



PONNAIYAH RAMAJAYAM INSTITUTE OF SCIENCE & TECHNOLOGY (PRIST)

Declared as DEEMED-TO-BE-UNIVERSITY
U/s 3 of UGC Act, 1956

Thanjavur - 613 403, Tamil Nadu



SCHOOL OF COMMERCE AND MANAGEMENT

DEPARTMENT OF MANAGEMENT

BBA

(2023 REGULATION)

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BACHELORS OF BUSINESS ADMINISTRATION
Choice Based Credit System
(With effect from the academic year 2023)
REVISED REGULATIONS

Program Outcomes:

PO1: Problem Solving Skill: Problem analysis: Identify, review, formulate and analyse the problem or reformation to provide conclusions applying analytic thought to body of knowledge.

PO2: Decision Making Skill: Ability to inquire, identifying problems, logical flaws, analyse data from various sources, interpret and draw valid conclusions.

PO3: Ethical Value: Demonstrate moral/ethical values in carrying out his duties in his profession and identify unethical work.

PO4: Communication Skill: Effectively communicate thoughts, ideas or any complex information orally or written using appropriate media clearly and concisely

PO5: Individual and Team Leadership Skill: Demonstrate ability to work effectively individually, within the group and Lead groups.

PO6: Employability Skill: Become empowered individuals to be employed in various positions in industry, academia and research.

PO7: Entrepreneurial Skill: Equipped with skills and competencies to become a global entrepreneur.

PO8: Contribution to Society: Demonstrate moral/ethical values in carrying out his duties in his profession and identify unethical work.

Program Specific Outcomes;

PSO1 – Acquire academic excellence in management education with an aptitude for entrepreneurship/ higher studies.

PSO 2 –Students to build proficiency in key business functional areas .

PSO3 – Learn how to effectively manage people and build strong interpersonal & leadership skills.

PSO 4 – Enhance critical thinking and analytical skills in terms of decision making

PSO 5– Integrate technological advancements in business for sustainable business and contribution to economic growth.

Programme Educational Objectives–PEO

PEO1-Graduateswillbeexpertiseintheareaofleadership, interpersonal skills, entrepreneurship, and marketing.

PEO2-Graduatewillcompetenttheglobalcompetitiveworldmoreprofessionally.

PEO3-Graduatebearesponsiblecitizenandleadthebusinesswithmoralandethicalvalue

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO 1	Y	Y	Y	Y	Y	Y	Y	Y
PSO 2	Y	Y	Y	Y	Y	Y	Y	Y
PSO3	Y	Y		Y	Y	Y	Y	
PSO 4	Y	Y	Y	Y	Y	Y	Y	Y

BACHELOR OF BUSINESS ADMINISTRATION

COURSE STRUCTURE

SEMESTER – I

Course Code	Course Title	L	T	P	C
23110AEC11/ 23111AEC11/ 23132AEC11/ 23135AEC11	Tami – I/Advanced English-I/Hindi-I/ French - I	3	0	0	3
23111AEC12	English-I	3	0	0	3
23160AEC13	Principles of Management	4	1	0	3
23160AEC14	Accounting for Managers I	4	1	0	3
23160GEC15	Managerial Economics	4	0	0	3
23160GEC16	Marketing Management	4	0	0	3
Skill Enhancement Course					
23160SEC17	Managerial Skill Development (NME)	2	0	0	2
23160SEC18	Foundation course/Bridge Course	2	0	0	2
Ability Enhancement Compulsory Course (AECC1)					
231AECCINC	Indian Constitution	2	0	0	2
AUDIT COURSE					
231LSCUV	Universal Human Values	-	-	-	1
	Total	28	02	0	25

SEMESTER – II

Course Code	Course Title	L	T	P	C
23110AEC21/ 23111AEC21/ 23132AEC21/ 23135AEC21	Tamil – II/ Advanced English-II/Hindi-II/ French – II	3	0	0	3
23111AEC22	English-II	3	0	0	3
23160AEC23	Business communication	4	1	0	3
23160AEC24	Accounting for Managers II	4	1	0	3
23160GEC25	International Trade	4	1	0	3
23160GEC26	Business Ethics	3	0	0	3
Skill Enhancement Course					
23160SEC27	E-Business (NME)	2	0	0	2
23160SEC28	Elements of Insurance	2	0	0	2
Ability Enhancement Compulsory Course (AECC2)					
231AECCCMS	Communication Skills	2	0	0	2
AUDIT COURSE					
231SSCBE	Basic Behavioral Etiquette	0	0	0	1
	Total	27	03	0	25

SEMESTER – III

Course Code	Course Title	L	T	P	C
23110AEC31/ 23132AEC31/ 23111AEC31/ 23135AEC31	Tamil – III/Hindi-III/Advanced English-III/ French – III	3	0	0	3
23111AEC32	English-III	3	0	0	3
23160AEC33	Business Environment	4	1	0	3
23160AEC34	Organizational Behaviour	4	1	0	3
23160 GEC35	Business Statistics	3	1	0	2
23160GEC36	Computer Application in Business	3	1	0	2
Skill Enhancement Course					
23160SEC37	Intellectual Property Rights	2	0	0	2
23160SEC38	Tally. ERP 9	2	0	0	1
Ability Enhancement Compulsory course (AECC3)					
23160RMC39	Research Methodology	2	0	0	2
AUDIT COURSE					
231ACLSOAN	Office Automation	0	0	0	1
	Total	26	04	0	22

SEMESTER – IV

Course Code	Course Title	L	T	P	C
23110AEC41/ 23111AEC41/ 23132AEC41/ 23135AEC41	Tamil-IV/Advanced English-IV /Hindi-IV/ French – IV	3	0	0	3
23111AEC42	English-IV	3	0	0	3
23160AEC43	Human Resource Management	4	1	0	3
23160AEC44	Business Regulatory Frame Work	4	1	0	3
23160GEC45	Financial Services	3	0	0	3
23160GEC46	Operation Research	3	1	0	3
Skill Enhancement Course					
23160SEC47	Information Technology Concepts	2	0	0	2
23160SEC48	Salesmanship	2	0	0	1
Ability Enhancement Compulsory course (AECC4)					
23160BRC49	Participation in Bounded Research	2	0	0	2
231AEAECCEVS	Environmental Studies	2	0	0	2
AUDIT COURSE					
231LCSCSL	Leadership and Management Skills	0	0	0	1
	Total	27	3	0	26

SEMESTER – V

Course Code	Course Title	L	T	P	C
23160AEC51	Advertising management and sales promotion	4	1	0	4
23160AEC52	Total Quality Management	4	1	0	3
23160AEC53	Operations Management	5	0	0	3
23160AEC54	Financial Management	5	0	0	3
23160DSC55--	Discipline Specific Elective	4	0	0	3
23160DSC56--	Discipline Specific Elective	4	0	0	3
Skill Enhancement Course					
23160SEC57	Summer Internship/Industrial Training	-	-	-	2
231ECCVED	Value Education	2	0	0	2
AUDIT COURSE					
231ACLSPSL	Professional Skills	0	0	0	1
	Total	28	02	0	24

SEMESTER – VI

Course Code	Course Title	L	T	P	C
23160AEC61	Material Management	6	0	0	4
23160AEC62	Services Marketing	6	0	0	3
23160AEC63	Business Taxation	6	0	0	3
23160DSC64--	Discipline Specific Elective	5	0	0	3
23160DSE65-	Discipline Specific Elective	5	0	0	3
23160PRW66	Project Work	-	-	-	4
Skill Enhancement Course					
23160SEC67	General awareness for Competitive Examinations	2	0	0	2
23160EXACT	Extension activity	-	-	-	1
AUDIT COURSE					
231ACSIKSWs	Indian Knowledge System	0	0	0	2
	Total	30	0	0	25

DISCIPLINE SPECIFIC ELECTIVE

SEMESTER	COURSE CODE	COURSE TITLE
V	23161DSC55 -A	Digital Marketing Quantitative Techniques for Management Spreadsheet for Business
	23161DSC55-B	Industrial Relations International Finance Talent and Knowledge Management Financial Modeling and Derivatives
V	23161DSC56 -A	Financial Literacy International Accounting & Reporting System Multinational Business Finance
	23161DSC56-B	Management Strategic Project Appraisal and Analysis Training and Management Development
VI	23161DSC64 -A	Company Law Management Principles and Applications Cross Cultural HRM
	23161DSC64-B	Security Analysis Portfolio Management Financial Statement Analysis and Reporting

VI	23161DSC65 -A	Consumer Behaviour International Business
	23161DSC64-B	Logistics and Supply Chain Management Counselling & Negotiation Skills for Management

BBA CREDIT DISTRIBUTION

SEM	AEC	GEC	DSC	SECC	AECC	Audit	Research	Total
I	12	06	-	04	02	01	-	25
II	12	06	-	04	02	01	-	25
III	12	04	-	03	02	01	-	22
IV	12	06	-	03	04	01	-	26
V	13	-	06	04	-	01	-	24
VI	10	-	06	03	-	02	04	25
Total	71	22	12	21	10	07	04	147

SEMESTER I

TAMIL I

COURSE CODE	COURSE TITLE	L	T	P	C
23110AEC11	TAMIL -I	3	1	0	3

இக்கால இலக்கியம்

23110AEC 11

முதல் பருவம்

பாடநோக்கங்கள்

1. இக்கால தமிழ் இலக்கிய வகைகளின் மாதிரிகளை கற்பித்தல்.
2. தமிழின் இனிமையை உணரச் செய்தல்
3. தமிழின் ஈடுபாட்டையும் சுவைக்கும் திறனையும் ஏற்படுத்துதல்.
4. கவிதை எழுதும் திறனை உருவாக்குதல்
5. படைப்பாளர்களாக உருவாக்கும் திறனை ஏற்படுத்துதல்.

பயன்கள்

- மொழி ஆளுமைத் திறன் பெறுதல்.
- சமூக சிந்தனையை வளர்த்துக் கொள்ளுதல்.
- படைப்பாளர்களாக உருவாகும் திறனைப் பெறுதல்.
- இலக்கியங்களின் அறிவை மேம்படுத்துதல்.
- கவிதை எழுதும் முறையை புரிந்துக்கொள்ளுதல்

அலகு -1 மரபுக்கவிதை

1. பாரதியார்--விடுதலை, வந்தே மாதரம் ,காற்று
- 2.பாரதிதாசன் - அழகின் சிரிப்பு ,தமிழனுக்கு வீழ்ச்சி இல்லை
- 3.கவிமணி தேசியவிநாயகம் பிள்ளை-- தொழிலாளியின் முறையீடு
- 4.நாமக்கல் கவிஞர்-- தருணம் இதுவே ,
- 5.கண்ணதாசன்-- அனுபவம்

அலகு -2 புதுக்கவிதைகள்

- 1.அப்துல் ரகுமான் -வெற்றி
- 2.அறிவுமதி-நட்புக் காலம்
- 3.வைரமுத்து- ருசி, சிற்பி- ஓடு ஓடு சங்கிலி
- 4.மு.மேத்தா- வெளிச்சம் வெளியே இல்லை

அலகு -3 நாட்டுப்புறவியல்

1.பழமொழிகள்

2. விடுகதைகள்

3. தொழில் பாடல்

அலகு - 4 சிறுகதை

1. தடயம்- மா. ஜெயபிரகாசம்

2. எதார்த்தம் - சு. தமிழ்ச்செல்வி

3.நீதி-- பூமணி

அலகு - 5 இலக்கியவரலாறு

1. கவிதை

2. சிறுகதை

3. நாட்டுப்புறவியல்

பொதுக்கட்டுரை - மனித நேயம், வாழ்வியல் அறங்கள்

மனப்பாடப் பகுதி : பாரதியார் கவிதை- வேண்டும்,பாரதிதாசன் கவிதை-செந்தாமரை

பார்வை நூல்கள் :

1. பாரதியார் கவிதைகள் - மணிவாசகர் பதிப்பகம் சென்னை

2.பாரதிதாசன் கவிதைகள் - பாரி நிலையம், சென்னை

3. தமிழ் இலக்கிய வரலாறு - மு வரதராஜன் சாகித்திய அகாடெமி,சென்னை

4. நாட்டுப்புறவியல் - முனைவர். ஆறு. ராமநாதன் ,மணிவாசகர் பதிப்பகம், சென்னை

5. தமிழ் சிறுகதையும் தோற்றம் வளர்ச்சி - தமிழ் புத்தக நிலையம், சென்னை

இணையதளம் -www.tamilvu.org

www.noolulagam.com

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	3	2	3	3	3	2	2	2	3	2	3	2
CLO2	3	3	2	2	2	3	2	3	3	2	2	2
CLO3	3	2	3	3	2	2	2	3	2	3	3	2
CLO4	3	3	3	2	2	2	3	2	3	2	3	3
CLO5	3	3	2	2	2	2	3	2	2	2	3	3

Course Code	Course Title	L	T	P	C
23111AEC12	ENGLISH-I	3	1	0	3

Course Objectives

CO1: To enable learners to acquire the linguistic competence necessarily required in various life situations.

CO2: To help them understand the written text and able to use skimming, scanning skills

CO3: To assist them in creative thinking abilities

CO4: To enable them become better readers and writers

CO5: To assist them in developing correct reading habits, silently, extensively and intensively

Course Content:

UNIT I: Poetry

- | | |
|-------------------------|-----------------------|
| 1.1 A Patch of Land | - Subramania Bharati |
| 1.3 A Nation's Strength | - Ralph Waldo Emerson |
| 1.4 Love Cycle | - Chinua Achebe |

UNIT II: Prose

- | | |
|--------------------|-----------------|
| 2.1 JRD | - Harish Bhat |
| 2.2 Us and Them | - David Sedaris |
| Corduroy and Denim | |

UNIT III: Short Stories

- | | |
|---|------------------------|
| 3.1 The Faltering Pendulum | - Bhabani Bhattacharya |
| 3.2 How I Taught my Grandmother to Read | - Sudha Murthy |
| 3.3 The Gold Frame | - R.K. Laxman |

UNIT IV: Language Competency

- | |
|---|
| 4.1 Vocabulary : Synonyms, Antonyms, Word Formation |
| 4.2 Appropriate use of Articles and Parts of Speech |
| 4.3 Error correction |

UNIT V: English for Workplace

- | |
|---|
| 5.1 Self - introduction, Greetings |
| 5.2 Introducing others |
| 5.3 Listening for General and Specific Information |
| 5.4 Listening to and Giving Instructions / Directions |

Author	Title of the book	Edition/Year	Publisher
Wren and Martin	English Grammar	2009	S.Chand & Company Ltd
Meenakshi Raman & Sangeetha Sharma	Technical Communication	Second Edition/2011	Oxford University Press
Sudhir Kumar Sharma	The World's Great Speeches	-	Galaxy Publishers

Course Outcomes

Course Outcomes	On completion of this course students will;	Programme Outcomes
CO1	Develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing	PO1
CO2	Understand the total content and underlying meaning in the context.	PO1, PO2
CO3	Form the habit of reading for pleasure and for information	PO4, PO6
CO4	Comprehend material other than the prescribed text	PO4, PO5, PO6
CO5	Develop the linguistic competence that enables them, in the future, to present the culture and civilization of their nation.	PO3, PO8

Text books (Latest Editions)	
1.	Steel Hawk and other stories by Bhattacharya, Bhabani, New Delhi: Sahitya Akademi, 1967
2.	How I taught my Grandmother to Read and other Stories, Murthy, Sudha, Penguin Books, India, 2004

Reference Books (Latest Editions, and the style given must be strictly adhered to)	
1.	English in use - A textbook for College Students (English ,Paper back, -T.Vijay Kumar, K Durga Bhavani, YL Srinivas
2.	Practical English Usage - 4th Edition By Michael Swan
3.	The Art of Civilized Conversation: A Guide to Expressing Yourself with Style and Grace -Margaret Shepherd, Penny Carter, (Illustrator), Sharon Hogan, 2005.

Web Resources	
1.	A patch of land by Subramania Bharati translated by Usha Rajagoplan :

	https://books.google.co.in/books?id=iSHvOmXuvLMC&printsec=frontcover&dq=subramania+bharati+poems&hl=en&newbks=1&newbks_redir=0&source=gb_mobile_search&sa=X&redir_esc=y#v=onepage&q=subramania%20bharati%20poems&f=false
2.	The Sparrow by Paul Laurence Dunbar https://poets.org/poem/sparrow-0
3.	A Nation's Strength by Emerson https://poets.org/poem/nations-strength
4.	Love cycle by Chinua Achebe : https://www.best-poems.net/chinua-achebe/love-cycle.html
5.	JRD by Harish Bhat https://www.tata.com/newsroom/heritage/coffee-tea-jrd-tata-stories
6.	Us and Them by David Sedaris From Dress Your Family in Corduroy and Denim https://legacy.npr.org/programs/morning/features/2004/jun/sedaris/usandthem.html
7.	Uncle Podger Hangs a Picture: http://rosyhunt.blogspot.com/2013/01/uncle-podger-hangs-picture.html
8.	The Gold Frame: https://fybaenglish.blogspot.com/2018/12/the-gold-frame-r-k-laxman.html

Mapping with Programme Outcomes:

	PO 1	PO 2	PO3	PO 4	PO5	PO6	PO7	PO 8	PO 9	PO10
CO1	3	3	3	3	3	3	3	2	3	2
CO2	2	3	3	3	2	3	3	2	2	2
CO3	3	3	3	2	3	3	3	2	3	2
CO4	3	3	3	3	3	3	3	2	2	2
CO5	3	2	3	3	3	3	3	2	2	3

Mapping with Programme Specific Outcomes:

CO/PO	PSO 1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15

Weighted percentage of Course Contribution to POS	3.0	3.0	3.0	3.0	3.0
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3 – Strong, 2 – Medium, 1 - Low

Course Code	Course Title	L	T	P	C
23160AEC13	PRINCIPLES OF MANAGEMENT	5	0	0	4

AIM: To enhance production and productivity, decrease cost of production and maximize prosperity both for employer and employees having common interests.

LEARNING OBJECTIVES:

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

UNIT – I

Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

UNIT – II

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.

UNIT – III

Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.

UNIT – IV

Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

UNIT – V

Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business

Course Outcomes:**CO1** - On completion of this course, students will;**CO2** - Describe nature, scope, role, levels, functions and approaches of management**CO3** - Apply planning and decision making in management**CO4** - Identify organization structure and various organizing techniques**CO5** - Understand Direction, Co-ordination & Control mechanisms**CO6** - Relate and infer ethical practices of organisation.**Mapping with program outcomes****S -Strong M-Medium L-Low****CO-PO Mapping with program specific outcomes (Course Articulation Matrix)**
Level of Correlation between PSO's and CO's

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

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

Course Title	Unit	Hours Allotment
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Principles of Management	I	15
	II	15
	III	15
	IV	15
	V	15

Reading list	
1.	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th 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” 7th Edition, Pearson Education, 2011
4	Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), 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, 13th Edition, 2017
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.
5.	Harold Koontz, HienzWeihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015
Web Resources	
1	https://www.toolshero.com/management/14-principles-of-management/
2	https://open.umn.edu/opentextbooks/textbooks/693
3	https://open.umn.edu/opentextbooks/textbooks/34
4	https://openstax.org/subjects/business
5	https://blog.hubspot.com/marketing/management-principles

Course Code	Course Title	L	T	P	C
23160AEC14	ACCOUNTING FOR MANAGERS I	5	0	0	4

AIM: The Basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting, and utilization of financial accounting information for planning, decision-making and control.

LEARNING OBJECTIVES:

- To impart knowledge about basic concepts of accounting its applications
- To analyze and interpret financial reports of a company
- To understand the gross profit and net profit earned by organization
- To foster knowledge on Depreciation Accounting.
- To understand the procedures of Accounting under Single entry system.

UNIT – I

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance.

UNIT – II

Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account.

UNIT – III

Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital, Abnormal loss, managerial remuneration.

UNIT – IV

Partnership Accounts- Basic concepts of admission, retirement and death of a partner including treatment of goodwill. Depreciation– Meaning, Causes, Types – Straight Line Method – Written Down Value Method.

UNIT – V

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.

COURSE OUTCOMES:

CO1 Prepare Journal, ledger, trial balance and cash book

CO2 Classify errors and making rectification entries

CO3 Prepare final accounts with adjustments

CO4 Pass depreciation entries and prepare depreciation accounts

CO5 Prepare single and double entry system of accounting.

Reading List	
1.	Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
2.	Jain .S.P & Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition
3.	Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition.
4.	Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand &Sons,New Delhi, 15th edition.
5.	Tulsian P.C., 2006, Financial Accounting, Pearson Education
References Books	
1.	TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019
2.	David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017
3.	M N Arora; Accounting for Management- Himalaya Publications House 2019.
4.	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
5.	T. Horngren Charles, L. SundernGary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.
Web Resources	
1.	https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf
2.	https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf
3.	https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles
4.	https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
5.	https://www.profitbooks.net/what-is-depreciation

Mapping with program outcomes

S-Strong M-Medium L-Low

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

Level of Correlation between PSO's and CO's

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

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

Course Code	Course Title	L	T	P	C
23160GEC15	MANAGERIAL ECONOMICS	4	0	0	3

COURSE OBJECTIVES:

- To familiarize students with concepts of economics and its relevant in business scenario
- To understand the applications & implications of economics in decision-making and problem solving.
- To Understand the optimal point of productivity of a firm.
- To describe the pricing strategies that are consistent with evolving marketing needs
- To Provide insights to the various market structures in an economy.

UNIT I

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.

UNIT II

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.

UNIT III

Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.

UNIT IV

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

UNIT V

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly.

COURSE OUTCOMES:

CO1 Analyze & apply the various 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 under competitive scenarios.

Reading List	
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
References 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.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016
Web Resources	
	<ol style="list-style-type: none">1. https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/60615972. http://www.simplynotes.in/e-notes/mbabba/managerial-economics/3. https://businessjargons.com/determinants-of-elasticity-of-demand.html4. http://www.economicdiscussion.net/laws-of-production/laws-of-

production-laws-of- returns-to-scale-and-variable-proportions/5134

5. <https://www.intelligenteconomist.com/profit-maximization-rule/>

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

CO-PO Mapping (Course Articulation Matrix)

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

Level of Correlation between PSO's and CO's

Course Title	Unit	Hours Allotment
Managerial Economics	I	12
	II	12
	III	12
	IV	12
	V	12

Course Code	Course Title	L	T	P	C
23160GEC16	MARKETING MANAGEMENT	4	0	0	3

Course Objectives			
C1	To understand the marketplace.		
C2	To identify the PLC stages and the pricing strategies.		
C3	To select the different marketing channels of distribution.		
C4	To appraise the Sales Forecasting.		
C5	To prepare according to the latest trends in market.		
UNIT	Details	No. of Hours	Course Objectives
I	Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.	15	C1
II	Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. New Product Development Process - Product Life Cycle. Branding – Packaging. Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Segmentation – Need And Basis of Segmentation - -Targeting – Positioning (20 Hours)	15	C2
III	Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems. A Brief	15	C3

	Overview of: Advertising – Publicity –Public Relation – Personal Selling – Direct Selling and Sales Promotion - Buyer Behavior –Buying Motives – Factors Influencing Buyer Behaviour.		
IV	Sales Forecasting – Various Methods of Sales Forecasting - Sales Management: Motivation, Compensation and Control of Salesmen - CRM – Importance – Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty	15	C4
V	Digital Marketing: Introduction, Types (Search Engine Marketing, Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing) – Applications & Benefits - IMC (Integrated marketing communication): - Definition, Process, Need & Significance	15	C5
		75	
Course Outcomes	On Completion of the course the students will	Program Outcomes	
CO1	To list and identify the core concepts of Marketing and its mix.	PO1,3,7,8	
CO2	To sketch the nature of product, PLC and pricing strategies.	PO1,2,3,4,7,8	
CO3	To analyze the appropriate promotional mix.	PO 1,2,4,6,7	
CO4	To assess the sales and evaluation of customers.	PO 1,2,3,4,5,6,7,8	
CO5	To prepare and rearrange the latest trends in market.	PO 1,2,3,4,6,7,8	
Reading List			
1.	Philip Kotler & Gary Armstrong, <i>Principles of Marketing: A South Asian Perspective</i> , Pearson Education, 2018.		

2.	Rajan Saxena, <i>Marketing Management</i> , Tata Mc Graw Hill, 2017.	
3.	L.Natarajan, <i>Marketing</i> , Margham Publications, 2017.	
4.	J P Mahajan & Anupama Mahajan, <i>Principles of Marketing</i> , Vikas Publishing House, 2014.	
5.	K Karunakaran, <i>Marketing Management</i> , Himalaya Publishing House,2017.	
References Books		
1.	Philip Kotler, 2003, <i>Marketing Management</i> , 11th edition, Pearson Education (Singapore) Pte Ltd, New Delhi.	
2.	V.S. Ramaswamy & S. Namakumari, 1994, <i>Principles of Marketing</i> , first edition, S.G. Wasani / Macmillan India Ltd,	
3.	Cranfield, <i>Marketing Management</i> , Palgrave Macmillan.	
4.	Harsh V Verma & Ekta Duggal, <i>Marketing</i> , Oxford University Press, 2017.	
5.	Sontakki C.N, <i>Marketing Management</i> , Kalyani Publishers, Ludhiana.	
Web Resources		
1.	http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf	
2.	https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf	
3.	https://www.enotesmba.com/2013/01/marketing-management-notes.html	
4.	Industrial Marketing Management Journal ScienceDirect.com by Elsevier	
5.	Journal of Marketing Management Taylor & Francis Online (tandfonline.com)	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	

	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

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

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):

Level of Correlation between PSO's and CO's

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

Course Code	Course Title	L	T	P	C
23160SEC17	MANAGERIAL SKILL DEVELOPMENT	2	-	-	2

COURSE OBJECTIVE:

- To improve the self-confidence, groom the personality and build emotional competence
- To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
- To assess the Emotional intelligence
- To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions
- To improve professional etiquettes.

UNIT I

Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills.

UNIT II

Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.

UNIT III

Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.

UNIT IV

Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.

UNIT 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 the non-verbal communication and professional etiquettes.

COURSE OUTCOME:

CO1 Identify the personal qualities that are needed to sustain in the world of work.

CO2 Explore more advanced Management Skills such as conflict resolution, 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 Employ 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.

Reading List	
1.	Managerial Skill Articles
2.	The Management Skills of SALL Managers - SiSAL Journal
3.	Managerial Skills by Dr. K. Alex S. Chand
4.	Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP
5.	Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. Prof. Sanjiv
References Books	
1.	Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
2.	McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
3.	Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
4.	P. Varshney, A. Dutta, Managerial Skill Development, Alfa Publications, 2012
5.	EQ- soft skills for Corporate Career by Dr. Sumeet Suseelan
Web Resources	
1.	https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63
2.	https://www.academia.edu/4358901/managerial_skill_development_pdf
3.	https://www.academia.edu/4358901/managerial_skill_development_pdf
4.	https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf
5.	https://www.aistrictuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf

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

S-Strong M-Medium L-Low

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

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

Course Title	Unit	Hours Allotment
Managerial Skill Development	I	6
	II	6
	III	6
	IV	6
	V	6

COURSE CODE	COURSE TITLE	L	T	P	C
23198SEC18	FOUNDATION COURSE	2	0	0	2

CourseCode	Course Title	L	T	P	C
23160AECC1	INDIAN CONSTITUTION	2	-	-	1

Course Objectives:

- To help students understand democratic rule and parliamentary administration.
- To appreciate the salient features of the Indian Constitution.
- To understand fundamental rights and constitutional remedies.
- To familiarize students with the powers and positions of the Union Executive, Union Parliament, and the Supreme Court.
- To enable students to exercise their adult franchise in voting and appreciate the electoral system of Indian democracy.

Unit I: The Making of the Indian Constitution

- The Constituent Assembly: Organization, Character, and Work.
- Salient features of the Constitution: A written and detailed document.
- Socialism, Secularism, Democracy, and Republic.

Unit II: Fundamental Rights and Fundamental Duties of Citizens

- Right to Equality.
- Right to Freedom.
- Right against Exploitation.
- Right to Freedom of Religion.
- Cultural and Educational Rights.
- Right to Constitutional Remedies.
- Fundamental Duties.

Unit III: Directive Principles of State Policy

- Socialistic Principles.
- Gandhian Principles.
- Liberal and General Principles.
- Differences between Fundamental Rights and Directive Principles.

Unit IV: The Union Executive, Union Parliament, and Supreme Court

- Powers and Position of the President.
- Qualifications and Method of Election of the President and Vice President.
- Prime Minister, Rajya Sabha, and Lok Sabha.
- The Supreme Court and High Courts: Functions and Positions.

Unit V: State Council, Election System, and Parliamentary Democracy in India

- State Council of Ministers and Chief Minister.
- Election System in India: Main Features.

- Election Commission.
- Features of Indian Democracy.

References:

1. Palekar, S.A. *Indian Constitution, Government, and Politics*, ABD Publications, India.
2. Aiyer, Alladi Krishnaswami. *Constitution and Fundamental Rights* (1955).
3. Markandan, K.C. *Directive Principles in the Indian Constitution* (1966).
4. Kashyap, Subash C. *Our Parliament*, National Book Trust, New Delhi (1989).

Course Outcomes:

- **CO1:** Gained understanding of democratic values and citizenship training.
- **CO2:** Established awareness of fundamental rights.
- **CO3:** Learned the functions of the Union and State Governments.
- **CO4:** Thorough understanding of the powers and functions of the judiciary.
- **CO5:** Developed an appreciation for democratic parliamentary rule.

References:

1. Palekar, S.A. *Indian Constitution, Government and Politics*, ABD Publications, India.
2. Aiyer, Alladi Krishnaswami. *Constitution and Fundamental Rights* (1955).
3. Markandan, K.C. *Directive Principles in the Indian Constitution* (1966).
4. Kashyap, Subash C. *Our Parliament*, National Book Trust, New Delhi (1989).

Course Outcomes:

- **CO1:** Democratic values and citizenship training are gained.
- **CO2:** Awareness of fundamental rights is established.
- **CO3:** The functions of the Union and State Governments are learned.
- **CO4:** The powers and functions of the judiciary are learned thoroughly.
- **CO5:** An appreciation of democratic parliamentary rule is developed.

CourseCode	CourseTitle	L	T	P	C
231LSCUV	UNIVERSAL HUMAN VALUES	-	-	-	1

Course Objectives:

The present course focuses on the meaning, purpose, and relevance of universal human values and aims to teach students how to consciously inculcate and practice these values in order to become good human beings and realize their full potential.

Unit I: Love and Compassion

- Introduction: What is love? Forms of love for self, parents, family, friends, spouse, community, nation, humanity, and other beings, both living and non-living.
- Love and compassion: Inter-relatedness.
- Love, compassion, empathy, sympathy, and non-violence.
- Individuals who are remembered in history for practicing compassion and love.
- Narratives and anecdotes from history, literature, and local folklore.
- Practicing love and compassion: What will learners gain if they practice love and compassion? What will they lose if they don't practice it?
- Sharing learners' individual and/or group experiences.
- Simulated situations and case studies.

Unit II: Truth and Honesty

- Introduction: What is truth? Universal truth, truth as a value, truth as fact (veracity, sincerity, honesty, among others).
- Individuals who are remembered in history for practicing this value.
- Narratives and anecdotes from history, literature, and local folklore.
- Practicing truth: What will learners gain if they practice truth? What will they lose if they don't practice it?
- Learners' individual and/or group experiences.
- Simulated situations and case studies.

Unit III: Non-Violence

- Introduction: What is non-violence? Its need. Love, compassion, empathy, and sympathy for others as prerequisites for non-violence.
- Ahimsa as non-violence and non-killing.
- Individuals and organizations known for their commitment to non-violence.
- Narratives and anecdotes about non-violence from history, literature, and local folklore.

- Practicing non-violence: What will learners gain if they practice non-violence? What will they lose if they don't practice it?
- Sharing learners' individual and/or group experiences about non-violence.
- Simulated situations and case studies.

Unit IV: Righteousness

- Introduction: What is righteousness?
- Righteousness and dharma; righteousness and propriety.
- Individuals who are remembered in history for practicing righteousness.
- Narratives and anecdotes from history, literature, and local folklore.
- Practicing righteousness: What will learners gain if they practice righteousness? What will they lose if they don't practice it?
- Sharing learners' individual and/or group experiences.
- Simulated situations and case studies.

Unit V: Peace

- Introduction: What is peace? Its need, relation to harmony and balance.
- Individuals and organizations known for their commitment to peace.
- Narratives and anecdotes about peace from history, literature, and local folklore.
- Practicing peace: What will learners gain if they practice peace? What will they lose if they don't practice it?
- Sharing learners' individual and/or group experiences about peace.
- Simulated situations and case studies.

Course Outcomes:

- **CO1:** Gain knowledge about universal human values and understand the importance of these values in individual, social circles, career paths, and national life.
- **CO2:** Learn from case studies of great and successful people who followed and practiced human values and achieved self-actualization.
- **CO3:** Become conscious practitioners of human values.
- **CO4:** Realize their potential as human beings and conduct themselves properly in the ways of the world.

SEMESTER II

பக்தி இலக்கியம் - 23110AEC21

இரண்டாம் பருவம்

பாடநோக்கங்கள்

- காலந்தோறும் பக்தி இலக்கியம் வளர்ந்துள்ள தன்மையைக் கற்பித்தல்.
- நாயன்மார்கள், ஆழ்வார்களின் பக்திச் சிறப்பை அறிய செய்தல்.
- ஆழ்வார்களின் பக்தி உணர்வை உண்டுதல்
- பாடல்களில் இசை இன்பம், ஓசை நயம் ஆகியவற்றை உணரச்செய்தல்
- குழந்தைப் பருவத்தின் தன்மையை உணர்த்துதல்

பயன்கள்

- நாயன்மார்கள் பக்திச் சிறப்பை அறிதல்.
- ஆழ்வார்களின் பக்தி நெறியை உணர்தல்.
- பக்தி இலக்கியம் காலம் தோறும் வளர்ந்ததை அறிதல்.
- பாடல்களில் இசை இன்பம், ஓசை நயம் அறிதல்.
- குழந்தைப் பருவத்தின் தன்மையை உணர்தல்.

அலகு - 1 பன்னிரு திருமுறைகள்

1. திருஞானசம்பந்தர் - திருத்தில்லைப் பதிகம்
2. திருநாவுக்கரசர் - திருநீற்றுப் பதிகம்
3. சுந்தரர் - திருவெண்ணைநல்லூர்
4. திருமூலர் - திருமந்திரம் (இளமை நிலையாமை)

அலகு - 2 பன்னிரு ஆழ்வார்கள்

1. ஆண்டாள் - திருப்பாவை
2. பெரியாழ்வார் - மூன்றாம் திருமுறை (பத்து பாடல்கள்)
3. மதுரகவியாழ்வார் - கண்ணின் நுண் சிறு தாம்பு

அலகு - 3 சிற்றிலக்கியங்கள்

1. மீனாட்சியம்மைப் பிள்ளைத்தமிழ் - செங்கீரை பருவம், அம்புலி பருவம்
2. நந்திக்கலம்பகம்
3. குற்றால குறவஞ்சி - குறத்தி நகர்வளம் கூறுதல்
4. காளமேகப்பூவார் பாடல்கள்

அலகு - 4 புதினம்

1. நா .பார்த்தசாரதியின் - குறிஞ்சி மலர்

அலகு -5 தமிழ் இலக்கிய வரலாறு

1. பக்தி இலக்கியங்கள்
2. சைவமும் தமிழும்
3. வைணவ சமயம் போற்றி வளர்த்த தமிழ்
4. சிற்றிலக்கியங்கள்
5. நாவல் இலக்கியம்

பார்வை நூல்கள் :

1. தேவாரம் - மணிவாசகர் பதிப்பகம் சென்னை
2. நாலாயிர திவ்ய பிரபந்தம் - வர்த்தமான பதிப்பகம் சென்னை
3. தமிழ் இலக்கிய வரலாறு - முனைவர் ச சுபாஷ் சந்திர போஸ், இயல் வெளியீடு ,தஞ்சாவூர்
4. தமிழ் நாவல் இலக்கியம் -கா கைலாசபதி- தமிழ் புத்தக,நிலையம், சென்னை

இணையதளம் -www.tamilvu.org , www.noolulagam.com

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	3	2	3	3	3	2	2	2	3	2	3	2
CLO2	3	3	2	2	2	3	2	3	3	2	2	2
CLO3	3	2	3	3	2	2	2	3	2	3	3	2
CLO4	3	3	3	2	2	2	3	2	3	2	3	3
CLO5	3	3	2	2	2	2	3	2	2	2	3	3

Course Code	Course Title	L	T	P	C
23111AEC21	ADVANCED ENGLISH-II	3	1	0	3

Aim:

To improve communication skills in English

Course Objective:

- To understand the format of e-mail, fax and memos
- To write itinerary, checklist, invitation, circular, instruction, recommendations
- To understand the impact of the biographies of famous people

Course Content:

Unit I

Introduction Test of vocabulary range; test of verbal speed; test of verbal responsiveness; affixation-prefix, suffix; synonyms.

Unit II

Homonyms and homographs Words of foreign origin; antonyms; redundant words; phrases; acronyms; words commonly confused; slang and new words.

Unit III

Technical terms Personality types; relationships; medicines; science;
business,
education, law, technology, and the humanities.

Unit IV

Vocabulary for professional exams TOEFL; IELTS; SAT; GRE; CAT; MAT; TANCET; BEC; GMAT

Unit V

Vocabulary games synonyms; antonyms; compound word; homophone; idioms; literature; oxymoron; parts of speech; prefix; suffix; root word; spelling; word play.

Outcome:

- Developing technological skill
- Able to write in a variety of formats
- Read biographies and develop personality

Author	Title of the book	Edition / Year Publisher	Edition / Year Publisher
Meenakshi Raman & Sangeetha Sharma	Technical Communication	2011	Oxford University Press
Rajendra Pal & J.S.Korlahalli	Business Communication	2015	Sultan

Course Code	Course Title	L	T	P	C
23111AEC22	ENGLISH-II	3	0	0	3

Course Objectives

CO1: To introduce learners to the essential skills of communication in English

CO2: To enable them use these skills effectively in academic and non-academic

contexts CO3: To enable them use these skills effectively in academic and non-

academic contexts CO4: To enable them use various business communication

strategies and to use advanced vocabulary

CO5: To familiarize them in writing descriptive essays and respond to arguments orally and in writing

Course Content:

UNIT I:

Poetry

1.1 Very Indian Poem in Indian English - Nissim Ezekiel

1.2 Still I Rise - Maya Angelou

1.3 On Killing a Tree - Gieve Patel

UNIT II: Prose

2.1 If You Are Wrong Admit it- Dale Carnegie

2.2 Kindly Adjust Please - Shashi Tharoor

2.3 The Spoon-fed Age- W.R. Inge

UNIT III: Fiction

3.2 Alchemist - Paulo Coelho

UNIT IV: Language Competency

4.1 Homonyms, Homophones, Homographs Portmanteau words

4.2 Subject Verb Agreement

UNIT V: English in the Workplace

5.1 Reading for General and Specific information [Charts, tables, schedules,

Graphs etc.]

5.2 Reading news and weather reports

5.3 Writing paragraphs

5.4 Taking and making notes

Course Outcomes	On completion of this course, students will;	POS
CO1	Learn to introduce themselves and talk about everyday activities confidently	PO1
CO2	Be able to write short paragraphs on people, places and events	PO1, PO2
CO3	Identify the purpose of using various tenses and effectively employ them in speaking and writing	PO4, PO6
CO4	Gain knowledge to write subjective and objective descriptions	PO4, PO5, PO6
CO5	Identify and use their skills effectively in formal contexts.	PO3, PO8

Text Books (Latest Editions)	
1.	The Alchemist - Paulo Coelho Harper – 2005

References Books (Latest editions and the style as given below must be strictly adhered to)	
1.	Advanced English Grammar. Martin Hewings. Cambridge University Press, 2000
2.	Descriptive English. SP Bakshi, Richa Sharma · 2019, Arihant Publications (India) Ltd.
3.	The Reading Book: A Complete Guide to Teaching Reading. <u>Sheena Cameron</u> , <u>Louise Dempsey</u> , S & L. Publishing, 2019.
4.	Skimming and Scanning Techniques, <u>Barbara Sherman</u> , Liberty University Press, 2014
5.	Brilliant Speed Reading: Whatever you need to read, however ... <u>Phil Chambers</u> , Pearson, 2013.
6.	The Archer, <u>Paulo Coelho</u> . Penguin Viking, 2020.

Web Resources	
1.	Very Indian poem by Nissim Ezekiel http://econtent.in/pacc.in/admin/contents/40_%20_2020103001102714.pdf
2.	Still I Rise by Maya Angelou https://www.poetryfoundation.org/poems/46446/still-i-rise
3.	The Flower by Tennyson: https://www.poemhunter.com/poem/the-flower-2/
4.	On Killing a tree by Gieve Patel: https://www.poemhunter.com/poem/on-killing-a-tree/
5.	If you are wrong, admit it: https://www.tbr.fun/if-youre-wrong-admit-it/
6.	Kindly Adjust please - Shashi Tharoor https://www.theweek.in/columns/shashi-tharoor/2018/05/25/kindly-adjust-to-our-english.html?fbclid=IwAR3lhtdXqvuV4ySECn9S7SA6HmCEYISyd1QHd3BlwKgiNKKwdkeSg3qWp-U/
7.	The Spoon Fed Age: https://www.nrkacademy.com/2016/04/spoon-feeding-by-wringe.html
8.	The Alchemist: https://www.youtube.com/watch?v=lxBYpmxjeDU

Mapping with Programme Outcomes:

	P O1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	P O8	PO 9	PO 10
CO 1	3	3	3	3	3	3	3	2	3	2
CO 2	2	3	3	3	2	3	3	2	2	2
CO 3	3	3	3	2	3	3	3	2	3	2
CO 4	3	3	3	3	3	3	3	2	2	2
CO 5	3	2	3	3	3	3	3	2	2	3

3 – Strong, 2 – Medium, 1 - Low

Mapping with Programme Specific Outcomes:

CO /PO	PSO 1	PS O2	PS O3	PS O4	PS O5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15

Weighted percentage of Course Contribution to POS	3.0	3.0	3.0	3.0	3.0
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Course Code	Course Title	L	T	P	C
23160AEC23	BUSINESS COMMUNICATION	5	0	0	4

COURSE OBJECTIVES:

- To educate students role & importance of communication skills
- To build their listening, reading, writing & speaking communication skills.
- To introduce the modern communication for managers.
- To understand the skills required for facing interview
- To facilitate the students to understand the concept of Communication.

UNIT I

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.

UNIT II

Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.

UNIT III

Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language.

UNIT IV

Communication through Reports – Agenda- Minutes of Meeting - Resume Writing.

UNIT V

Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites.

COURSE OUTCOMES:

- CO1** Understand 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

Reading List	
1.	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008
2.	Mallika Nawal –Business Communication – CENGAGE
3.	Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd - New Delhi.
4.	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008
5.	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.
References Books	
1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
3.	R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
4.	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015
Web Resources	
1.	https://www.managementstudyguide.com/business_communication.html
2.	https://studiousguy.com/business-communication/
3.	https://www.oercommons.org/curated-collections/469
4.	https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/
5.	https://open.umn.edu/opentextbooks/textbooks/8

Business Communication
Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

Course Title	Unit	Hours Allotment
Business Communication	I	15
	II	15
	III	15
	IV	15
	V	15

Course Code	Course Title	L	T	P	C
23160AEC24	ACCOUNTING FOR MANAGERS II	4	0	0	4

COURSE OBJECTIVES:

- To provide basic understanding of cost concepts and classification.
- To develop skills in tools & techniques and critically evaluate decision making in business.

- To understand various ratios and cash flow related to finance
- To recognize the role of budgets and variance as a tool of planning and control.
- To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios

UNIT I

Cost accounting – Meaning, nature, scope and functions, need, importance and limitations-
Cost concepts and classification – cost sheets – Tenders & Quotation

UNIT II

Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.

UNIT III

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover.

UNIT IV

Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget

UNIT V

Marginal Costing – CVP analysis – Break even analysis.

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

Reading List	
1.	Gupta, R.L and M. Radhaswamy.AdvancedAccountancy,Sultan Chand & Sons, 2016.
2.	T. S. and A .Murthy.ManagementAccounting.Chennai: Margham, 2007.
3.	Jain S.P and K.L Narang.Advanced Accountancy (Part II).Kalyani, 2007.
4	Mareshwari S.N, Advanced Accountancy (Part1I). Vikas, 2007.
5	Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017.
References Books	
1.	T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016
2.	Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015.
3.	Horngren Sunderu Stratton, Introduction to Management Accounting, Pearson Education,2013.
4.	Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting ,2019
5.	Colin Drury, Management and Cost Accounting (with CourseMate and eBook Access), Cengage, 2015.
Web Resources	
1	https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/
2	https://efinancemanagement.com/financial-accounting/management-accounting
3	http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859
4	https://www.wallstreetmojo.com/ratio-analysis/
5	http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656

Mapping with program outcomes

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

Strong M-Medium L-Low

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

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

Course Title	Unit	Hours Allotment
Accounting for Managers II	I	12
	II	12
	III	12
	IV	12
	V	12

Course Code	Course Title	L	T	P	C
23160GEC25	INTERNATIONAL TRADE	4	-	-	3

COURSE OBJECTIVES:

- To familiarize students on basics & theories of International Trade.
- To impart knowledge about international trade organization.
- To provide awareness about recent trends in International Trade and its implications.
- To Identify the key areas and terms relating to trade in the global economy
- To gain knowledge on the various modes of entry and the roles played by global institutions in international business.

UNIT I

Difference between Internal and International Trade – Importance of International Trade in the Global context.

UNIT II

Theories of Foreign Trade: - Absolute, Comparative, equal cost differences (Adam Smith, Ricardo, Haberler's Heckscher-Ohlin theories only)

UNIT III

Balance of Trade, Balance of Payment – Concepts – Causes of Disequilibrium, Methods to Correct Disequilibrium – Fixed and Floating Exchange Rates

UNIT IV

International Monetary Fund – IMF – International Liquidity- IBRD- WTO and its implications with special reference to India

UNIT V

International business Overview – globalization – MNC – FDI – Export management – significance to GDP- Export procedure & documentation.

COURSE OUTCOME:

CO1 Discuss the difference between internal and international trade and its significance

CO2 Explain international trade theories

CO3 Outline the balance of trade, balance of payment, exchange rate concept

CO4 Identify the relevance of international institutions and trading blocs.

CO5 Understand globalization and its impact on Indian business scenario and export business.

Reading List	
1.	The International trade journal
2.	International Journal of Trade & Global Market
3.	http://ijbr-journal.org/IJBR-JOURNAL/Default.aspx
4.	https://link.springer.com/article/10.1057/s41267-019-00219-7
5.	K. Aswathappa, International Business, Mc Graw Hill, India Pvt Ltd., 2015
References Books	
1.	Dr. S.Sankaran; International Trade, Margham publication, 2019.
2.	Amrita Narlikar; International Trade and Developing Countries: Bargaining Coalitions in the GATT & WTO, Routledge, 2016.
3.	Francis Cherunilam; International Trade & Export Management, Himalaya Publications, 20th edition, 2017.
4.	V.K. Bhalla, International Business, SCHAND publications, First edition, 2013.
5.	Avinash Dexit; Theory of International Trade, Cambridge University Press, 2016.
Web Resources	
	1. chromeextension://efaidnbmninnibpcajpcglclefindmkaj/http://bgc.ac.in/pdf/study-material/International-Trade.pdf 2. https://www.britannica.com/topic/international-trade 3. .www.imf.org/external/pubs/ft/fund/basics/trade.html 4. https://www.wto.org 5. https://www.imt.org

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

CO5	S	M	M	S	S	S	S	S
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CO-PO Mapping (Course Articulation Matrix)

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

Level of Correlation between PSO's and CO's

Course Title	Unit	Hours Allotment
International Trade	I	12
	II	12
	III	12
	IV	12
	V	12

COURSE CODE	COURSE TITLE	L	T	P	C
23160GEC26	BUSINESS ETHICS	3	1	1	3

AIM

To study about the personal values and moral standards and the importance of honesty in business.

OBJECTIVES

- I. To clarify what is ethics and what is not ethics in business.
- II. To apply the ethical principles in day – to –day business practices.
- III. To know the role of various agencies in ensuring the ethics principles and their practices.
- IV. To analyze ethical issues in Indian business.

UNIT – I

Ethics – Meaning and definition – Personal Ethics – Professional Ethics – Business Ethics – Value and Ethics in Business – Corporate Governance Ethics – Benefits to Ethics in Work Place
UNIT – II
Corporate Ethics – Investors Rights – Rights of Share Holders – Privileges, Problems and Protection – Guide for Investors.

UNIT – III

Corporate social Responsibility – Scope of Social Responsibility of Business and Corporate Justification – Advantages – Steps to attain Social Responsibility.

UNIT – IV

The Ethics in Consumer Protection – Consumer and Consumer Protection – Parties to Consumer Protection – Consumer Duties and Responsibilities – Consumer Protection Act 1986 – Consumer Protection Act 2002- Prevention of food Adulteration Act 1954.

UNIT – V

Role of various Agencies in Ensuring Ethics in Business – Public Opinion – Auditors – Board of Directors – Media –Advertising – Government Agencies-Judiciary-SEBI

OUTCOME

- Understand, and evaluate various organizational influences affecting ethical decisions
- Present and analyze ethical and moral issues
- Explore ethical theories

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

CO-PO Mapping (Course Articulation Matrix)

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

Level of Correlation between PSO's and CO's

Course Title	Unit	Hours Allotment
International Trade	I	12
	II	12
	III	12
	IV	12
	V	12

COURSE CODE	COURSE TITLE	L	T	P	C
23160SEC27	E-BUSINESS	3	1	1	3

Objectives:

- To understand the use of Computers in decision-making.
- To provide an insight into various processing and information systems.
- To expose the students to electronic modes of commercial operations.

Unit	Topic	Content
I	E-Business – An Introduction	Introduction, E-Commerce – definition, History of E-commerce, types of E-Commerce (B2B, B2C, etc.), Comparison of traditional commerce and e-commerce, E-Commerce business models, advantages/disadvantages of e-commerce, web auctions, virtual communities, portals, e-business revenue models.
II	Security for E-Business	Security threats overview, implementing E-commerce security, encryption, decryption, protecting client computers, E-Commerce communication channels, web servers encryption, SSL protocol, firewalls, cryptography methods, VPNs, protecting networks, policies and procedures.
III	E-Payments	E-payment systems – overview, B2C and B2B payments, types of e-payment systems (credit cards, debit cards, digital wallets, smart cards, RFID concepts), Secure Electronic Transaction (SET) protocol.
IV	E-Business Marketing Technologies	E-commerce and marketing (B2B, B2C marketing and branding strategies), web transaction logs, cookies, shopping cart database, DBMS, SQL, data mining, CRM systems, permission marketing, affiliate marketing, viral marketing.
V	Cyber Laws	Legal aspects of E-business, Internet frauds, Cyber Laws, IT Act 2000 salient features, guidelines on cyber securities.

Course Outcomes:

- Maintaining database and processing software.
- Analysing records according to management policy.
- Providing practical exposure in various reporting methods and Internet accessibility.

References:

1. Marriappa M – E-Commerce
2. R.G. Saha – E-Business, HPH
3. M. Suman – E-Commerce & Accounting
4. Kalakota Ravi and A.B. Whinston – *Frontiers of Electronic Commerce*, Addison
5. Watson R.T – *Electronic Commerce – The Strategic Perspective*, The Dryden Press
6. Agarwala K.N and Deeksha Agarwala – *Business on the Net – What's and How's of E-Commerce*
7. Agarwala and Agarwala – *Business on the Net – Bridge to the Online Storefront*
8. Murthy C.S.V – *E-Commerce*, Himalaya Publishing House Pvt. Ltd.

COURSE CODE	COURSE TITLE	L	T	P	C
23160SEC28	ELEMENTS OF INSURANCE	3	1	1	3

Objectives:

- To highlight the importance of insurance and its basic concepts.
- To make the students aware of various types of insurance and its impact on economic development.
- To enable the students to prepare procedures regarding settlement policy claims.
- To understand the various principles of life insurance, marine, fire, medical insurance, etc.
- To make students aware of the principles of life insurance and various kinds.

Unit	Topic	Content
I	Introduction to Insurance	Purpose and need of insurance, insurance as a social security tool, insurance and economic development, types of insurance.
II	License for Agent	Procedure for becoming an agent, prerequisites for obtaining a license, duration of license, cancellation of license, revocation or suspension, code of conduct, unfair practices.
III	Regulations for Agent	Fundamentals of agency, definition of an agent, agent regulations, insurance intermediaries, agents' compensation, IRDA (Insurance Regulatory and Development Authority).
IV	Functions of Agent	Functions of the agent, proposal form and other forms for the grant of cover, financial and medical underwriting, material information, nomination and assignment, procedure regarding settlement of policy claims.
V	Types of Insurance	Fundamentals/Principles of Life Insurance, Marine, Fire, Medical, General Insurance, Contracts of various kinds, insurable interest, Actuarial Science.

Course Outcomes:

- Knowledge of concepts and conversions of elements of insurance.
- Understanding the fundamentals of agency and the procedure for becoming an agent.
- Awareness of various methods of insurance policies.
- Knowledge of calculating agent proposal forms and other forms.
- Understanding the procedure regarding the settlement of policy claims.
-

Text and Reference Books **(Latest Revised Edition Only):**

1. **Insurance** by Dr. P. Periasamy – Tata McGraw Hill
2. **Fundamentals of Insurance** by P. Periasamy – Vijay Nicole Imprints (P) Ltd.
3. **Insurance India** by P.S. Palande, R.S. Shah
4. **Insurance Principles and Practices** by Mishra, N – S. Chand Co.
5. **Insurance Regulatory and Development Act, 1999**

Course Code	Course Title	L	T	P	C
231AECCCMS	COMMUNICATION SKILL	2	-	-	1

Course Objectives:

- Identify common communication problems that may be holding learners back.
- Recognize what their non-verbal messages are communicating to others.
- Understand the role of communication in the teaching-learning process.
- Learn to communicate through digital media.
- Understand the importance of empathetic listening.
- Explore communication beyond language.

Course Outcome: By the end of this program, participants should have a clear understanding of what good communication skills are and what they can do to improve their abilities.

Unit I: Effective Listening

- Techniques of effective listening.
- Listening and comprehension.
- Probing questions.
- Barriers to listening.

Unit II: Pronunciation and Fluency

- Pronunciation.
- Enunciation.
- Vocabulary.
- Fluency.
- Common errors.

Unit III: Effective Reading

- Techniques of effective reading.
- Gathering ideas and information from a given text:
 - Identify the main claim of the text.
 - Identify the purpose of the text.
 - Identify the context of the text.
 - Identify the concepts mentioned.
- Evaluating these ideas and information:
 - Identify the arguments employed in the text.
 - Identify the theories employed or assumed in the text.
- Interpreting the text:
 - Understanding what a text says.
 - Understanding what a text does.
 - Understanding what a text means.

Unit IV: Clear and Effective Writing

- Clearly state the claims.
- Avoid ambiguity, vagueness, unwanted generalizations, and oversimplification of issues.
- Provide background information.
- Effectively argue the claim.
- Provide evidence for the claims.
- Use examples to explain concepts.
- Follow conventions.
- Be properly sequenced.
 - Well-knit logical sequence.
 - Narrative sequence.
 - Category groupings.
- Different modes of writing:
 - E-mails.
 - Proposal writing for higher studies.
 - Recording the proceedings of meetings.
 - Any other mode of writing relevant for learners.

Unit V: Digital Literacy

- Role of digital literacy in professional life.
- Trends and opportunities in using digital technology in the workplace.
- Internet basics.
- Introduction to MS Office tools:
 - Paint.
 - Word.
 - Excel.
 - PowerPoint.

References:

1. Sen, Madhucchanda (2010), *An Introduction to Critical Thinking*, Pearson, Delhi.
2. Silvia, P.J. (2007), *How to Read a Lot*, American Psychological Association, Washington DC.

Course Code	Course Title	L	T	P	C
231SSCBE	BASIC BEHAVIORAL ETIQUETTE	0	0	0	1

SEMESTER III

காப்பிய இலக்கியம் - 23110AEC31 மூன்றாம் பருவம்

பாடநோக்கங்கள்

- ◆ தமிழ்க் காப்பியங்களை அறிமுகப்படுத்துதல்.
- ◆ காப்பியங்கள் கூறும் வாழ்வியல் அறங்களை உணர்த்துதல்.
- ◆ காப்பிய இலக்கியங்களில் இலக்கியச் சுவையை பயிற்றுவித்தல்.
- ◆ நாடக இலக்கியத்தின் தனித்துவத்தைக் கற்பித்தல்.
- ◆ புராணச் செய்திகளை மேம்படுத்திக் கொள்ளச்செய்நல்

பயன்கள்

- ◆ இலக்கியங்களின் சிறப்புகளை அறிவர்
- ◆ காப்பியக் கதைகள் வழி அறச் சிந்தனை பெறுவர்
- ◆ பல்வேறு காப்பிய வடிவங்களை பற்றிய அறிவு பெறுவர்.
- ◆ நாடக படைப்பாக்கத்திற்கான தூண்டுதலைப் பெறுவர்
- ◆ புராணச் செய்திகள் வழி தமிழ் கலாச்சாரத்தை அறிவர்.

அலகு -1 காப்பியங்கள்

1. சிலப்பதிகாரம் - மதுரை காண்டம் (வழக்குரை காதை)]
2. மணிமேகலை - விழாவறை காதை
3. சீவக சிந்தாமணி - குணமாலையார் இலம்பகம்

அலகு -2 காவியங்கள்

1. கும்பராமாயணம் - மந்தரை சூழ்ச்சி படலம்
2. மகாபாரதம் - ஆரண்ய பருவம்

அலகு -3 புராணங்கள்

1. பெரியபுராணம் - இளையான்குடி மாற நாயனார் புராணம்
2. சீறாப்புராணம் - ஈத்தங்குழை வரவழைத்தப் படலம்
3. தேம்பாவணி - பிரிந்த மகனை காண்படலம்

அலகு -4 நாடகம் - சாபம்? விமோசனம்

அலகு -5 இலக்கிய வரலாறு

1. காப்பியங்கள்
2. இரட்டைக் காப்பியங்கள்
3. நாடக இலக்கியம்

பார்வை நூல்கள் :

1. காப்பியத்திறன் - மணிவாசகர் நூலகம், சிதம்பரம்.
2. தமிழ் காப்பியங்கள் - கி. வா .ஜெகன் ஜெகநாதன் , அமுத நிலையம், சென்னை .
3. நவீன நாடக உருவாக்கம் - கோ பழனி , தமிழ் பல்கலைக்கழகம், தஞ்சாவூர்.

4. இணையதளம் - www.tamilvu.org , www.noolulagam.com

5. சாபம்? விமோசனம்

மு.இராமசுவாமி,
செண்பகம் இராமசுவாமி,
பாவை பதிப்பகம், ஜானிஜான் சாலை,
சென்னை - 14

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	3	2	3	3	3	2	2	2	3	2	3	2
CLO2	3	3	2	2	2	3	2	3	3	2	2	2
CLO3	3	2	3	3	2	2	2	3	2	3	3	2
CLO4	3	3	3	2	2	2	3	2	3	2	3	3
CLO5	3	3	2	2	2	2	3	2	2	2	3	3

Course Code	Course Title	L	T	P	C
23111AEC31	ADVANCED ENGLISH-III	3	1	0	3

Course Objective:

- To familiarize with the organs of speech and the description and classification of speech sounds
- To understand consonant cluster, syllable, word accent and intonation. To know how to interpret graphics
- To write slogans and advertisements

Course Content:

UNIT-I

The Origins of Language - The natural sound source - The social interaction source the physical adaptation source: teeth and lips, mouth and tongue, larynx and pharynx

UNIT-II

The Sounds of Language – Phonetics Voiced and voiceless sounds
Place of articulation Manner of articulation - Consonants, Vowels, Diphthongs

UNIT-III

The Sound Patterns of Language Phonology Phonemes: Natural classes Syllables: Consonant clusters Co articulation effects: Assimilation, Nasalization, Elision , Normal

UNIT-IV

Word formation - Coinage, Acronyms, Derivation, Prefixes and suffixes, Infixes, Multiple

UNIT-V

Syntax Course Outcome:

- ❖ Understand phonetics
- ❖ Develop writing skill
- ❖ Able to develop creative writing

Author	Title of the book	Edition / Year	Publisher
T.B.Balasubramaniyan	A textbook of phonetics for Indian Students	Reprint 2208	Macmillian
Meenakshi Sharma & Sangeetha Sharma	Technical Communication	2011	Oxford University Press

Course Code	Course Title	L	T	P	C
23111AEC32	ENGLISH-III	3	1	0	3

Course Objectives:

CO1: To enhance the level of literary and aesthetic experience of students and to help them respond creatively.

CO2: To sensitize them to the major issues in the society and the world.

CO3: To sensitize them to the major issues in the society and the world.

CO4: To equip them to utilize the digital knowledge resources effectively for their chosen fields of study.

CO5: To help them think and write imaginatively and critically.

Course Content:

UNIT I:

Poetry:

- | | |
|--------------------------------|----------------------|
| 1.1 The Voice of the Mountains | - Mamang Dai |
| 1.2 A Song of Hope | - Oodgeroo Noonuccal |
| 1.3 In an Artist's Studio | - Christina Rossetti |

UNIT II:

Scenes from Shakespeare:

- | | |
|--------------------|--------------------|
| 2.1 Romeo & Juliet | -The Balcony Scene |
| 2.2 Macbeth | -Banquet Scene |
| 2.3 Julius Caesar | - Murder Scene |

UNIT III:

Speeches of Famous personalities

- | | |
|--------------------------------------|---------------|
| 2.3 Yes, We Can | -Barack Obama |
| 2.4 You've Got to Find What You Love | -Steve Jobs |

UNIT IV:

Language Competency

- 4.1 Writing letters and emails
- 4.2 Writing and messaging in social media platforms[blogs, twitter, instagram. Facebook]
- 4.3 Learning netiquette, email etiquette

UNIT V:*English for Workplace*

5.1 Data Interpretation and Reporting

5.2 Data Presentation and analysis

5.3 Meeting Etiquettes - language, dress code, voice modulation.

Online Meetings - Terms and expressions used

5.4 Conducting and participating in a meeting

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Broaden their outlook and sensibility and be acquainted with cultural diversity and divergence in perspectives.	PO1
CO2	Be updated with basic informatics skills and attitudes relevant to the emerging knowledge society	PO1,PO2
CO3	Produce grammatically and idiomatically correct language.	PO4,PO6
CO4	Gain knowledge in writing techniques to meet academic and professional needs.	PO4,PO5,P O6
CO5	Be equipped with sufficient practice in Vocabulary, Grammar, Comprehension and Remedial English from the perspective of career oriented tests.	PO3,PO8

Text Books (Latest Editions)	
1.	Arden Shakespeare Complete works by <u>Shakespeare</u> (Author), <u>William</u> (Author), Bloomsbury, 2011)
References Books:(Latest Editions,and the style as given below must be strictly adhered to)	
2.	<u>Shakespeare Book: Big Ideas Simply Explained</u> , Stanley Wells et al. DK Publishing, 2015
3.	Famous Speeches by Mahatma Gandhi, Createspace Independent Publishing Platform, 2016
4.	How to Build a Professional Digital Profile Kindle Edition by <u>Jeanne Kelly Bernish</u> , Bernish Communications Associates, LLC; 1st edition (May 29, 2012)
5.	Keys to Teaching Grammar to English Language Learners, Second Ed.: A Practical Handbook by <u>Keith S Folse</u> , Michigan Teacher Training, 2016.
6.	Role Play-Theory and Practice. <u>Krysia M Yardley-Matwiejczuk</u> , SAGE publications ltd, 1997

Web Resources	
1.	The Voice of the Mountains by Mamang Dai: https://www.scribd.com/document/558838656/The-Voice-of-the-Mountain-By-Mamang-Dai-Adivasi-Resurgence
2.	A song of Hope by Kath Walker: http://www.wordslikethis.com.au/a-song-of-hope/
3.	In an artist's studio by Christina Rossetti: https://www.poetryfoundation.org/poems/146804/in-an-artist39s-studio
4.	Sita by Toru Dutt: https://www.poetrynook.com/poem/s%E2%94%9C%C2%ABta

5.	Tryst with Destiny: https://www.cam.ac.uk/files/a-tryst-with-destiny/index.html#:~:text=Jawaharlal%20Nehru%2C%20delivering%20his%20Tryst%20with%20Destiny%20speech.&text=%22Long%20years%20ago%20we%20made,awake%20to%20life%20and%20freedom.
6.	Yes, We Can: https://www.englishspeecheschannel.com/english-speeches/barack-obama-speech/
7.	You've got to find what you love: https://www.businessbusinessbusiness.com.au/steve-jobs-youve-got-to-find-what-you-love/#:~:text=Steve%20Jobs%2C%20in%20his%20commencement,emphasizes%20on%20believing%20in%20oneself.

	P O1	PO 2	P O3	PO 4	PO 5	PO 6	PO 7	P O8	PO 9	PO10
CO1	3	3	3	3	3	3	3	2	3	2
CO2	2	3	3	3	2	3	3	2	2	2
CO3	3	3	3	2	3	3	3	2	3	2
CO4	3	3	3	3	3	3	3	2	2	2
CO5	3	2	3	3	3	3	3	2	2	3

3 – Strong, 2 – Medium, 1 – Low Mapping with

Programme Specific Outcomes:

CO /PO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to POS	3.0	3.0	3.0	3.0	3.0

Course Code	Course Title	L	T	P	C
23160AEC33	BUSINESS ENVIRONMENT	5	0	0	4

COURSE OBJECTIVE:

- To impart knowledge on the concept of business environment & its significance.
- To know the various environment factors and its impact on business.
- To throw light on importance of the types of Social Organization.
- To discuss on the role of Planning.
- To create awareness of RBI & Stock Exchange.

UNIT I

The concept of Business Environment – Its nature and significance – Brief overview of political – Cultural – Legal – Economic and social environments and their impact on business and strategic decisions

UNIT II

Political Environment – Government and Business relationships in India

UNIT III

Social environment – Cultural heritage- Social attitudes – Castes and communities – Joint family systems – linguistic and religious groups – Types of social organization

UNIT IV

Economic Environment – Economic systems and their impact of business – Role of planning - NITI aayog.

UNIT V

Financial Environment – Financial system – Commercial bank – Financial Institutions – RBI Stock Exchange – IDBI – Non-Banking Financial Companies NBFCs

COURSE OUTCOME:

- CO1** To understand the concepts of Business Environment.
CO2 To apply knowledge in the business and strategic decisions.
CO3 To analyze the importance of business.
CO4 To evaluate the types of business environment and its global impact.
CO5 To construct and stimulate environment for real-time business.

Reading List	
1.	Francis Cherunilam, 2002, <i>Business environment</i> , Himalaya Publishing House, 11 th Revised Edition, India.
2.	Dr.S.Sankaran, <i>Business Environment</i> , Margham Publications.
3.	K.Ashwathappa, 1997, <i>Essentials of Business Environment</i> , Himalaya Publishing House, 6 th Edition, India.
4.	Joshi Rosy Kapoor Sangam, <i>Business Environment</i> , Kalyani Publishers, Ludhiana.
5.	C B Gupta, <i>Business Environment</i> , Sultan Chand & Sons,2018.
References Books	
1.	Justin Paul, <i>Business Environment</i> , Tata McGraw Hill, New Delhi, 2006.
2.	John Brinkman, Ilve Navarro Bateman, Donna Harper, Caroline Hodgson, <i>Unlocking the Business Environment</i> , Routledge.
3.	Shaikh Saleem, <i>Business Environment</i> , Pearson Education; Fourth edition (15 July 2020); Pearson Education.
4.	Dr.Amit Kumar, <i>Business Environment</i> , Sahitya Bhawan Publications; 2021st edition (1 January 2019).
5.	Wim Hulleman and Ad Marijs, <i>Economics and Business Environment</i> , Routledge.
Web Resources	
1	https://pestleanalysis.com/political-factors-affecting-business/
2	https://iimm.org/wp-content/uploads/2019/04/IIMM_BE_Book.pdf
3.	https://www.marketingtutor.net/political-factors-affect-business/
4.	https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/
5.	https://opentext.wsu.edu/cpim/chapter/chapter-4-the-economic-and-political-environment/

Mapping with Programme Outcomes:

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

S-Strong M-Medium L-Low

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

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

Course Title	Unit	Hours Allotment
Business Environment	I	15
	II	15
	III	15
	IV	15
	V	15

Course Code	Course Title	L	T	P	C
23160AEC34	ORGANIZATIONAL BEHAVIOUR	5	0	0	4

COURSE OBJECTIVE:

- To have extensive knowledge of OB.
- To create awareness of job satisfaction.
- To enhance the importance of workplace counseling.
- To analyze the importance of coordination.
- To measure the organizational development.

UNIT I

Need and scope of organizational behaviour - Theories of organization - Individual difference Vs Group intelligence tests -Measurement of intelligence - Personality Tests - Nature – Types and uses of perception

UNIT II

Motivation - Financial and non -Financial motivational techniques - Job satisfaction - meaning - Factors - Theories -Measurement -Morale - Importance - Employee attitudes and behavior and their significance to employee productivity.

UNIT III

Work environment - Good house-keeping practices - Design of work place – Fatigue & stress – Causes and prevention and their importance – Work place counseling - Leadership -Types and theories of leadership

UNIT IV

Group dynamics -Cohesiveness - Co-operation - Competition - Resolution - Sociometry - Group norms - Role position status

UNIT V

Organizational culture and climate - Organizational Development

COURSE OUTCOME:

CO1 To define Human behaviour at work place.

CO2 To apply motivation, leadership and learning theories at work place.

CO3 To analyze the complexities and solutions of human behaviour.

CO4 To explain issues relating to individual and group behaviour.

CO5 To create a congenial climate in the organization.

Reading List	
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge , <i>Organizational Behaviour</i> , Pearson Education, 18 th Edition, 2022.
2.	Fred Luthans, <i>Organizational Behaviour</i> , Tata Mc Graw Hill, 2017.
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, <i>Organizational Behaviour</i> , John Wiley & Sons, 2011
4.	
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).
References Books	
1.	Uma Sekaran, <i>Organizational Behaviour Text & cases</i> , 2 nd edition, Tata McGraw Hill Publishing CO. Ltd
2.	Gangadhar Rao, Narayana, V.S.P Rao, <i>Organizational Behaviour</i> 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1 st edition
3.	S.S. Khanka, <i>Organizational Behaviour</i> , S. Chand & Co, New Delhi.
4.	J. Jayasankar, <i>Organizational Behaviour</i> , Margham Publications, Chennai, 2017.
5.	John Newstrom, <i>Organizational Behaviour: Huma Behaviour at Work</i> , McGraw Hill Education; 12th edition (1 July 2017)
Web Resources	
1	https://www.iedunote.com/organizational-behavior

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

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

S-Strong M-Medium L-Low

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

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

Course Title	Unit	Hours Allotment
Organizational Behaviour	I	15
	II	15
	III	15
	IV	15
	V	15

Course Code	Course Title	L	T	P	C
23160GEC35	BUSINESS STATISTICS	5	0	0	4

COURSE OBJECTIVE:

- Measures of Central Tendency
- Measures of Variation
- Analyze of Time Series
- Understand Index Numbers
- Test Hypothesis

UNIT I

Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.

UNIT II

Measures of Variation – Standard Deviation –Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve –Simple Correlation – Scatter Diagram – Karl Pearson’s Correlation – Rank Correlation – Regression.

UNIT III

Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations

UNIT IV

Index Numbers – Consumer Price Index – And Cost of Living Indices- Statistical quality control

UNIT V

Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.

COURSE OUTCOME:

CO1 Measures of Central Tendency

CO2 Measures of Variation

CO3 Analyze of Time Series

CO4 Understand Index Numbers

CO5 Test Hypothesis

Reading List	
1.	Statistics: Vol 56, No 4 (Current issue) (tandfonline.com)
2.	Statistics Journal Journal of Statistics Research Journal of Statistics Statistics science papers-STM Journals
3.	N.Arora,S.Arora; Statistics for Management; S.Chand and Company Ltd.; New Delhi 2006
4.	https://www.springer.com/statistics/journal/13171
5.	https://www.scimagojr.com/journalsearch.php?q=200147130&tip=sid
References Books	
1.	P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai,2004.
2.	S.P. Gupta, Statistical Methods, Sultan Chand & Sons, NewDelhi,2007.
3.	S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, NewDelhi,2007.
4.	J.K. Sharma, Business Statistics, Pearson Education, New Delhi,2007.
5.	Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill
Web Resources	
	<ol style="list-style-type: none"> https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/ https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf http://www.statisticshowto.com https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/ https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/

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

CO-PO Mapping (Course Articulation Matrix)

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

Course Title	Unit	Hours Allotment
Business Statistics	I	12
	II	12
	III	12
	IV	12
	V	12

Course Code	Course Title	L	T	P	C
23160GEC36	COMPUTER APPLICATION IN BUSINESS	2	0	0	2

\COURSE OBJECTIVE:

- To build skills in Ms-Word
- To build skills in Ms-Excel,
- To build skills in Ms- Power Point
- To understand the basics of tally
- To familiarize students with Google forms for students with relevance in business scenario and its applications.

UNIT 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, Macros, Mail merge, Tracking Changes, Security, Printing Documents .

UNIT II

Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization

UNIT III

Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.

UNIT IV

Introduction to Tally - Features of tally, creation of the company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with bill-wise details Interest computation, and order processing. Reports - Profit and Loss A/C, Balance Sheet

UNIT V

Use Google Forms to develop & share the questionnaire.

COURSE OUTCOME:

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 Demonstrate hands-on experience with Tally for business activities

CO5 Demonstrate hands-on experience with Tally for reporting in business

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

2.	Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman
3.	Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
4.	Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.
5.	S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.
Web Resources	
1.	https://www.microsoft.com/en-us/microsoft-365/blog/
2	https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18
3	https://byjus.com/govt-exams/microsoft-word/
4	https://edu.gcfglobal.org/en/google-forms/
5	https://www.tutorialkart.com/tally/tally-tutorial/ Margham Publications, 2019.

S-Strong M-Medium L-Low
CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's

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

Course Title	Unit	Hours Allotment
Computer Application in Business	I	6
	II	6
	III	6
	IV	6
	V	6

COURSE CODE	COURSE TITLE	L	T	P	C
23161SEC37	INTELLECTUAL PROPERTY RIGHTS	4	0	0	3

OBJECTIVES:

computerized
completion of

Examination of general accounting applications as they apply to financial records for each step of the accounting cycle to the financial statements, as well as management accounting applications.

Preparation of Trial Balance- preparation of profit and loss accounts, Balance Sheet

1. Interest Simple,compound interest calculation.Setting Ledgermaster,Interest Report.
2. Receivable And Payable Management, meaning activating bill wise details,all types of entries
3. Cost Centres and Category summary, cost centre breakup ledgers and group breakup outstanding receivable and payable, interest receivable and payable,statistics, cash and fund flow daybook list of account reversing journals,optional vouchers.
4. Budget Budgetary control creation of budget, group budget Budgetary ledger creation alteration of budget deletion budget.
5. Introduction to GST, Getting started with GST, Transferring Input tax to GST,Interest supply of goods, GSTreports
6. Recording advance entries,Exports,Imports,Exempted Goods, AdjustmentandReturn filing,GST tax payments
7. Electronic Commerce Introduction, Tax Collected at Source (TCS), Procedures For E-commerce Operator,Input Tax Credit:-Introduction,Important Points,Input Service Distributors
8. Matching of Input Tax Credit, Returns, GSTR-2 ,Other Taxable Persons, Annual Return, Overview of the IGST Act,Overview, Other Provisions.
9. GSTPortal,Introduction,GSTeco-system,GSTSuvudhaProviderUploadingInvoices.

Course Outcomes

Input journal entries ,adjust entries and prepare financial statements for cash and accrual-based businesses

Record vendor,customer,and inventory transactions essential for maintaining accounts payable,accounts receivable,and inventory subsidiary ledgers

COURSE CODE	COURSE TITLE	L	T	P	C
23161SEC38	TALLY. ERP 9	4	0	0	3

OBJECTIVES:

Examination of general accounting applications as they apply to computerized financial records for each step of the accounting cycle to the completion of financial statements, as well as management accounting applications.

Preparation of Trial Balance- preparation of profit and loss accounts, Balance Sheet

1. Interest Simple, compound interest calculation. Setting Ledgermaster, Interest Report.
2. Receivable And Payable Management, meaning activating bill wise details, all types of entries
3. Cost Centres and Category summary, cost centre breakup ledgers and group breakup outstanding receivable and payable, interest receivable and payable, statistics, cash and fund flow daybook list of account reversing journals, optional vouchers.
4. Budget Budgetary control creation of budget, group budget Budgetary ledger creation alteration of budget deletion budget.
5. Introduction to GST, Getting started with GST, Transferring Input tax to GST, Interest supply of goods, GST reports
6. Recording advance entries, Exports, Imports, Exempted Goods, Adjustment and Return filing, GST tax payments
7. Electronic Commerce Introduction, Tax Collected at Source (TCS), Procedures For E-commerce Operator, Input Tax Credit:- Introduction, Important Points, Input Service Distributors
8. Matching of Input Tax Credit, Returns, GSTR-2, Other Taxable Persons, Annual Return, Overview of the IGST Act, Overview, Other Provisions.
9. GST Portal, Introduction, GST Eco-system, GST Suvidha Provider Uploading Invoices.

Course Outcomes

Input journal entries, adjust entries and prepare financial statements for cash and accrual-based businesses

Record vendor, customer, and inventory transactions essential for maintaining accounts payable, accounts receivable, and inventory subsidiary ledgers

Course Code	Course Title	L	T	P	C
23160RMC39	RESEARCH METHODOLOGY	2	0	0	1

Course Objectives:

- To understand the steps in the research process and the suitable methods for each step.
- To identify various research communications and their salient features.
- To carry out a basic literature survey using common databases.

Course Outcome: Students will develop the ability to conduct an independent literature survey corresponding to specific publication types and assess basic computational frameworks used in mathematical research.

Unit I: Research in Management

- An introduction to research in management.
- Definition, meaning, and nature of research.
- Scope and objectives of research.
- Types of research.

Unit II: Research Design

- Defining the research problem and formulating hypotheses.
- Experimental designs.
- Sampling and types of sampling.

Unit III: Research Process

- Steps in the research process.
- Data collection and measurement.
- Sources of secondary data.
- Methods of primary data collection.
- Questionnaire construction.

Unit IV: Data Presentation and Analysis

- Data processing.

- Methods of statistical analysis and interpretation of data.
- Testing of hypotheses and theory of inference.
- Correlation and regression analysis.

Unit V: Report Writing and Presentation

- Steps in report writing.
- Types of reports.
- Formats of reports.
- Presentation of a report.

References:

1. C.R. Kothari, *Research Methodology*, Wiley Eastern Ltd., New Delhi.
2. P. Saravanel, *Research Methodology*, Kitab Mahal, Allahabad.
3. O.R. Krishnaswami, *Methodology of Research in Social Science*.
4. D. Amarchand, *Research Methods in Commerce*.

Course Code	Course Title	L	T	P	C
231ACLSOAN	OFFICE AUTOMATION	-	-	-	1

COURSE OBJECTIVE:

To provide in-depth training in office automation, internet, and internet tools. The course also helps the candidates to get acquainted with IT.

Course Outcome: After completing the course, students can work with documents, and spreadsheets, and create small presentations. They will also be familiar with using the Internet.

Unit I: Knowing the Basics of Computers

Unit II: Word Processing (MS Word)

Unit III: Spreadsheet (MS Excel)

Unit IV: Presentation (MS PowerPoint)

Unit V: Communicating with the Internet

References:

1. V. Rajaraman, *Fundamentals of Computers*, Prentice-Hall of India.
2. John Walkenbach, Herb Tyson, Faithe Wempen, Cary N. Prague, Michael R. Groh, Peter G. Aitken, and Lisa A. Bucki, *Microsoft Office 2007 Bible*, Wiley India Pvt. Ltd.
3. Alexis Leon, Mathews Leon, and Leena Leon, *Introduction to Information Technology*, Vijay Nicole Imprints Pvt. Ltd., 2013.
4. P.K. Sinha, *Computer Fundamentals*, BPB Publications.
5. [Wikipedia](#)
6. [OpenOffice Documentation](#)
7. [Windows Basics](#)

SEMESTER IV

சங்க இலக்கியம் - 23110AEC41

நான்காம் பருவம்

பாடநோக்கங்கள்

TAMIL IV

- ◆ இலக்கியங்கள் வாயிலாக சமுதாயக் கருத்தக்களை
- ◆ பழந்தமிழ் இலக்கிய வளத்தை உணர்த்துதல்.
- ◆ சங்க அக, புற பாடல் மரபுகளைப் பயிற்றுவித்தல்
- ◆ வாழ்வியல் அறங்கள் மற்றும் வரலாற்றுச் செய்திகளை . பயிற்றுவித்தல்
- ◆ புற இலக்கியங்கள் காட்டும் வாழ்வியல் அறங்களை எடுத்துக் கூறுதல்

பயன்கள்

- ◆ பழந்தமிழ் இலக்கிய மரபை அறிவர்.
- ◆ சங்க இலக்கியங்களில் உள்ள அழகியல் கூறுகளை உணர்வர்.
- ◆ வாழ்வியல் அறங்கள் மற்றும் வரலாற்றுச் செய்திகளை அறிவர்.
- ◆ சங்க அக, புற பாடல் மரபுகளை புரிந்துக்கொள்வர்.
- ◆ புற இலக்கியங்கள் காட்டும் வாழ்வியல் அறங்களை உணர்வர்.

அலகு-1

1. குறுந்தொகை- பாடல் எண்: 28,38
2. நற்றிணை- பாடல் எண்: 1,27,28,167,168
- 3.ஐங்குறுநூறு- பாடல் எண்: இளவேனில் பத்து

அலகு-2

- 1.கலித்தொகை- பாடல் எண்: 3,7
- 2.அகநானூறு- பாடல் எண்:5,42,100
3. புறநானூறு- பாடல் எண்: 182,204,41,121

அலகு-3

- 1 சிறுபாணாற்றுப்படை முழுவதும்

அலகு-4

1. திருக்குறள்- செய்நன்றி அறிதல், கூடா நட்பு ,நலம்புனைந்துரைத்தல்
2. நாலடியார் - பாடல் எண்: 1,172,215,253

அலகு-5

இலக்கிய வரலாறு

- 1.சங்க இலக்கியம்
- 2.எட்டுத்தொகை, பத்துப்பாட்டு
- 3.பதினெண் கீழ்க்கணக்கு நூல்கள்

பார்வை நூல்கள்

- 1.குறுந்தொகை - கழக வெளியீடு ,சென்னை
- 2.நற்றிணை - கழக வெளியீடு ,சென்னை
- 3.ஐங்குறுநூறு - கழக வெளியீடு ,சென்னை
- 4.கலித்தொகை - கழக வெளியீடு ,சென்னை
- 5.அகநானூறு - கழக வெளியீடு ,சென்னை
- 6.புறநானூறு - கழக வெளியீடு ,சென்னை
- 7.திருக்குறள் - பரிமேலழகர் உரை ,கழக வெளியீடு ,சென்னை
8. இணையதளம் -www.tamilvu.org , www.noolulagam.com

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	3	2	3	3	3	2	2	2	3	2	3	2
CLO2	3	3	2	2	2	3	2	3	3	2	2	2
CLO3	3	2	3	3	2	2	2	3	2	3	3	2
CLO4	3	3	3	2	2	2	3	2	3	2	3	3
CLO5	3	3	2	2	2	2	3	2	2	2	3	3

Course Code	Course Title	L	T	P	C
23111AEC41	ADVANCED ENGLISH-IV	3	0	0	3

Aim:

To improve the
knowledge of
English Objective:

- To familiarize with the objectives and types of interview To know the types of questions and answering techniques To prepare reviews and proposals
- To learn the grammatical forms
- To understand the meaning of a poem and write the content To write for and against a topic
- To draw a flowchart To write definitions Course

Content:

UNIT I

Parts of speech –Noun –Pronoun-Adjective-Verb-Adverb-
Conjunction- Preposition Interjection- Definition-Types-Examples

UNIT II

Types Of Sentences-Statement-Interrogative-Exclamatory-Imperative

UNIT III

Sentence Pattern-Types-SV-SVO-SVC-SVA-

SVOO-SVOC-SVOA

UNIT IV

Tenses-

Subject -Verb-

Concord

UNIT V

Phrases and Clauses-Definition and Types Outcome: Develop writing skill
Comprehend and describe poems Learn interviewing skills

References Books

Author	Title of the book	Edition / Year	Publisher
Rajendra Pal & J.S Korlahalli	Essentials of Business Communication	2015	Sultan Chand & Sons

Course Objectives:

CO1: To help learners imbibe the rules of language unconsciously and tune to deduce language structure and usage.

CO2: To enable them use receptive skills through reading and listening to acquire good exposure to language and literature

CO3: To help them develop style in speech and writing and manipulate the tools of language for effective communication.

CO4: To provide exposure to plays, autobiographies and expose them to value based ideas.

CO5: To enhance their language skills especially in the areas of grammar and pronunciation.

Course Content:

UNIT I:

Life Writing

- 1.1 I am Malala- Malala Yousafzai - Chapter 1
- 1.2 My Inventions - Nikola Tesla - Chapter 2

UNIT II:

One Act Plays

- 2.1 The Zoo Story- Edward Albee
- 2.2 The Proposal- Anton Chekhov

UNIT III:

Interviews

- 3.1 Nelson Mandela's Interview with Larry King.
- 3.2 Rakesh Sharma's Interview with Indira Gandhi from Space

3.3 Lionel Messi with Sid Lowe (Print)

UNIT IV:

Language Competency

4.1 Refuting, Arguing & Debating

4.2 Making Suggestions & Responding to Suggestions,

Asking for and Giving Advice or Help

4.3 Interviews (face to face, telephone and video conferencing)

UNIT V:

English for Workplace

5.1 Job Applications: Covering letters, CV and Resume

5.2 Creating a digital profile - LinkedIn

5.3 Filling Forms (Online & Manual): creation of account, railway reservation, ATM, Credit/debit card

5.4 Body Language - Practical Skills for Interviews

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Learn to communicate effectively and appropriately in real life situation.	PO1
CO2	Use English effectively for study purpose across the curriculum	PO1,PO2
CO3	Develop interest in and appreciation of Literature	PO4,PO6
CO4	Develop and integrate the use of the four language skills	PO4,PO5,PO6
CO5	Enhance their language skills especially in the areas of grammar and pronunciation.	PO3,PO8

Text Books(Latest Editions)	
1	I Am Malala The Girl Who Stood Up for Education and Was Shot by the Taliban by <u>Malala Yousafzai</u> , <u>Christina Lamb</u> , Little Brown, 2013.
2	My Inventions by Nikola Tesla Ingram Short title, 2011 Edition
References Books (Latest editions, and the style as given below must be strictly adhered to)	
1	<u>Writing Your Life: A Guide to Writing Autobiographies</u>, Mary Borg, Taylor & Francis, 2021
2	<u>One-act Plays for Acting Students: An Anthology of Short</u> <u>Norman A. Bert</u> · 1987 ·
3	<u>The One-Act Play Companion: A Guide to plays, playwrights ...</u> Colin Dolley, <u>Rex Walford</u> · 2015
4	How to Build a Professional Digital Profile Kindle Edition by Jeanne Kelly Bernish, Bernish Communications Associates, LLC; 1st edition (May 29, 2012)
5	Role Play-Theory and Practice. Krysia M Yardley-Matwiejczuk, SAGE publications ltd, 1997

Web Resources	
1	Readers' Theatre: https://www.youtube.com/watch?v=JaLQJt8orSw&t=469s (the link to the performance; refer scripts by Aaron Shepard)
2	http://BBC learn English.com
3	http://onestopenglish.com
4	http://hearn-english-today.com
5	http://talkenglish.com

6	<p>he Zoo Story: http://www.lem.seed.pr.gov.br/arquivos/File/livrosliteraturaingles/zoostory.pdf</p>
7	<p>he Proposal: https://www.one-act-plays.com/comedies/proposal.html</p>
8	<p>elson Mandela with Larry King nterviews: http://edition.cnn.com/TRANSCRIPTS/0005/16/lkl.00.html</p>
9	<p>akesh Sharma with Indira Gandhi nterview : https://www.ndtv.com/offbeat/what-first-indian-astronaut-rakesh-sharma-told-indira-gandhi-about-india-from-space-2204839</p>

	P O1	PO 2	P O3	PO 4	PO 5	PO 6	PO 7	P O8	PO 9	PO1 0
CO1	3	3	3	3	3	3	3	2	3	2
CO2	2	3	3	3	2	3	3	2	2	2
CO3	3	3	3	2	3	3	3	2	3	2
CO4	3	3	3	3	3	3	3	2	2	2
CO5	3	2	3	3	3	3	3	2	2	3

Mapping with Programme Outcomes:

CO /PO	PS O 1	P S O 2	P S O 3	P S O 4	P S O 5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weight age	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Course Code	Course Title	L	T	P	C
23160AEC43	HUMAN RESOURCE MANAGEMENT	5	0	0	4

COURSE OBJECTIVE:

- Explain the concepts, functions and process of HRM
- Examine the selection and placement process
- Evaluate performance appraisal and compensation
- Understand Labor management strategies and trade union policies
- Understand the recent trends in HR

UNIT I

Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Human resource planning

UNIT II

Recruitment – Selection – Methods of Selection – Uses of various tests – interview techniques in selection and placement. Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development.

UNIT III

Performance appraisal – Transfer – Promotion and termination of services – Career development. Remuneration - Components of remuneration – Incentives – Benefits – Motivation – Welfare and social security measures.

UNIT IV

Labour Relation – Functions of Trade Unions – Forms of collective bargaining- Workers' participation in management – Types and effectiveness – Industrial Disputes and Settlements (laws excluded)

UNIT V

Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices

COURSE OUTCOME:

CO1 Explain the concepts, functions and process of HRM

CO2 Examine the selection and placement process

CO3 Evaluate performance appraisal and compensation

CO4 Understand labour management strategies and trade union policies

CO5 Understand the recent trends in HR

Reading List	
1.	Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018
2.	Steve Brown , HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 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, , Compentency Based Human Resource Managemet, PHI Learning , 1st Edition, 2013
References Books	
1.	V S P 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.	L M Prasad , Human Resource Management , Sultan Chand and Sons 3 rd Edition , 2014
5.	Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010
Web Resources	

1	https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf
2	http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf
3	https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf
4	https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835
5	http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf

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

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

Course Title	Unit	Hours Allotment
Human Resource Management	I	15
	II	15
	III	15
	IV	15
	V	15

Course Code	Course Title	L	T	P	C
23160AEC44	BUSINESS REGULATORY FRAME WORK	5	0	0	4

COURSE OBJECTIVE:

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

UNIT I

Brief outline of Indian Contracts Act - Special contracts Act

UNIT II

Sale of goods Act - Contract of Agency

UNIT III

Brief outline of Indian Companies Act 1956.

UNIT IV

Consumer Protection Act – RTI

UNIT V

Brief outline of Cyber laws – IT Act 2000 & 2008

COURSE OUTCOME:

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

Reading List	
1	Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications
2	Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand
3	Dr. Sreenivasan. M, Business Law, Third Edition (2007) Mc Graw Hill Publication
4	Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni
5	Business Law (Commercial Law) – Dr. M.R. Sreenivasan
References Books	
1	N.D. Kapoor, 1993, Business Laws, Sultan Chand, New Delhi
2	K.S. Anantharaman, 2003 Business and Corporate Laws, Sitaraman& co. Pvt. Ltd.
3	Chandrasekaran ,2004 Sitaraman & co Pvt Ltd, Intellectual Property Law
4	Bare Acts- FEMA, Consumer Protection Act
5	Acharya -2004, Intellectual Property Rights Asia Law House Publication,
Web Resources	
1	https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---l.html
2	http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/
3	https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661
4	International Journal of Law (lawjournals.org)
5	https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework

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

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

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

Course Title	Unit	Hours Allotment
Business regulatory Frame Work	I	15
	II	15
	III	15
	IV	15
	V	15

COURSE CODE	COURSE TITLE	L	T	P	C
23160GEC45	FINANCIAL SERVICES	3	1	1	4

AIM

To analyze the various financial institutions and their services.

OBJECTIVES

- I. To gain knowledge on financial services.
- II. To understand importance of various services including banking, insurance, mutual funds.

UNIT – I

Structure of Indian Financial System – Financial assets – Financial intermediaries – Financial market – Money market – capital market.

UNIT – II

Merchant banking – Definition – Objectives – Functions– mgt
Management of New Issues – Indian experience – SEBI Guidelines.

UNIT – III

Mutual funds : Meaning – Types – Functions – Institutions involved – UTI , LIC , and Commercial banks – Entry of Private sector – Growth of mutual Funds in India – SEBI Guidelines.

UNIT – IV

Lease Financing : The concept – Types – Merits and demerits of leasing – Hire purchase – Meaning – Lease Vs Hire purchases – Problems &Prospects of Hire Purchase in India.

UNIT – V

Factoring : The concept – factoring mechanism – Factoring in India – Forfeiting – Definition – Factoring Vs Forfeiting – Venture capital – Credit rating – Benefits – Rating symbols – Rating agencies in India.

OUTCOME

- Forecast a firm's future financing requirements
- Design an optimal capital structure.
- Give an idea about fundamentals of financial services and players in financial sectors
- Create an awareness about merchant banking, issue management, capital markets and role of SEBI
- Provide knowledge about leasing and hire purchase concepts
- Make them understand about different types of insurance and IRDA Act.

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

REFERENCE BOOKS

1. Gordon , Natarajan – Financial Market and Services.
2. Dr. S. Gurusamy – Financial services and Market.
3. Kucchol S.C. – Financial Management
4. Pandey I.M. – Financial Management.

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

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Course Title	Unit	Hours Allotment
Business regulatory Frame Work	I	15
	II	15
	III	15
	IV	15
	V	15

Course Code	Course Title	L	T	P	C
23160GEC46	OPERATION RESEARCH	4	0	0	3

COURSE OBJECTIVE:

- Analyse Linear Programming
- Analyse Transportation problem
- Analyse Assignment problem
- Analyse Network models
- Analyse Game Theory

UNIT I

Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.

UNIT II

Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method-Vogel's approximation method to find the optimal solution.

UNIT III

Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.

UNIT IV

Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT

UNIT V

Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving $2 \times n$ and $m \times 2$ game

COURSE OUTCOME:

- CO1** Analyse Linear Programming
CO2 Analyse Transportation problem
CO3 Analyse Assignment problem
CO4 Analyse Network models
CO5 Analyse Game Theory

Reading List	
1.	<u>Operational Research Research.com</u>

2.	Operations Research PubsOnLine (informs.org)
3.	Prabandhan : Journal of Management
4.	International Journal of Operations research
5.	DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019
References 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.
Web Resources	
	<ol style="list-style-type: none"> 1. chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccminidore.com/wp-content/uploads/2021/04/Operations-Research.pdf 2. chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queueing%20theory.pdf 3. https://www.onlinemathlearning.com › linear-programming-example 4. https://www.kellogg.northwestern.edu › weber › Notes_6_Decision_trees 5. www.pondiuni.edu.in › sites › default › files

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

CO-PO Mapping (Course Articulation Matrix)

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

Course Title	Unit	Hours Allotment
Operation Research	I	12
	II	12
	III	12
	IV	12
	V	12

Course Code	Course Title	L	T	P	C
23160SEC47	INFORMATION TECHNOLOGY CONCEPTS	2	0	0	2

Learning Objectives
To introduce Evolution, Classification and Applications of Computers
To know Computer Peripherals
To learn about Software, Programming Language, Word Processing Spread Sheet s Presentation
To study Data Communication and BDP
To aware utility of computers at different places, computer security and internet
Contents
Introduction to Computers-Definition, Characteristics Of Computer, Evolution Computer, Block Diagram Of a computer, Generations of Computer, Classification Of Computers, Applications of Computer, Capabilities and limitations of computer.
Computer Peripherals- Role of I/O Devices in a computer system. Input Units: Keyboard, Terminals and its types. Pointing Devices, Scanners and its types, Voice Recognition Systems, Vision Input System, Touch Screen, Output Units: Monitors and its types. Printers: Impact Printers and its types. Non Impact Printers and its types, Plotters, types of plotters, Soundcards, Speakers, storage units.
Software and its needs, Types of S/W. System Software: Operating System, Utility Programs Programming Language: Machine Language, Assembly Language, High Level Language their advantages & disadvantages. Application S/W and its Types : Word Processing, Spreadsheet Presentation, Graphics, DBMSs/w.
Data Communication and BDP: Communication Process, Data Transmission speed, Communication Types (modes), Data Transmission Medias, Modem. Business Data Processing: Introduction, data storage hierarchy, Method of organizing data, File Types, File Organization.
. Computers @ Home, Education, Entertainment, Business, Science, Medicine and Engineering - Introduction to Computer Security- Computer Viruses, Bombs, Worms- WWW and Internet
Course Outcomes
Know Evolution, Classification and Applications of Computers
Understand Computer Peripherals
Have knowledge Software, Programming Language, Word Processing and Spread Sheets Presentation
Do Data Communication And BDP
Aware Utility Of computers at different places, computer security and internet
Textbooks
P.K. Sinha, Computer Fundamentals
Dr. S. V. Srinivasa Vallabhan- Computer
Applications in Business, Sultan Chand, New Delhi
Alexis Leon and Mathews Leon by Fundamentals of Information, Technology. Vikas Publishing Company, New Delhi
Deepak Bharihoke, Fundamentals Of Information Technology, Excel Publications, New Delhi.

Course Code	Course Title	L	T	P	C
23160SEC48	SALESMANSHIP	2	0	0	2

OBJECTIVE:

- To make the students aware of selling techniques and planning
- To enable the students to types of salesman in the Marketing area
- To understand the students in buyer motives and behaviours
- To enable the students to know the importance of online stores and sales opportunities.
- To Know About Various Selling Techniques.

UNIT–I INTRODUCTION

Introduction to selling-meaning- definitions- importance- methods-qualities- functions duties-responsibilities–types of salesperson–sales careers.

UNIT– II SELLING PROCESS

Selling process– steps-customer expectations–understanding prospects-importance sources- buyers motives and behaviour-transaction oriented selling–relationship selling.

UNIT–III SELLING TECHNIQUES

Selling Techniques–planning-setting objectives-approach techniques –building rapport- product knowledge-product benefits-features–functions- sales presentation demonstration- handling objections-handling difficult customers-closing sales–after sales service

UNIT–IV Sales territory
sales targets/quotas- creating product strategies – understanding selling terms and prices
-retail store salesperson-online stores and sales opportunities– personal selling in the information age

UNIT–V SALES FORCE MANAGEMENT

Sales force management- selection- training- motivation- compensation – supervision
and control- sales reports and knowledge management – evaluation- selling expenses-sales team professionalism–ethics-personal grooming.

COURSE OUTCOMES:

On successful completion of the subject the student acquired knowledge about

- Concept And Conversion Of Salesmanship
- Fundamentals Of Selling Process And Its Activities
- Knowledge about various Sales force management.
- To know about Selling Techniques.
- knowledge about personal selling and sales team professionalism

TEXT AND REFERENCE BOOKS:

1. SahuandRaut: Salesmanship and Sales Management, Vikas Publishing House, Chennai.
2. CLTyagi&ArunKumar: Sales Management, Atlantic Publishers
3. SaChunawalla: Sales Management, Himalayas Publications, New Delhi.
4. SundarandMadhavan: Salesmanship and Sales Management, Vijay Nicol
eImprints(P)Ltd, Chennai
5. PCPardeesi: Salesmanship and Sales Management, NiraliPrakashan

Course Code	Course Title	L	T	P	C
23160BRC49	PARTICIPATION IN BOUNDED RESEARCH	2	0	0	2

CourseCode	CourseTitle	L	T	P	C
231AECCEVS	ENVIRONMENTAL STUDIES	2	0	0	2

Course objectives:

The objectives of environmental studies are to understand how humans impact the environment and to

develop ways to respond to those impacts. The field also aims to promote environmental awareness and

encourage action to protect the environment

UNIT-I

The Multidisciplinary Nature of Environmental Studies – Definition, Scope and Importance –Need for Public awareness- natural Resources: Renewable and Non – Renewable Resources- Forest Resources – Water Resources- Mineral Resources- Food Resources – Energy Resources – Land Resources.

UNIT-II

Ecosystems-Concept Of Ecosystem–Structure And Function Of Ecosystem– Producers, consumers and decomposers – Energy flow in the ecosystem – Ecological succession- Food chains, food webs and ecological pyramids–Types Of Ecosystem–Forest Ecosystem–Greenland Ecosystem–Desert Ecosystem–Aquatic Ecosystems.

UNIT-III

Biodiversity and its Conservation– Definition- Genetic ,Species and ecosystem diversity– Biogeographical 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 end species of India–Conservation of biodiversity.

UNIT-IV

Environmental Pollution– Definition– Air Pollution– Water Pollution– Soil Pollution- Marine Pollution- Noise Pollution –Thermal Pollution – Nuclear hazards –Solid waste Management –Role of individuals in prevention of pollution–Disaster Management.

UNIT-V

Social Issues and the Environment – From Unsustainable to Sustainable development- Urban problems related to energy– Water Conservation ,rainwater harvesting, watershed management-Environmental Ethics – Climate change greenhouse effect and global warming – Ozone depletion –Wasteland Reclamation–Consumerism and waste products – Environmental Legislation –Issues Involved in enforcement of environmental legislation – Public awareness- Human population and the environment.

OUTCOME:

- Master core concepts and methods from ecological and physical sciences and their application environmental problem solving.
- Master core concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies
- Appreciate The Ethical, cross-cultural, and historical context of environmental issues and the links between human natural systems.
- Understand the transnational character of environmental problems and ways of addressing them, including interaction across local to global scales.
- Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.

References:

1. Agarwal, K.C, 2001, Environmental Biology, Nidi Pub. Ltd., Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt, Ltd., Ahmedabad 380013, India, Email: rn4pin@icenet.net (R)
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
4. Clank R.S., Marine Pollution, Clarendon Press Oxford (TB)
5. Cunningham, W.P. Cooper, T.H. Gorhani, E. & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Pub. Mumbai, 1196p
6. De A.K., Environmental Chemistry, Wiley Western Ltd.

Course Code	Course Title	L	T	P	C
231LCSCS	LEADERSHIP AND MANAGEMENT SKILLS	0	0	0	1

COURSE OBJECTIVE:

- Help students develop essential skills to influence and motivate
- Inculcate emotional and social intelligence, and integrative thinking for effective leadership
- Create and maintain an effective and motivated team to work for society
- Nurture a creative and entrepreneurial mindset
- Make students understand personal values and apply ethical principles in professional and social contexts.

COURSE OUTCOME:

- Examine various leadership models and understand/assess their skills, strengths abilities that affect their own leadership style and can create their leadership vision
- Learn and demonstrate a set of practical skills such as time management, self-management, handling conflicts, team leadership, etc.
- Understand the basics of entrepreneurship and develop business plans
- Apply the design thinking approach to leadership
- Appreciate the importance of ethics and moral values for making of a balanced personality.

UNIT I-Leadership Skills

a. Understanding Leadership and its Importance

- What is leadership?
- Why is Leadership required?
- Whom do you consider as an ideal leader?

b. Traits and Models of Leadership

- Are leaders born or made?
- Key characteristics of an effective leader
- Leadership styles
- Perspectives of different leaders

c. Basic Leadership Skills

- Motivation
- Teamwork
- Negotiation
- Networking

UNIT II -Managerial Skills

a. Basic Managerial Skills

- Planning for effective management
- How to organize teams?
- Recruiting and retaining talent
- Delegation of tasks
- Learn to coordinate

- Conflict Management
- b. Self Management Skills**
 - Understanding self concept
 - Developing self-awareness
 - Self-examination
 - Self-regulation

UNIT III –Entrepreneurial Skills

- a. Basics of Entrepreneurship**
 - Meaning of entrepreneurship
 - Classification and types of entrepreneurship
 - Traits and competencies of entrepreneur
- b. Creating Business Plan**
 - Problem identification and idea generation
 - Idea validation
 - Pitch making

UNIT IV - Innovative Leadership and Design Thinking

- a. Innovative Leadership**
 - Concept of emotional and social intelligence
 - Synthesis of human and artificial intelligence
 - Why does culture matter for today's global leaders
- b. Design Thinking**
 - What is design thinking?
 - Key elements of design thinking:
 - Discovery
 - Interpretation
 - Ideation
 - Experimentation
 - Evolution.
 - How to transform challenges into opportunities?
 - How to develop human-centric solutions for creating social good?

UNIT V- Ethics and Integrity

- a. Learning through Biographies**
 - What makes an individual great?
 - Understanding the persona of a leader for deriving holistic inspiration
 - Drawing insights for leadership
 - How leaders sail through difficult situations?
- b. Ethics and Conduct**
 - Importance of ethics
 - Ethical decision making
 - Personal and professional moral codes of conduct
 - Creating a harmonious life

REFERENCE:

- Ashokan, M. S. (2015). Karmayogi: A Biography of E. Sreedharan. Penguin, UK.
- Brown, T. (2012). Change by Design. HarperBusiness
- Elkington, J., & Hartigan, P. (2008). The Power of Unreasonable People: How Social Entrepreneurs Create Markets that Change the World. Harvard Business Press.
- Goleman D. (1995). Emotional Intelligence. Bloomsbury Publishing India Private Limited
- Kalam A. A. (2003). Ignited Minds: Unleashing the Power within India. Penguin Books India
- Kelly T., Kelly D. (2014). Creative Confidence: Unleashing the Creative Potential Within Us All. William Collins
- Kurien V., & Salve G. (2012). I Too Had a Dream. Roli Books Private Limited
- Livermore D. A. (2010). Leading with cultural intelligence: The New Secret to Success. New York: American Management Association
- McCormack M. H. (1986). What They Don't Teach You at Harvard Business School: Notes From A Street-Smart Executive. RHUS
- O'Toole J. (2019) The Enlightened Capitalists: Cautionary Tales of Business Pioneers Who Tried to Do Well by Doing Good. HarperCollins
- Sinek S. (2009). Start with Why: How Great Leaders Inspire Everyone to Take Action. Penguin
- Sternberg R. J., Sternberg R. J., & Baltes P. B. (Eds.). (2004). International Handbook of Intelligence. Cambridge University Press.

SEMESTER V

Course Code	Course Title	L	T	P	C
23160AEC51	ADVERTISING MANAGEMENT AND SALES PROMOTION	5	0	0	4

COURSE OBJECTIVE:

- To understand the role of advertising and audience
- To manage Media
- To design implementation strategies and select agencies
- To device sale promotion
- To understand social impact of sales and advertising

UNIT I

Advertising: Advertising, objectives, task and process, market segmentation and target audience – Message and copy development.

UNIT II

Media: Mass Media - Selection, Planning and Scheduling – Web Advertising

UNIT III

Implementation: Implementing the programme coordination and control – Advertising agencies – Organization and operation.

UNIT IV

Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented – planning, budgeting and implementing and controlling campaigns

UNIT V

Control: Measurement of effectiveness – Ethics, Economics and Social Relevance - Integrated marketing communication.

COURSE OUTCOME:

CO1 Understand the concepts and principles of sales and advertising

CO2 Comprehend and decide the usage of mass media

CO3 Design and deliver advertisements

CO4 Summarize and operationalize sales promotion

CO5 Control and justify the process of advertising.

Reading List	
1.	Advertising and Sales promotion By Pankuri Bhagat

2.	Advertising and promotion By Nick Erling
3.	Advertising, Sales and promotion Management , Chunawalla S A, Himalaya publishing House
4	Advertising and Sales promotion By Dr T K Jain and Madhvi Singh
5	Advertising selling and promotion By Ritu Narang, pearsons publications
References Books	
1.	Advertising Promotion And Other Aspects Of Integrated Marketing Communications, 9th Edition, J Craig Andrews
2	Advertising and promotion By George E Belch,Keyoor Purai,Michael A Belch, Tata Mc Graw Hill Publishing
3	Advertising and Personal selling by Dr Ruchi Gupta
4	Advertising: Principles and practices By wells , W./Moriarty , S./Burnett, Pearsons
5	Tested advertising methods by John Caples, prentice hall
Web Resources	
1	https://oms.bdu.ac.in/ec/admin/contents/175_P16MBA4EM4_2020051909561946.pdf
2	https://www.bimkadapa.in/materials/ASPM%20TOTAL%205%20UNITS%20MATERIAL.pdf
3	International Journal of Research in Marketing. Elsevier
4	Journal of Advertising – Taylor and Francis
5	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7010.pdf

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

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

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

Course Title	Unit	Hours Allotment
Intellectual Property Rights	I	15
	II	15
	III	15
	IV	15
	V	15

Course Code	Course Title	L	T	P	C
23160AEC52	TOTAL QUALITY MANAGEMENT	5	0	0	3

COURSE OBJECTIVE:

- To grasp the nature and importance of various components that constitute TQM
- To Understand the contribution of Quality Gurus in TQM Journey
- To get familiarized with the basic concept and framework of Total Quality management

UNIT-I

Introduction – Evolution of quality, Definition, Concept and Features of TQM, - Eight building blocks of TQM.

UNIT-II

TQM thinkers and Thought – Juran Trilogy, PDCA cycle, 5S, Kaizen, Crosby's theory on Quality Management, Quality Performance Excellence Award- Deming Application Award, European Quality Award, Malcolm Baldrige National Quality Award

UNIT-III

TQM tools- Benchmarking: Definition, concepts, benefits, elements, reasons for benchmarking, process of benchmarking, FMEA, Quality Function Deployment (QFD) – House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) – Concept and need.

UNIT-IV

Six Sigma- Features of six sigma, Goals of six sigma, DMAIC, Six Sigma implementation. Statistical Process Control- Central Tendency, The seven tools of quality, Normal curve, Control charts, Process Capability.

UNIT-V

Quality Systems- ISO 9000, ISO 9000:2000, ISO 14000, other quality systems.

COURSE OUTCOME:

CO1 The student would be able to apply the tools and techniques of quality management to manufacturing and services processes.

CO2 To realize the importance of significance of quality

CO3 Manage quality improvement teams

CO4 Identify requirements of quality improvement programs

CO5 The student manager will be able to explain the concept of Six Sigma its DMAIC process.

TEXT BOOKS:

1. Dale H. Besterfield, et al., "Total quality Management", Pearson Education Asia, Third Edition, Indian Reprint 2006.

2. Dale H. Besterfield, et al., "Total Quality Management", Pearson Education, Inc. 2003

REFERENCE BOOKS:

1. James R. Evans and William M. Lindsay, "The Management and Control of Quality", 8th Edition, First Indian Edition, Cengage Learning, 2012.

2. Suganthi.L and Anand Samuel, "Total Quality Management", Prentice Hall (India) Pvt. Ltd., 2006. 3. Janakiraman. B and Gopal .R.K., "Total Quality Management – Text and Cases", Prentice Hall (India) Pvt. Ltd., 2006.

Course Code	Course Title	L	T	P	C
23160AEC53	OPERATION MANAGEMENT	5	0	0	4

COURSE OBJECTIVE:

- To provide comprehensive outlook on basic concepts, theories and practices of production.
- To know the quality concepts & and quality control measures in area of production.
- To understand layout and service facilities
- To compare and contrast inventory management techniques
- To analyse work study methods

UNIT I

Introduction: Nature and Scope of Operations Management. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.

UNIT II

Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.

UNIT III

Production and Inventory Control: Basic types of production – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP). JIT

UNIT IV

Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

UNIT V

Service Operations Management: Introduction – Types of Service – Service Encounter–Service Facility Location – Service Processes and Service Delivery.

COURSE OUTCOME:

- CO1** Provide comprehensive outlook on basic concepts, theories and practices of production
CO2 Describe route chart, maintenance schedule for production.
CO3 Identify right plant location and plant layout of factory
CO4 Know work study & method study, its procedure & quality control techniques in production.
CO5 Understand service operations management

Reading List	
1.	International Journal of Operations & Production Management
2.	Journal of Operation Management – Wiley Online Library
3	Chatterjee Biswajit , Operations Management and Control, S Chand , Revised Edition, 2010
4	Anil Kumar S and N Suresh, Operation Management ,New Age International 1 st Edition, 2018
5	William J. Stevenson , Operations Management, McGraw Hill; 13th Edition, 2022
References Books	
1.	P.Saravanel and S.Sumathi; Production and Materials Management, Margham Publications, 2015
2.	N.G. Nair; Production Management, JBA Publishers, Edition 2004
3.	K.ShridharaBhat; Production and Materials Management, Himalaya publishing house, 2012
4.	P. Ramamurthy; Production and Operations Management, JBA publishers, 2nd edition 2013.
5.	R.B.Khana; Production and Operations Management, Prentice hall publications, 2007.
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/lecture1429900757.pdf
4	https://backup.pondiuni.edu.in/sites/default/files/Part%20I%20Operations%20Management.pdf
5	https://www.studocu.com/in/course/lovely-professional-university/operation-management/4335497

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

CO 3						S	S	
CO 4				M		S	S	M
CO 5						M	S	S

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

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

Course Title	Unit	Hours Allotment
Operation Management	I	15
	II	15
	III	15
	IV	15
	V	15

Course Code	Course Title	L	T	P	C
23160DSC54	FINANCIAL MANAGEMENT	5	0	0	4

COURSE OBJECTIVE:

- Understand the basics of finance and roles of finance manager
- Evaluate Capital structure & Cost of capital
- Evaluate Capital budgeting
- Assess dividends
- Appraise Working Capital

UNIT I

Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.

UNIT II

Capital structures planning - Factors affecting capital structures – Determining Debt and equity proportion – Theories of capital structures – Leverage concept.

Cost of capital – Cost of equity – cost of preference capital – Cost of debt – Cost of retained earnings – weighted Average (or) composite cost of capital (WACC)

UNIT III

Capital Budgeting: ARR, Payback period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.

UNIT IV

Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter's Gordon's –M.M. Hypothesis)

UNIT V

Working capital – components of working capital –operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

COURSE OUTCOME:

- CO1** Understand the basics of finance and roles of finance manager
CO2 Evaluate Capital structure & Cost of capital
CO3 Evaluate Capital budgeting
CO4 Assessing dividends
CO5 Appraise Working Capital

Reading List	
1.	Dr Kulkarni and Dr. SathyaPrasad, Financial Management, 13 th Edition 2011
2.	Advanced Financial Management kohok, M A, Everest Publishing House
3.	Financial Management Kishore R M, Taxman Allied Service
4.	Strategic Financial Management Jakhotiya
5.	Financial Management & Policy Srivastava, R M Himalaya
References Books	
1.	Financial Management - I.M.Pandey, 2009 Vikas Publishing
2.	Financial Management – PrasannaChandra , 2008, Tata Mc Graw Hill, New Delhi
3.	Financial Management – S.N.Maheswari
4.	Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons
5.	Financial Management – A. Murthy
Web Resources	
1.	https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/
2.	https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf
3.	Journal of Financial Management (esciencepress.net)
4.	Financial Management on JSTOR
5.	Financial Management Wiley online library

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

CO 5		S					S	
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S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

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

Course Title	Unit	Hours Allotment
Financial Management	I	15
	II	15
	III	15
	IV	15
	V	15

Course Code	Course Title	L	T	P	C
23160DSC55-A	DIGITAL MARKETING	4	0	0	3

COURSE OBJECTIVE:

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

UNIT I

Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.

UNIT 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.

UNIT III

Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowd sourcing – Lead generation & sales in social media.

UNIT IV

Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.

UNIT 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; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value)

COURSE OUTCOME:

CO1 Discuss digital marketing 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, Damian ryan, 4 th Edition 2017 publisher: Kogan page limited USA
4.	Digital Marketing current trends , vandana huja, 7 th edition 2015 Oxford University press , Chennai
5.	Digital Marketing essentials you always wanted to know, 7 th edition 2012, Vibrant publishers USA
References Books	
1.	Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.
2.	Nitin C Kamat & Chinmay Nitin Kamat, Digital Social Media Marketing, Himalaya Publishing House, 2018.
3.	Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.
4.	Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015.
5.	Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.
Web Resources	
	1. https://www.soravjain.com/ebook/ebook.pdf 2. https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners 3. https://www.optron.in/blog/digital-marketing/ 4. https://www.tutorialsduniya.com/notes/digital-marketing-notes/ 5. https://digitalmarketinginstitute.com/resources/ebooks

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

CO-PO Mapping (Course Articulation Matrix)

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

Course Title	Unit	Hours Allotment
Digital Marketing	I	15
	II	15
	III	15
	IV	15
	V	15

Course Code	Course Title	L	T	P	C
23160DSC55-B	INDUSTRIAL RELATION	4	0	0	3

COURSE OBJECTIVE:

- To educate about the Industrial legislation in India.
- To provide knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances etc.,
- To know about Labor Legislation
- To provide knowledge about the Councils and Collective Bargaining
- To educate about Trade Unions

UNIT I

Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India.

UNIT II

Industrial Dispute: Meaning, Employee Dissatisfaction, Strikes – Lockouts, Lay Off & Causes of Conflict. Settlement of Disputes – Machinery – Negotiations Conciliation, Meditation, Arbitration and Adjudication. Grievance: Definition & Redressal Procedure

UNIT III

Labor Legislation: Factories Act 1948, Employee state insurance act 1948, Employee Compensation act 1923, Employee Provident Funds and Miscellaneous Provisions Act 1952 & Trade Union Act 1926.

UNIT IV

Workers' participation in management: Labors Participation in Management Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. Collective Bargaining: Definition, Meaning, Types, Process & Importance.

UNIT V

Trade Unions – Growth – Economic, Social and Political Conditions - Objectives-Structures and Functions–Social And Economic Responsibilities of Trade Union.

COURSE OUTCOME:

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

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

2.	<u>Gupta CB (Dr), Kapoor N.D., Tripathi PC</u> ; Industrial Relations and Labour Laws, Sultan Chand and Sons, 2020.
3.	Chris Hall; Trade Union and its State, Princeton University, 2017
4.	Ian Beard well; Contemporary Industrial Relation, Oxford University Press, 1996
5.	R C Sharma; Industrial Relation and Labour Legislation, PHL learning Pvt ltd, 2016
Text Books	
1	Industrial Relations Journal
2	C S Venkata Ratnam , Manoranjan Dhal, Industrial Relations, Oxford, 2 nd Edition
3	A M Sharma, Industrial Relations and Labour Laws, HPH, Revised Edition
4	P R N Sinha, Indu Bala Dinha, Seema Priyadarshini Shekhar, Industrial Relations , Trade Unions and Labour Legislation, Pearson , 3e
5	Labor Laws, Taxmann
Web Resources	
1.	https://www.studocu.com/in/document/panjab-university/mangerial-finance/bba-specialization-hrm-vi-sem-industrial-relations/15804491
2.	https://www.srcc.edu/e-resources?field_e_resources_tid=447
3.	https://labour.gov.in/industrial-relations
4.	https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union
5.	https://theintactone.com/2022/08/17/joint-management-councils/

Course Title	Unit	Hours Allotment
Industrial Relation	I	15
	II	15
	III	15
	IV	15
	V	15

Course Code	Course Title	L	T	P	C
23160DSC56-A	FINANCIAL LITERACY	4	0	0	3

COURSE OBJECTIVE:

- To impart knowledge about basic of finance
- To provide understanding risk vs return on various financial investments
- To familiarize students about Investments in Commodities and Real Estates
- To impart knowledge about Mutual Funds
- To familiarize students about Crypto investments and Tax Planning

UNIT I

Financial institutions, Financial Intermediaries, Financial markets and financial instruments

UNIT II

Financial Planning, Investment Objectives, Basics of Risk and return- Insurance policies – Significance of Term insurance and Health insurance

UNIT III

Investments in Commodity, Real estate investments

UNIT IV

Mutual Funds Analysis – Evaluation criteria of Selecting the best fund, Stock Analysis – Evaluation criteria of best stocks

UNIT V

Crypto Investments – Financial freedom -Tax Planning

COURSE OUTCOME:

CO1 Describe nature, scope, role, levels, functions of financial institutions, Financial Intermediaries, Financial markets and financial instruments and Insurance

CO2 Comprehend investment objectives, Risk and return and Insurance

CO3 Identify Investments in Commodity, Real estate investments

CO4 Analyse Mutual fund and Stock

CO5 Understand Crypto currency, Tax and Financial Freedom.

1.	<u>Jack R. Kapoor</u> (Author), <u>Les R. Dlabay</u> (Author), <u>Robert J. Hughes</u> (Author), <u>Melissa M. Hart</u> (Author); Personal Finance, Mg Graw hill, 12 th Edition
2.	Jeff Madura; Personal Finance , Pearson, 7 th Edition.
3	R.K Mohapatra; Mutual Funds: A powerful Investment Avenue for Individuals, Blue Rose, 1st Edition
4	HoHN C Bogle, The little book of common sense investing, Wiley, 2 nd Edition
5	Dr Pradip Kumar Sinha, Personal Financial Planning Nirali Prakashan

References Books

1.	Richard A Lambert, Financial Literacy, Wharton School Press
2.	Eric Tyson, Personal Finance for Dummies, IDG Books, 9 th Edition
3.	Alan John and Jon Law, Crypto Technical Analysis, Alan John
4.	G Victor Hallman and Jerry S Resenbloom, Private Wealth Management, Wharton School Press, 8 th edition
5.	H Sadhak, Mutual Funds in India, Sage Response, 2 nd edition

Web References

1.	https://www.moneycontrol.com/mutual-funds/find-fund/
2.	www.screener.in
3.	https://www.iarfc.org/publications/journal-of-personal-finance
4.	https://ticker.finology.in/
5.	https://www.investopedia.com/terms/m/mutualfund.asp

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

S-Strong M-Medium L-Low

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

Course Title	Unit	Hours Allotment
Financial Literacy	I	15
	II	15
	III	15
	IV	15
	V	15

Course Code	Course Title	L	T	P	C
23160DSC56-B	STRATEGIC MANAGEMENT	4	0	0	3

COURSE OBJECTIVE:

- To expose students to various perspectives and concepts in the field of Strategic Management
- The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations.
- To help students develop skills for applying these concepts to the solution of business problems

UNIT – I

The Concept of Strategy - Strategic Decisions - Strategic Management - Concept - Benefits - Limitations - Strategic Management Process - Approaches.

UNIT – II

Mission, Objectives -Need for Environmental Scanning – SWOT Analysis.

UNIT – III

Strategy Formulation - Business Strategy - Corporate Strategy - Portfolio Analysis - BCG Matrix - Uses - Limitations.

UNIT – IV

Strategy Implementation - MBO - Functional Implementation - Production – Marketing - Finance Personnel - Research and Development.

UNIT – V

Strategy Evaluation and Control - Strategic Control – Evaluation Techniques.

COURSE OUTCOME:

CO1 Establish and evaluate mission statement, long term objective, vision, and short term plan for the business;

CO2 Analyze the external and internal environment and identify opportunities, threats, strengths, and weaknesses of the firm and thereby formulate appropriate strategies for business;

CO3 Plan pre-implementation and implementation phase; and

CO4 Monitor and evaluate implemented strategies.

CO5 Students will be able to develop their capacity to think and execute strategically.

TEXT BOOKS:

1. Business Policy and Strategic Management, L.M. Prasad.Sultan Chand And Sons,
2. Grant, R. and Jordan, J. 2012. Foundations of Strategy. NY: John Wiley & Sons, Ltd.

REFERENCE BOOKS:

1. Strategic Management Michael Hitt, Ireland, Hoskission, 2010, Cengage Learning, NewDelhi.
2. Strategic Management – Concepts and Cases, Fred R. David, 2010, PHI Learning, New Delhi.
3. Business Policy and Strategic Management (Text and Cases) ,SubbaRao, P 2010, E –

RESOURCES:

<https://elink.io/p/strategic-management-90dc541>•
https://www.mindtools.com/pages/article/newTMC_05.htm•
<https://cleartax.in/g/terms/mbo-management-by-objectives>•

Course Code	Course Title	L	T	P	C
23160SEC57	SUMMER INTERNSHIP/INDUSTRIAL TRAINING	-	-	-	2

Course Code	Course Title	L	T	P	C
231AECCVED	VALUE EDUCATION	2	0	0	2

Course Code	Course Title	L	T	P	C
231ACLSPSL	PROFESSIONAL SKILLS	0	0	0	1

COURSE OBJECTIVE:

- Acquire career skills and fully pursue to partake in a successful career path
- Prepare a good resume, prepare for interviews and group discussions
- Explore desired career opportunities in the employment market in consideration of an individual SWOT.

Unit I: Resume Skills

Resume Skills : Preparation and Presentation

- Introduction of resume and its importance
- Difference between a CV, Resume and Bio data
- Essential components of a good resume

Resume skills : common errors

- Common errors people generally make in preparing the resume
- Prepare a good resume of her/his considering all essential components

Unit II: Interview Skills

i. Interview Skills : Preparation and Presentation

- Meaning and types of interview (Face-to-face, telephonic, video, etc.)
- Dress Code, Background Research, Do's and Don'ts
Situation, Task, Approach and Response (STAR Approach) for facing an interview
- Interview procedure (opening, listening skills, closure, etc.)
- Important questions generally asked in a job interview (open and closed ended questions)

ii. Interview Skills : Simulation

- Observation of exemplary interviews
- Comment critically on simulated interviews

iii. Interview Skills : Common Errors

- Discuss the common errors generally candidates make in interview
- Demonstrate an ideal interview

Unit III: Group Discussion Skills

Meaning and methods of Group Discussion

- Procedure of Group Discussion
- Group Discussion-Simulation
- Group Discussion – Common Errors

Unit IV: Exploring Career Opportunities

Knowing yourself – personal characteristics

- Knowledge about the world of work, requirements of jobs including self-employment.
- Sources of career information
- Preparing for a career based on their potentials and availability of opportunities

COURSE OUTCOME:

CO1 Prepare their resume in an appropriate template without grammatical and other errors and using proper syntax

CO2 Participate in a simulated interview

CO3 Actively participate in group discussions towards gainful employment

CO4 Capture a self - interview simulation video regarding the job role concerned

CO5 Enlist the common errors generally made by candidates in an interview

CO6 Perform appropriately and effectively in group discussions

CO7 Explore sources (online/offline) of career opportunities

CO8 Identify career opportunities in consideration of their own potential and aspirations

CO9 Use the necessary components required to prepare for a career in an identified occupation.

SEMESTER VI

Course Code	Course Title	L	T	P	C
23160AEC61	MATERIAL MANAGEMENT	5	0	0	4

COURSE OBJECTIVE:

- To provide functional knowledge on Materials Management.
- To Enable the students to gain knowledge on Inventory control, Procurement, Store keeping.
- To furnish students about Vendor management and Vendor rating.
- To Understand and maintain effective stores and material handling system
- To give an insight to Purchase Management

UNIT I

Materials Management- Definition-Function-Importance of Materials Management

UNIT II

Integrated materials management- the concept- service function advantages- Inventory Control- Function of Inventory - Importance-Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning.

UNIT III

Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution- International purchase- Import purchase procedure

UNIT IV

Store Keeping and Materials Handling- Objectives - Functions - Store Keeping - Stores Responsibilities - Location of Store House - Centralized Store Room - Equipment – Security Measures - Protection and Prevention of Stores.

UNIT V

Vendor Rating - Vendor Management - Purchase Department - Responsibility - Buyer Seller Relationship - Value Analysis - Iso Types.

COURSE OUTCOME:

CO1 Understand the principles of effective materials management

CO2 Outline inventory control concepts and its replenishment to manage inventory

CO3 Discuss purchase management procedure

CO4 Explain store keeping functions and its security

CO5 Identify Vendor rating mechanisms and vendor relationship management.

Reading List	
1.	International Journal of Purchasing & Materials Management
2.	Journal of Operations Management
3	Journal of Supply Chain Management
4	K.Shridhara Bhat; Material Management; Himalaya Publishing House; Mumbai 2016
5	R.B Khanna, production and Operations management , Prentice Hall Publications, 2015
References Books	
1.	P. Saravanavel & S. Sumathi; Production and Materials Management, Margham Publications, 2015.
2.	Steve Chapman, Tony K. Arnold, Ann K. Gatewood, Lloyd Clive; Introduction to Materials Management. Eighth Edition, Pearson, 2017.
3.	P. Gopalakrishnan; Purchasing Materials Management, 1s edition, McGraw Hill Education, 2017.
4.	P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.
5.	Prem Virat; Materials Management, Springer Nature, 2014.
Web Resources	
1.	https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf
2.	https://examupdates.in/materials-management-notes/
3	https://www.slideshare.net/DevikaAntharjanam/3integrated-approach-to-materialmanagement
4	https://www.slideshare.net/rohit3615/materials-handling-15528281
5	https://www.investopedia.com/terms/e/economicorderquantity.asp

CO1	S	S	S	S	S	M	M	S
CO2	S	M	S	S	S	M	M	S
CO3	M	M	S	S	S	M	M	S
CO4	M	S	M	S	S	M	M	M
CO5	S	S	S	S	S	M	M	M

CO-PO Mapping (Course Articulation Matrix)

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

Course Title	Unit	Hours Allotment
Material Management	I	15
	II	15
	III	15
	IV	15
	V	15

Course Code	Course Title	L	T	P	C
23160AEC62	SERVICES MARKETING	5	0	0	4

COURSE OBJECTIVE:

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

UNIT I

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.

UNIT II

Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

UNIT III

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

UNIT IV

Delivering Quality Service: Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.

UNIT 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.

COURSE OUTCOME:

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 ,Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher
3.	The Journal Of Services Marketing
4.	Valarie A Zeithmal and Mary JO Bitner,Services Marketing:Integrating Customer Focus across the firm,Tata Mc Graw Hill NewDelhi
5	C.Bhattacharjee,Services Marketing ,Excel Books,NewDelhi
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. Sandhu supreet & Dogra Babzan, 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/31875
3	https://www.marketingtutor.net/service-marketing/
4	https://www.marketing91.com/service-marketing/
5	https://www.marketing91.com/service-marketing-mix/

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

CO-PO Mapping (Course Articulation Matrix)

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

Level of Correlation between PSO's and CO's

Course Title	Unit	Hours Allotment
Services Marketing	I	15
	II	15
	III	15
	IV	15
	V	15

Course Code	Course Title	L	T	P	C
23160AEC63	BUSINESS TAXATION	5	0	0	4

COURSE OBJECTIVE:

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

UNIT I

Objectives Of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.

UNIT II

Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure

UNIT 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.

UNIT 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.

UNIT 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.

COURSE OUTCOME:

- CO1** To define and understand the basic concepts of tax.
CO2 To Examine and apply GST rules in real-time business situations.
CO3 To analyze 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. S and Y. Hari Prasad Reddy.
2.	Business Taxation (Goods & Services TAX - GST) , Margam Publication, Edition 2019.
3.	Srinivasan N.P and Priya Swami. M, Business Taxation , Kalyani publishers Edition 2013
4.	Pagaredinkar, Business Taxation , Sultan Chand and Sons, 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. Vinodk. Singania and Dr. Monica Singania, Students Guide to Income Tax (including service tax, vat) , JBA Publishers, Edition 2013.
4.	DR. Vandhana Bangar , Yogendra Bangar , Indirect tax laws, Aadhya Prakasam Allahabad 2018.
5.	T.S. Reddy & Y. Hari Prasad Reddy , Business Taxation, Margham Publications, Chennai 2018.
Web Resources	
1.	https://www.gst.gov.in/
2.	https://gstcouncil.gov.in/
3.	https://taxguru.in/custom-duty/types-duties-customs.html
4.	https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901
5.	https://www.aegonline.com/insurance-investment-knowledge/tax-structure-in-india-explained/

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

CO-PO Mapping (Course Articulation Matrix)

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

Level of Correlation between PSO's and CO's

Course Title	Unit	Hours Allotment
Business Taxation	I	15
	II	15
	III	15
	IV	15
	V	15

COURSE CODE	COURSE TITLE	L	T	P	C
23160DSC64-A	COMPANY LAW	5	0	0	4

Learning Objectives	
LO1	To know Company Law 1956 and Companies Act 2013
LO2	To have an understanding on the formation of a company
LO3	To understand the requisites of meeting and resolution
LO4	To gain knowledge on the procedure to appoint and remove Directors
LO5	To familiarize with the various modes of winding up
Unit	Contents
I	Introduction to Company law Companies Act 2013 – Definition of a Company, Characteristics of Company – Lifting or Piercing the Corporate Veil – Company Distinguished from Partnership and Limited Liabilities Partnerships – Classification of Companies – Based on Incorporation, Liability, Number of Members, Control.
II	Formation of Company Formation of a Company – Promoter – Fundamental Documents – Memorandum of Association – Contents – Alternation – Legal Effects – Articles of Association - Certificate of Incorporation – Prospectus – Contents - Kinds – Liabilities – Share Capital – Kinds – Issue – Alternation – Dividend – Debentures.
III	Meeting Meeting and Resolution – Types – Requisites – Voting & Poll – Resolution – Ordinary, Special Audit & Auditors – Qualification, Disqualification, Appointment and Removal of an Auditor.
IV	Management & Administration Management & Administration – Directors – Legal Position – Board of Directors – Appointment/ Removal – Disqualification – Director Identification Number – Directorships – Powers – Duties – Board Committees – Related Party Transactions – Contract by One – Person Company – Insider Trading- Managing Director – Manager – Secretarial Audit – Administrative Aspects and Winding Up – National Company Law Tribunal (NCLT) – National Company Law Appellate Tribunal (NCLAT) – Special Courts.
V	Winding up Meaning – Modes – Compulsory Winding Up – Voluntary Winding Up – Consequences of Winding Up Order – Powers of Tribunal – Petition for Winding Up – Company Liquidator.
Course Outcomes	
CO1	Understand the classification of companies under the act
CO2	Examine the contents of the Memorandum of Association & Articles of Association
CO3	Know the qualification and disqualification of Auditors
CO4	Understand the workings of National Company Law Appellate Tribunal (NCLAT)
CO5	Analyse the modes of winding up

Textbooks	
1	N.D. Kapoor, Business Laws, Sultan Chand and Sons, Chennai
2	R.S.N. Pillai – Business Law, S.Chand, New Delhi.
3	M.V. Dhandapani, Business Laws Sultan Chand and Sons, Chennai
4	Shusma Aurora, Business Law, Taxmann, New Delhi
5	M.C.Kuchal, Business Law, VikasPublication, Noida
Reference Books	
1	Gaffoor & Thothadri, Company Law, Vijay Nichole Imprints Limited, Chennai
2	M.R. Sreenivasan, Business Laws, Margham Publications, Chennai
3	KavyaAndVidhyasagar, Business Law, Nithya Publication, Bhopal
4	S.D.Geet, Business Law Nirali Prakashan Publication, Pune
5	PreethiAgarwal, Business Law, CA foundation study material
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	https://www.mca.gov.in/content/mca/global/en/acts-rules/companies-act/companies-act-2013.html
2	https://vakilsearch.com/blog/explain-procedure-formation-company/
3	https://www.investopedia.com/terms/w/windingup.asp

**MAPPING WITH PROGRAMME OUTCOMES
AND PROGRAMME SPECIFIC OUTCOMES**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	2	3	3	2	3	3	2	2
CO2	3	2	3	2	3	3	2	3	3	2	2
CO3	3	2	3	2	3	3	2	3	3	2	2
CO4	3	2	3	2	3	3	2	3	3	2	2
CO5	3	2	3	2	3	3	2	3	3	2	2
TOTAL	15	10	15	10	15	15	10	15	15	10	10
AVERAGE	3	2	3	2	3	3	2	3	3	2	2

3 – Strong, 2- Medium, 1- Low

Course Code	Course Title	L	T	P	C
23160DSC64-B	SECURITY ANALYSIS PORTFOLIO MANAGEMENT	5	0	0	3

COURSE OBJECTIVE:

- Understand Financial intermediaries, financial markets and risk return trade off
- Evaluate the performance of bonds and Equity Valuation
- To study Fundamental and Technical analysis
- Illustrate Portfolio Management
- To know about Derivatives

UNIT I

Theory: Meaning, objectives, classification of investment. Investment versus speculation. security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY. Stock exchanges- BSE, NSE, OTCEI. Financial intermediaries. Return and Risk – Meaning, types of risk

Problem: Measurement of risk and return

UNIT II

Theory: Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity

Problem: Equity valuation models -Walter model, Gordon's model, the p/e ratio or earnings multiplier approach, measuring bond yields- yield to maturity, holding period return

UNIT III

Theory: Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels

Problems: Relative Strength Analysis, Moving Averages breadth of market

UNIT IV

Theory: steps in portfolio management, Portfolio Models –Capital Asset Pricing Model, Arbitrage Pricing Theory

Problems: Evaluation of Portfolios; Sharpe Model, Jensen's Model, Treynor's model

UNIT V

Theory: characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.

COURSE OUTCOME:

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 in investment decision making

Text Books	
1.	<u>Punithavathy Pandian</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. Jordan Ronald, K. Pradhan Ashwini (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, 1st Ed., MarghamPublicaitons, Chennai
References Books	
1.	Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.
2.	Bodi, Kane, Markus, Mohanty, Investments, 8 th edition, Tata McGraw Hill, 2011.
3.	V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013.
4.	V.K.Bhalla, Investment Management, S.Chand& Company Ltd., 2012
5.	Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press
Web Resources	
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

Course Title	Unit	Hours Allotment
Security Analysis Portfolio Management	I	15
	II	15
	III	15
	IV	15
	V	15

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

Course Code	Course Title	L	T	P	C
23160DSC65-A	CONSUMER BEHAVIOUR	5	0	0	3

Course Objectives:

- To explain the concept of consumer behavior
- To evaluate the factors affecting consumer behaviour in detail and analyze the consumer decision process.
- To understand the Consumer Decision Making Process
- To impart knowledge about personality and Consumer Behaviour
- To know about Consumer Learning and Consumer Involvement

UNIT I

Introduction to Consumer Behaviour and Consumer Research: Consumer Behaviour – Definition, Consumer and Customers, Buyers and Users, Organizations as Buyers, Development of Marketing Concept, Consumer Behaviour and its Applications in Marketing, Consumer Research Process.

UNIT II

Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.

UNIT III

Consumer Decision Making Process - Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation – Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era.

UNIT IV

Personality and consumer behavior – nature and characteristics of personality-theories of personality- influence of personality on consumer behavior- consumer motivation - concepts, needs, goals and motives-themes in consumer motivation. Attitude – characteristics – components – functions of attitude – factors influencing attitude – themes of attitude

UNIT V

Consumer Learning, Memory and Involvement: Introduction, Components of Learning, Behavioral Theory, Cognitive Learning Theory, Concept of Involvement, Dimensions of Involvement - Model of consumer involvement

Text Books	
1.	Dr. L Natarajan; Consumer Behavior, Margham Publication, 2019
2.	Michael R. Solomon; Tapan Kumar Panda, Consumer Behavior, Pearson Education, 2020.
3.	Ms. Suja and R. Nair; Consumer Behavior in Indian Perspective, Himalaya Publishing house Pvt Ltd, 2015
4.	Michael R Solomon; Consumer Behaviour: Buying, Having and Being. Pearson Education, 2014
5.	Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015
References Books	
1.	Bennet and Kassar, Consumer Behaviour, Prentice Hall of India, New Delhi
2.	Jay D. Lindquist and Joseph Sirgy, Shopper, Buyer and Consumer Behavior, Biztranza 2008.
3.	Paul Peter et al., Consumer Behavior and Marketing Strategy, Tata McGraw Hill, Indian Edition, 7th Edition 2005.
4.	Sheth Mittal, Consumer Behavior- A Managerial Perspective, Thomson Asia (P) Ltd., 2003.
5.	David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.
Web Resources	
1.	https://theintactone.com/2019/08/31/ccsubba-401-consumer-behavior/
2.	https://indiafreenotes.com/bba406-consumer-behavior/
3.	https://opentextbc.ca/introconsumerbehaviour/chapter/involvement-levels/
4.	https://www.yourarticlelibrary.com/consumers/personality-consumers/personality-of-consumer-nature-theories-and-life-style-concept/64136
5.	https://www.iedunote.com/attitude-and-consumer-behavior

COURSE OUTCOME:

CO1 Describe concepts underlying consumer behaviour

CO2 Evaluate the influence of internal and external factors on consumer consumption preferences.

CO3 Interpret the power of individual influences on decision making and consumption.

CO4 Identify & outline the significance of Motivation, Personality & Attitude with consumer behavior.

CO5 Relate consumer learning, involvement & decision making.

S-Strong M-Medium L-Low

Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0
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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1					M	S	S	
CO 2		M						
CO 3	S	S				M		
CO 4						S	S	
CO 5	M	S				S	S	

Course Title	Unit	Hours Allotment
Consumer Behaviour	I	15
	II	15
	III	15
	IV	15
	V	15

Course Code	Course Title	L	T	P	C
23160DSE65-B	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	5	0	0	3

COURSE OBJECTIVE:

- To impart knowledge about basic functions of Logistics and Supply Chain Management
- To provide understanding of Value Chain and SCM
- To familiarize students about Inventory Management
- To learn about Logistics Packaging
- To Know about Logistics Information system and e commerce

UNIT I

Concept of Logistics: Introduction, Objectives, Concept of Logistics, Objectives of logistics, Types of logistics, Concept of Logistics Management, Evolution of Logistics, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, Logistics and Competitive Advantage, Logistics Mix, Logistics in Organized Retail in India.

UNIT II

Supply Chain Management: Introduction, Objectives, Defining Value Chain, Organization level, Activities, Industry level, Value reference model, Concept of Supply Chain Management (SCM), Functions and Contribution of Supply Chain Management, Creating value, Enlisting suppliers to innovate, Leveraging value chain partners, Supply Chain Effectiveness and Indian Infrastructure, Framework for Supply Chain Solution, Supply Chain Relationships, Building a long-term relationship with vendors, Supplier relationship management (SRM).

UNIT III

Inventory Management: Introduction, Objectives, Concept of Inventory, Types of Inventory, Concept of Inventory Management, Importance of inventory management, Objectives of inventory management, Different Types of Inventory Costs, Inventory Performance Measures, Inventory turnover ratio (ITR), Framework of performance indicators, Inventory Planning Measures, Economic order quantity (EOQ), Reorder point, Safety stock, Supplier-managed inventory.

UNIT IV

Logistical Packaging: Introduction, Objectives, Concept of Logistical Packaging, Design Consideration in Packaging, Types of Packaging Material, Packaging Costs, Introduction to Logistics Outsourcing.

UNIT V

Logistics Information System: Introduction, Objectives, Concept of Logistics Information System (LIS), Importance of LIS, Principles of designing LIS, Logistics Information Architecture, Application of Information Technology in Logistics and Supply Chain Management, Introduction to E – Commerce Logistics.

COURSE OUTCOME:

CO1 Discuss about the Logistics and Supply Chain Management and its Retail usage.

CO2 Identify the Framework and relationship Supply Chain Management

CO3 Identify the various techniques of Inventory Management

CO4 Understand the Packaging techniques and outsourcing of Logistics Services.

CO5 Understand the use of Information System and E-Commerce in Logistics and Supply Chain Management.

Text books	
1.	Martin Christopher, Logistics & Supply Chain Management, Prentice Hall, Fourth Edition, 2013
2.	D. K. Agrawal, Textbook of Logistics and Supply Chain Management, Macmillan, 2009
3	Saikumari. V, S. Purushothaman, Logistics & Supply Chain Management, Sultan Chand & Sons, First Edition, 2022
4	Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011
5	Paul Myerson, Lean Supply Chain and Logistics Management, Mc Graw Hill, 2012
References Books	
1.	Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012.
2.	Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012.
3.	Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education, 5 th edition, 2013.
4.	Joel D. Wisner, G. Keong Leong, Keah-Choon Tan, Principles of Supply Chain Management A Balanced Approach, South-Western, Cengage Learning, 3rd edition, 2011.
5.	Altekar Rahul V, Supply Chain Management-Concept and Cases, PHI, 3 rd edition, 2005.
Web Resources	
1.	https://www.techtarget.com/searcherp/definition/logistics-management
2	https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/
3	https://www.bigcommerce.com/articles/ecommerce/inventory-management/
4	https://www.mbaknol.com/management-information-systems/logistic-information-system-and-its-objectives/
5	https://www.oracle.com/in/scm/what-is-supply-chain-management/#:~:text=At%20the%20most%20fundamental%20level,product%20at%20its%20final%20destination.

S-Strong M-Medium L-Low

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

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

Course Title	Unit	Hours Allotment
Logistics and Supply Chain Management	I	15
	II	15
	III	15
	IV	15
	V	15

Course Code	Course Title	L	T	P	C
23160PRW66	PROJECT WORK	5	0	0	4

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 OBJECTIVE:

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

COURSE OUTCOME:

- CO1** Gain knowledge about Research Project
CO2 Increase knowledge on research problem
CO3 Improve practice in review of literature
CO4 Gain knowledge on Data Collection and Analysis
CO5 Be Proficient in Project Preparation

PROJECT DESCRIPTION GUIDELINES

1. Project report is to bridge theory and practice.
2. The project work should be neatly presented in not less than 50 pages and not more than 120 pages
3. Paper Size should be A4
4. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Times New Roman / Font Size: 12 for text)
5. Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings). The report should be professional.
6. The candidate should submit periodical report of the project to the supervisor.
7. Two reviews will be conducted before the Viva Voce
8. Each candidate should submit hardcopy (3 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.

CO-PO Mapping

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

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

COURSE CODE	COURSE TITLE	L	T	P	C
23160SEC67	GENERAL AWARENESS FOR COMPETITIVE EXAMINATIONS	2	0	0	1

Course objectives:

- To create the opportunity for learning across different disciplines and builds experience for students as they grow into lifelong learners.
- To build experiences for students as they grow into lifelong learners.
- To know the basic concepts of various discipline

UNIT	Details
I	Indian Polity Basics concepts- Three organs of Indian government (Executives, Legislature, Judiciary), Introduction to Indian Constitution – Salient features of constitution, Preamble, Fundamental rights, Fundamental duties, Directive Principles of State policy, Types of Majority, Amendments to the Constitution, Basic structure Doctrine, Division of subjects between the union and the states local Governance, Elections in India and Election Commission, CAG.
II	Geography Major oceans of the world –Important Canals – Gulfs – Straits and passes – Indian Rivers and its Tributaries – Climatology – Atmosphere, Wind systems, Clouds systems, World climatic classification – Indian climate – Indian Monsoon – Indian’s physical features, Indian Soil types and Distribution – Importance Trade routes and projects, Indian natural vegetation – Indian agriculture- Major crops and its distribution, Indian Industries and its Distribution.
III	Economy National Income – Inflation – Money and Banking - Agriculture in India – Union Budget – Planning in India – Poverty – Unemployment – Inclusive Development and Development issues – Industrial policies – Financial Markets.
IV	History Modern India – formation of Indian National Congress – Morley Minto Reforms, Revolutionary activities – World War I and India’s Response – Home Rule league – Montague Chelmsford reforms – Rowlett Act – Non –Cooperation Movement – Simon commission and Nehru Report – Civil Disobedience Movement and Round Table conference – Quit India Movement and Demand for Pakistan – Cabinet Mission – Formation of Constituents Assembly and partition of India.

V	Environment and Ecology
	Basic concepts – Ecology, Biodiversity- Food chain and food web – Bio Geo Chemical Cycles – International Bio Diversity organisations- International Conventions – Conferences and Protocol – Indian Environmental laws and Environment Related organisation

Text Books	
1	Class XI and XII NCERT Geography
2	History – Old NCERT’S Class XI and XII
Reference Books	
1	M. Laxmi Kant (2019), Indian polity, McGraw- Hill
2	Ramesh Singh (2022), Indian Economy, McGraw - Hill
3	G.C Leong, Physical and Human Geography, Oxford University Press
4	Majid Hussain- India Map Entries in Geography, GK Publications Pvt, Ltd.
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	https://www.freebookkeepingaccounting.com/using-excel-in-accounts
2	https://courses.corporatefinanceinstitute.com/courses/free-excel-crash-course-for-finance
3	https://www.youtube.com/watch?v=Nv_Nnw01FaU

Course Outcomes	
CO1	Develop board knowledge of the different components in polity
CO2	Understand the Geographical features across countries and in India
CO3	Acquire knowledge on the aspects of Indian Economy
CO4	Understand the significance of India's Freedom Struggle
CO5	Gain knowledge on Ecology and Environment

COURSE CODE	COURSE TITLE	L	T	P	C
231EXACT	EXTENSION ACTIVITY	0	0	0	1

COURSE CODE	COURSE TITLE	L	T	P	C
231ACSIKWS	INDIAN KNOWLEDGE SYSTEM	0	0	0	2

COURSE OBJECTIVES:

- Establish, guide and monitor subject- wise interdisciplinary research groups composed of researchers from institutes, centers and individuals
- Create and promote popularization schemes.
- Facilitate funding of various projects and develop mechanism to undertake research.

UNIT	DETAILS
I	Introduction to Indian Knowledge System (IKS), Definition, Concept and Scope of IKS(4)1.1Definition,Concept and Scope of KS1.2IK base approaches on Knowledge Paradigms 1.3IKS in ancient India and in modern India
II	IKS and Indian Scholars, Indian Literature (8) 2.1 Philosophy and Literature (Maharishi Vyas, Manu, Kanad, Pingala,Parasar, Banabhatta, Nagarjuna and Panini) 2.2 Mathematics and Astronomy (Aryabhatta, Mahaviracharya, Bodhayana,Bhaskaracharya, Varahamihira and Brahmgupta) 2.3 Medicine and Yoga (Charak, Susruta, Maharishi Patanjali andDhanwantri)2.4Sahitya(Vedas,Upvedas,Upavedas(Ayurveda, Dhanurveda, Gandharvaveda) Puran and Upanishad) and shaddarshan (Vedanta, Nyaya.Vaisheshika, Sankhya, Mimamsa, Yoga, Adhyatma and Meditation) 2.5 Shashtra (Nyaya, vyakarana,Krishi,Shilp,Vastu,Natya Sangeet)
III	Indian Traditional/tribal/ethnic communities, their livelihood and local wisdom(6) 3.1 Geophysical aspects, Resources and Vulnerability 3.2 Resource Availability, utilization pattern and limitations3. 3 Socio- Cultural linkage with Traditional KnowledgeSystem3.4tangible and Intangible cultural heritage.
IV	unique Traditional Practices And Applied Traditional Knowledge(8)4.1 Myths,Rituals,Spirituals,Taboos andBelief System, Folk Stories, Songs, Proverbs, Dance, Play, Acts and Traditional Narratives 4.2 Agriculture, animal husbandry,Forest,SacredGroves,Water Mills, SacredWater Bodies, Land, water andSoilConservation and management Practices
V	Protection,preservation,conservation and Management of Indian Knowledge System(4)5. 1 Documentation and Preservation Of IKS 5.2 Approaches for conservation and Management of nature and bio-resources 5.3 Approaches and strategies to protection and conservation of IKS

Textbooks	
1	Class XI and XII NCERT Geography
2	History – Old NCERT’S Class XI and XII
Reference Books	
1	M. Laxmi Kant (2019), Indian polity, McGraw- Hill
2	Ramesh Singh (2022), Indian Economy, McGraw - Hill
3	G.C Leong, Physical and Human Geography, Oxford University Press
4	Majid Hussain- India Map Entries in Geography, GK Publications Pvt, Ltd.
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	https://www.freebookkeepingaccounting.com/using-excel-in-accounts
2	https://courses.corporatefinanceinstitute.com/courses/free-excel-crash-course-for-finance

	COURSE OUTCOMES
CO1	Develop board knowledge of the different components in polity
CO2	Understand the Geographical features across countries and in India
CO3	Acquire knowledge on the aspects of Indian Economy
CO4	Understand the significance of India’s Freedom Struggle
CO5	Gain knowledge on Ecology and Environment