Constitutional Law– Dr.M.R.Sreenivasan&AnandaKrishnaDeshkulkarni								
5.	Business Law(Commercial Law)–Dr.M.R.Sreenivasan								

Reference Books	
1.	Business Regulatory Framework ,Sahitya publications . Revised, 2022.
2.	Business Regulatory Framework, <u>Garg K.C.,SareenV.K.,SharmaMukesh</u> , 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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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

SKILL ENHANCEMENT COURSE (SEC-2) –MANAGERIAL SKILL DEVELOPMENT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26USBA21	2	0	0	II	2	2	50	50	100
Learning Objectives									
LO1	To improve the self-confidence, groom the personality and build emotional Competence								
LO2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.								
LO3	To access to economic intelligence								
LO4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions								
LO5	To improve professional etiquettes								
Unit	Contents								No. of Hours
I	Self: Core Competency, Understanding of Self, Components of Self-Self-identity, Self-concept, Self- Confidence and Self-image.								6
II	Self Esteem: Meaning & Importance, Components of self-esteem, importance of self esteem								6
III	Building Emotional Competence: Emotional Intelligence - Meaning, Components and Importance								6
IV	Thinking skills: The Mind/ Brain /Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning. Creativity: Definition and nature of creativity, Idea generation and evaluation (Brain Storming),Image Generation and evaluation.								6
V	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 then on-verbal communication and Professional etiquettes.								6
TOTAL								30	
CO	Course Outcomes								
CO1	Identify the personal qualities that are needed to Sustain in the world of work.								
CO2	Explore more advanced Management Skills such as conflict are solution ,empowerment, working with teams And creating a positive environment for change.								
CO3	Acquire practical management skills that are of Immediate use in management or leadership positions.								
CO4	Employee critical-thinking and analytical skills to investigate complex business problems to propose Viable solutions.								

CO5	Make persuasive presentations that reveal strong written And oral communication skills needed in the workplace.
Textbooks	
1.	Managerial Skill Articles
2.	The Management Skills of SALLManagers- SiSALJournal
3.	Managerial Skills by Dr.K. AlexS. CHAND
4.	ManagerialSkills2 by Cynthia MenezesPrabhu, Pento Print Publishing LLP
5.	Gallagher(2010) ,Skills Development for Business & Management Students, Oxford University Press. PROF . SANJIV
Reference Books	
1.	Joshi ,G .(2015) ,Campus to Corporate-Your Road map to Employability, Sage Publication
2.	McGrath E. H . (9Ed.2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
3.	Whetten D.(eEd.2011),Developing Management Skills ,Prentice Hall India Learning Private Limited.
4.	<u>P. Varshney</u> , <u>A. Dutta</u> , Managerial Skill Development ,Alfa Publications , 2012
5.	EQ-soft skills for Corporate CarrerbyDr.SumeetSuseelan

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 Pose	3.0	3.0	3.0	3.0	3.0

SKILL ENHANCEMENT COURSE (SEC-3)–BUSINESS ETIQUETTE AND CORPORATE GROOMING

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26USBA22	2	0	0	II	2	2	50	50	100
Learning Objectives									
LO1	To impart knowledge about basic etiquettes in professional conduct								
LO2	To provide understanding about the workplace courtesy and ethical issues Involved								
LO3	To suggest on guidelines in managing rude and impatient clients								
LO4	To familiarize students about significance of cultural sensitivity and the Relative business attire								
LO5	To stress on the importance of attire								
Prerequisites:									
Unit	Contents								No. of Hours
I	Introduction to Business Etiquette :Introduction-ABCs of etiquette- meeting and greeting scenarios- principles of exceptional work behaviour								6
II	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								6
III	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								6
IV	Diversity and Cultural Awareness at Workplace Impact of diversity- Cultural Sensitivity-Taboos and Practices-Inter- Cultural Communication								6
V	Business Attire and Professionalism Business style and professional image- dress code- guide lines for appropriate business attire-grooming for success.								6
TOTAL								30	
CO	Course Outcomes								
CO1	Describe basic concepts of business etiquette and Corporate grooming.								
CO2	Outline the etiquette and grooming standards followed in Business environment and the significance of communication								
CO3	Create cultural awareness and moral practices in real Life work place scenarios								
CO4	Analyze work place courtesy and resolve ethical issues With respect to etiquette and grooming for success								
CO5	Apply the professionalism in the workplace Considering diversity and courtesy								
Textbooks									
1.	Journal of Computer Mediated Communication By ICA								
2.	Business and Professional Communication by Sage Journals								
3.	Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Sky horse								
4.	Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow								

5.	ShitalKakkarMehra,—Business Etiquette: A guide for the Indian Professional, Harper Collins Publisher (2012)
Reference Books	
1.	Indian Business Etiquette, Raghu Palat ,JAICO Publishers
2.	Nina Kochhar,—At Ease with Etiquette ,B.jain Publisher,2011
3.	NimeranSahukar, Prem P. Bhalla,—The Book of Etiquette and manners , PustakMahi publishers, 2004
4.	Sarvesh Gulati(2012),Corporate Grooming and Etiquette ,Rupa Publications India Pvt .Ltd.
5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way To Success by Barbara Pachter, McGraw Hill Education

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	M	M	S	S	S	M	M	S
CO 2	M	M	S	S	S	M	M	S
CO 3	M	M	S	S	S	M	M	S
CO 4	M	M	S	S	S	S	M	S
CO 5	M	M	M	S	S	S	M	S

NON MAJOR ELECTIVE 2 (NME) – OFFICE MANAGEMENT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UNBA21	2	0	0	II	2	2	50	50	100
Learning Objectives									
LO1	Understand the concept of office and qualities of manager								
LO2	Analyse the office environment								
LO3	Develop the skills of mail handling.								
LO4	Organise office form								
LO5	Describe Office appliance								
Prerequisites:									
Unit	Contents								No. of Hours
I	Office-Meaning and Importance- Functions of Office –Officer Manager- Qualities of a Manager								6
II	Office Environment –Office layout - Objectives- Advantages and Disadvantages								6
III	Mail Handling –Centralized and Decentralized Mail Handling								6
IV	Office forms –Meaning –Type of forms –Objectives And its advantages								6
V	Office Appliances -Meaning- Importance -Factors in Selecting office Machines								6
TOTAL								30	
CO	Course Outcomes								
CO1	To understand the concept of office and qualities of manager								
CO2	To Analyse the office environment								
CO3	To Develop the skills of mail handling.								
CO4	To Organise office form								
CO5	To Describe Office appliance								
Textbooks									
1.	Commercial correspondence and office management -R.S.N.Pillai and Baghavathi								
2.	Office Management-R.K. Chopra								
3.	Office Management –Prasanta K. Ghosh								
4.	Office Organisation and Management -S.P. Arora								
5.	Business Communication (Text, cases and Laboratory Manual)-C.S.C. Krishna macharyulu and LalithaRamakrishnan								
Reference Books									
1.	Event Management:A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh- Har-An and Publications Pvt.Ltd.								
2.	Event Management by Swarup K. Goyal-Adhyayan Publisher-2009								
3.	Event Management &Public Relations by Savita Mohan- Enkay Publishing House								
4.	Event Planning-The ultimate guide –Public Relations byS.J. Sebellin Ross								
5.	Event Management By LynnVan Der Wagen&Brenda RCarlos,Pearson Publishers								

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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

Semester-3

Semester-3									
Course Code	Part	Course Category	Course Name	Hours/ Week	Examination				Credits
					Duration in Hours	Max Marks			
						CIA	ESE	Total	
26U1TL31	I	Language-I	Tamil-III	5	3	50	50	100	3
26U1HD31	I		Hindi -III						
26U1MY31	I		Malayalam- III						
26U1FR31	I		French - III						
26U2EN31	II	Language-II	English-III	5	3	50	50	100	3
26UCBA31	III	Core- V	Marketing Management	5	3	50	50	100	4
26UCBA32	III	Core -VI	Financial Management	5	3	50	50	100	4
26UEBA31	III	EC - III	Business Statistics	4	3	50	50	100	3
26USBAP1	IV	SEC - IV	Computer application in Business	2	3	50	50	100	2
26USBA31	IV	SEC – V	New venture Planning	2	3	50	50	100	2
26UEVS31	IV	Common	Environmental Studies	2	3	50	50	100	2
Total				30				800	23

CORE – V: MARKETING MANAGEMENT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UCBA31	5	0	0	III	4	5	50	50	100
Learning Objectives									
LO1	To understand the market place.								
LO2	To identify the market segmentation and the Product mix								
LO3	To select the different pricing methods								
LO4	To know the channels of distribution								
LO5	To understand the promotion mix								
Prerequisites:									
Unit	Contents								No. of Hours
I	Fundamentals of Marketing – Market - Classification of Market - Role of Marketing – Importance – Modern Marketing - Marketing Functions – Concept of Marketing Mix – Marketing Approaches								15
II	Market Segmentation and product – Need And Basis of Segmentation - Product – Characteristics – Benefits – Classifications – Product Mix – New Product Development Process – Product Life Cycle								15
III	Pricing – Meaning - Objectives - Significance Basic Principles of pricing – Methods of - pricing policies and strategies-pricing process- Factors affecting Pricing Decisions								15
IV	Physical Distribution : Meaning – Importance – Features - Type of channel of distribution – Function of channel members - Factors Influencing the channel selection, buying motives, consumer behaviour								15
V	Promotion - Promotion mix - Sales Promotion tools - Objectives - Importance - Factors determining promotion mix – Digital Marketing - Application and benefits, trade promotion, PR, personal selling promotion								15
TOTAL								75	
CO	Course Outcomes								
CO1	To list and identify the core concepts of Marketing and its mix.								
CO2	To sketch the market segmentation nature of Product PLC								
CO3	To analyze the appropriate pricing methods								
CO4	To determine the importance of various Channels of distribution								
CO5	To assess the applications of digital marketing								
Textbooks									
1.	Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.								
2.	Rajan Saxena, Marketing Management, Tata McGraw Hill, 2017.								
3.	L. Natarajan, Marketing, Margham Publications, 2017.								

4.	JP Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.
5.	K Karunakaran, Marketing Management, Himalaya Publishing House, 2017.
Reference Books	
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.	Sontakki C. N, Marketing Management, Kalyani Publishers, Ludhiana. 2016

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	S	S	M	M	M	S	M	M
CO 2	S	S	M	S	M	S	M	S
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	M	S	M	M
CO 5	S	S	M	M	M	S	M	S

CORE – VI FINANCIAL MANAGEMENT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UCBA32	5	0	0	III	4	5	50	50	100
Learning Objectives									
LO1	Understand the basics of finance and roles of finance manager								
LO2	Evaluate Capital structure								
LO3	Evaluate Cost of capital								
LO4	Assess Capital budgeting								
LO5	Appraise Working Capital								
Prerequisites:									
Unit	Contents								No. of Hours
I	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.								15
II	Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept, objectives, important								15
III	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)								15
IV	Capital Budgeting: ARR, Payback period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.								15
V	Working capital – Components of working capital – operating cycle – Factors influencing working capital – Determining(or)Forecasting of working capital Requirements, types of WC								15
TOTAL								75	
CO	Course Outcomes								
CO1	Understand the basics of finance and roles of finance Manager								
CO2	Evaluate Capital structure								
CO3	Evaluate Cost of capital								
CO4	Assessing Capital budgeting								
CO5	Appraise Working Capital								
Textbooks									
1.	Dr KulkarniandDr.Sathya Prasad, Financial Management,13 th Edition2011								
2.	Advanced Financial Management kohok, MA, Everest Publishing House								
3.	Financial Management Kishore RM, Taxman Allied Service								
4.	Strategic Financial Management Jakhotiya								
5.	Financial Management & Policy Srivastava, RM Himalaya								
Reference Books									
1.	Dr. K. Ganesan& S. UshenaBegam, Financial Management, Charulatha Publications, Chennai								

2.	Financial Management - I. M. Pandey, 2009 Vikas Publishing
3.	Financial Management – Prasanna Chandra, 2008, Tata McGrawHill, New Delhi
4.	Financial Management – S. N. Maheswari
5.	Financial Management –Y. Khan and Jain 2009 Edition, Sultan Chand & Sons

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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

ELECTIVE COURSE – III BUSINESS STATISTICS

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UEBA31	4	0	0	III	3	4	50	50	100
Learning Objectives									
LO1	Apply the Statistical Data								
LO2	Understanding the Measures of Central Tendency in business								
LO3	Analyze Measures of Variation								
LO4	Understand Simple Correlation								
LO5	Testing of hypothesis								
Prerequisites:									
Unit	Contents								No. of Hours
I	Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams								12
II	Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean, objectives								12
III	Measures of Variation – Standard Deviation–Mean deviation– Quartile deviation importance, objectives								12
IV	Simple Correlation – Scatter Diagram – Karl Pearson ‘s Correlation – Rank Correlation – Regression types of correlation, methods to study								12
V	Testing of hypothesis–Chi-Square test, T Test, F Test, ANOVA.								12
TOTAL								60	
CO	Course Outcomes								
CO1	Apply the Statistical Data								
CO2	Understanding the Measures of Central Tendency in Business								
CO3	Analyze Measures of Variation								
CO4	Understand Simple Correlation								
CO5	Testing of hypothesis								
Textbooks									
1.	P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai, 2004.								
2.	S. P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi, 2007.								
3.	S. P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, New Delhi, 2007.								
4.	J. K. Sharma, Business Statistics, Pearson Education, New Delhi, 2007.								
5.	P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai, 2004.								
Reference Books									
1.	David M. Levine, David F. Stephanetal. Business Statistics:AfirstCourse,7 th Edition								
2.	DinaNathPandit, 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, McGraw Hill ,2021
5.	Alexander Holmes, Barbara Illovsky and Susan Dean, Introductory Business Statistics, 12 th Media Services, 2017

	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

SKILL ENHANCEMENT COURSE (SEC-4) – COMPUTER APPLICATION IN BUSINESS

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26USBAP1	0	0	2	III	2	2	50	50	100

Learning Objectives

LO1	To build skills in Ms -Word
LO2	To build skills in Ms - Excel,
LO3	To build skills in Ms - Power Point
LO4	To Design a simple data base and manage the data in table
LO5	To understand the Google form

Prerequisites:

Unit	Contents	No. of Hours
I	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.	6
II	Introduction, Spread sheet application, Tool bars and icons, Spreadsheet-Opening, saving, closing, 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, Basic formulas, 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, subtotals, Charts - Selecting, formatting, labeling, scaling, spell check	6
III	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Inserting pictures, movies, Adding Effects-Setting animation and transition effects, audio and video.	6
IV	Data base introduction -Creating Database-Creating Table-Modifying Data in Table	6
V	Use Google forms to develop & share questionnaire.	6
TOTAL		30

Exercise

Word
:

1. Create a table with five columns and six rows. Do the following options using that table: a)

Sorting,

b) The sum function c) Merge cell d) Table headings

Convert Text to a table, Splitting a Table and Table Auto Format. Show an example.

2. Assuming yourself as the General Manager of a company, draft an appointment letter to a candidate short-listed through an interview.

3. Create at least two pages of text with multi column layouts like magazines and newspapers. Add the following options:

a) Borders and shading for title

b) Use Word Art for heading

c) Use Text Box

EXERCISES: Excel

1. Prepare a Mark Sheet of a School for 10 Students with 6 Subject details and Calculate how many students pass and fail by including one column as result in the mark sheet.

2. Prepare an EMPLOYEE Database of an Organization with the following details: (At least 10 Details) Name, Emp Id, Gender, Address, Phone No, E-Mail Id Qualification, Designation, Department, Salary, Year Of Joining And Working Station Draw chart to find out the % of Male & Female working (Pie chart)

3. Graphically present the following sales data from ABC Corporation Limited

Zone	Sales in Lakhs			
	1st quarter	2nd quarter	3rd quarter	4th quarter
North	23	26	32	30
South	21	50	30	30
East	24	26	29	27
West	21	26	28	29

EXERCISES: PowerPoint

1. Present the agenda of the Annual General Meeting of a company using PowerPoint.

a) Set a suitable timing between two slides.

b) Use appropriate templates, fonts and styles.

c) Store a copy of the presentation as a Power Point show (ie., with apps extension)

d) The timing between slides is 30 seconds.

e) Use different animation effects for each slide.

Prepare at least seven slides.

2. Design presentation slides for a product of your choice the slides must include name, brand name, type of product, characteristics, special offers, price etc.

a) Changing background colour, font colour using word art.

b) Use manual mode for the slideshow.

c) Use Top-down, Bottom-up, Zoom in and Zoom out effects.

EXERCISES: Access

i. Create a table, form and report for the database:— Patient details

ii. Fields are: patient, Patient name, Patient age, Patient Gender, Patient address, Patient phone, Patient mobile, Patient email, Doctor detail, Patients reports (At least 10 records should be included).

Google Form:

1. Create a Quiz using Google form

2. Create a survey using Google form

CO	Course Outcomes
CO1	Demonstrate hands on experience with Ms- word for Business activities
CO2	Demonstrate hands on experience with Ms- Excel for Business activities
CO3	Demonstrate hands on experience with Ms-power Point for business activities
CO4	Design a simple database and manage the data in table
CO5	Demonstrate hands on experience with Google forms
Textbooks	
6.	International Journal of Computer Applications in Technology
7.	International Journal of Computer Applications–IJCA
8.	P. Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.
9.	Computer Application in Business (Tamil Nadu) by Dr. R. Paramaeswaran
10.	Taxmann's Basics of Computer Applications in Business by Hem Chand Jain and H. N. Tiwari, Taxmann Publications Private Limited.
Reference Books	
6.	P. Rizwan Ahmed; Computer Application In Business and Management, Margham Publications, 2019.
7.	Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman
8.	Bittu Kumar; Mastering Ms - Office, V&SPublishers,2017.
9.	Lisa A. Bucki, John Walkenbach, FaitheWempen, & Michael Alexander; MicrosoftOffice2013BIBLE,Wiley, 2013.
10.	S.S. Shrivatsava; Ms- Office, First Edition, Laxmi Publications,2015.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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

SKILL ENHANCEMENT COURSE (SEC-5) – NEW VENTURE PLANNING

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26USBA31	2	0	0	III	2	2	50	50	100
Learning Objectives									
LO1	To learn to generate and evaluate new business ideas								
LO2	To learn about a business model that generates money								
LO3	To understand how to find, evaluate and buy a business								
LO4	To evaluate the feasibility of idea into a Venture								
LO5	To understand sources who lend for new ventures								
Prerequisites:									
Unit	Contents								No. of Hours
I	Concept of Entrepreneurship – Evolution - importance –Importance of entrepreneurship, Developing creativity and understanding innovation, stimulating creativity, role of entrepreneurship.								6
II	Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas -Entry strategies: New Product – Franchising - Buying an existing firm, source of business ideas								6
III	Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture’s Financial Strength And Viability, limitations								6
IV	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, social entrepreneurship.								6
V	Financing the New Venture: Financing entrepreneurial ventures - Valuation of a new company - Arrangement of funds -Alternate Source of Funding - Start-ups, MSMEs, any new venture								6
TOTAL								30	
CO	Course Outcomes								
CO1	Understand the concept of entrepreneurship and skill Sets of an entrepreneur.								
CO2	Assess new venture opportunities &analyze strategic Choices in relation to new ventures								
CO3	Develop a credible business plan for real life situations.								
CO4	Coordinate a team to develop and launch and manage The new venture through the effective leadership								
CO5	Evaluate different sources for financing new venture								
Textbooks									
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; ArunSahay, V. Sharma; Excel Book (2008)								

5.	Entrepreneurship, 11 th Edition, By Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha, McGraw Hill
Reference Books	
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
5.	Entrepreneurship Development, Indian Cases on Change Agents by K. Ramachandran, McGraw Hill Publication

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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

COMMON - ENVIRONMENTAL STUDIES

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UEVS31	2	0	0	III	2	2	50	50	100
Learning Objectives									
LO1	To study the multidisciplinary nature of environmental studies, including the scope, importance, and sustainable management of natural resources such as forests, water, minerals, food, energy, and land.								
LO2	To understand different types of ecosystems, energy flow, ecological succession, food chains, food webs, and ecological pyramids.								
LO3	To examine the levels of biodiversity, its distribution in India and globally, threats to biodiversity, and conservation strategies including in-situ and ex-situ methods.								
LO4	To identify causes, effects, and control measures of various types of pollution, and to understand solid waste management and disaster management techniques.								
LO5	To analyze social and environmental issues such as climate change, global warming, and population growth, along with environmental protection laws and sustainable development practices.								
Prerequisites:									
Unit	Contents								No. of Hours
I	THE MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES Definition, scope and importance Natural resources and associated problems: a) Forest resources: Use and over-exploitation, deforestation, timber extraction, dams and their effects on forests and tribal people. b) Water resources: Use and over-utilization of surface and ground water, floods, drought, dams-benefits and problems, water conservation and watershed management. c) Mineral resources: Use and exploitation, environmental effects. d) Food resources: World food problems, changes, effects of modern agriculture, fertilizer-pesticide problems. e) Energy resources: Growing energy needs, renewables lion renewable energy sources, alternate energy sources. f) Land resources: Land as a resource, land degradation, man-induced landslides, soil erosion and desertification.								6
II	ECOSYSTEMS a) Forest Ecosystem b) Grassland Ecosystem c) Desert ecosystem d)Aquatic Ecosystem (Ponds, rivers, oceans, estuaries) Energy flow in the								6

	ecosystem Ecological succession Food Chains, Food Webs and Ecological Pyramids.	
III	BIODIVERSITY AND ITS CONSERVATION Introduction Definition: Genetic, species and ecosystem diversity. Biogeographically classification of India ,Values of Biodiversity, Biodiversity at global, national and local levels India as a mega-diversity nation, Hot-Spots of biodiversity Threats to biodiversity Endangered and endemic species of India , Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity	6
IV	ENVIRONMENTAL POLLUTION Definition- Causes, effects and control measures of:- a) Air Pollution b) Water Pollution c) Soil Pollution d) Marine Pollution e) Noise Pollution f) Thermal Pollution Solid Waste Management, Disaster Management: Floods, earthquake, cyclone and landslides.	6
V	SOCIAL ISSUES AND THE ENVIRONMENT Climatic change, global warming, acid rain, ozone depletion. Wasteland reclamation Consumerism and Waste products, use and through plastics Environment Protection Act Air (Prevention and Control of Pollution) Act Water (Prevention and Control of Pollution) Act Wildlife Protection Act Forest Conservation Act Population Explosion - Family Welfare Programme Human Rights	6
TOTAL		30
CO	Course Outcomes	
CO1	Students will be able to explain the scope and importance of environmental studies and analyze the use, over-exploitation, and conservation of natural resources.	
CO2	Students will be able to describe ecosystem types, energy flow, ecological succession, and relationships such as food chains, food webs, and ecological pyramids.	
CO3	Students will be able to assess biodiversity at different levels, identify threats, and explain conservation methods including in-situ and ex-situ approaches.	
CO4	Students will be able to identify various types of pollution, analyze their causes and effects, and suggest control measures along with waste and disaster management practices.	
CO5	Students will be able to evaluate major environmental issues such as climate change and population growth, and understand environmental protection laws and sustainable practices.	
Reference Books		

1	G.S. Vijayalakshmi, A.G. Murugesan and N. Sukumaran. 2006. Basics of Environmental Science, ManonmaniamSundaranar University Publications, Tirunelveli , pp.160.
2	Agarwal. K.C. 2001. Environmental Biology, Nidi Publications Limited, Bikaner
3	A.K.De. 1999. Environmental Chemistry, Wiley Eastern Limited, India.
4	Jadhav,H. and Bhosale, V.M.1995. Environmental Protection and Laws, Himalaya Publishing House, Delhi. pp284
5	Odum, E.P.1971. Fundamentals of Ecology, W.B.Saunders Co., USA. pp.574.

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	2	2	2	2
CO2	2	3	2	2	2	2
CO3	2	3	3	3	2	2
CO4	2	3	2	2	2	2
CO5	3	3	2	2	2	2
Weightage of course contributed to each PSO	12	14	11	11	10	10

Semester-4

Semester–4									
Course Code	Part	Course category	Course Name	Hours/ Week	Examination				Credits
					Duration in Hours	Max Marks			
						CIA	ESE	Total	
26U1TL41	I	Language– I	Tamil–IV	5	3	50	50	100	3
26U1HD41	I		Hindi –IV						
26U1MY41	I		Malayalam–IV						
26U2FR41	I		French - IV						
26U2EN41	II	Language– II	English–IV	5	3	50	50	100	3
26UCBA41	III	Core– VII	Business Environment	5	3	50	50	100	4
26UCBA42	III	Core –VIII	Human Resource Management	5	3	50	50	100	4
26UEBA41	III	EC - IV	Operations Research	4	3	50	50	100	3
26USBAP2	IV	SEC –VI	Practical –Tally	2	3	50	50	100	2
26USBA42	IV	SEC - VII	Intellectual property Rights	2	3	50	50	100	2
26UVBE41	V	Common	Value Based Education	2	3	50	50	100	2
Total				30				800	23

3.	K. Ashwathappa, (Reprint 2016) Essentials of Business Environment, Himalaya Publishing House, 6 th Edition, India
4.	Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana
Reference Books	
1.	Business Environment: A Test / Reference Book With Case Studies E book: Prakash, NR Mohan
2.	Business Environment RuchiGoyal Publisher: Neelkanth Publishers Pvt. Ltd. 2019
3.	Business Environment, Fourth Edition, By Pearson
4.	Business Environment Indian And Global Perspective 3 Rd Edition by AHMED, FAISAL ALAM, M. ABSAR, PHIL earning
5.	Business Environment: A Test / Reference Book With Case Studies E book: Prakash, NR Mohan

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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

CORE (CC 8) – HUMAN RESOURCE MANAGEMENT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UCBA42	5	0	0	IV	4	5	50	50	100
Learning Objectives									
LO1	Explain the concepts, functions and process of HRM								
LO2	Examine the selection and placement process								
LO3	Evaluate the training and performance								
LO4	Understand the importance of employee engagement and compensation								
LO5	Understand the recent trends in HR								
Prerequisites:									
Unit	Contents								No. of Hours
I	Introduction - Characteristics - Functions - Nature and scope of Human Resources Management – Roles & responsibilities of HR manager-HR Policies & procedures-Differences Between personnel management and HRM								15
II	Human Resource Planning- Job Evaluation- methods-Job analysis-Job description, Job specification. Recruitment – Selection –Process, Methods– Interview, Tests, Induction and Placement								15
III	Training and Development, Training Process, Methods, Training Need Assessment, Career Development. Transfer and Promotion training as a strategic HR, organization analysis								15
IV	Employee Engagement – Meaning -Importance – evaluation - measuring employee employee engagement- Employee Compensation- components- incentives -benefits- welfare and social security measures								15
V	Human Resource Audit – Nature – Benefits –Scope–Recent trends in HRM: Green HRM &Virtual HRM Practices, types of audit in HR								15
TOTAL								75	
CO	Course Outcomes								
CO1	Explain the concepts, functions and process of HRM								
CO2	Examine the selection and placement process								
CO3	Evaluate the training and performance appraisal								
CO4	Understand the employee engagement and compensation								
CO5	Understand the recent trends in HR								
Textbooks									
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 ResourceManagement, 1 st Edition, 2017								

3.	Bernard Marr, Data – Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1 st 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, Competency Based Human Resource Managemet, PHI Learning, 1 st Edition, 2013
Reference Books	
1.	VSP Rao, Human Resource Management Text & Cases, Excel Books, 3 rd Edition, 2010
2.	K. Ashwathappa, Human Resource Management -Text and cases, McGraw Hill Education India, 6 th Edition
3.	Garry Deseler, Human Resource Management, Pearson, 15 th Edition, 2017
4.	LM Prasad, Human Resource Management, Sultan Chand and Sons 3 rd Edition, 2014
5.	Tripathi. PC, Human Resource Management, Sultan Chand and Sons 1 st Edition, 2010

	PO1	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

ELECTIVE COURSE – IV OPERATIONS RESEARCH

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UEBA41	4	0	0	IV	3	4	50	50	100
Learning Objectives									
LO1	Introduction to Operations Research definition and concept Essential features of LPP.								
LO2	Formulation of Transportation problem and find initial basic feasible solution.								
LO3	Expressing Assignment problem, Hungarian method – Minimization and Maximization case and Sequencing Problem.								
LO4	Analyse Network model sand construct in g network – critical path, various floats.								
LO5	Analyse Game Theory and Decision Theory								
Prerequisites:									
Unit	Contents								No. of Hours
I	Introduction - Overview of Operation Research – Nature – Scope and Characteristics of OR Features of OR -Stages in OR -Limitations of Operational Research								12
II	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. application of LLP in business								12
III	Vogel's approximation method to find the optimal solution.								12
IV	Network models-PERT and CPM — difference between PERT and CPM- construct in g network-critical path, various floats, three-time estimates for PERT								12
V	Game Theory – Maximin -Minmax criteria on, Saddle point, Dominance property, Graphical method for solving 2x and mx 2game. Decision Theory – statement of Bayes theorem application – decision trees.								12
TOTAL								60	
CO	Course Outcomes								
CO1	Analyse Linear Programming								
CO2	Analyse Transportation problem								
CO3	Analyse Assignment problem								
CO4	Analyse Network models								
CO5	Analyse Game Theory and Decision Theory								
Textbooks									
1.	OperationalResearch Research.com								
2.	OperationsResearch PubsOnLine(informs.org)								
3.	Prabandhan: Journal of Management								
4.	International Journal of Operations research								
5.	DRH.Premraj, Elements of Operation Research, Margham publications, Chennai, 2019								

Reference Books	
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.

	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

ELECTIVE COURSE – IV TALLY

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26USBAP2	0	0	2	IV	2	2	50	50	100
Learning Objectives									
LO1	To impart knowledge about basic use of Tally and its functions								
LO2	To understand the creation of groups and Ledgers								
LO3	To provide understanding about Data Management in Tally								
LO4	To understand the process of GST, EPF etc.								
LO5	To familiarize students about significance of Tally in implications in the Organizations								
Prerequisites:									
Unit	Contents								No. of Hours
I	Basic of Accounting & Fundamentals of Tally. ERP9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.								6
II	Accounting Master in Tally. ERP9: Groups & Ledgers Creation Inventory Master in Tally. ERP9: Creation of Stock Groups and Categories and Units of Measure.								6
III	Vouchers Entries & Advance Accounting in Tally. ERP9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.								6
IV	Advance Inventory & Taxes in Tally. ERP9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.								6
V	Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP9								6
TOTAL								30	
CO	Course Outcomes								
CO1	To understand about the basic accounting and Tally. ERP9								
CO2	Identify the maintained of Ledger and inventory system								
CO3	Creation of various vouchers and bill wise details								
CO4	Understand various taxes returns and filing								
CO5	Relate and infer various reports generated in Tally. ERP9								
Textbooks									
1.	Journal of Emerging Technologies and Innovative Research								
2.	Global Journal for Research Analysis								
3.	Tally. ERP9 with GST in Simple Steps by DT Editorial Services, Dream tech, Press								
4.	Vikas Gupta, Comdex Tally, ERP9 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
Reference Books	
1.	Shraddha Singh & Navneet Mehra, Tally. ERP 9, V&S Publishers, 2015
2.	Official Guide to Financial Account in 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, 2 nd Edition
5.	Asians Quintessential Course Tally. ERP 9 with GST by Vishnu Priya Singh Edition 2020

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	S	M	M	M	M	S	S	M
CO 2	S	M	M	M	M	S	S	S
CO 3	S	M	M	M	M	S	S	S
CO 4	M	M	M	M	M	M	S	M
CO 5	M	S	M	M	S	M	S	M

SKILL ENHANCEMENT COURSE (SEC-7) – INTELLECTUAL PROPERTY RIGHTS

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26USBA42	2	0	0	IV	2	2	50	50	100
Learning Objectives									
LO1	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.								
LO2	To disseminate knowledge on patents in India and abroad and registration Aspects								
LO3	To evaluate the copy right law								
LO4	To is geminate knowledge on copy rights and its related rights and registration Aspects								
LO5	To understand about Geographical Indicators								
Prerequisites:									
Unit	Contents								No. of Hours
I	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								6
II	Introduction– Classification– Importance–Types of Patent Applications in India- Patentable Invention– Inventions Not Patentable.								6
III	Introduction– Fundamentals – Concept– Purpose– Functions– Characteristics– Guidelines – For Registration of Trade Mark– Kinds of TM– Protection – Non- Register Trademarks								6
IV	Introduction to Copyright– Conceptual Basis– Copy Right and Related Rights– Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration– Transfer – Infringement								6
V	Geographical Indications: Concept, Protection & Significance								6
TOTAL								30	
CO	Course Outcomes								
CO1	Imbibe the knowledge of IPR through various laws								
CO2	Apply the knowledge of patents								
CO3	Understand the process of acquiring a trademark								
CO4	Create an awareness about copyrights								
CO5	Understand geographical indicators								
Textbooks									
1.	Journal of Intellectual Property Rights								
2.	Intellectual Property Rights Text and Cases: DR. R. Radhakrishnan, DR.S. Balasubramanian								
3.	Intellectual Property Patents, Trade Marks, And Copy Rights– Richard Stim								
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								

Reference Books	
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 Soft bound By Singh, Phundan, Day a 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 L Llewelyn and T Pain

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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

VALUE BASED EDUCATION – INDIAN CONSTITUTION & HUMAN RIGHTS

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UVBE41	2	0	0	IV	2	2	50	50	100
Learning Objectives									
LO1	To provide basic knowledge of the Indian Constitution and its framework.								
LO2	To understand fundamental rights, duties, and directive principles.								
LO3	To create awareness about human rights and their protection mechanisms.								
LO4	To develop analytical skills regarding constitutional and human rights issues.								
LO5	To promote values of equality, justice, and democracy among students.								
Prerequisites:									
Unit	Contents								No. of Hours
I	Introduction to Indian Constitution Introduction: Meaning and importance of Constitution - Historical background of Indian Constitution - Making of the Constitution (Constituent Assembly) - Salient features of Indian Constitution - Preamble – Meaning, Objectives and Values.								6
II	Fundamental Rights and Duties Fundamental Rights – Types and significance - Right to Equality, Freedom, Religion, Cultural & Educational Rights - Right to Constitutional Remedies - Fundamental Duties – Meaning and importance.								6
III	Directive Principles of State Policy Meaning and objectives - Classification of Directive Principles - Relationship between Fundamental Rights and DPSP - Role in governance and welfare state.								6
IV	Human Rights – Concepts and Development Meaning and definition of Human Rights - Evolution of Human Rights - Universal Declaration of Human Rights (UDHR) - Types of Human Rights – Civil, Political, Economic, Social & Cultural								6
V	Human Rights in India Human Rights Protection Act, 1993 - National Human Rights Commission (NHRC) – Structure and functions - Role of NGOs in Human Rights protection - Issues: Women, Children, Minorities & Environment - Contemporary Human Rights challenges in India.								6
TOTAL								30	
CO	Course Outcomes								
CO1	Explain the structure and features of the Indian Constitution.								
CO2	Identify and interpret Fundamental Rights and Duties.								
CO3	Analyze the role of Directive Principles in governance.								
CO4	Understand the concept and importance of Human Rights.								
CO5	To create a congenial climate in the organization								

Textbooks	
➤	Durga Das Basu – <i>Introduction to the Constitution of India</i>
Reference Books	
1	V.N. Shukla – <i>Constitution of India</i>
2	M. Laxmikanth – <i>Indian Polity</i>
3	Upendra Baxi – <i>The Future of Human Rights</i>
4	H.O. Agarwal – <i>Human Rights</i>
5	P.M. Bakshi – <i>The Constitution of India</i>

Semester-5

Semester-5									
Course Code	Part	Course Category	Course Name	Hours/ Week	Examination				Credits
					Duration in hrs.	Max Marks			
						CIA	ESE	Total	
26UCBA51	III	Core-IX	Management Information system	5	3	50	50	100	4
26UCBA52	III	Core -X	Research Methodology	5	3	50	50	100	4
26UCBA53	III	Core -XI	Production and Materials Management	5	3	50	50	100	4
26UCBA5P	III	Core -XII	Mini Project with Viva Voce	5	3	50	50	100	4
26UEBA51	III	Elective- V	Digital Marketing	4	3	50	50	100	3
26UEBA52			Industrial Relations						
26UEBA53			Financial Services						
26UEBA54	III	Elective- VI	Consumer Behaviour	4	3	50	50	100	3
26UEBA55			Innovation Management						
26UEBA56			Security Analysis & Portfolio Management						
26UFIK51	III	Internship	Internship/Industrial Visit/Field Visit/Knowledge Updation Activity	-	3	50	50	100	2
26UAEC51	IV	AEC - I	Empowered Vocational English	2	3	50	50	100	2
Total				30				800	26

THIRD YEAR – SEMESTER – V

Core-IX: MANAGEMENT IN FORMATION SYSTEM

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UCBA51	5	0	0	V	4	5	50	50	100
Learning Objectives									
LO1	Understand MIS in decision making								
LO2	Explain MIS, its structure and role in management functions								
LO3	Classify & discuss information system categories, Database Management Systems								
LO4	Discuss SDL C and functional information system categories								
LO5	Outline functions of BPO, Data mining and there cent trends in information Management								
Prerequisites:									
Unit	Contents								No. of Hours
I	Computers & Information processing- generation of computers – Input devices – Output devices –internal and external Storage devices - Batch & Online Processing – Hardware - Software, Types of software								15
II	Concept of Information System - Characteristics of information system , objectives of MIS– System Classification - Categories of Information Systems - Structure of MIS-MIS support for planning, organizing & controlling structure of MIS								15
III	Information for decision making – Functional Information System- Personal, production, material, marketing, Strategic information system & competitive advantage, process of SIS planning								15
IV	Decision Support System – Characteristics - Purpose- Components of DSS- Types of DSS- pros and cons evolution of DSS, user interface subsystem								15
V	Business Process Out sourcing – Meaning – Types of BPO – Benefits of BPO – Draw backs – Customer Relationship Management – Meaning – Types of CRM Software. Application of BPO								15
TOTAL								75	

Course Outcomes	
Cours Outcomes	On Completion of the course the students will
CO1	Understand MIS indecision making
CO2	Explain MIS, its structure and role in management Functions
CO3	Classify & discuss information system categories, Database Management systems
CO4	Discuss SDLCand functional information system Categories
CO5	Outline functions of BPO, Datamining and there cent Trends in information management

Reading List	
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 McGraw hill Publication, 2 nd Edition
4	Management Information System by OzzEffy
5	Sadagopan,"Management Information Systems"-Prentice-HallofIndia
References Books	
1.	Mudrick& Ross, "Management Information Systems",Prentice – Hall of India.
2.	Management Information System by Concise study by Kelkhar SA
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 Resources	
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-JournalofManagementInformationSystems(jmis-web.org)
4	ManagementInformationSystemsQuarterly AISAffiliatedJournals Association forInformationSystems(aisnet.org)
5	https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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

CORE – X: RESEARCH METHODOLOGY

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UCBA52	5	0	0	V	4	5	50	50	100
Learning Objectives									
LO1	To familiarize the students to the basic concepts of Research and Operationalize research problem								
LO2	To provide insights on research design and scaling								
LO3	To throw light on data collection and presentation								
LO4	To elucidate on Hypothesis Testing and other statistical Test								
LO5	To summarize and present research results with focus on ethics and plagiarism								
Prerequisites:									
Unit	Contents								No. of Hours
I	Introduction to Business Research - Meaning of Research – Research Process - Objectives- Characteristics - Nature and scope - significance of Research, Criteria of good research-Types of Research								15
II	Research Design- Meaning - Need - Features of Good research design - Types (Exploratory, Descriptive, Casual,) Factors affecting research design. Formulation of hypothesis types. Measurement- characteristics – sound measurement tool, sampling--characteristics- Types								15
III	Sources and Collection of Data - Primary and secondary sources, problems in using secondary data. Questionnaires-Guide lines of Constructing questionnaires – schedules. Difference between questionnaire and schedules. Difference between questionnaire and schedules								15
IV	Data Analysis: Statistical tools and techniques for Data analysis - Parametric and non parametric tests – Introduction to statistical packages -SPSS, uses of SPSS-Precaution on using SPSS								15
V	Report preparation – Significance of Report Writing - Guidelines and precautions for interpretation – Steps in Report writing - Style of research reports (APA, MLA)–Mechanics for report writing–Layout of their search report-Precaution for writing research report								15
TOTAL								75	

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	Understand the concepts and principles of Research
CO2	Comprehend and decide the usage of design and Formulate hypothesis
CO3	Analyze data collection sources and tools
CO4	Summarize and establish solutions through data Analysis
CO5	Compare and justify the process of writing and Organizing a search report.

Reading List	
1	W.LawrenceNewman SocialResearchMethods:QualitativeandQuantitative Approaches7 th Edition,PearsonEducationIndia 2014
2	MarkSaunders,PhilipLewis.AdrainThornhill ResearchMethodsforBusiness Students 5 th EditionPearsonIndia2011
3	JohnWCreswell,ResearchDesign:Qualitative, QuantitativeandMixedMethod Approaches,Sage, 4thEdition, 2014
4	EmmaBell,BillHarley, and Alan Bryman,BusinessResearchMethods,Oxford UniversityPress , 6 th Edition , 2022
5	NareshKMalhotra,MarketingResearchAnappliedOrientation, Pearson,7th Edition,2019
Reference Books	
1.	C.RKothari,GauravGarg,ResearchMethodologyMethodsandTechniques,4th edition,NewAgeInternationalPublisher2019.
2.	DonaldR.Cooper,PamelaS.Schindler,BusinessResearchMethods,12thedition, TataMcGraw Hill,2018.
3.	KumarR,ResearchMethodology,astep-by-stepguideforbeginners,SageSouth Asia2011.
4.	RichardL.Levin,DavisS.Rubin,SanjayRastogi,MasoodH.Siddiqui,Statistics forManagement,PearsonEducation,8th edition, 2017.
5.	Dr.R.K.Jain,ResearchMethodology,MethodsandTechniques,VayuEducation 2021
Web Resources	
1.	https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf
2.	https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf
3.	https://prog.lmu.edu.ng/colleges\CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf
4.	https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf
5.	https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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		

CORE – XI: PRODUCTION & MATERIALS MANAGEMENT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UCBA53	5	0	0	V	4	5	50	50	100
Learning Objectives									
LO1	To provide comprehensive outlook on basic concepts and practices of Production.								
LO2	To understand types of layout facilities								
LO3	To analyse work study methods and quality control								
LO4	To enable the students to gain knowledge on Inventory control and Vendor Rating								
LO5	To give an insight to Purchase management								
Prerequisites:									
Unit	Contents								No. of Hours
I	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.								15
II	Layout of manufacturing facilities :Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities. process								15
III	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. operation process chart								15
IV	Integrated materials management-Concept-service function advantages-Inventory Control- Function of Inventory - Importance-Replenishment Stock-Material demand forecasting - MRP-Basis tools-ABC-VED-FSN Analysis								15
V	Purchase Management – Purchasing –Procedure - Dynamic Purchasing -Principles-Vendor rating and Management								15
TOTAL								75	

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	Provide comprehensive outlook on basic Concepts , and practices of production
CO2	Identify right plant location and plant layout of Factory
CO3	Know work study & method study, its procedure & quality control techniques in production.
CO4	Outline inventory control concepts and its Replenishment to manage inventory
CO5	Discuss purchase management procedure and Identify vendor rating mechanisms

Reading List	
1.	K.ShridharaBhat; Material Management ;Himalaya Publishing House;Mumbai 2020
2.	R.BKhanna ,Production and Operations management, Prentice Hall Publications, 2015
3	BiswajitBanerjee,Operations Management and Control,SChand,Revised Edition, 2010
4	Anil Kumars and N Suresh,OperationManagement,New Age International 1 st Edition, 2018
5	,tnmegana Ms noitarepO,nosnevetS.JmailliWMcGrawHill;13thEdition,2022
Reference sBooks	
1.	P.Saravanel and S.Sumathi; Production and Materials Management, MarghamPublications,2015
2.	M.M.Verma,Materials Management Sultan Chand Publishing, Edition 2004
3.	P.GopalaKrishnan&AbidHaleem;HandbookofMaterials Management, Second Edition,PHILearningPvt.,Ltd.,2015.
4.	P.Ramamurthy,Production and Operations Management,JBAPublishers,2nd edition2013.
5.	S.N.Chary,Production and operations Management ,JBAPublishers, Edition Edition VI
Web Resources	
1	https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf
2	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf
3	https://www.vssut.ac.in/lecture_notes/lecture1429900507.pdf
4	https://ebooks.lpude.in/management/mba/term_4/DMGT550_MATERIALS_MANAGEMENT.pdf
5	https://examupdates.in/materials-management-notes/

Mapping with program out comes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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

CORE- XII: PROJECT WORK (GROUP)

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							Internal	External	Total
26UCBA5P	5	0	0	V	4	5	50	50	100
Learning Objectives									
LO1	To Give Idea about Research Project								
LO2	To identify the research problem								
LO3	To review Literature								
LO4	To give knowledge on Data Collection and Analysis								
LO5	To Learn Project Preparation								

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 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 GUIDE LINES

1. The 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 / FontSize:12for text)
5. Sub heading 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 a periodical report of the project to the supervisor.
7. Two reviews will be conducted before the Viva Voce
8. Each candidate should submit a hard copy (3copies) and a soft copy to the Department.
After the Evaluation of the project report one hard copy will be returned to the candidate.

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	50Marks
	Review I	
	Review II	
External Evaluation	Project Report – Viva Voce	50 Marks
	Total	100 Marks

Method of Assessment	
Review I	Problem Identification and Review of Literature
Review II	Rough Draft
Final	Project Report – Viva Voce

ELECTIVE V: DIGITAL MARKETING

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UEBA51	4	0	0	V	3	4	50	50	100
Learning Objectives									
LO1	To provide basic knowledge about digital marketing.								
LO2	To understand and develop various digital marketing tools used for business.								
LO3	To know the digital analytics and measurement tools used for digital Marketing.								
LO4	To familiarize online and Social media marketing								
LO5	To Understand various data analytics and measurement tools in digital Marketing								
Prerequisites:									
Unit	Contents								No. of Hours
I	Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges-Online Marketing Mix–Digital Marketing Channels- Benefits and Challenges. – Factors of Success of Digital Marketing								12
II	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.								12
III	Social Media Marketing: Building successful social media digital strategy–Piggy bank theory–Personal Branding in social media–Crowd sourcing , piggey , bank theory, social								12
IV	Online Reputation t: Social commerce: Ratings & Reviews -Word of Mouth- User generated content–Co-Marketing–Affiliate Marketing-Influencer Marketing.								12
V	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								12
TOTAL								60	

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	Discuss digital market in and its framework
CO2	Identify, use appropriately and explain digital Marketing tools
CO3	Explain social media marketing and crowd sourcing
CO4	Discuss online reputation management and its Influence
CO5	Identify the various data analytics and measurement Tools in digital marketing

Reading List	
1.	Journal of Digital & Social Media Marketing
2.	International Journal of Internet Marketing and Advertising
3.	Understanding Digital Marketing, Damianryan, 4 th Edition 2017publisher: Korgan page limited USA
4.	Digital Marketing current trends,vandanahuja,7 th edition2015OxfordUniversity press ,Chennai
5.	Digital Marketing essentials you always wanted to know,7 th edition2012,VibrantPu blishers USA
ReferencesBooks	
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&ChinmayNitinKamat, 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.	RomiSainy, RajendraNargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.

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

ELECTIVE V: INDUSTRIAL RELATIONS

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UEBA52	4	0	0	V	3	4	50	50	100
Learning Objectives									
LO1	To educate about the Industrial legislation in India.								
LO2	To provide knowledge about maintaining harmonious relations in India and to Resolve disputes, handling grievances etc.,								
LO3	To know about Labour Legislation								
LO4	To provide knowledge about the Councils and Collective Bargaining								
LO5	To educate about Trade Unions								
Prerequisites:									
Unit	Contents								No. of Hours
I	Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India.								12
II	Industrial Dispute: Causes and Consequences, Strikes – Lockouts, Lay Off, Retrenchment, Transfer & Closure -Settlement of Disputes – Machinery – Negotiation, Conciliation, Mediation, Arbitration and Adjudication. Grievance: Causes & Redressal Procedure								12
III	Labour Legislation: Employee state insurance act 1948, Employee Compensation act 1923, Payment of wages act 1936, Payment of Bonus act 1965, employee state insurance act 1948								12
IV	Workers' participation in management: Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation, shop council								12
V	Trade Unions–Growth–Economic, Social and Political Conditions-Objectives-Structures, Types and Functions								12
TOTAL								60	

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	Understand the role and importance of Industrial Relations
CO2	Understanding the concepts of industrial Disputes And settlement.
CO3	Understanding the concepts of Labour legislation.
CO4	Identifying the concepts of Workers Participation in Management
CO5	Understanding the concepts of Trade Union
Reference Books	
1.	Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018

2.	GuptaCB(Dr),Kapoor N.D.,TripathiPC; Industrial Relations and Labour Laws,Sultan Chand and Sons,2020.
3.	ChrisHall;Trade Union and its State, Princeton University, 2017
4.	SC Shrivastava, Industrial Relations & Labour Laws,Vikas Publishing,2022
5.	RCSharma; Industrial Relation and Labour Legislation,PHL learning Pvt ltd, 2016
TextBooks	
1	Dr. CB Mamoria,SatishMamoria,PSubbaRao,Dynamics of Industrial Relations,Himalaya Publishing house,16e,2022
2	ArunMonappa, Industrial Relations & Labour laws,Tata McGraw Hill,2012
3	CS VenkataRatnam, Mano ranjan Dhal, Industrial Relations,Oxford,2 nd Edition
4	AM Sharma, Industrial Relations and Labour Laws, HPH, Revised Edition
5	PRN Sinha, InduBalaDinha,SeemaPriyadarshiniShekhar, Industrial Relations, Trade Unions and Labour Legislation,Pearson,3e
Web Resources	
1.	https://labour.gov.in/industrial-relations
2.	https://www.srcc.edu/e-resources?field_e_resources_tid=447
3.	https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union
4.	https://theintactone.com/2022/08/17/joint-management-councils/
5.	https://labourlawreporter.com/

Mapping with program outcomes

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

S-Strong M-Medium L-Low

ELECTIVE V: FINANCIAL SERVICES

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UEBA53	4	0	0	V	3	4	50	50	100
Learning Objectives									
LO1	Understand the types of financial services and its environment								
LO2	Recognize role and functions of merchant banker and capital market								
LO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance								
LO4	Understand Consumer Finance, Venture capital and credit rating								
LO5	Understand mutual funds and its functions								
Prerequisites:									
Unit	Contents								No. of Hours
I	INTRODUCTION: Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Financial System-RBI, Commercial Banks; Financial Institutions- National Stock Exchange-Bombay Stock Exchange								12
II	Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Role of SEBI								12
III	Leasing and Hire purchase–Evaluation of leasing- features–Types of lease Accounts.-Merits and Demerits - Evolution of Hire purchase - concepts - Hire Purchase in India - Leasing vs. Hire Purchase, importance, comparison								12
IV	Venture Capital – Features and types of venture capital - Growth of venture capital in India - Financing pattern under venture capital-legal aspects and guidelines for Venture capital								12
V	Mutual Funds: Meaning–Types–Objectives– Functions–Advantages–Mutual funds in India- Introduction to digital payments-crypto currency.								12
TOTAL								60	

Course Outcomes	
Course Outcomes	On Completion of the course the students will
CO1	List types of financial services and their role
CO2	Recognize role and functions of merchant banker and Capital market
CO3	Compare and contrast factoring, leasing, hire purchase And consumer Finance
CO4	Understand Consumer Finance, Venture capital and Credit rating
CO5	Understand mutual funds and its functions
ReadingList	
1.	Management of Banking and financial services by Padmalathasuresh and Justin Paul
2.	Financial Services By ThmmuluriSiddaiah

3.	Financial Services By Kevin D Peterson
4.	Financial markets and services By E.GordonandK.Natarajan
5.	Financial services and Markets By Dr Punithavathypandian
ReferencesBooks	
1.	1.Financial Services–M.Y.Khan
2.	2.Financial Services–B.Santhanam
3.	3. Law of Insurance–Dr.M.N.Mishra
4.	4.Indian Financial System–H.r.Machiraju
5.	5.A Review of current Banking Theory and Practice– S.K.Basu.
WebResources	
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.	FinancialRemedies Journal
5.	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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

ELECTIVE VI: CONSUMER BEHAVIOUR

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UEBA54	4	0	0	V	3	4	50	50	100
Learning Objectives									
LO1	Understand the different concepts relating to nature, scope and application of consumer behaviour								
LO2	Understand the various internal influences on consumer behaviour								
LO3	Comprehend the various psychological factors that shape the behaviour and Actions of the consumer in the global market.								
LO4	Learn about the various external influences on consumer behaviour								
LO5	Understand the process of human decision making in a marketing context.								
Prerequisites:									
Unit	Contents								No. of Hours
I	Introduction to Consumer Behaviour: Nature, scope & application; Importance of consumer behaviour in marketing decisions; characteristics of consumer behaviour; role of consumer research; consumer behaviour interdisciplinary approach; E-Buying Behaviour, The E-Buyer vis-à-vis the Brick-and mortar Buyer								12
II	Internal Influences on Consumer Behaviour: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation- Maslow’s hierarchy of needs, McClelland’s APA theory								12
III	Consumer Personality-theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self- images; Role of self-consciousness. Consumer Perception: Process-selection, organization & interpretation.								12
IV	External Influences on Consumer Behaviour: consumer reference groups: Different types of reference groups; Family & Consumer Behaviour: Consumer socialization process; consumer roles within family; purchase Influences and role played by children; family life cycle. Social Class								12
V	Consumer Decision Making: Consumer Decision making process: problem recognition; pre-purchase, search Influences; information evaluation; purchase decision; post-purchase evaluation								12
TOTAL									60

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	Explain the concept of Consumer Behaviour & describe Consumer research process in detail.
CO2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.
CO3	Analyze the consumer decision process.
CO4	Assess the impact of consumer's motivation, personality on The buying behaviour.
CO5	Determine customer satisfaction and consequent post purchase behaviour
Text Books	
1.	Consumer Behaviour–Satish K Batra, SHHKazmi
2.	Consumer Behaviour in Indian Context –K KSrivastava, SujataKhandai

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 Wesenblit, S. Ramesh Kumar; Consumer Behaviour, Pearson Publication, 11th Edition, 2015
References 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
4.	Anita Ghatak, Consumer Behaviour in India, DKA Agencies (P) Ltd New Delhi
5.	David L. Louden and Albert J Della Bitta, Consumer Behaviour, McGraw Hill, New Delhi 2002.
Web Resources	
1.	https://www.economicdiscussion.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
3.	https://www.youtube.com/watch?v=ssexfXwoeuc&list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFeeuDr
4.	https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf
5.	https://www.iedunote.com/attitude-and-consumer-behaviour

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	M	M	M	S	M	M	M	M
CO 2	M	S	S	S	M	S	M	M
CO 3	M	S	M	M	M	S	M	S
CO 4	M	M	M	M	M	S	M	S
CO 5	S	S	S	M	M	M	M	M

S-Strong

M-Medium

L-Low

ELECTIVE VI: INNOVATION MANAGEMENT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UEBA55	4	0	0	V	3	4	50	50	100
Learning Objectives									
LO1	To have a broad understanding of the concept of innovation management.								
LO2	To familiarize the students about the creativity and innovation in product Development.								
LO3	To have a broad understanding of the innovation strategy and its competitive Advantage.								
LO4	To provide the knowledge about the technical innovation and its need and Importance.								
LO5	To understand the business strategy and objectives in the current scenario.								
Prerequisites:									
Unit	Contents								No. of Hours
I	Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and Barriers of Innovation.								12
II	Tools for Innovation Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness & Creative Focus.								12
III	Areas of Innovation Product Innovation: Concept, New product development, Packaging And Positioning Innovation Process Innovation: Concept, Requirement & Types, market mix,7ps								12
IV	Create customer value, grow market share, entering into New markets, increasing profitability ratio, competitive marketing strategy.								12
V	Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.								12
TOTAL								60	

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	To understand the concepts of Innovation management.
CO2	To apply knowledge to new business plans and strategy.
CO3	To demonstrate the value of customers in increasing the profitability ratio.
CO4	To impart knowledge about the need and importance of technical innovation
CO5	In short the goal of this study is to understand the Current state of your business.
Reading List	
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
References Books	
1.	Innovation Management by CSG 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, Jonathon Littman, 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.
Web Resources	
1.	https://www.coursera.org/learn/innovation-management
2.	https://sloanreview.mit.edu/tag/innovation-management/
3.	https://www.worldscientific.com/worldscinet/ijim
4.	https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf
5.	https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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

ELECTIVE VI: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UEBA56	4	0	0	V	3	4	50	50	100
Learning Objectives									
LO1	Understand the basic concepts and terminologies relating to stock market								
LO2	Evaluate the value of different equity and debt instruments								
LO3	Comprehend the different methods of performing fundamental and technical Analysis								
LO4	Evaluate portfolio based on different portfolio theories								
LO5	Possess a basic knowledge of derivatives,its types and characteristics								
Prerequisites:									
Unit	Contents								No. of Hours
I	Introduction: Meaning, objectives, classification of investment. Investment versus speculation. Security markets- Primary and secondary, market indices- calculation of SENSEX and NIFTY.								12
II	Stock exchanges: BSE, NSE,OTCEI,SEBI–functions and Structure. Financial intermediaries. Return and Risk–Meaning, types of risk.								12
III	Equity and bond valuation Equity analysis & valuation, Types of debt instruments								12
IV	Security analysis: Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis								12
V	Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels								12
TOTAL									60

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

Text Books	
1.	<u>Punithavathy Pandean</u> (2012),Security Analysis & Portfolio Management,Vikas Publishing 2nd edition
2	Prasanna Chandra,(2021)Investment Analysis & Portfolio Management, McGraw Hill 6 th edition
3	E.Fischer Donald, J.JordanRonald,K.PradhanAshwini (2018) Security Analysis & Portfolio Management, Pearson 7 th edition
4	S Kevin (2006) Portfolio Management, PHI publishing, 2nd Revised edition
5	L.Natarajan,(2012),Investment Management,1stEd.,Margham Publications, Chennai
ReferencesBooks	
1.	Reilly & Brown, Investment Analysis and Portfolio Management,Cengage,10th edition,2016.
2.	Bodi, Kane,Markus,Mohanty, Investments,8thedition,Tata McGraw Hill,2011.
3.	V.A.Avadhan,Securities Analysis and Portfolio Management, Himalaya Publishing House,2013.
4.	V.K.Bhalla,InvestmentManagement,S.Chand& Company Ltd.,2012
5.	JayMDesai,NishagAJosh,InvestmentManagement,Dream Tech Press
WebResources	
1.	www.stock-trading-infocentre.com
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

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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

ABILITY ENHANCEMENT COURSE – EMPOWERED VOCATIONAL ENGLISH

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UAEC51	2	0	0	V	2	2	50	50	100
Learning Objectives									
LO1	To build self- assurance in students by mastering interpersonal, team- management, and leadership abilities.								
LO2	To equip aspiring learners with skills that transforms them into effective young managers.								
LO3	To sharpen communication proficiency for professional and workplace contexts.								
LO4	To foster strategic thinking and problem- solving through advanced writing & presentation techniques.								
LO5	To develop etiquette and corporate- ready competencies for modern business environments								
Prerequisites:									
Unit	Contents							No. of Hours	
I	Communication Skills , Current English Usage , Aptitude and Attitude , Team Building and Leadership , Psychological Tests , Effective Resume Writing							6	
II	Précis Writing, Essay Writing, Goal Setting ,Conflict Management, Appearing for an Interview , Myths regarding Group Discussion							6	
III	Debates, Presentation for Small and Large Groups , Prioritization ,Time Management ,Stress Interview , Prerequisites of a Group Discussion							6	
IV	Marketing and Business Presentations, Report Writing , Cross- Cultural Communication, Lateral Thinking, Qualities of a Candidate for an Interview, Generating Ideas for Discussion							6	
V	Telephone Etiquette, Email Etiquette, Concepts of Leadership, Insights from Great Leaders, Mock Interview, Mock Group Discussion							6	
TOTAL								30	
CO	Course Outcomes								
CO1	Students will demonstrate strong interpersonal and leadership skills in team settings.								
CO2	Learners will apply effective communication strategies in current English usage.								
CO3	Graduates will craft professional résumés and master interview- ready writing styles.								
CO4	Participants will manage conflicts, set goals, and deliver impactful presentations.								
CO5	Individuals will exhibit polished telephone & email etiquette alongside refined leadership insights								

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	2	2	2	2
CO2	2	3	2	2	2	2
CO3	2	3	3	3	2	2
CO4	2	3	2	2	2	2
CO5	3	3	2	2	2	2
Weightage of course contributed to each PSO	12	14	11	11	10	10

Semester-6

Semester–6									
Course Code	Part	Course Category	Course Name	Hours / Week	Examination				Credits
					Duration in hrs.	Max Marks			
						CIA	ESE	Total	
26UCCA61	III	Core– XIII	Entrepreneurial Development	5	3	50	50	100	4
26UCCA62	III	Core -XIV	Strategic Management	5	3	50	50	100	4
26UCCA63	III	Core -XV	Services Marketing	5	3	50	50	100	4
26UCCA6P	III	Core -XVI	Major Project with Viva voce	5	3	50	50	100	5
26UECA61	III	Elective- VII	International Business	4	3	50	50	100	3
26UECA62			E-business						
26UECA63	III	Elective- IX	Business Taxation	4	3	50	50	100	3
26UECA64			Fundamentals of- Logistics						
26UAEC61	IV	AEC - 2	Design Thinking	2	3	50	50	100	2
26U5EA61	V	Common	Extension Activity	-				100	1
Total				30				800	26
Grand Total				180				4800	144

THIRD YEAR – SEMESTER – VI

CORE – XIII: ENTREPRENEURSHIP DEVELOPMENT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UCBA61	5	0	0	VI	4	5	50	50	100
Learning Objectives									
CLO1	To impart knowledge on the concept of Entrepreneur and Entrepreneurship.								
CLO2	To know the various ideas and implementation of business plan.								
CLO3	To throw light on importance of the Business analysis and evaluation.								
CLO4	To discuss the role of Government in developing entrepreneurship.								
CLO5	To understand the problems and remedies of Entrepreneurial failure.								
Prerequisites:									
Unit	Contents								No. of Hours
I	Entrepreneur- Meaning & definition, Classification of entrepreneurs, Function of Entrepreneurs, Role of Entrepreneurs. Entrepreneurship- Concept of Entrepreneurship, Growth of Entrepreneurship in India, Role of Entrepreneurship in Economic Development, Factors Influencing Entrepreneurship								15
II	Generating innovative ideas of business- Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Project profile preparation, matching entrepreneur with the Project,. Steps for Starting a Small Industry.								15
III	Business Plan Development- Business Idea Generation Technique, Identification of Business Opportunity, Feasibility Study, Marketing, Finance, Technology and Legal Formalities, Preparation of Project Report, Tools of Appraisal.								15
IV	Awareness of various government schemes for start-up business Start-up India, Stand- up India, Make in India Program, MUDRA. Role of Women Entrepreneurs in Economic development.-Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Stree Shakti scheme.								15
V	Problems and remedies of sick industries, Concept of Industrial Sickness- Signals and Symptoms of Sickness- Magnitude of Industrial Sickness- Causes and Consequences of Industrial Sickness - Corrective Measures.								15
Total									75

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	To understand the concepts of Entrepreneurship development.
CO2	To apply knowledge in the business plans and Implementation.
CO3	To analyze the various analyses of business in Setting up of enterprises.
CO4	To create the awareness about various schemes and subsidies of government for entrepreneurial development.

CO5	To evaluate and assess the various problems and Remedies of entrepreneurship
Reading List	
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.
References 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.
6.	Nagendra and Manjunath, V.S. ,Entrepreneurship and Management, Pearson, 2010
7.	Stokes ,D. ,and Wilson, N. ,Small Business Management and entrepreneurship, 6 th Edition, Cengage Learning,2010
Web Resources	
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%20Development.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

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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

CORE – XIV: STRATEGIC MANAGEMENT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UCBA62	5	0	0	VI	4	5	50	50	100
Learning Objectives									
CLO1	To understand the concept of strategy and strategic management process.								
CLO2	To create awareness of the evolving business environment.								
CLO3	To understand strategic alternatives and make appropriate strategic choice								
CLO4	To know the basics of strategic implementation								
CLO5	To understand recent trends for competitive advantage								
Prerequisites:									
Unit	Contents								No. of Hours
I	Introduction: Strategic Management-Overview of, Strategic Management-Difference between Strategy and tactics - Levels - Process - Benefits								15
II	Strategy Formulation: 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								15
III	Corporate Portfolio Analysis: 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								15
IV	Strategy Implementation: Role of top management-Process - Approaches, Resource allocation - Factors - Approaches, Mckinsey' s 7's framework, strategic Positioning - four routes to competitive advantage.								15
V	Strategy Evaluation: Importance - Criteria - Quantitative and qualitative factors, strategic control: Process-Criteria- Types, Essential features of effective evaluation and control systems.								15
TOTAL									75

Course Outcomes	
Course Outcomes	On Completion of the course the students will
CO1	To develop an understanding of the strategic management Process and the complexities of business environment.
CO2	To analyze the external environmental and internal Organizational factors influencing strategy formulation.
CO3	To demonstrate the skills required for selection of the most Suitable strategies for a business organization.
CO4	To generate work able solutions to the issues and challenges Related to success full implementation of the chosen strategies.

CO5	To familiarize with current developments
Reading List	
1.	Wheel an and Hunger, Concepts in Strategic Management and Business Policy, Pearson. –14 th Edition (2017)
2.	AzharKazmi, Strategic Management and Business Policy, McGrawHill–Third Edition (2012)
3.	Jauch, Glueck& Gupta, Business Policy and Strategic Management, (Frank Brothers), (7 th Edition)
4.	Pearce, Robinson and Mittal Strategic Management ,Formulation ,Implementation& Control, (McGraw Hill), (12 th Edition)
5.	Hitt, Ireland, Hoskis son & Mani kutty (2009), Strategic Management– A South Asian Perspective, Cengage Learning-Ninth Edition (2012)
References Books	
1.	Thomson & Strick land, (2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011)
2.	N. Chandrasekaran, Anantha Narayanan (2011), Strategic Management ,Oxford University Press– First Edition–Second Impression (2012)
3.	Ireland, Hoskisson& Mani kutty (2009), Strategic Management–A South Asian Perspective, Cengage Learning-Ninth Edition (2012)
4.	Dr. L M . Prasad, Strategic Management, Sultan Chand & Sons
5.	Kenneth Carrig, Scott A Snell. Strategic Execution: Driving break through Performance In business, Stanford University Press (2019)
Web Resources	
1	Strategicmanagementjournal 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/

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	S	M	M	M	M	S	M	S
CO 2	S	S	S	M	S	S	M	S
CO 3	M	S	M	M	S	M	M	M
CO 4	S	S	M	M	S	S	M	S
CO 5	M	M	S	M	M	M	M	M

S-Strong M-Medium L-Low

CORE – XV: SERVICES MARKETING

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UCBA63	5	0	0	VI	4	5	50	50	100
Learning Objectives									
CLO1	To recall the basic concepts of Services Marketing.								
CLO2	To know the Marketing Mix in Service Marketing.								
CLO3	To examine the effectiveness of Service Marketing.								
CLO4	To discuss delivering Quality Service.								
CLO5	To analyze the Marketing of Services.								
Prerequisites:									
Unit	Contents								No. of Hours
I	Marketing Services: Evolution & growth of the service sector. Characteristics of service - Nature and Scope of Services - classification of service - designing of the service, blue printing using technology, Challenges & Issues in Services Marketing								15
II	Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Service market segmentation, targeting and positioning.								15
III	Effective Management of Service Marketing: Service life cycle - New service development - GAP model of service quality - Measuring service quality - SERVQUAL-Internal marketing of services-external Versus internal Orientation of service strategy.								15
IV	Delivering Quality Service: Designing service delivery system, Service channel - Pricing of services, methods – Service marketing triangle-Managing demand, Managing supply- Integrated Service marketing communication.								15
V	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.								15
Total								75	

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	To define and understand the concepts of Services Marketing.
CO2	To Examine and apply Marketing Mix in Service Marketing.
CO3	To analyze and design various strategies in the field of Services Marketing.
CO4	To evaluate the role of delivering Quality Service.
CO5	To design the tools of Marketing
Reading List	

1.	Reddy P.N. (2011)–Services Marketing–Himalaya Publication
2.	Christopher Lovelock, JochenWirtz (2016)–Services Marketing–World Scientific Publisher
3.	The Journal Of Services Marketing
4.	Valarie A Zithmal and Mary JO Bitner, Services Marketing: Integrating Customer Focus across the firm, Tata McGraw Hill New Delhi
5	C. Bhattacharjee, Services Marketing, Excel Books, New Delhi
References Books	
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. Sandhusupreet&DograBabzan, Services marketing, kalyanni Publishers, Ludhianna.
Web Resources	
1	https://www.managementstudyguide.com/seven-p-of-services-marketing.htm
2	https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31850
3	https://www.marketingtutor.net/service-marketing/
4	https://www.marketing91.com/service-marketing/
5	https://www.marketing91.com/service-marketing-mix/

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

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							Internal	External	Total
26UCBA6P	5	0	0	VI	4	5	50	50	100
Learning Objectives									
LO1	To Give Idea about Research Project								
LO2	To identify the research problem								
LO3	To review Literature								
LO4	To give knowledge on Data Collection and Analysis								
LO5	To Learn Project Preparation								

A Project title assigned to individual student 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 time to time

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 GUIDE LINES

1. The 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 / FontSize:12for text)
5. Sub heading 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 a periodical report of the project to the supervisor.
7. Two reviews will be conducted before the Viva Voce
8. Each candidate should submit a hard copy (3copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	50Marks
	Review I	
	Review II	
External Evaluation	Project Report – Viva Voce	50 Marks
	Total	100 Marks

Method of Assessment	
Review I	Problem Identification and Review of Literature
Review II	Rough Draft
Final	Project Report – Viva Voce

ELECTIVE VII: INTERNATIONAL BUSINESS

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UEBA61	4	0	0	VI	3	4	50	50	100
Learning Objectives									
CLO1	To familiarize students with basic concepts of International Business								
CLO2	To impart knowledge about theories of international trade								
CLO3	To know the concepts of foreign exchange market and foreign direct investment								
CLO4	To understand the global environment								
CLO5	To gain knowledge on the Contemporary Issues of International Business								
Prerequisites:									
Unit	Contents								No. of Hours
I	Introduction to International Business: Importance, nature and scope of international business-Modes of entry-Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.								12
II	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory—The New Trade Theory— Porter's Diamond Competitive Theory.								12
III	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.								12
IV	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.								12
V	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism-Institutional support to international Business like BREXIT, IMF, World Bank, ILO and WTO.								12
Total								60	

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	Discuss the modes of entry to International Business
CO2	Explain international trade theories
CO3	Understand Foreign exchange market and FDI
CO4	Outline the Global Business Environment
CO5	Identify the relevance of international institutions and Trading blocks.
Reading List	
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,11 th Edition, Tata McGraw-Hill Education,2018.
4.	Cherunilam, F., International Business: Text and Cases,5 th Edition, PHI Learning,2010
5.	Paul, J., International Business,5 th Edition, PHI Learning,2010

References Books	
1.	Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
2.	Griffin, R., International Business, 7 th Edition, Pearson Education, 2012.
3.	Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4 th edition, Pearson, 2017
4.	Aswathappa K, International Business, 7 th Edition, McGraw-Hill, 2020
5.	Subba Rao P, International Business, (Text and Cases), Himalaya Publishing House, 2016
Web Resources	
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
4	https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/
5	http://www.simplynotes.in/e-notes/mbabba/international-business-management/

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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

ELECTIVE VII: E – BUSINESS

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UEBA62	4	0	0	VI	3	4	50	50	100
Learning Objectives									
LO1	To understand the basic concepts of electronic business.								
LO2	To identify web-based tools.								
LO3	To examine the security threats to e-business.								
LO4	To discuss the strategies on marketing.								
LO5	To analyze the business plan for e-business.								
Prerequisites:									
Unit	Contents								No. of Hours
I	Introduction: Definition and scope of e-business - History and evolution of e-business- Types of e-business models (B2B, B2C, C2C) - Advantages and disadvantages of e- business-the Internet and the web – infrastructure for e-Business								12
II	Web based tools for e -business -e-business software - overview of packages								12
III	Security threats to e-business-implementing security for e - commerce and electronic payment systems - Ethical considerations in e-business								12
IV	E-marketing strategies and techniques -Online advertising and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual – web Portals								12
V	The environment of e-business -international -legal ethical-tax issues-business plan for implementing e- business								12
TOTAL									60

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	To define and understand the basic concepts of Business done through web
CO2	To Examine and apply web tools in real-time business situations.
CO3	To analyze the security threats in e-business.
CO4	To evaluate strategies for marketing.
CO5	To prepare the environment for e-business.
Text Books	
1.	Garry P Schneider and James T Perry-Electronic Commerce, Course technology, ThomsonLearning,2000
2.	Diwan, Prag and Sunil Sharma -E-Commerce- Managers guide to E-Business
3.	Kosivr, David -Understanding E-Commerce

4.	Turban, Efraim, David Kinget. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.
5.	CS 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.	SmanthaShurety,:E-Business with Net Commerce, Addison-Wesley, Singapore.
4.	David Whitely, E Commerce Strategy, Technology and Applications, TMH
5.	J. Christopher Westle and TheodoreH K Clarke, Global Electronic Commerce– Theory and Case Studies, University Press
Web Resources	
1	https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf
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

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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

ELECTIVE VIII : BUSINESS TAXATION

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UEBA63	4	0	0	VI	3	4	50	50	100
Learning Objectives									
LO1	To understand the basic concepts of Taxes.								
LO2	To provide insights on the Income Tax Act.								
LO3	To evaluate the procedure for assessment and methods of valuation for Customs.								
LO4	To discuss on GST.								
LO5	To analyze and apply the returns, Tax payment and Penalties under GST								
Prerequisites:									
Unit	Contents								No. of Hours
I	Objectives of Taxation–Canons of Taxation–Tax System In India–Direct And Indirect Taxes– Meaning And Types.								12
II	Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assesse, 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								12
III	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.								12
IV	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.								12
V	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.								12
Total									60

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	To define and understand the basic concepts of tax.
CO2	To Examine and apply GST rules in real-time business situations.
CO3	To analyse the elements of GST mechanism in India.
CO4	To evaluate the rules of Income Tax and methods of Valuation for customs.
CO5	To prepare the needed documents under GST Compliance.

Reading List	
1.	V. S. Datey, Central Excise , JBA Publishers, Edition 2013. Reddy. T. Sand Y. Hari Prasad Reddy.
2.	Business Taxation (Goods & Services TAX - GST) , Margam Publication, Edition 2019.
3.	Srinivasan N. PandPriya Swami. M, Business Taxation , Kalyani publishers Edition 2013
4.	Pagaredinkar, Business Taxation , SultanChandandSons,2012.
5.	VISION: Journal of Indian Taxation
References Books	
1.	Senthil and Senthil, Business Taxation, Himalaya Publication,4 th Edition.
2.	Vinodk. Singania, Indirect Tax, Sultan Chand and Sons, Edition 2013.
3.	Dr.RajaniBhat&Dr.Dhamodharan V, Indirect Taxation, TR Publications, Chennai, 2020
4.	DR. VandhanaBangar, YogendraBangar, Indirect tax laws, AadhyaPrakasam Allahabad 2018.
5.	T. S. Reddy & Y. Hariprasad Reddy, Business Taxation, Margham Publications, Chennai 2018.

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

ELECTIVE VIII: FUNDAMENTALS OF LOGISTICS MANAGEMENT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UEBA63	4	0	0	I	3	4	50	50	100
Learning Objectives									
LO1	Understand the various basic concepts and terms relating to Logistics								
LO2	Comprehend the importance of customer service and outsourcing relevant to Logistics								
LO3	Evaluate the importance and issues in global logistics								
LO4	Possess an overall knowledge about the services and factors allied to logistics								
LO5	Understand the technological impact of logistics								
Prerequisites:									
Unit	Contents								No. of Hours
I	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								12
II	Customer Service and out sourcing Definition of Customer Service- Elements of Customer Service Phases in Customer Service. Definition of Outsourcing - Benefits of Logistics Out sourcing. Critical Issues in Logistics Outsourcing								12
III	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- Brief overview of EXIM								12
IV	Key logistics activities Warehousing: Meaning, Types, and 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.								12
V	Technology &Logistics: Informatics, using logistics system to support time-based competition-Bar-coding, GPS, Point of sale data-Artificial Intelligence. Electronic data inter change-types-benefits								12
Total								60	

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	Explain the basic concepts relating to logistics
CO2	Analyse the role of outsourcing and customer service in logistics
CO3	Appraise the needs, modes and issues relating to Global logistics
CO4	Describe about the different activities allied to Logistics
CO5	Identify the various areas of logistics where technology Can be applied

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
26UAEC61	2	0	0	VI	2	2	50	50	100

L01	To recall and describe the key concepts, stages, and principles of Design Thinking.
L02	To explain the importance of empathy, ideation, and prototyping in solving user-entered problems.
L03	To apply Design Thinking methods such as brainstorming, empathy mapping, and SCAMPER to real-world problems.
L04	To analyze user needs and problem statements using observation and structured frameworks.
L05	To design innovative solutions and develop prototypes based on insights gained through the Design Thinking process.

Unit	Contents	No. of Hours
I	Introduction to Design Thinking Introduction to Design Thinking, Essential Design Thinking Skills, Core Principles of Design Thinking, Foundations of Design Thinking, Building an Effective Design Thinking Team, Discussion of Problems from IT sector.	6
II	Design Thinking Phases Stages of Design Thinking, Role of observation in understanding product and process challenges, Preparation of AEIOU and other canvases with defined problem statement, Exploring Design Thinking innovations, Understanding the Role of Design Thinking in Product and Process Innovation, Double Diamond model and its applications.	6
III	Design Thinking Techniques Understanding, listening and Empathizing Techniques, Exploring observation methods, Utilizing a structured, open-ended approach for effective communication, Ideation Labs, Brainstorming techniques for idea generation, Applying innovation to foster creativity, Application of SCAMPER technique to support Problem Statement	6
IV	Prototyping Methods Methods and Tools for Design Thinking Practice; Empathize: Ask five why questions, Empathy map, storytelling, critical items diagram, mind map, journey map; Ideate: Brainstorming, 2x2 matrix, Need-Approach-Benefit-Competition (NABC) Methods; Prototype: Exploration map, Minimum Viable Product (MVP), Feasibility Testing, Viability Testing, A/B Testing, Sustainability Verification, Collect Feedback, Iterate and Improve, PDC canvas versioning	6
V	Case Studies Quick-Commerce Applications – Food and Grocery Delivery (eg. Swiggy, Instamart), Uber, OLA, Rapido, E-Commerce Applications – Online Shopping (eg. Amazon), Online Publishing (eg. Canva), Online Ticket Booking (eg. BookMyShow), Fintech apps (eg. Google Pay, Razorpay etc.)	6
TOTAL		30

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	Understand the fundamental principles and importance of Design Thinking in fostering innovation, ethics and its relevance.
CO2	Apply systematic problem identification, problem framing, articulation, and problem-solving approaches in the context of Design Thinking
CO3	Analyze and evaluate different tools and methodologies used in Design Thinking, such as observation, ethnographic research and mind mapping to gain insights into users' needs
CO4	Develop and refine product concepts by preparing product development canvases (PDC) that consider product experience, functions, features, and sustainable development of the components
CO5	Create a final working prototype for projects with limitations, documenting the functionality and features, viability, sustainability, scalability, cost and resource utilization for the product
Open-source software and websites	
1	Google Workspace: Docs, Sheets and Slides
2	Google Jamboard
3	Mind-mapping tools: Wisemapping, Freeplane, Semantik
References Books	
1.	Soni, Pavan. Design Your Thinking: The Mindsets, Toolsets and Skill Sets for Creative Problem-solving. Penguin Random House India Private Limited, 2020
2.	Tim Brown, Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, HarperCollins e-books (2009)
3.	Liedtka, Jeanne, Randy Salzman, and Daisy Azer. Design thinking for the greater good: Innovation in the social sector. Columbia University Press, 2019

Suggested MOOC Courses

1.	B. K. Chakravarthy, Design Technology and Innovation, SWAYAM NPTEL (Online)
2.	B. K. Chakravarthy, Innovation by Design, SWAYAM NPTEL (Online)
3.	Nina Sabnani, Understanding Design, SWAYAM NPTEL (Online)
Note: Activities are to be performed in a team size of 3-4 students. Report is to be prepared based on these activities	
4.	Brainstorm and explore various problems in IT field. Select an appropriate problem, draft a Problem Statement and get it approved for performing further activities.
5.	Design AEIOU canvas
6.	Design Empathy map

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	2	2	2	3
CO2	3	2	2	2	3	2
CO3	3	3	3	3	2	2
CO4	3	2	2	2	2	3
CO5	3	3	2	2	3	2
Weightage of course contributed to each PSO	15	12	11	11	12	12