



KAMARAJ COLLEGE

(AUTONOMOUS)

Accredited with A+ Grade by NAAC

Among Top 150 Colleges in India - NIRF Ranking 2025

இந்து நாடார் சங்கங்களால் 1966-ல் தொடங்கப்பட்ட கல்லூரி
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

THOOTHUKUDI - 628 003.



MINUTES OF THE BOARD OF STUDIES

DEPARTMENT OF BUSINESS ADMINISTRATION

- 1. B.B.A.**
- 2. B.B.A., Shipping and Logistics Management**
- 3. B.B.A., Aviation Management**
- 4. B.B.A., Digital Marketing**

Semester – I to VI

(for the students those who joined from the academic year 2025-2026)



KAMARAJ COLLEGE

(AUTONOMOUS)

Accredited with A+ Grade by NAAC

Among Top 150 Colleges in India - NIRF Ranking 2025

இந்து நாடார் சங்கங்களால் 1966-ல் தொடங்கப்பட்ட கல்லூரி
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
THOOTHUKUDI - 628 003.



B.B.A.,

Semester – I to VI

Syllabus

(For the Students those who joined from the academic year 2025 - 2026)

Department profile

Name of the Programme	:	B.B.A.,
Programme Code	:	02026
Year of Establishment	:	2018 - 2019
E-mail Id	:	kcsfbba@gmail.com
College Mail Id	:	kamarajcoll@gmail.com
College Website	:	www.kamarajcollege.ac.in

Vision:

To nurture competent, ethical, and socially responsible business leaders. It strives to empower students with managerial knowledge, analytical skills, and an entrepreneurial mindset. Focusing on innovation, leadership, and practical exposure, the department integrates academic excellence with industry relevance. It is committed to contributing to sustainable economic and social development through quality, value-based education

Mission:

To provide quality management education that develops skilled, ethical, and socially responsible professionals. It seeks to foster critical thinking, leadership, and entrepreneurial abilities through innovative teaching, industry engagement, and experiential learning. The department is dedicated to creating a supportive environment that encourages continuous learning, research, and professional growth, preparing students to excel in a dynamic global business environment.

B.B.A.,

Programme objective:

Learning outcomes-based curriculum framework guidelines based regulations for under graduate programme	
Programme:	B.B.A., Eligibility: Candidate must have passed the higher secondary (10+2) examination in the Commerce & Accountancy Stream.
Programme Code:	02026
Duration:	UG – 3 years
Programme Outcomes:	
PO1	Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study.
PO2	Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
PO3	Critical thinking: Capability to apply analytic thought to a body of knowledge; analyze and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
PO4	Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.
PO5	Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints

PO6	Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesizing and articulating; Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.
PO7	Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team
PO8	Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.
Programme Specific Outcomes:	
PSO 1	To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.
PSO 2	Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.
PSO 3	Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.
PSO 4	Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.
PSO5	Enhance skills of analytical and critical thinking to analyze Effectiveness of Humanity.

Methods of Evaluation		Marks	
Internal Evaluation	Continuous Internal Assessment Test	15	25
	Assignments with PPT	5	
	Class Participation /Group Discussion	5	
External Evaluation	End Semester Examination		75
	Total		100

Extra Credits

Curricular Activities	Co-Curricular Activities	Extra-Curricular Activities
Paper Presentation	Cultural Competitions	NCC
Paper Publication	Domain Clubs	NSS
Placement Training		Sports
Quiz		YRC
Competitions		UBA
SWAYAM /NPTEL/MOOCs		

****Paper Presentation for each paper: 1 credit.**

Level	Credit			
	Participation	III Prize	II Prize	I Prize
Intra college	1	2	3	4
Intercollegiate	2	3	4	5
District	3	4	5	6
University	4	5	6	7
State	5	6	7	8
National	6	7	8	9
International	7	8	9	10

Total credits Under – Graduate Courses including Lab Hours- 2024 to 2025

Semester	Hours	Credits
I	30	23
II	30	23
III	30	24
IV	30	25
V	30	31
VI	30	28
Total		154

****Extra Credit will be given on the basis of student's performance**

Pedagogy:

- Technology Based Learning (PPT)
- Peer Teaching (Chalk & Talk)
- Virtual Lab
- Blended Learning (Online & Offline)
- Group Learning
- Self - Study
- Games Based Learning

Course Structure

(For the Students admitted from the academic year 2025– 26 onwards)

First Year – Semester- I

UG B.B.A.,

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	Total
PartI	25ULTL11	Tamil Ilakkiya Varalaru I	3	6	3	25	75	100
PartII	25ULEN11	General English I	3	6	3	25	75	100
PartIII Core I	25UMBA11	Principles of Management	5	5	3	25	75	100
PartIII Core II	25UMBA12	Accounting for Management	5	5	3	25	75	100
PartIII EC - I	25UEBA11 25UEBA12	Any One 1. Managerial Economics 2. Consumer Behavior	3	4	3	25	75	100
PartIV SEC - I	25USBA11 25USBA12	Any One 1. Basics of Event Management 2. Office Management	2	2	3	25	75	100
Part IV FC	25UFBA11	Managerial Communication	2	2	3	25	75	100
Total			23	30				
SEC-Skill Enhancement Course						CIA- Continuous Internal Assessment		
EC –Elective Course						ESE- End Semester Examination		

Course Structure

(For the Students admitted from the academic year 2025– 26 onwards)

First Year – Semester- II

UG B.B.A.,

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs)	Marks Allotted		
						CIA	ESE	Total
Part I	25ULTL21	Tamil Ilakkiya Varalaru II	3	6	3	25	75	100
Part II	25ULEN21	General English II	3	6	3	25	75	100
Part III Core - III	25UMBA21	Organizational Behaviour	5	5	3	25	75	100
Core - IV	25UMBA22	Cost and Management Accounting	5	5	3	25	75	100
Part IV EC - II	25UEBA21 25UEBA22	Any one 1. Business Regulatory Framework 2. Business Legislation	3	4	3	25	75	100
Part IV SEC - II	25USBA21	Any two 1. Managerial Skill Development	2	2	3	25	75	100
SEC - III	25USBA22 25USBA23	2. Business Etiquette and Corporate Grooming 3. E-Logistics	2	2	3	25	75	100
Total			23	30				
SEC-Skill Enhancement Course EC –Elective Course			CIA- Continuous Internal Assessment ESE- End Semester Examination					

Course Structure

(For the Students admitted from the academic year 2024 – 25 onwards)

Second Year – Semester- III

UG B.B.A.,

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	Total
Part I	25ULTL31	Tamilaga Varalarum Panpaadum	3	6	3	25	75	100
Part II	25ULEN31	General English III	3	6	3	25	75	100
Part III Core - V	25UMBA31	Human Resource Management	5	5	3	25	75	100
Part III Core - VI	25UMBA32	Production and Materials Management	4	4	3	25	75	100
Part III EC - III	25UEBA31 25UEBA32	Any One 1. Business Statistics 2. Business Mathematics	3	3	3	25	75	100
Part IV SEC – V	25USBAL1	Any Two 1. Computer Application in Business (Practical)	2	2	3	40	60	100
SEC - VI	25USBA31 25USBA32	2. Effective Employability Skills I 3. New Venture Management	2	2	3	25	75	100
Part IV	25UYOG31	Yoga , Cultural & Heritage	2	2	1.5	25	75	100
Total			24	30				

Course Structure

(For the Students admitted from the academic year 2025 – 26 onwards)

Second Year – Semester- IV

UG B.B.A.,

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs)	Marks Allotted		
						CIA	ESE	Total
Part I	25ULTL41	Tamilum Ariviyalum	3	6	3	25	75	100
Part II	25ULEN41	General English IV	3	6	3	25	75	100
Part III Core - VII	25UMBA41	Marketing Management	4	4	3	25	75	100
Core - VII	25UMBA42	Financial Management	4	4	3	25	75	100
Part III EC - IV	25UEBA41 25UEBA42	Any one 1. Operations Research 2. Innovation Management	4	4	3	25	75	100
Part IV SEC - VI SEC - VII	25USBAL2 25USBA41 25USBA42	Any two 1. Computer Application in Accounting & Finance (Practical) 2. Effective Employability Skills II 3. Intellectual Property Rights	2 2	2 2	3 3	40 25	60 75	100 100
Part IV	25UEVS41	Environmental Studies	2	2	3	25	75	100
Part V	25UEA41	NCC/NSS/YRC/SPORTS	1	-	-	-	-	100
Total			25	30				
SEC-Skill Enhancement Course			CIA- Continuous Internal Assessment					
EC –Elective Course			ESE- End Semester Examination					

COURSE STRUCTURE

(For the Students admitted from the academic year 2025 – 2026)

Third Year – Semester – V

UG B.B.A.,

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	TOTAL
Part III Core - IX	25UMBA51	Research Methodology	5	5	3	25	75	100
Part III Core - X	25UMBA52	Financial Services	5	5	3	25	75	100
Part III Core - XI	25UMBA53	Management Information System	5	5	3	25	75	100
Part III Core - XII	25UMBA54	International Business Management	5	5	3	25	75	100
Part III EC - V	25UEBA51	Any Two 1. E-Business	4	4	3	25	75	100
	25UEBA52	2. Organisational Development						
EC- VI	25UEBA53	3. Supply Chain Management	4	4	4	25	75	100
	25UEBA54	4. Business Taxation						
Part IV	25UINT51	*Internship	1	-	3	50	50	100
Part V	25UPDT51	Personality Development	2	2	3	25	75	100
Total			31	30				
SEC-Skill Enhancement Course			CIA- Continuous Internal Assessment					
EC –Elective Course			ESE- End Semester Examination					

*Internship will be carried out during the summer vacation after the second year. Viva Voce will be conducted by the department and marks shall be sent to the college and the same will be included in the Fifth Semester Marks Statement.

COURSE STRUCTURE

(For the Students admitted from the academic year 2025 – 2026)

Third Year – Semester – VI

UG B.B.A.

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	TOTAL
Part III Core - XIII	25UMBA61	Entrepreneurial Management	5	5	3	25	75	100
Part III Core - XIV	25UMBA62	Strategic Management	5	5	3	25	75	100
Part III Core - XV	25UMBA63	Services Marketing	5	5	3	25	75	100
Part III Core - XVI	25UMBA64	Corporate Finance	5	5	3	25	75	100
Part III EC - VII	25UEBA61	Any Two 1. Total Quality Management	4	5	3	25	75	100
	25UEBA62	Security Analysis and Portfolio Management						
EC - VIII	25UEBA63	2. Fundamentals of Logistics	4	5	4	25	75	100
	25UEBA64	3. Digital Marketing						
Part - IV	25USBAP1	Major Project	2	-	-	50	50	100
Total			28	30				
SEC-Skill Enhancement Course			CIA- Continuous Internal Assessment					
EC –Elective Course			ESE- End Semester Examination					

Semester – I
Principles of Management

Title of the Course	Principles of Management				
Course Type	Core – I				
Course Code	25UMBA11				
Year	I	Semester	I	Credits	5
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		5	--	--	75

Learning Objectives	
LO1	To impart knowledge about evolution of management.
LO2	To provide understanding on planning process and importance of decision making in organization.
LO3	To learn the application of principles in organization.
LO4	To study the process of effective controlling in organization.
LO5	To familiarize students about 2 significance of ethics in business and its implications.

Unit	Content
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.
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.
III	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.
IV	Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.
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.

Recommended Texts	
1.	P.C. Tripathi & P.N Reddy; Principles of Management, Sultan Chand & Sons, 6th Edition, 2017.
2.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017.
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand & Sons, 3 rd Edition.
5.	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015.
Reference Books	
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.
Web Resources	
1.	https://www.elearning.panchakotmv.ac.in/files/335B6FFC15896569440.pdf
2.	https://baou.edu.in/assets/pdf/PGDM_101_slm.pdf
3.	https://openstax.org/details/books/principles-management
4.	https://biz.libretexts.org/Bookshelves/Management/Principles_of_Management
5.	https://biz.libretexts.org/Courses/Lumen_Learning/Principles_of_Management_(Lumen)
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Describe nature, scope, role, levels, functions and approaches of management.
CO 2	Apply planning and decision making in management.
CO 3	Identify organization structure and various organizing techniques.
CO 4	Understand Direction, Co-ordination & Control mechanisms.
CO 5	Relate and infer ethical practices of organisation.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	2	3	3	3	3	2
CO 3	3	3	3	3	3	3	3	3
CO 4	3	2	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3
Total	15	14	14	15	15	15	15	14
Average	3	2.8	2.8	3	3	3	3	2.8

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	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	2	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Total	15	14	14	15	15
Average	3	2.8	2.8	3	3

Accounting for Management

Title of the Course	Accounting for Management				
Course Type	Core - II				
Course Code	25UMBA12				
Year	I	Semester	I	Credits	5
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		5	--	--	75

Learning Objectives	
LO1	To Impart Knowledge about basic concepts of Accounting and its Applications.
LO2	To Analyze and Interpret Financial Reports of a Company.
LO3	To Understand the Gross Profit and Net Profit earned by Organization.
LO4	To Understand the procedures of Accounting under Bills of Exchange.
LO5	To Foster Knowledge on calculation of the Depreciation.

Unit	Content
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.
II	Subsidiary book – Preparation of cash Book – Bank Reconciliation Statement – Rectification of Errors – Suspense Account.
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.
IV	Bills of Exchange – Trade and Accommodation bills – Renewals – Dishonour due to insolvency – Retiring the bill.
V	Depreciation – Definition, Causes, Methods of Deprecation (Straight Line Method, Written Down Value Method and Annuity Method).

Recommended Texts	
1.	R.L.Gupta&Radhasamy.M - Advanced Accountancy, New Delhi: Sultan Chand & Sons.
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.
Reference Books	
1.	Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai.
2.	TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications, 6th Edition, 2019.
3.	David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017.
4.	M N Arora; Accounting for Management- Himalaya Publications House 2019.
5.	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
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/
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Prepare Journal, Ledger, Trial Balance and Cash Book.
CO 2	Classify Errors and Making Rectification Entries.
CO 3	Prepare Final Accounts with Adjustments.
CO 4	Prepare Bills of Exchange.
CO 5	To Understand the methods and Calculation of Depreciation.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	2	3	3	2
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	2	2	3	3	2	2	2
Total	15	14	15	15	14	15	15	14
Average	3	2.8	3	3	2.8	3	3	2.8

S - Strong (3)

M - Medium (2)

L - Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	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
Total	15	15	15	15	15
Average	3	3	3	3	3

Managerial Economics

Title of the Course	Managerial Economics				
Course Type	Elective - I				
Course Code	25UEBA11				
Year	I	Semester	I	Credits	3
Instruction Hours per Week	Lecture	Tutorial	Lab Practices	Total	
	4	--	--	60	

Learning Objectives	
LO1	To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario
LO2	To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.
LO3	To Understand the optimal point of cost analysis and production factors of the firm.
LO4	To describe the pricing methods and strategies that are consistent with evolving marketing needs.
LO5	To Provide insights to the various market structures in an economy.

Unit	Content
I	Nature and scope of managerial economics – Meaning, definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.
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.
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.
IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination.
V	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly.

Recommended Texts	
1.	Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019.
2.	Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
3.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8th edition, 2015.
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition, 2017.
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016.
Reference Books	
1.	Journal of Economic Literature – American Economic Association.
2.	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.
Web Resources	
1.	https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597
2.	https://www.intelligenteconomist.com/profit-maximization-rule
3.	http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134
4.	http://www.simplynotes.in/e-notes/mbabba/managerial-economics/
5.	https://businessjargons.com/determinants-of-elasticity-of-demand.html
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Describe nature, scope, role, concepts of economics
CO 2	Apply the demand and supply concepts
CO 3	Apply and analyze the production functions
CO 4	Study the pricing methods and strategies
CO 5	Analyse market competition and strategies

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	2	3	3	2
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	2	2	3	3	2	2	2
Total	15	14	14	15	14	14	14	14
Average	3	2.8	2.8	3	2.8	2.8	2.8	2.8

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	3	2
CO 2	3	2	1	2	1
CO 3	3	2	2	2	2
CO 4	3	2	3	2	3
CO 5	2	3	2	3	2
Total	13	12	10	12	10

Consumer Behaviour

Title of the Course	Consumer Behaviour				
Course Type	Elective – I				
Course Code	25UEBA12				
Year	I	Semester	I	Credits	3
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	4		--	--	60

Learning Objectives	
LO1	To understand the different concepts relating to nature, scope and application of consumer behavior.
LO2	To understand the various internal influences on consumer behavior.
LO3	To comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.
LO4	To learn about the various external influences on consumer behavior.
LO5	To understand the process of human decision making in a marketing context.

Unit	Content
I	Introduction to Consumer behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research.
II	Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory.
III	Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process- selection, organization & interpretation.
IV	External Influences on Consumer Behavior: Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: consumer roles within a family; purchase influences and role played by children; family life cycle.
V	Consumer Decision Making; Diffusion of Innovation: Definition of innovation - resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation.

Recommended Texts	
1.	'Predictably Irrational' – Dan Ariely - Explores the hidden forces that shape our decisions, providing insights into the irrational aspects of consumer behaviour.
2.	'Consumer behaviour' – Leon G. Schiffman, Leslie Lazar Kanuk, and Joseph Wisenblit - A comprehensive guide covering various aspects of consumer behaviour, including perception, motivation, attitudes, and decision-making processes.
3.	"The Big Five Personality Traits and Consumer Behavior" – Explores how personality traits influence shopping habits.
4.	"Persuasion: Social Influence and Compliance Gaining" – Robert B. Cialdini explains how personality influences consumer choices and persuasion techniques.
5.	'Thinking, Fast and Slow' – Daniel Kahneman - Delves into the dual systems of thought that drive our decisions, offering a deeper understanding of consumer decision-making processes.
Reference Books	
1.	Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India.
2.	Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited.
3.	Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi.
4.	Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi.
5.	David L. Louden and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.
Web Resources	
1.	https://www.ama.org/topics/consumer-behavior/
2.	https://www.ama.org/consumer-behavior-sig/
3.	https://degree.lamar.edu/online-programs/business/mba/marketing-concentration/key-marketing-concepts-consumer-behavior/
4.	https://www.ama.org/2019/05/20/the-why-behind-the-buy-integrating-consumer-behavior-into-your-marketing-strategy/
5.	https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition

Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Explain the concept of Consumer Behaviour& describe Consumer research process in detail.
CO 2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.
CO 3	Analyze the consumer decision process.
CO 4	Assess the impact of consumer's motivation, personality on the buying behaviour.
CO 5	Determine customer satisfaction and consequent post purchase behavior

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	2	3	3	2
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	2	2	3	3	2	2	2
Total	15	14	14	15	14	14	14	14
Average	3	2.8	2.8	3	2.8	2.8	2.8	2.8

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	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
Total	15	14	14	15	14
Average	3	2.8	2.8	3	2.8

Basics of Event Management

Title of the Course	Basics of Event Management				
Course Type	Skill Enhancement Course				
Course Code	25USBA11				
Year	I	Semester	I	Credits	2
Instruction Hours per Week	Lecture	Tutorial	Lab Practices	Total	
	2	--	--	30	

Learning Objectives	
LO1	To know the basic of event management its concepts.
LO2	To make an event design.
LO3	To make feasibility analysis for events.
LO4	To understand the 5 Ps of Event Marketing.
LO5	To know the financial aspects of event management and its promotion.

Unit	Content
I	Introduction: Event Management – Definition, Need, Importance, Activities: Pre-Event, During Event, Post Event Activities.
II	Event Planning and Design: Steps in Event Planning, Venue Selection and Design, Resource Management.
III	Event feasibility: Resources – feasibility - SWOT Analysis.
IV	Event Marketing & Promotion: Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations.
V	Event Budget: Event Budget - Financial Analysis – Event Cost – Event Sponsorship.

Recommended Texts	
1.	Event Management by Chaudhary, Krishna, Bio-Green Publishers.
2.	Successful Event Management by Anton Shone & Bryn Parry.
3.	Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid.
4.	Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen, Wiley Publishers.
5.	Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik Create Space Independent Publishing Platform, 2015.

Reference Books	
1.	Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.
2.	Event Management by Swarup K. Goyal - Adhyayan Publisher – 2009.
3.	Event Management & Public Relations by Savita Mohan - Enkay Publishing House.
4.	Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross.
5.	Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers.
Web Resources	
1.	https://ebooks.lpude.in/management/bba/term_5/dmgt304_event_management.pdf
2.	https://www.inderscience.com/jhome.php?jcode=ijhem/international journal of hospitality & event management
3.	https://www.emeraldgrouppublishing.com/journal/ijefm International Journal of Event and Festival Management
4.	https://www.eventbrite.com/blog/?s=roundup
5.	https://www.eventindustrynews.com/
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	To understand basics of event management.
CO 2	To design events.
CO 3	To study feasibility of organizing an event.
CO 4	To gain Familiarity with marketing & promotion of event.
CO 5	To develop event budget.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	2	3	3	3
Total	15	14	15	15	14	14	15	15
Average	3	2.8	3	3	2.8	3	3	3

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	2	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Total	15	14	15	15	14
Average	3	2.8	3	3	2.8

Office Management

Title of the Course	Office Management				
Course Type	Skill Enhancement Course				
Course Code	25USBA12				
Year	I	Semester	I	Credits	2
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	2		--	--	30

Learning Objectives	
LO1	To familiar with modern office management.
LO2	To familiar with the work atmosphere.
LO3	To train the students in maintaining and running the office effectively.
LO4	To understand and organize data records.
LO5	To gain knowledge about the role of a secretary.

Unit	Content
I	Modern Office and Its Function Introduction — Meaning of Office — Office Functions — Importance of Office—The Changing Office—The Paperless Office — Office Management - Elements— Functions — Office Manager — Success Rules for Office Managers.
II	Office Space and Environment Management Introduction— Principles — Location of Office — Office Building — Office Layout —Preparing the Layout - Freedom from Noise and Dust - Safety from Physical Hazards - Sanitary Requirements – Cleanliness – Security - Secrecy.
III	Office Systems and Procedures The Systems Concept —Definitions—Systems Analysis —Flow of Work— Analysis of Flow of Work — Role of Office Manager in Systems and Procedures.
IV	Records Management Records — Importance of Records — Records Management — Filing — Essentials and Characteristics of a Good Filing System — Classification and Arrangement of Files — Modern Tendencies in Records Making.
V	Secretarial Practice Role of Secretary: Definition; Appointment, Duties and Responsibilities of a Personal Secretary - Qualifications for Appointment as Personal Secretary. Agenda and Minutes of Meeting. Drafting, Fax-Messages, Email. Maintenance of Appointment Diary.

Recommended Texts	
1.	R S N Pillai & Bagavathi, Office Management, S Chand Publications, New Delhi
2.	P.K. Ghosh, Office Management, Sultan Chand & Sons, New Delhi.
3.	R.K. Chopra, Office Management, Himalaya Publishing House, Mumbai.
4.	Bhatia, R.C. Principles of Office Management, Lotus Press, New Delhi.
5.	Leffingwell and Robinson: Text book of Office Management, Tata McGraw-Hill, Noida.
Reference Books	
1.	Chhabra, T.N., Modern Business Organisation, Dhanpat Rai & Sons New Delhi.
2.	Terry, George R, Office Management and Control, Irwin, United States.
3.	Duggal, Balraj, Office Management and Commercial Correspondence, Kitab Mahal, New Delhi.
4.	Dr. I.M. Sahai, Office Management & Secretarial Practice, Sahitya Bhawan Publications, New Delhi.
5.	T Ramaswamy, Principles Of Office Management, Himalaya Publishers, Mumbai.
Web Resources	
1.	https://desktrack.timentask.com/blog/office-management-software/
2.	https://hubblehq.com/blog/best-office-management-software-tools
3.	https://www.zoho.com/one/office-management-software.html
4.	https://www.actiplans.com/blog/best-office-management-tools
5.	https://www.travelperk.com/guides/office-management/
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Familiarized with modern office management.
CO 2	Adapt with the modern work atmosphere.
CO 3	Trained in maintaining the office independently and effectively.
CO 4	Ability to organize data records in office.
CO 5	Motivated to act as a company secretary.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	2	3	3	2
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	2	2	3	3	2	2	2
Total	15	14	14	15	14	14	14	14
Average	3	2.8	2.8	3	2.8	2.8	2.8	2.8

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	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	2	3	3
Total	14	15	14	15	14
Average	2.8	3	2.8	3	2.8

Managerial Communication

Title of the Course	Managerial Communication				
Course Type	Foundation Course				
Course Code	25UFBA11				
Year	I	Semester	I	Credits	2
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		2	--	--	30

Learning Objectives	
LO1	To educate students role & importance of communication skills.
LO2	To build their listening, reading, writing & speaking communication skills.
LO3	To introduce the modern communication for managers.
LO4	To understand the skills required for facing interview.
LO5	To facilitate the students to understand the concept of Communication.

Unit	Content
I	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.
II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters.
III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language.
IV	Communication through Reports – Agenda- Minutes of Meeting - Drafting of a resume - Application for a situation – Structure - Preparation of Curriculum vitae – Drafting an application for different positions.
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites - AI Tools for effective Communication

Recommended Texts	
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 - Peason 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.
Reference 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 Correspondence 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.indeed.com/career-advice/career-development/meeting-minutes-template-examples
5.	https://toolnest.org/ai-tools-for-business-communication-collaboration/
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Understand communication process and its barriers.
CO 2	Develop business letters in different scenarios
CO 3	Develop oral communication skills & conducting interviews
CO 4	Use managerial writing for business communication
CO 5	Identify usage of modern communication tools & its significance for managers

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	2	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	2	2	3	3	2	2	2
Total	15	14	14	15	14	14	14	14
Average	3	2.8	2.8	3	2.8	2.8	2.8	2.8

S - Strong (3)

M - Medium (2)

L - Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	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	2	3	2	3	2
Total	14	15	14	15	14
Average	2.8	3	2.8	3	2.8

Semester – II
Organizational Behaviour

Title of the Course	Organizational Behaviour				
Course Type	Core – III				
Course Code	25UMBA21				
Year	I	Semester	II	Credits	5
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	5		--	--	75

Learning Objectives	
LO1	To have extensive knowledge on OB and the scope of OB.
LO2	To create awareness of Individual Behaviour.
LO3	To enhance the understanding of Group Behaviour.
LO4	To know the basics of Organizational Culture and Organizational Structure.
LO5	To understand Organizational Change, Conflict and Power.

Unit	Content
I	Introduction: Meaning, Definition, Concept of Organizational Behavior: Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB - Work Life Balance- Work environment, Ethics.
II	Individual Behaviour: 1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace. 2. Motivation: Concept; Theories Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory Job characteristics model; Redesigning jobs. 3. Perception, Decision Making: Perception and Judgments; Factors; Linking perception to individual decision making.
III	Group Behaviour: 1. Groups and Work Teams: Concept: Five Stage model of group development; Group norms, cohesiveness; Groupthink and shift; Teams; types of teams; Creating team players from individuals and team-based work - Leadership: Concept; Trait theories; Behavioral theories- Contingency theories.
IV	Organizational Culture and Structure: Concept of culture- Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options.
V	Organizational Change, Conflict and Power: Forces of change; Planned change; Resistance; Approaches - Concept of conflict, Conflict process; Types, Functional/Dysfunctional. Introduction to power and politics. Case study

Recommended Texts	
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge , Organizational Behaviour, Pearson Education, 18 th Edition, 2022.
2.	Fred Luthans, Organizational Behaviour, Tata Mc Graw Hill, 2017.
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, Organizational Behaviour, John Wiley & Sons, 2011.
4.	Dr.Christopher P. Neck, Jeffery D. Houghton and EmmaL. Murray, Organizational Behaviour: A Skill-Building Approach, SAGE Publications, Inc; 2 nd edition.
5.	LouisBevoc,AllisonShearsett,RachaelCollinson,OrganizationalBehaviourReference, Nutri Niche System LLC (28 April 2017).
Reference Books	
1.	Uma Sekaran, Organizational Behaviour Text & Cases, 2 nd Edition, Tata McGraw Hill Publishing CO. Ltd.
2.	Gangadhar Rao, Narayana, V.S.P. Rao, Organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1 st Edition.
3.	S. S. Khanka, Organizational Behaviour, S. Chand & Co, New Delhi.
4.	J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai, 2017.
5.	John Newstrom, Organizational Behaviour: HumaBehaviourat Work, 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 JSTOR
4.	International Journal of Organization Theory & Behavior, Emerald Publishing
5.	https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior/
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Describe nature, scope, role, levels, functions and approaches of Organization Behaviour.
CO 2	Apply the concepts, theory and individual behaviour.
CO 3	Concept, theory, changes in group behavior.
CO 4	Understand, create, design and implementation.
CO 5	Relate and infer the Organisation development.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	2	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	2	2	3	3	2	2	2
Total	15	14	14	15	14	14	14	14
Average	3	2.8	2.8	3	2.8	2.8	2.8	2.8

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	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	2	3	2	3	2
Total	14	15	14	15	14
Average	2.8	3	2.8	3	2.8

Cost and Management Accounting

Title of the Course	Cost and Management Accounting				
Course Type	Core - IV				
Course Code	25UMBA22				
Year	I	Semester	II	Credits	5
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	5		--	--	75

Learning Objectives	
LO1	To Provide basic Understanding of Cost Concepts and Classification.
LO2	To Develop skills in tools & Techniques and critically evaluate decision making in business.
LO3	To Understand various ratios and cash flow related to finance
LO4	To Recognize the role of budgets and variance as a tool of planning and control.
LO5	To Gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios

Unit	Content
I	Cost Accounting – Meaning, Nature, Scope and Functions, Need, Importance and Limitations- Cost Concepts and Classification –Cost sheets – Tenders & Quotation.
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.
III	Ratio Analysis – Interpretation, Benefits and Limitations. Classification of Ratios - Liquidity Ratio, Solvency Ratio, Profitability Ratio, Turnover Ratio.
IV	Budgets and Budgetary Control – Meaning, Objectives, Merits and Demerits – Sales Budget, Production Budget, Flexible Budget and Cash Budget.
V	Marginal Costing – CVP Analysis – Break even analysis. Prepare the Break Even Analysis for a Company and present the report.

Recommended Texts	
1.	M.C. Shukla, T.S.Grewal&S.C.Gupta - Advanced Accountancy, New Delhi,Sultan Chand & Sons, 19th Edition 2016
2.	T. S. and A .Murthy.ManagementAccounting.Chennai: Margham, 2007.
3.	Jain S.P and K.L Narang.Advanced Accountancy (Part II).Kalyani, 2007.
4.	Maheshwari S.N, Advanced Accountancy (PartII). Vikas, 2007.
5.	Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017.
Reference Books	
1.	Chhabra, T.N., Modern Business Organisation, Dhanpat Ra i& Sons New Delhi.
2.	T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016.
3.	Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015.
4.	HorngrenSunderu Stratton, Introduction to Management Accounting, Pearson Education,2013.
5.	Rajiv Kumar Goel&IshaanGoel, Concept Building Approach to Management Accounting ,2019.
Web Resources	
1.	https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Inter-Paper5-Revised.pdf
2.	https://efinancemanagement.com/financial-accounting/management-accounting/
3.	http://www.accountingnotes.net/management-accounting/management-accounting-meaning-limitations-and-scope/5859/
4.	https://www.wallstreetmojo.com/ratio-analysis/
5.	http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-variance-analysis-cost-accounting/10656/

Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Interpret cost sheet & write comments.
CO 2	Compare cost, management & financial accounting
CO 3	Analyze the various ratio and compare it with standards to assess deviations
CO 4	Estimate budget and use budgetary control
CO 5	Evaluate marginal costing and its components

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	2
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	2	3	3	3	3	3	3
Total	15	14	15	15	15	15	15	15
Average	3	2.8	3	3	3	3	3	3

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	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
Total	15	15	15	15	15
Average	3	3	3	3	3

Business Regulatory Framework

Title of the Course	Business Regulatory Framework				
Course Type	Elective – II				
Course Code	25UEBA21				
Year	I	Semester	II	Credits	3
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		4	--	--	60

Learning Objectives	
LO1	To understand the basics of Indian Contract Law and Special Contracts.
LO2	To gain knowledge of the Indian Companies Act, 1956 and company management.
LO3	To create awareness of consumer rights and RTI provisions.
LO4	To introduce cyber laws under the IT Act, 2000 and 2008.
LO5	To develop legal awareness for business decision-making.

Unit	Content
I	Brief outline of Indian Contracts Act - Special contracts Act
II	Sale of goods Act - Contract of Agency
III	Brief outline of Indian Companies Act 1956.- kinds-formation-MOA- AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resolutions-Winding up
IV	Consumer Protection Act – RTI
V	Brief outline of Cyber laws – IT Act 2000 & 2008

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

Reference Books	
1.	Legal Aspects of Business – Ravinder Kumar (Cengage)
2.	Business Law / Business Laws – N.D. Kapoor (Sultan Chand & Sons)
3.	Business Regulatory Framework / Business Law – Ashish Dilraj, Binoy Arickal & Nitin Jain (Himalaya Publishing House)
4.	Business Regulatory Framework – P. Saravanel & S. Balakumar
5.	Business Law – P.C. Tulsian (McGraw Hill)
Web Resources	
1.	https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework--1.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.	https://librarymvmgacsgcom.files.wordpress.com/2020/08/svu-business-regulatory-framework.pdf
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Explain Indian Contracts Act
CO 2	Understand Sales of goods act and Contract of Agency
CO 3	Understand Indian Companies Act 1956
CO 4	Understand Consumer Protection Act – RTI
CO 5	Understand Cyber law

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	2	2	2	3	3	2	3
CO 5	3	3	3	3	3	3	3	3
Total	15	14	14	14	15	15	14	15
Average	3	2.8	2.8	2.8	3	3	2.8	3

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	3	3
CO 2	3	2	3	3	3
CO 3	3	2	3	3	3
CO 4	3	2	3	2	2
CO 5	3	2	3	3	3
Total	15	10	15	14	14
Average	3	2	3	2.8	2.8

Business Legislation

Title of the Course	Business Legislation				
Course Type	Elective – II				
Course Code	25UEBA22				
Year	I	Semester	II	Credits	3
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	4		--	--	60

Learning Objectives	
LO1	To impart knowledge on the Factories Act, 1948
LO2	To provide insights on the Foreign Exchange Management Act, 1999
LO3	To inculcate knowledge about the Prevention of Money Laundering Act, 2002
LO4	To enable the students to learn about the Competition Act 2002
LO5	To familiarize the students about the existence of Intellectual Property Rights

Unit	Content
I	Factories Act 1948 Definitions - Objects –Scope – Approval – Licensing – Registration of Factories – Notice by Occupier – General Duties of Occupier and Manufacturer – Measures to be Taken by Factories for Health, Safety and Welfare of Workers – Measures – Special Provisions Relating to Hazardous Processes – Working Hours of Adults – Additional Provisions Regulating Employment of Women in a Factory – Employment of Young Person and Children – Annual Leave with Wages – Penalties and Procedures.
II	Foreign Exchange Management Act, 1999 Introduction - Board Structure of FEMA – Definitions - Regulation & Management of Foreign Exchange - Contraventions & Penalties – Procedure for Compliance.
III	Prevention of Money Laundering Act, 2002 Definitions – Punishment for the Offence of Money Laundering - Obligations of Banking Companies - Financial Institutions and Intermediaries or a Person Carrying on a Designated Business or Profession - Adjudication Authorities & Procedures.

IV	Competition Act, 2002 Definitions - Prohibition of Agreements- Prohibition of Abuse of Dominant Position – Competition Commission of India - Establishment, Administration & Duties Powers – Competition Advocacy - Adjudication Authorities – Penalties & Prosecution.
V	Intellectual Property Rights Intellectual property rights (IPR) – An Introduction - Kinds of Intellectual Property Rights - Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design Genetic Resources and Traditional Knowledge – Trade Secret - IPR in India: Genesis and development.

Recommended Texts	
1.	AkhilleshwarPathak, Legal aspects of business, McGraw Hill Education, Noida
2.	R.S.N. Pillai&Bagavathi, Legal aspects of business, S. Chand, New Delhi
3.	RashmiAggarwal, RajinderKaur, Legal aspects of business, Pearson Education Limited, New Delhi
4.	P.K. Padhi, Legal aspects of business, PHI Learning, New Delhi
Reference Books	
1.	Ravinder Kumar, Legal aspects of business, Cengage Learning, Noida
2.	Shawn Kopel, Guide to business law, Oxford University Press, England
3.	M.C. Kuchhal, VivekKuchhal, Business Law, S Chand Publishers, New Delhi
4.	C.L. Bansal. Business law, Taxman, New Delhi
Web Resources	
1.	https://labour.gov.in/sites/default/files/Factories_Act_1948.pdf/
2.	https://legislative.gov.in/sites/default/files/A1999-42_0.pdf/
3.	https://stfrancislaw.com/blog/intellectual-property-rights/
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Acquire knowledge on Factories Act, 1948
CO 2	Analyze the role of Foreign Exchange Management Act, 1999
CO 3	Understand the practical implications of Prevention of Money Laundering Act, 2002
CO 4	Evaluate the importance of Competition Act, 2002
CO 5	Gain knowledge on Intelligence Property Rights

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	2	3	3	2	3
CO 2	3	2	2	3	2	3	2	3
CO 3	3	3	3	2	2	2	2	2
CO 4	2	1	2	4	3	2	2	3
CO 5	2	2	3	3	2	2	3	2
Total	13	10	12	14	12	12	11	13
Average	2.6	2	2.4	2.8	2.4	2.4	2.2	2.6

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	3	2
CO 2	3	2	1	2	1
CO 3	3	2	2	2	2
CO 4	3	2	3	2	3
CO 5	2	3	2	3	2
Total	13	12	10	12	10
Average	2.6	2.4	2	2.4	2

Managerial Skill Development

Title of the Course	Managerial Skill Development				
Course Type	Skill Enhancement Course				
Course Code	25USBA21				
Year	I	Semester	II	Credits	2
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		2	--	--	30

Learning Objectives	
LO1	To Improve the Self- Confidence, Groom the Personality and build emotional competence.
LO2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
LO3	To assess the Emotional intelligence.
LO4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions.
LO5	To improve professional etiquettes.

Unit	Content
I	INTRODUCTION TO SELF: Introduction to self-Awareness: Concept, Components, Barriers, developing self-awareness - Self-assessment Tools and Techniques: Introduction to Personal SWOT Analysis, Identifying Strengths, Understanding Weaknesses, Opportunities and Threats in a Managerial Role.
II	SELF ESTEEM: Introduction, Types and Characteristics of Self-Esteem, Factors Influencing Self-Esteem, Self-Esteem in Managerial Roles, Self-Esteem Assessment and Feedback, Personality mapping tests, Appreciative Intelligence.
III	BUILDING EMOTIONAL COMPETENCE: Introduction to Emotional Competence, Self-regulation, Social Awareness, Relationship Management, Application of Emotional Competence in Decision Making, The six-phase model of Creative Thinking: ICEDIP model.
IV	THINKING SKILLS: Introduction to Thinking Skills, Critical Thinking and Learning, Analytical Thinking, Creative Thinking, Applying Thinking Skills in Managerial Decisions.
V	COMMUNICATION RELATED TO COURSE: Oral presentations, Conducting meetings, Reporting of projects, Reporting of case analysis, Assignment writing. Practical application of managerial skills through real

	and hypothetical cases. Case studies: <ul style="list-style-type: none"> • Time management challenges faced by a young manager in a start-up. • Communication barriers and solutions in a multinational company. • Leadership style analysis in a family-owned business. • Group discussions, role-plays, and presentations based on the above cases. • Students form groups, analyze cases, present solutions • Role play based on real managerial challenges • Written assignment & presentation on each case
--	--

Recommended Texts	
1.	Rajendra Pal, Essentials of Business Communication, Sultan chand and sons pvt ltd.
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.
Reference Books	
1.	Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication.
2.	McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
3.	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 Carrer 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-Skills-All-Units-AC.pdf
5	https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf

Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Identify the personal qualities that are needed to sustain in the world of work.
CO 2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.
CO 3	Acquire practical management skills that are of immediate use in management or leadership positions.
CO 4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.
CO 5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	2	3	3
CO 5	3	3	3	3	3	3	3	3
Total	15	15	15	15	15	14	15	15
Average	3	3	3	3	3	2.8	3	3

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	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
Total	15	15	15	15	15
Average	3	3	3	3	3

Business Etiquette and Corporate Grooming

Title of the Course	Business Etiquette and Corporate Grooming				
Course Type	Skill Enhancement Course				
Course Code	25USBA22				
Year	I	Semester	II	Credits	2
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	2		--	--	30

Learning Objectives	
LO1	To impart knowledge about basic etiquettes in professional conduct
LO2	To provide understanding about the workplace courtesy and ethical issues involved
LO3	To suggest on guidelines in managing rude and impatient clients
LO4	To familiarize students about significance of cultural sensitivity and the relative business attire
LO5	To stress on the importance of attire

Unit	Content
I	Introduction to Business Etiquette: Introduction - ABCs of etiquette- meeting and greeting scenarios-principles of exceptional work behavior - role of good manners in business - professional conduct and personal spacing.
II	Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment-conflict resolution strategies real-life work place scenarios - company policy for business etiquette
III	Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, online chat etiquette guidelines
IV	Diversity and Cultural Awareness at Workplace Impact of diversity- Cultural Sensitivity-Taboos and Practices-Inter-Cultural Communication
V	Business Attire and Professionalism Business style and professional image-dress code-guide lines for appropriate business attire-grooming for success.

Recommended Texts	
1.	Business and Professional Communication by Sage Journals
2.	Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse
3.	Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow
4.	ShitalKakkarMehra, "BusinessEtiquette: A guide for the Indian Professional", HarperCollins Publisher (2012)
5.	Business and Professional Communication by Sage Journals
Reference Books	
1.	"The Essentials of Business Etiquette" by Barbara Pachter
2.	"Business Etiquette For Dummies" by Sue Fox
3.	"The Etiquette Advantage in Business: Personal Skills for Professional Success" by Peter Post & Anna Post (Emily Post Institute)
4.	"Business Communication: Process and Product" by Mary Ellen Guffey & Dana Loewy
Web Resources	
1.	http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf/
2.	https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf/
3.	https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Describe basic concepts of business etiquette and corporate grooming.
CO 2	Outline the etiquette and grooming standards followed in business environment and the significance of communication
CO 3	Create cultural awareness and moral practices in real life workplace scenarios
CO 4	Analyze work place courtesy and resolve ethical issues with respect to etiquette and grooming for success
CO 5	Apply the professionalism in the workplace considering diversity and courtesy

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	3	2	3	3	2	3	3
Total	15	15	14	15	15	14	15	15
Average	3	3	2.8	3	3	2.8	3	3

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	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	2	3	3
Total	15	15	14	15	15
Average	3	3	2.8	3	3

E - Logistics

Title of the Course	E - Logistics				
Course Type	Skill Enhancement Course				
Course Code	25USBA23				
Year	I	Semester	II	Credits	2
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	2		--	--	30

Learning Objectives	
LO1	To introduce the E Logistics process to the students.
LO2	To understand the E Logistics tools.
LO3	To familiarize the students with new technologies used in logistics.
LO4	To understand the E- logistics Process Integration.
LO5	To enable students to identify logistics strategies.

Unit	Content
I	Introduction to E-logistics - forward logistics–Reverse logistics–Logistics renovation toward E-logistics–importance of E-logistics–Challenges of E-logistics – logistics decision and supply chain Efficiency.
II	E-logistics method of documentation – Electronic data interchange – Personal computer – Enterprise resource planning systems – The internet, intranets and extranet – The world wide web – Web-enabled relational databases, data warehouses and data marts – Decision support systems.
III	ASNs – tracking systems – Satellite global positioning systems (GPS) and geographic information systems (GIS) – Bar-coding and scanning – Electronic signature technology – Wireless technology –Radio frequency identification (RFID) - AI in E- Logistics.
IV	Electronic procurement (e-procurement) – Transport and delivery management–Packing and order management–Inventory and warehousing–Application architecture of Customer relationship management (CRM) – E-business logistics and its benefits.
V	Strategic Logistics decision and competitive advantages – environmental issues – e-business strategy–Application for E-logistics–Business to business–Business to Consumers - Real Time anomaly Alert –Transportation documentation.

Recommended Texts	
1.	Last Mile: How Startups Solve the Challenge of Delivering to Your Door, Chris Jordan and Joe Weber, 2017
2.	Retail's Last Mile: Why Online Shopping Will Exceed Our Wildest Predictions, Jonathan Reeve, 2016
3.	E-Logistics - Logistics for Ecommerce, Ramon Abalo Costa, 2019
4.	Six Billion Shoppers: The Companies Winning the Global E-Commerce Boom, Porter Erisman, 2017
5.	The Changing Postal Environment: Market and Policy Innovation, Piere Luigi Parcu, Timothy J. Brennan, and Victor Glass, 2021
Reference Books	
1.	E-Logistics: Managing Digital Supply Chains for Competitive Advantage, Stephen Pettit, Yingli Wang, Kogan Page Ltd, 2nd edition, 2021
2.	E-Logistics and E-Supply Chain Management: Applications for Evolving Business Deryn Graham, 2013
3.	"Logistics Management," by Christopher Lambert, 2020
4.	Operations & Supply Management by Richard B. Chase, Ravi Shankar, F. Robert Jacobs and Nichola, J. Aquilano; 12th Edition, Tata McGraw-Hill, 2010.
Web Resources	
1.	https://dailylogistic.com/e-logistics/
2.	https://www.cubyn.com/blog/e-logistique-definition-enjeux
3.	https://www.csa.iisc.ac.in/~nv/79Elogf.pdf
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Analyze How logistic decisions impact the performance of the firm as well as entire supply chain
CO 2	Apply various E- logistics tools to the logistical process
CO 3	Familiarize the students with new technologies used in logistics
CO 4	Understand the E- logistics Process Integration
CO 5	Enable students to identify logistics strategies.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	2
CO 4	3	3	3	2	2	3	3	3
CO 5	3	2	2	3	3	2	3	3
Total	15	14	14	14	14	14	15	14
Average	3	2.8	2.8	2.8	2.8	2.8	3	2.8

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	2	2	2
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	2	3	3
Total	15	14	14	14	14
Average	3	2.8	2.8	2.8	2.8

Semester – III
Human Resource Management

Title of the Course	Human Resource Management				
Course Type	Core – V				
Course Code	25UMBA31				
Year	II	Semester	III	Credits	5
Instruction Hours per Week	Lecture	Tutorial	Lab Practices	Total	
	4	--	--	60	

Learning Objectives	
LO1	Explain the concepts, functions and process of HRM
LO2	Examine the selection and placement process
LO3	Evaluate the training and performance
LO4	Understand the importance of employee engagement and compensation
LO5	Understand the recent trends in HR

Unit	Content
I	Human Resources Management –Meaning, Definition, Roles & responsibilities of HR manager-HR Policies & procedures-Differences between personnel management and HRM –Organization of HR departments - Line and Staff functions- HRM as a competitive advantage.
II	Human Resource Planning- Job Evaluation-methods-Job analysis-Job description, Job specification, Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement.
III	Training and Development, Training Process, Methods - on the job, off the job training, Training Need Assessment, Career Development. Transfer and Promotion. Performance Management – Meaning- Process- Performance appraisal methods-Performance Monitoring and review.
IV	Employee Engagement- Meaning- Importance- Establishing Pay plans : Basics of compensation - factors determining pay rate- Statutory benefits - non-statutory (voluntary) benefits - Labour relations - Industrial relation-Discipline administration - grievances handling.
V	Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices, Understanding People Analytics, Multigenerational workforce. Global HRM

Recommended Texts	
1.	Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018
2.	Steve Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1st Edition, 2017
3.	Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1st Edition, 2018
4.	Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015
5.	Srinivas R Kandula, , Compentency Based Human Resource Managemet, PHI Learning , 1st Edition, 2013
Reference Books	
1.	V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3rd Edition ,2010
2.	K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6th Edition
3.	Garry Deseler, Human Resource Management, Pearson, 15th Edition, 2017
4.	L M Prasad , Human Resource Management , Sultan Chand and Sons 3rd Edition , 2014
5.	Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010
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/

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	Describe nature, scope, role, levels, functions and approaches of management
CO 2	Apply the process and methods in HRM
CO 3	Implement the process, methods and monitoring
CO 4	Understand the concepts and apply
CO 5	Relate and infer the approaches and implement

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	1	3	3	2	3
CO 2	3	2	2	3	2	3	2	3
CO 3	3	3	3	2	2	2	2	2
CO 4	2	1	2	4	3	2	2	3
CO 5	2	2	3	2	2	2	3	2
Total	13	10	12	12	12	12	11	13
Average	2.6	2	2.4	2.4	2.4	2.4	2.2	2.6

S - Strong (3)

M - Medium (2)

L - Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	3	2
CO 2	3	2	1	2	1
CO 3	3	2	2	2	2
CO 4	3	2	3	2	3
CO 5	2	3	2	3	2
Total	13	12	10	12	10
Average	2.6	2.4	2	2.4	2

Production and Materials Management

Title of the Course	Production and Materials Management				
Course Type	Core – VI				
Course Code	25UMBA32				
Year	II	Semester	III	Credits	4
Instruction Hours per Week	Lecture	Tutorial	Lab Practices	Total	
	4	--	--	60	

Learning Objectives	
LO1	To provide comprehensive outlook on basic concepts and practices of production.
LO2	To understand types of Layout Facilities
LO3	To analyse work study method and quality control.
LO4	To enable the students to gain knowledge on inventory control and vendor rating.
LO5	To give an insight to Purchase management.

Unit	Content
I	Introduction – Meaning, definition, scope and Functions of Production Management - Different types of Production Systems. Plant location: Factors to be considered in Plant Location.
II	Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.
III	Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control.
IV	Integrated materials management- the concept- Inventory Control- tools for Inventory Control- ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning – Stores Keeping and Materials Handling – objectives and Functions
V	Purchase Management- Purchasing Procedure - Dynamic Purchasing - Principles – Vendor rating and Management

Recommended Texts	
1.	"Production and Operations Management" by S.N. Chary
2.	"Industrial Engineering and Management" by O.P. Khanna
3.	"Materials Management: An Integrated Approach" by P. Gopalakrishnan
4.	"Operations Management" by William J. Stevenson
5.	"Modern Production/Operations Management" by Elwood S. Buffa
Reference Books	
1.	P.Saravanel and S.Sumathi; Production and Materials Management, Margham Publications, 2015
2.	M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004
3.	P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.
4.	P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013.
5.	S.N.Chary, Production and Ooperations Management, JBA Publishers, Edition Edition VI
Web Resources	
1.	https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf
2.	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf
3.	https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf
4.	https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf
5.	https://examupdates.in/materials-management-notes/

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	Describe nature, scope, functions and systems of materials management
CO 2	Apply the types, layouts and factors
CO 3	Identify and infer the factors
CO 4	Understand the concepts and implement the functions
CO 5	Relate and infer the applications of practices

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	1	3	3	2	3
CO 2	3	2	2	2	2	3	2	3
CO 3	3	3	3	3	1	2	3	2
CO 4	2	1	2	4	3	2	2	3
CO 5	2	2	3	2	2	2	3	2
Total	13	10	12	12	11	12	12	13
Average	2.4	2	2.4	2.4	2.2	2.4	2.4	2.6

S - Strong (3)

M - Medium (2)

L - Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	3	2
CO 2	3	2	1	2	1
CO 3	2	1	2	1	2
CO 4	3	2	3	2	3
CO 5	2	3	2	3	2
Total	12	11	10	11	10
Average	2.4	2.2	2	2.2	2

Business Statistics

Title of the Course	Business Statistics				
Course Type	Elective Course – III				
Course Code	25UEBA31				
Year	II	Semester	III	Credits	3
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		4	--	--	60

Learning Objectives	
LO1	Apply the Measures of Central Tendency in business
LO2	Understanding the Measures of Variation
LO3	Analyze of Time Series
LO4	Understand Index Numbers and Statistical quality control
LO5	Testing of hypothesis

Unit	Content
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.
II	Measures of Variation: 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.
III	Time Series: Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations
IV	Index Numbers: Index Numbers – Consumer Price Index – And Cost of Living Indices.
V	Hypothesis Testing: Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.

Recommended Texts	
1.	David M.Levine, David F.Stephan etal. Business Statistics : A first Course, 7 th edition
2.	Dina Nath Pandit, Statistics: A Modern Approach , Hindustan Publishing Corporation
3.	Hazarika Padmalochan,A textbook of Business Statistics , S.Chand Publications
4.	Vohra ND, Business Statistics: Text and Problems – With Introduction to Business Analytics, Mc Graw Hill ,2021
5.	Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics , 12 th Media Services, 2017
Reference 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	
1.	https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/
2.	https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf/
3.	http://www.statisticshowto.com/
4.	https://www.statista.com/outlook/amo/app/business/india/
5.	https://www.statista.com/toplists/

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	On Completion of the course the students will
CO 2	Measures of Central Tendency
CO 3	Measures of Variation
CO 4	Analyze of Time Series
CO 5	Understand Index Numbers

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	1	3	3	3	3	2	1
CO 2	2	1	3	3	3	3	2	1
CO 3	3	1	3	3	3	3	1	1
CO 4	3	1	3	3	3	3	1	1
CO 5	3	1	3	3	3	3	1	1
Total	13	5	15	15	15	15	7	5
Average	2.6	1	3	3	3	3	1.4	1

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	3	3	3
CO 2	2	3	3	3	3
CO 3	2	2	3	2	3
CO 4	2	2	3	2	3
CO 5	2	2	3	2	3
Total	10	12	15	12	15
Average	2	2.4	3	2.4	3

Business Mathematics

Title of the Course	Business Mathematics				
Course Type	Elective Course – III				
Course Code	25UEBA32				
Year	II	Semester	III	Credits	3
Instruction Hours per Week	Lecture	Tutorial	Lab Practices	Total	
	4	--	--	60	

Learning Objectives	
LO1	To enable students to understand and apply the concepts of analytical geometry
LO2	To understand the fundamental concepts of set theory
LO3	To develop a strong foundation in differential calculus
LO4	To understand the fundamental rules of integration
LO5	To understand the fundamental concepts of matrices

Unit	Content
I	Analytical geometry Distance between two points in a plane – slope of a straight line – equation of the straight line – point of intersection – demand and supply curves (linear) – market equilibrium – break even analysis.
II	Set theory Definition – types – union, intersection, difference, and complement of sets – De Morgan’s Law – Venn diagram – simple set applications – Cartesian product
III	Differential Calculus Sum, Product, Quotient Rules, Maximum and Minimum
IV	Integral Calculus Rules of Integration – Definite integral – Area interpretation.
V	Matrices Meaning- Types- Inversion – Solving system of equations.

Only Problem Paper: Theory 20%; Problems: 80%

Recommended Texts	
1.	Business Mathematics by Gary Clendenen and Stanley A. Salzman. Published by Pearson.
2.	Business Math: A Step-by-Step Handbook by Jean-Paul Olivier. Published by Lyryx.
3.	Business Mathematics by Chris Kellman, Leslie Major, Don Mallory, Frank Gruen, and Amy Goldlist. Published by BCIT.
4.	Applied Business Mathematics, 14th Edition by Robert Schultheis. Published by South-Western Educational Publishing.
5.	Step-by-Step Business Math and Statistics by Jin W. Choi. Published by Cognella Academic Publishing.
Reference Books	
1.	" Mathematics for Business and Social Sciences " by Mizrahi and Sullivan, published by Wiley and Sons.
2.	" Applied Mathematics " by P. Budnick, published by McGraw Hill Education.
3.	" Textbook of Business Mathematics " by G.K. Ranganath, published by Himalaya Publishing House, Delhi.
4.	" Business Mathematics " by D.C. Sanchetti and B.M. Agarwal, published by Sultan Chand and Sons, New Delhi.
5.	" Business Mathematics " by R.S. Soni, published by Ane Books, New Delhi.
Web Resources	
1.	https://www.geeksforgeeks.org/business-mathematics/
2.	https://byjus.com/maths/business-mathematics/
3.	https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Jul/4_07-19-2021_11-17-16_BUSINESS%20MATHEMATICS-I%20(BM1004-I).pdf

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	To introduce students to the principles of Analytical Geometry , enabling them to analyse geometric structures and solve coordinate-based problems.
CO 2	To provide a comprehensive understanding of Set Theory , including its operations and applications in logical reasoning and problem-solving.
CO 3	To equip students with the essential concepts of Differential Calculus , focusing on differentiation techniques and their applications in mathematical modelling and optimization.
CO 4	To develop students' proficiency in Integral Calculus , emphasizing integration rules, definite integrals, and their geometric interpretations.
CO 5	To familiarize students with the fundamental concepts of Matrices , including their types, inversion methods, and applications in solving systems of equations.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	1	3	3	3	3	2	1
CO 2	2	1	3	3	3	3	2	1
CO 3	3	1	3	3	3	3	1	1
CO 4	3	1	3	3	3	3	1	1
CO 5	3	1	3	3	3	3	1	1
Total	13	5	15	15	15	15	7	5
Average	2.6	1	3	3	3	3	1.4	1

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	3	3	3
CO 2	2	3	3	3	3
CO 3	2	2	3	2	3
CO 4	2	2	3	2	3
CO 5	2	2	3	2	3
Total	10	12	15	12	15
Average	2	2.4	3	2.4	3

Computer Application in Business

Title of the Course	Computer Application in Business				
Course Type	Skill Enhancement Course (Practical - Computer Lab)				
Course Code	25USBAL1				
Year	II	Semester	III	Credits	2
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		--	--	2	30

Learning Objectives	
LO1	To build skills in Ms-Word
LO2	To build skills in Ms-Excel,
LO3	To build skills in Ms- Power Point
LO4	To understand the basics of tally
LO5	To familiarize students with google forms for students with relevance in business scenario and its applications.

Unit	Content
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, Printing Documents .
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, finding total in rows and columns, Functions- Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, Charts-Selecting, formatting, labeling, scaling, spell check, tracking changes, customization

III	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics- Inserting pictures, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.
IV	Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet
V	Use Google forms to develop & share questionnaire.

Recommended Texts	
1.	International Journal of Computer Applications in Technology
2.	International Journal of Computer Applications – IJCA
3.	P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.
4.	Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran
5.	Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .
Reference Books	
1.	P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.
2.	Google Form Made Simple The Perfect Guide to Creating and 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://byjus.com/govt-exams/microsoft-word/
2.	https://edu.gcfglobal.org/en/google-forms/
3.	https://www.tutorialkart.com/tally/tally-tutorial/

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	To understand about the basic accounting and Tally. ERP 9
CO 2	Identify the maintained of Ledger and inventory system
CO 3	Creation of various vouchers and bill wise details and taxes returns filing
CO 4	Understand various financial analysis using excel
CO 5	Creation of various data entries, Income statement, Stock in,out Balance using Excel

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2	2	2	2	2	3	2
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3
Total	14	14	14	14	14	14	15	14
Average	2.8	2.8	2.8	2.8	2.8	2.8	3	2.8

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	2	2	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
Total	14	14	14	15	15
Average	2.8	2.8	2.8	3	3

Effective Employability Skills I

Title of the Course	Effective Employability Skills I				
Course Type	Skill Enhancement Course				
Course Code	25USBA31				
Year	II	Semester	III	Credits	2
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		2	--	--	30

Learning Objectives	
LO1	To enhance proficiency in english
LO2	To develop critical thinking and problem-solving skills
LO3	To enhance logical reasoning and cognitive abilities
LO4	To build a strong foundation in quantitative aptitude
LO5	To develop advanced quantitative skills by understanding and applying Concepts

Unit	Content
I	ENGLISH Spotting errors-Fill in the blank Cloze Test-Idioms & Phrases-Synonyms & Antonyms- Rearranging the Sentence – One word substitution- Phrase substitution- jumbled sentences- Double blank sentences- Commonly misspelled words - Comprehensions
II	TEST OF REASONING –I Symbols and their relationships- Arithmetical computation – Decision making- verbal and figure classification- Analytical functions -Space visualization- Judgement- Problem Solving- Discrimination
III	TEST OF REASONING –II Assigning Artificial Values to Arithmetical Series -Series Completion Test – Visual memory – Observation – Arithmetical reasoning- Relationship concepts- Differences- Analysis_ Similarities-Analogies
IV	QUANTITATIVE APTITUDE I Number System: Decimals and Fractions- Whole numbers- Relationship between numbers- Ratio & Proportion – HCF & LCM- Simplification – Profit & Loss –Time and Work
V	QUANTITATIVE APTITUDE II Average --Simple Interest –Compound Interest– Time and Distance- Permutations & combinations- Probability- Data interpretation – Data sufficiency.

Recommended Texts	
1.	Dr.Lal&Jain,Upkar’s Mental Ability Test --- ,UpkarPrakasan Publications Pvt Ltd – Agra.
2.	Dr.Lal&A.K.Singh Quicker Reasoning Test----- UpkarPrakasan Publications Pvt Ltd –Agra. V.P.Mishra-Objective Arithmetic, New light Publishers,Newdelhi.
3.	Dr.K.Alex ,Soft Skills
4.	A Modern Approach to Verbal and Non-Verbal Reasoning by R.S. Aggarwal
5.	Analytical Reasoning by M.K. Pandey
Reference Books	
1.	Quantitative Aptitude for Competitive Examinations : R.S. Aggarwal – Chand Publication
2.	Quantitative Aptitude Quantum CAT Common Admission Tests for Admission into IIMs by Sarvesh K. Verma- Arihant Publication
3.	The Pearson Guide to Quantitative Aptitude for Competitive Examinations by Dinesh Khattar - Pearson
4.	Logical and Analytical Reasoning by A.K. Gupta
5.	Reasoning Ability for Competitive Exams by Arun Sharma
Web Resources	
1.	www.bankersadda.com
2.	www.gktoday.com www.jagranjosh.com/
3.	www.affairsclooud.com/studymaterial-pdf-download/

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	To explore and practice basic communication skills
CO 2	To help students explore their values and career choices through individual skill assessments.
CO 3	To make realistic employment choices and to identify the steps necessary to achieve a goal.
CO 4	To learn skills for discussing and resolving problems on the work site
CO 5	To Provide a thorough understanding of key quantitative concepts

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	3	3	2	2	2
CO 2	2	3	2	2	2	2	2	2
CO 3	3	2	2	1	1	3	3	3
CO 4	3	2	2	2	2	2	2	2
CO 5	3	2	2	2	2	1	1	1
Total	14	11	10	10	10	10	10	10
Average	2.4	2.2	2	2	2	2	2	2

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	2	3
CO 2	3	2	2	2	2
CO 3	3	3	1	3	1
CO 4	3	3	2	3	2
CO 5	3	2	2	2	2
Total	15	12	10	12	10
Average	3	2.2	2	2.2	2

New Venture Management

Title of the Course	New Venture Management				
Course Type	Skill Enhancement Course				
Course Code	25USBA32				
Year	II	Semester	III	Credits	2
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		2	--	--	30

Learning Objectives	
LO1	To learn to generate and evaluate new business ideas
LO2	To learn about a business model that generates money
LO3	To make feasibility analysis for events
LO4	To evaluate the feasibility of idea into a Venture
LO5	To understand sources who lend for new ventures

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

Recommended Texts	
1.	New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)
2.	Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald
3.	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,
4.	Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)
5.	Entrepreneurship Development, Indian Cases on Change Agents by K.Ramachandran, Mc Graw Hill Publication
Reference Books	
1.	Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.
2.	Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.
3.	The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise
4.	Journal of Business Venturing – Elsevier
5.	Entrepreneurship ,11 th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill
Web Resources	
1.	https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217
2.	https://core.ac.uk/download/pdf/98660713.pdf
3.	https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf

Course Outcomes	
Co No.	On Completion of the course, students will be able to:
CO 1	Understand the concept of entrepreneurship and skill sets of an entrepreneur.
CO 2	Assess new venture opportunities & analyze strategic choices in relation to new ventures
CO 3	Develop a credible business plan for real life situations.
CO 4	Coordinate a team to develop and launch and manage the new venture through the effective leadership.
CO 5	Evaluate different sources for financing new venture

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	3	2	3	3	3	2	3
CO 2	3	3	2	3	3	3	2	3
CO 3	3	3	2	3	3	3	3	3
CO 4	3	3	2	3	3	2	3	3
CO 5	2	3	2	3	2	3	2	3
Total	13	15	10	15	14	14	16	15
Average	2.6	3	2	3	2.8	2.8	3.2	3

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	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
Total	15	15	15	15	15
Average	3	3	3	3	3

Semester – IV
Marketing Management

Title of the Course	Marketing Management				
Course Type	Core – VII				
Course Code	25UMBA41				
Year	II	Semester	IV	Credits	5
Instruction Hours per Week	Lecture	Tutorial	Lab Practices	Total	
	4	--	--	60	

Learning Objectives	
LO1	To understand the marketplace.
LO2	To identify the market segmentation and the Product mix
LO3	To select the different pricing methods and channels of distribution.
LO4	To know the communication mix and sales promotion tools
LO5	To prepare according to the latest trends in market.

Unit	Content
I	Introduction to Marketing - fundamentals of Marketing – Meaning – Definition – Role of Marketing – Integration of marketing with business functions - Marketing Mix –Strategies of Marketing – Factors Affecting the Marketing Functions.
II	Product – Classifications - Characteristics and Benefits – Product Mix - Product Cycle -Innovation Management (Product Evolution). Branding – Packaging - Basis of Segmentation -Targeting Segmentation – Positioning.
III	Pricing – Concept and Objectives -Determination of Pricing. Key Components of Physical Distribution: Importance – Kinds of Marketing Channels – Distribution Challenges
IV	Fundamentals of Communication Mix- Types of Media & its Characteristics - customer loyalty tools - IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.
V	Fundamentals of sales - Sales Promotion tools- Sales Force Management: Personal Sales Strategy - Control of Sales Force – Motivation and Compensation - Introduction to Digital Marketing

Recommended Texts	
1.	Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
2.	Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.
3.	L.Natarajan, Marketing, Margham Publications, 2017.
4.	J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.
5.	K Karunakaran, Marketing Management, Himalaya Publishing House, 2017.
Reference Books	
1.	C.B. Gupta & Rajan Nair Marketing Management, Sultan Chand & Son 2020
2.	V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,
3.	Cranfield, Marketing Management, Palgrave Macmillan.
4.	Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.
5.	Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana. 2016
Web Resources	
1.	https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf
2.	https://www.enotesmba.com/2013/01/marketing-management-notes.html/
3.	Industrial Marketing Management Journal ScienceDirect.com by Elsevier

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	To list and identify the core concepts of Marketing and its mix.
CO 2	To sketch the market segmentation, nature of product, PLC
CO 3	To analyze the appropriate pricing methods
CO 4	To assess the sales and evaluation of customers.
CO 5	To prepare and rearrange the latest trends in market.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	2	3	3	2	2	2
CO 5	3	3	3	3	3	3	3	3
Total	15	15	14	15	15	14	14	14
Average	3	3	2.8	3	3	2.8	2.8	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	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	2	3	2	3	3
CO 5	3	3	3	3	3
Total	14	15	14	15	15
Average	2.8	3	2.8	3	3

Financial Management

Title of the Course	Financial Management				
Course Type	Core - VIII				
Course Code	25UMBA42				
Year	II	Semester	IV	Credits	4
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		4	--	--	60

Learning Objectives	
LO1	To Understand the basics of Finance and Roles of Finance Manager.
LO2	To Evaluate Capital structure & Cost of Capital.
LO3	To Evaluate Capital Budgeting.
LO4	To Assess Dividends.
LO5	To Appraise Working Capital.

Unit	Content
I	Financial Management – Definition – Role of Financial Manager - Profit maximization Vs wealth maximization – Functions of finance – Financial Decisions – Investment decision – Dividend decision.
II	Sources of Capital – Types of securities – Capital structure – Forms – Importance – Factors determining capital structure - Theories of capital structure (only Theory) – Problems on EBIT – EPS analysis.
III	Capital Budgeting: ARR, Payback period, Net present value, IRR.
IV	Dividend policy – factors affecting dividend policy – Forms of dividends - Stock dividend and stock split (Theory only). Various Dividend Models (Walter’s Model - Gordon’s Model – M.M. Hypothesis).
V	Working capital – Components of working capital – operating cycle – Factors influencing working capital – Factoring Services Determining (or) Forecasting of Working Capital Requirements. Case study on Effective Cash Reserve Management of Company X: Strategies for Maximising Returns, Maintaining Liquidity, Enhancing Shareholder Value.

Recommended Texts	
1.	Maheshwari S.N. Cost and Management Accounting New Delhi:Sultan Chand & Sons.
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.
Reference Books	
1.	Dr. K. Ganesan & S.Ushena Begam, Financial Management, Charulatha Publications , Chennai.
2.	Financial Management - I.M.Pandey, 2009 Vikas Publishing.
3.	Financial Management – PrasannaChandra , 2008, Tata McGraw Hill, New Delhi.
4.	Financial Management – S.N.Maheswari.
5.	Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons.
Web Resources	
1.	https://www.vedantu.com/revision-notes/cbse-class-12-business-studies-notes-chapter-9/
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

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	Understand the basics of finance and roles of finance manager.
CO 2	Evaluate Capital structure & Cost of capital.
CO 3	Evaluate Capital budgeting.
CO 4	Assessing dividends.
CO 5	Appraise Working Capital.

Operations Research

Title of the Course	Operations Research				
Course Type	Elective - IV				
Course Code	25UEBA41				
Year	II	Semester	IV	Credits	3
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		4	--	--	60

Learning Objectives	
LO1	Introduction to Operations Research definition and concept Essential features of LPP.
LO2	Formulation of Transportation problem and finding an initial basic feasible solution.
LO3	Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem.
LO4	Analyse Network models and constructing network- critical path, various floats.
LO5	Analyse Game Theory

Unit	Content
I	INTRODUCTION TO LINEAR PROGRAMMING Nature of LPP, Formulation of Linear Programming model- Components, Examples, steps in L.P model formulation, Graphical method of the solution of LPP- simple problems.
II	TRANSPORTATION PROBLEM Transportation problem- Introduction, Characteristics, and assumptions- Solving the transportation problem: finding an initial basic feasible solution- North -west corner rule, least cost entry method-Vogel's approximation method to find the optimal solution.
III	ASSIGNMENT PROBLEM Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem, Traveling Salesman problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.
IV	NETWORK MODELS Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT

V	GAME THEORY Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game.
----------	---

Only Problem Paper: Theory 20%; Problems: 80%

Recommended Texts	
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.K. Gupta and D.S. Hira, "Operations Research" -Chand Publication
Reference Books	
1.	R. Panneerselvam, Operations Research- PHI Learning Pvt. Ltd.
2.	S. Kalavathy, Operations Research- Vikas Publishing House.
3.	G. Srinivasan, Operations Research: Principles and Applications- PHI Learning Pvt. Ltd.
4.	J.K. Sharma, Operations Research: Theory and Applications- Macmillan Publishers India Limited
5.	DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019

Web Resources	
1	chromeextension://efaidnbmninnibpcjpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf
2	comhttps://www.onlinemathlearning.com
3	www.pondiuni.edu.in > sites > default > files

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	Explain the concept and formulation of Linear Programming Problems and solve them using the graphical method.
CO 2	Solve transportation problems using different methods to find the best solution
CO 3	Apply the Hungarian method to solve assignment and sequencing problems.
CO 4	Construct and analyze project networks using PERT and CPM techniques.
CO 5	Use game theory concepts to make better business and management decisions

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6		PO 8
CO 1	3	3	2	2	2	3	2	2
CO 2	3	3	2	2	3	3	2	2
CO 3	3	3	2	2	3	3	3	1
CO 4	3	3	2	2	2	3	3	2
CO 5	3	3	2	2	2	3	3	1
Total	15	15	10	10	12	15	15	8
Average	3	3	2	2	2.4	3	3	1.6

CO Mapping with Specific Program Outcomes					
CO/PSO	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
Total	15	15	15	15	15
Average	3	3	3	3	3

INNOVATION MANAGEMENT

Title of the Course	Innovation Management				
Course Type	Elective Course – IV				
Course Code	25UEBA42				
Year	II	Semester	IV	Credits	3
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		4	--	--	60

Learning Objectives	
LO1	To have a broad understanding on the concept innovation management.
LO2	To familiarize the students about the creativity and innovation in product development.
LO3	To have a broad understanding of the innovation strategy and its competitive advantage.
LO4	To provide the knowledge about the technical innovation and its need and importance.
LO5	To understand the business strategy and objectives in current scenario.

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

Recommended Texts	
1.	Innovation and Entrepreneurship, Peter F. Drucker
2.	The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen
3.	"Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis.
4.	"Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen
5.	Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons
Reference Books	
1.	Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House
2.	James A Christiansen, "Competitive Innovation Management", published by Macmillan Business, 2000
3.	Paul Trott, "Innovation Management & New Product Development", published by Pitman, 2000.
4.	Kelley, Tom, Jonathn Littmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm. New York: Doubleday, 2001
5.	Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.
Web Resources	
1.	https://www.coursera.org/learn/innovation-management
2.	https://sloanreview.mit.edu/tag/innovation-management
3.	https://www.worldscientific.com/worldscinet/ijim

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	To understand the concepts of Innovation management.
CO 2	To apply knowledge new business plans and strategy.
CO 3	To demonstrate the value of customers in increasing the profitability ratio.
CO 4	To impart knowledge about the need and importance of technical innovation
CO 5	In short the goal of this study is to understand the current state of your business.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	2	3	2	3	3	3
CO 2	3	3	3	3	3	3	3	2
CO 3	3	3	3	3	3	2	3	2
CO 4	3	3	3	3	3	3	3	2
CO 5	3	3	3	3	3	2	3	3
Total	15	15	14	15	14	13	15	12
Average	3	3	2.8	3	2.8	2.6	3	2.4

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	3	2
CO 2	3	2	1	2	1
CO 3	3	2	2	2	2
CO 4	3	2	3	2	3
CO 5	2	3	2	3	2
Total	13	12	10	12	10
Average	2.6	2.4	2	2.4	2

Computer Application in Accounting and Finance

Title of the Course	Computer Application in Accounting and Finance				
Course Type	Skill Enhancement Course (Practical - Computer Lab)				
Course Code	25USBAL2				
Year	II	Semester	IV	Credits	2
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		--	--	2	30

Learning Objectives	
LO1	To impart knowledge about basic use of Tally and its functions
LO2	To understand the creation of groups and Ledgers
LO3	To provide understanding about Data Management in Tally
LO4	To understand the basic financial analysis using Ms Excel
LO5	To understand the formulas using in excel.

Unit	Content
I	Basic of Accounting & Fundamentals of Tally. ERP 9: Creation/ Setting up of Company in Tally ERP 9 and Configuration. Groups & Ledgers Creation, Creation of Stock Groups and Categories and Units of Measure.
II	Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers.
III	Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, GST Returns, EPF.
IV	Financial Analysis Using MS Excel: Working capital, Income Statement, Rate of Interest calculation.
V	Stock In, Stock out and Stock Balance, Sales Report, Data Entry Using Excel

Recommended Texts	
1.	Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press
2.	Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017/
3.	Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications.
4.	Tally ERP 9" by Shradha Singh, an essential book to master Tally ERP 9 with examples and explanations.
5.	Official Tally books from Tally Solutions for beginners and advanced users
Reference Books	
1.	Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015
2.	Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications
3.	Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education
4.	Bimlendu Shekhar, Tally Practical Work Book -1, 2 nd Edition
5.	Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020
Web Resources	
1.	https://tallysolutions.com/learning-hub/
2.	https://www.tutorialkart.com/tally/tally-tutorial/
3.	https://sscstudy.com/tally-erp-9-book-pdf-free-download/
4.	https://tallyeducation.com/tepl/
5.	https://tallysolutions.com/

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	To understand about the basic accounting and Tally. ERP 9
CO 2	Identify the maintained of Ledger and inventory system
CO 3	Creation of various vouchers and bill wise details and taxes returns filing
CO 4	Understand various financial analysis using excel
CO 5	Creation of various data entries, Income statement, Stock in,out Balance using Excel

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2	2	2	2	2	3	2
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3
Total	14	14	14	14	14	14	15	14
Average	2.8	2.8	2.8	2.8	2.8	2.8	3	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	2	2	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
Total	14	14	14	15	15
Average	2.8	2.8	2.8	3	3

Effective Employability Skills II

Title of the Course	Effective Employability Skills II				
Course Type	Skill Enhancement Course				
Course Code	25USBA41				
Year	II	Semester	IV	Credits	2
Instruction Hours per Week	Lecture	Tutorial	Lab Practices	Total	
	2	--	--	30	

Learning Objectives	
LO1	To enhance proficiency in English.
LO2	To develop critical thinking and problem-solving skills.
LO3	To enhance logical reasoning and cognitive abilities.
LO4	To build a strong foundation in quantitative aptitude.
LO5	To develop advanced quantitative skills by understanding and applying concepts.

Unit	Content
I	ENGLISH Spotting errors-Fill in the blank Cloze Test-Idioms & Phrases-Synonyms & Antonyms- Rearranging the Sentence – One word substitution- Phrase substitution- jumbled sentences- Double blank sentences- Commonly misspelled words - Comprehensions
II	TEST OF REASONING –I Symbols and their relationships- Arithmetical computation – Decision making- verbal and figure classification- Analytical functions -Space visualization- Judgement- Problem Solving- Discrimination
III	TEST OF REASONING –II Assigning Artificial Values to Arithmetical Series -Series Completion Test – Visual memory – Observation – Arithmetical reasoning- Relationship concepts- Differences- Analysis_ Similarities-Analogies
IV	QUANTITATIVE APTITUDE I Number System: Decimals and Fractions- Whole numbers- Relationship between numbers- Ratio & Proportion – HCF & LCM- Simplification – Profit & Loss –Time and Work

V	QUANTITATIVE APTITUDE II Average - Simple Interest---Compound Interest– Time and Distance – Permutations & combinations- Probability- Data interpretation – Data sufficiency.
---	--

Recommended Texts	
1.	Dr.Lal&Jain,Upkar’s Mental Ability Test --- ,UpkarPrakasan Publications Pvt Ltd – Agra.
2.	Dr.Lal&A.K.Singh Quicker Reasoning Test----- UpkarPrakasan Publications Pvt Ltd –Agra. V.P.Mishra-Objective Arithmetic, New light Publishers,Newdelhi.
3.	Dr.K.Alex ,Soft Skills.
4.	A Modern Approach to Verbal and Non-Verbal Reasoning by R.S. Aggarwal.
5.	Analytical Reasoning by M.K. Pandey.
Reference Books	
1.	Quantitative Aptitude for Competitive Examinations : R.S. Aggarwal – Chand Publication
2.	Quantitative Aptitude Quantum CAT Common Admission Tests for Admission into IIMs by Sarvesh K. Verma- Arihant Publication
3.	The Pearson Guide to Quantitative Aptitude for Competitive Examinations by Dinesh Khattar - Pearson
4.	Logical and Analytical Reasoning by A.K. Gupta
5.	Reasoning Ability for Competitive Exams by Arun Sharma
Web Resources	
1.	www.bankersadda.com
2.	www.gktoday.com www.jagranjosh.com/
3.	www.affairsclooud.com/studymaterial-pdf-download/

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	To explore and practice basic communication skills
CO 2	To help students explore their values and career choices through individual skill assessments.
CO 3	To make realistic employment choices and to identify the steps necessary to achieve a goal.
CO 4	To learn skills for discussing and resolving problems on the work site
CO 5	To Provide a thorough understanding of key quantitative concepts

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	3	3	2	2	2
CO 2	2	3	2	2	2	2	2	2
CO 3	3	2	2	1	1	3	3	3
CO 4	3	2	2	2	2	2	2	2
CO 5	3	2	2	2	2	1	1	1
Total	14	11	10	10	10	10	10	10
Average	2.4	2.2	2	2	2	2	2	2

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	2	3
CO 2	3	2	2	2	2
CO 3	3	3	1	3	1
CO 4	3	3	2	3	2
CO 5	3	2	2	2	2
Total	15	12	10	12	10
Average	3	2.2	2	2.2	2

Intellectual Property Rights

Title of the Course	Intellectual Property Rights				
Course Type	Skill Enhancement Course				
Course Code	25USBA42				
Year	II	Semester	IV	Credits	2
Instruction Hours per Week	Lecture	Tutorial	Lab Practices	Total	
	2	--	--	30	

Learning Objectives	
LO1	To impart knowledge on the Intellectual Property rights
LO2	To provide insights on the trademarks and secrets
LO3	To inculcate knowledge about the copy right and patent
LO4	To enable the students to learn about the IPR Processes
LO5	To familiarize the students about the emerging trends and cyber law

Unit	Content
I	Introduction and scope of Intellectual Property Rights , Types of intellectual property: patents, trademarks, copyrights, designs, geographical indications Importance of IPR in business and innovation Agencies responsible for IPR registration
II	Trademarks and secrets purpose and functions of trademarks- Acquisition and transfer of Trade Marks- Registration Process-Claims of Trademarks-Portable matters- Selecting and Evaluating Trademarks
III	Copyright fundamentals: originality, rights of reproduction, public performance, ownership and transfer issues, notice of copyright, limitations, and infringement, Patent law: introduction, requirements, product and process patents, ownership and transfer, patent searching, application and registration, patent protection term
IV	IPR Processes-Nature and importance of Intellectual Property-patents, designs, trademarks, and copyright, Process of patenting: prior art search, patent application, examination, pre-grant and post-grant opposition, grant of a patent, publication, jurisdiction, validity
V	Cyber Law: Information Technology Act, cybercrime, data security, confidentiality, privacy, International aspects of computer and online crimes, New developments in intellectual property: latest trends in trademarks, copyrights, patents

Recommended Texts	
1.	Akhilleshwar Pathak, Legal aspects of business, McGraw Hill Education, Noida
2.	R.S.N. Pillai & Bagavathi, Legal aspects of business, S. Chand, New Delhi
3.	Rashmi Aggarwal, Rajinder Kaur, Legal aspects of business, Pearson Education Limited, New Delhi
4.	P.K. Padhi, Legal aspects of business, PHI Learning, New Delhi
Reference Books	
1.	Intellectual property law by Marc V Richards Year 2017 Illinois Institute of Continuing Legal Education
2.	Intellectual Property by David Bainbridge year 2010 edition
3.	Intellectual property law by Tyler T. Ochoa, Shubha Ghosh, Mary LaFrance Year 2019
4.	Intellectual property law and policy by Graeme Dinwoodie, William Hennessey, Shira Perlmutter
5.	Intellectual property in the new technological age Robert P. Merges, Peter S. Menell, Mark A. Lemley year 2020 Edition
Web Resources	
1.	https://labour.gov.in/sites/default/files/Factories_Act_1948.pdf
2.	https://legislative.gov.in/sites/default/files/A1999-42_0.pdf
3.	https://stfrancislaw.com/blog/intellectual-property-rights/
4.	https://labourlaw.gov.in/sites/default/files/A1999-42_0.pdf
5.	https://stfrancislaw.com/blog/intellectual-property-rights/
Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	Acquire knowledge on Intellectual Property rights
CO 2	Analyze the role of Trademarks and secrets
CO 3	Understand the practical implications of copy rights and patent
CO 4	Evaluate the importance of IPR Processes
CO 5	Gain knowledge about emerging trends and cyber law

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	2	3	3	3
Total	15	14	15	15	14	15	15	15
Average	3	2.8	3	3	2.8	3	3	3

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	2	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	2	3	2
Total	15	14	15	15	14
Average	3	2.8	3	3	2.8

FIFTH SEMESTER

Research Methodology

Title of the Course	Research Methodology				
Course Type	Core - IX				
Course Code	25UMBA51				
Year	III	Semester	V	Credits	5
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		5	--	--	75

Learning Objectives	
LO1	To familiarize the students to the basic concepts of Research and operationalize research problem.
LO2	To provide insights on research design and scaling.
LO3	To throw light on data collection and presentation.
LO4	To elucidate on Hypothesis Testing and other statistical Test.
LO5	To summarize and present research results with focus on ethics.

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

Recommended Texts	
1.	W.Lawrence Newman Social Research Methods: Qualitative and Quantitative Approaches 7th Edition, Pearson Education India 2014.
2.	Mark Saunders,Philip Lewis. Adrain Thornhill Research Methods for Business Students 5th Edition Pearson India 2011.
3.	John W Creswell, Research Design: Qualitative, Quantitative and Mixed Method Approaches, Sage, 4th Edition, 2014.
4.	Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press, 6th Edition, 2022.
5.	Naresh K Malhotra, Marketing Research An Applied Orientation, Pearson, 7th Edition, 2019.
Reference Books	
1.	C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.
2.	Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill, 2018.
3.	Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.
4.	Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.
5.	Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021.
Web Resources	
1.	https://sites.google.com/view/uca-ezone/e-books/research-methodology?utm_source
2.	https://study.sagepub.com/kumar5e?utm_source
3.	https://libguides.wpi.edu/researchmethod/resources?utm_source
4.	https://egyankosh.ac.in/handle/123456789/90860?utm_source
5.	https://docs.uoc.ac.in/website/SDE/ex4274.pdf?utm_source
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Understand the concepts and principles of Research.
CO 2	Comprehend and decide the usage of design and formulate hypothesis.
CO 3	Analyze data collection sources and tools.
CO 4	Summarize and establish solutions through data analysis.
CO 5	Compare and justify the process of writing and organizing a research report.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	2	3	3	3	3	2
CO 3	3	3	3	3	3	3	3	3
CO 4	3	2	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3
Total	15	14	14	15	15	15	15	14
Average	3	2.8	2.8	3	3	3	3	2.8

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	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
Total	15	15	14	15	15
Average	3	3	2.8	3	3

S – Strong (3)

M – Medium (2)

L – Low (1)

Financial Services

Title of the Course	Financial Services				
Course Type	Core - X				
Course Code	25UMBA52				
Year	III	Semester	V	Credits	5
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		5	--	--	75

Learning Objectives	
LO1	Understand the types of financial services and its environment
LO2	Recognize role and functions of merchant banker and capital market
LO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance
LO4	Understand Consumer Finance, Venture capital and credit rating
LO5	Understand mutual funds and its functions

Unit	Content
I	INTRODUCTION: Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Financial System-RBI, Commercial Banks; Financial Institutions-National Stock Exchange - Bombay Stock Exchange
II	Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Role of SEBI
III	Leasing and Hire purchase – Evaluation of leasing - features – Types of lease Accounts.- Merits and Demerits - Evolution of Hire purchase - concepts - Hire Purchase in India - Leasing vs. Hire Purchase
IV	Venture Capital – Features and types of venture capital - Growth of venture capital in India - Financing pattern under venture capital - legal aspects and guidelines for venture capital
V	Mutual Funds: Meaning – Types - Objectives – Functions – Advantages - Mutual funds in India - Introduction to digital payments- crypto currency.

Recommended Texts	
1.	Management of Banking and financial services by Padmalatha suresh and Justin Paul
2.	Financial Services By Thmmuluri Siddaiah
3.	Financial Services By Kevin D Peterson
4.	Financial markets and services By E.Gordon and K.Natarajan
5.	Financial services and Markets By Dr Punithavathy pandian
Reference Books	
1.	Financial Services –M.Y.Khan
2.	Financial Services –B.Santhanam
3.	Law of Insurance – Dr.M.N.Mishra
4.	Indian Financial System – H.r.Machiraju
5.	A Review of current Banking Theory and Practice – S.K.Basu.
Web Resources	
1.	http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf
2.	http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf
3.	https://academyfinancial.org/journal
4.	https://financialremediesjournal.com/
5.	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Understand the meaning, importance, and types of financial services and the structure of the Indian financial system, including RBI, banks, and stock exchanges.
CO 2	Explain the functions of merchant banking, issue management, underwriting, and the role of SEBI in the capital market.
CO 3	Understand the concepts, features, evaluation, merits, and differences between leasing and hire purchase.
CO 4	Explain the features, types, growth, financing pattern, and legal aspects of venture capital in India.
CO 5	Understand mutual funds, digital payment systems, and emerging financial instruments such as crypto currency.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2	2	2	3	3	2	2
CO 2	2	2	2	2	2	3	2	3
CO 3	3	3	2	2	2	2	2	3
CO 4	3	3	2	2	3	2	2	2
CO 5	3	3	2	2	2	2	2	2
Total	13	13	10	10	12	12	10	12
Average	2.6	2.6	2	2	2.4	2.4	2	2.4

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	2
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Total	15	15	15	15	14
Average	3	3	3	3	2.8

S – Strong (3)

M – Medium (2)

L – Low (1)

Management Information System

Title of the Course	Management Information System				
Course Type	Core - XI				
Course Code	25UMBA53				
Year	III	Semester	V	Credits	5
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		5	--	--	75

Learning Objectives	
LO1	Understand MIS in decision making
LO2	Explain MIS, its structure and role in management functions
LO3	Classify & discuss information system categories, Database Management systems
LO4	Discuss SDLC and functional information system categories
LO5	Outline functions of BPO, Data mining and the recent trends in information management

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

Recommended Texts	
1.	Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India
2.	Dr. S.P. Rajagopalan, "Management Information Systems and EDP ", Margham Publications , Chennai.
3.	Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2 nd Edition
4.	Management Information System by Ozz Effy
5.	Sadagopan, "Management Information Systems" - Prentice- Hall of India
Reference Books	
1.	Mudrick & Ross, "Management Information Systems", Prentice - Hall of India.
2.	Management Information System by Concise study by Kelkhar S A
3.	CSV Murthy -"Management Information Systems" Himalaya publishing House.
4.	Michael Alexander (2014) Business Intelligence Tools for Excel Analysts
5.	Management Information System by Oka MM
Web Resources	
1.	https://www.tutorialspoint.com/management_information_system/management_information_system.htm
2.	http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf
3.	JMIS - Journal of Management Information Systems (jmis-web.org)
Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	Prepare and account for various entries to be passed in case of issue, forfeiture and reissue of shares and compute the liability of underwrites
CO 2	Asses the accounting treatment of issue and redemption of preference shares and debentures
CO 3	Construct Financial Statements applying relevant accounting treatments
CO 4	Compute the value of goodwill and shares under different methods and assess its applicability
CO 5	Integrate theoretical knowledge on all accounting in par with IFRS and IND AS

CO Mapping with Program Outcomes								
CO/ PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	2	2	2	2	2	3	3
CO 4	3	3	3	3	2	3	3	2
CO 5	3	3	3	3	3	3	3	3
Total	15	14	14	14	13	14	15	14
Average	3	2.8	2.8	2.8	2.6	2.8	3	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/ PSO	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	2	2
CO 4	2	3	3	3	3
CO 5	3	3	3	3	3
Total	14	15	15	14	14
Average	2.8	3	3	2.8	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

International Business Management

Title of the Course	International Business Management				
Course Type	Core - XII				
Course Code	25UMBA54				
Year	III	Semester	V	Credits	5
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		5	--	--	75

Learning Objectives	
LO1	To familiarize students with basic concepts of International Business
LO2	To Identify the International Business Environment and cultural Differences
LO3	To impart knowledge about theories of international trade
LO4	To provide awareness about recent trends in Global trading and Investment Environment
LO5	To gain knowledge on the Contemporary Issues of International Business

Unit	Content
I	Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.
II	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.
III	Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry— Advantages of Host and Home Countries.
IV	Drivers in Globalization - Globalization of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments— Tariff and non-tariff barriers.

V	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.
---	---

Recommended Texts	
1.	Gupta CB, International Business, S Chand & Co. Ltd, 2014
2.	Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.
3.	Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.
4.	Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010
5.	Paul, J., International Business, 5th Edition, PHI Learning, 2010
Reference Books	
1.	Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
2.	Griffin, R., International Business, 7th Edition, Pearson Education, 2012.
3.	Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4 th edition, Pearson ,2017
4.	Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020
5.	Subba Rao P, International Business, (Text and Cases), Himalaya Publishing House, 2016
Web Resources	
1.	https://online.hbs.edu/blog/post/international-business-examples
2.	https://saylordotorg.github.io/text_international-business
3.	https://www.imf.org/en/home
4.	https://www.ibm-institute.com
5.	https://emeritus.org/blog/business-management-what-is-international-business-management/

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	Discuss the modes of entry to International Business
CO 2	Outline the International Business Environment
CO 3	Explain international trade theories
CO 4	Understand Foreign Investments, FDI
CO 5	Identify the relevance of international institutions and trading blocs.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	2	3	3	2	3
CO 2	3	2	2	3	2	3	2	3
CO 3	3	3	3	2	2	2	2	2
CO 4	2	2	2	4	3	2	2	3
CO 5	2	3	3	3	2	2	3	2
Total	13	12	12	14	12	12	11	13
Average	2.6	2.4	2.4	2.8	2.4	2.4	2.2	2.6

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	3	2
CO 2	3	2	1	2	1
CO 3	3	2	2	2	2
CO 4	3	2	3	2	3
CO 5	2	3	2	3	2
Total	13	12	10	12	10
Average	2.6	2.4	2	2.4	2

S –Strong (3)

M – Medium (2)

L – Low (1)

E-Business

Title of the Course	E-Business				
Course Type	Elective				
Course Code	25UEBA51				
Year	III	Semester	V	Credits	4
Instruction Hours per Week	Lecture	Tutorial	Lab Practices	Total	
	4	--	--	60	

Learning Objectives	
LO1	To understand the basic concepts of electronic business.
LO2	To identify web-based tools.
LO3	To examine the security threats to e-business.
LO4	To discuss the strategies on marketing.
LO5	To analyze the business plan for e-business.

Unit	Content
I	Introduction to electronic business - meaning - infrastructure for e-business- value chains - the Internet and the web - Difference between e-business and Traditional business.
II	Web based tools for e - business - e - business software - overview of packages
III	Security threats to e - business - implementing security for e - commerce and electronic payment systems.
IV	Strategies for marketing in e-business, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals
V	The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business- The role of e- business in promoting sustainable and green business practices.

Recommended Texts	
1.	Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000
2.	Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business
3.	Kosivr, David - Understanding E-Commerce
4.	Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.
5.	C S Rayudu, E Commerce E Business, HPH
Reference Books	
1.	Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
2.	Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
3.	Smantha Shurety,; E-Business with Net Commerce, Addison - Wesley, Singapore.
4.	David Whitely, E Commerce Strategy, Technology and Applications, TMH
5.	J. Christopher Westle and Theodore H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press
Web Resources	
1.	https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf
2.	https://www.techtarget.com/searchcio/definition/e-business
3.	https://www.britannica.com/technology/e-commerce
Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	To define and understand the basic concepts of business done through web
CO 2	To Examine and apply web tools in real-time business situations.
CO 3	To analyze the security threats in e-business.
CO 4	To evaluate strategies for marketing.
CO 5	To prepare the environment for e-business.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	2	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	2
CO 4	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3
Total	15	14	14	14	15	15	15	14
Average	3	2.8	2.8	2.8	3	3	3	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	2	3	2
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
Total	15	14	14	15	14
Average	3	2.8	2.8	3	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

Organisational Development

Title of the Course	Organisational Development				
Course Type	Elective				
Course Code	25UEBA53				
Year	III	Semester	V	Credits	4
Instruction Hours per Week	Lecture	Tutorial	Lab Practices	Total	
	4	--	--	60	

Learning Objectives	
LO1	To orient students with the various tools & techniques for Organization Development
LO2	To acquire the knowledge/skills and dynamics of OD
LO3	To study the process of OD
LO4	To Understand different OD interventions
LO5	To help students explore the different approaches and techniques involved in OD.

Unit	Content
I	Introduction and Characteristics of OD, Foundations of Organizational Development: Conceptual frame work of OD, History of OD, First order and second order Change, Values, assumptions and believes in OD.
II	Participation and Empowerment, Teams and teamwork, Parallel learning structures, A normative-re-educative strategy of changing, Applied behavioral science, Action research.
III	Managing the OD Process: Components of OD Process, Diagnosis, Action & Program Management; Diagnosis: Diagnosing the System, its subunits and Processes, Diagnosis using the Six-box Organizational Model
IV	Third Wave Consulting: The Action Component: nature of OD intervention, analyzing discrepancies: The Program Management Component: Phases of OD Programs, model for managing change, creating parallel learning structures.

V	Organizational Design – Determinants – Components – Types - Basic Challenges of design – Differentiation, Integration, Centralization, Decentralization, Standardization, Mutual adjustment Mechanistic and Organic Structures- Technological and Environmental Impacts on Design Importance of Design – Success and Failures in design - Implications for Managers
---	---

Recommended Texts	
1.	Organization Development, behavioral science interventions for Organization Improvement, Wendell L.French, Cecil H.Bell, Veena, Jr, Pearson, PHI.
2.	Organizational Design and Development-Concepts and Applications-Dr.Bhupen Srivastava, Biztantra
3.	Organization Theory & Design, Richard L Daft, Cengage Learning, 8th Edition.
4.	Organizational, Design, and Change-Gareth R. Jones, 5 th Edition, Pearson Education
Reference Books	
1.	Cummings, T. G., & Worley, C. G. (2018). Organization development and change (11th ed.). Cengage Learning.
2.	French, W. L., Bell, C. H., & Zawacki, R. A. (2005). Organization development: Behavioral science interventions for organization improvement (6th ed.). Pearson Education.
3.	Organizational designs for excellence, Pradip N. Khadwalla, TMH, 2005
4.	Burke, W. W. (2017). Organization change: Theory and practice (5th ed.). SAGE Publications.
5.	Organization Development, & Transformation, Managing Effective Change, Wendell L.French, Cecil H.Bell
Web Resources	
1.	https://www.sciencedirect.com/topics/neuroscience/organizational-development
2.	https://www.icmrindia.org/courseware/Organizational%20Behavior/OB-DS23.html
3.	https://management.org/organizationdevelopment/index.html
4.	https://www.citehr.com/35414-understanding-od-interventions-types-applications-organizational-development.html

Course Objectives								
Co No.	On Completion of the course, students will be able to:							
CO 1	Acquire knowledge on Organizational Development							
CO 2	Analyze the role of Team work							
CO 3	Understand the process of Organizational Development							
CO 4	Evaluate the importance of OD Interventions							
CO 5	Gain knowledge about emerging trends in Organization Design							
CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	2	3	3	3
Total	15	14	15	15	14	15	15	15
Average	3	2.8	3	3	2.8	3	3	3

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	2	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	2	3	2
Total	15	14	15	15	14
Average	3	2.8	3	3	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

Supply Chain Management

Title of the Course	Supply Chain Management				
Course Type	Elective				
Course Code	25UEBA52				
Year	III	Semester	V	Credits	4
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	4		--	--	60

Learning Objectives	
LO1	To describe the various streams of the supply chain
LO2	To describe the drivers of the supply chain
LO3	To understand the purchasing process
LO4	To identify the outsourcing in SCM
LO5	To understand Performance measurement

Unit	Content
I	SCM – Definition – objectives – Evolution - Challenges in developing and effective SCM framework- Classification of SCM. Core component of SCM - Key activities and benefits of SCM
II	Optimization of supply chain connectivity -Key Stages of integration - Barriers to internal integration-Attaining supply chain innovation- Dimensions of Supply Chain Excellence- Factors affecting emotion response in SCE, Blue print for achieving Excellence- Logistical supply chain and cash flow supply chain.
III	Purchasing and logistic strategy -Introduction - Objectives purchasing process - Importance of purchasing -Purchasing and integrated logistics interfaces-Types of purchases- Raw material accusation -Just-in-time purchasing.
IV	Outsourcing in SCM- Basis of outsourcing in SCM- process and risk management in outsourcing - New trends and technologies in SCM outsourcing-Realities of SCM outsourcing myths vs facts.
V	Supply chain performance evaluation -Definition-Advantages-Impact of performance measurement in SCM - SCM Supplier performance measurement- Parameters choosing suppliers.

Recommended Texts	
1.	Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson, 2010.
2.	Janat Shah, Supply Chain Management, Pearson Education India, 2009
3.	Supply Chain management, Chandrasekaran,N., Oxford University Publications, 2010
4.	. Supply Chain Management for The 21st Century by B S SAHAY. Macmillan Education, 2001
5.	Joel D.Wisner , Keah – Choon Tan , G.Keong Leong – Principles of Supply Chain Management A Balanced Approach– CENGAGE, New Delhi
Reference Books	
1.	Chase, R.B., Shankar, R and Jacobs, F.R. ‘Operations Management and Supply Chain Management’, McGraw Hill Publications, 13th edition, 2018.
2.	Chopra, S., Meindl, P. and Kalra, D.V. ‘Supply Chain Management’, Pearson Education India, 6th edition, 2016.
3.	Supply Chain Management: Strategy, Planning, and Operations (5th Edition) by Sunil Chopra and Peter Meindl. Prentice Hall, 2012. •
4.	Operations Strategy: Principles and Practice by Jan A. Van Mieghem. Dynamic Ideas, 2008.
5.	David Frederick Ross, Distribution Planning and Control: Managing in the Era of Supply Chain last edition, Springer, 2015.
Web Resources	
1.	https://www.camcode.com/blog/supply-chain-management-guide/
2.	https://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Magement%20andOrganisation/fundamentals-of-supply-chain-management.pdf
3.	https://www.youtube.com/watch?v=PmR2SKeY9Ms

Course Objectives								
Co No.	On Completion of the course, students will be able to:							
CO 1	Understand the concept, objectives, evolution, classification, and core components of Supply Chain Management.							
CO 2	Explain supply chain integration, connectivity optimization, innovation, and dimensions of supply chain excellence.							
CO 3	Understand purchasing and logistics strategies, including purchasing processes, JIT purchasing, and integrated logistics.							
CO 4	Explain the concept, basis, process, risks, and emerging trends of outsourcing in Supply Chain Management.							
CO 5	Understand supply chain performance evaluation, supplier performance measurement, and criteria for supplier selection.							
CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	2	3	3	3	3	2	2
CO 3	3	3	3	2	2	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3
Total	15	14	15	14	14	15	14	
Average	3	2.8	3	2.8	2.8	3	2.8	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	2	2	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Total	15	14	14	15	15
Average	3	2.8	2.8	3	3

S –Strong (3)

M – Medium (2)

L – Low (1)

Business Taxation

Title of the Course	Business Taxation				
Course Type	Elective				
Course Code	25UEBA54				
Year	III	Semester	V	Credits	4
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		4	--	--	60

Learning Objectives	
LO1	To understand the basic concepts of Taxes.
LO2	To provide insights on the Income Tax Act.
LO3	To evaluate the procedure for assessment and methods of valuation for customs.
LO4	To discuss on GST.
LO5	To analyze and apply the returns, Tax payment and Penalties under GST

Unit	Content
I	Objectives Of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.
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
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.
IV	Definitions of GST – business related person’s capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration- VAT.

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.
----------	--

Recommended Texts	
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
Reference 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. Rajani Bhat & Dr. Dhamodharan V, Indirect Taxation , TR Publications , Chennai , 2020
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
Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	To define and understand the basic concepts of tax.
CO 2	To Examine and apply GST rules in real-time business situations.
CO 3	To analyze the elements of GST mechanism in India.
CO 4	To evaluate the rules of Income Tax and methods of valuation for customs.
CO 5	To prepare the needed documents under GST Compliance.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	2	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	2
CO 4	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3
Total	15	14	14	14	15	15	15	14
Average	3	2.8	2.8	2.8	3	3	3	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	2	3	2
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
Total	15	14	14	15	14
Average	3	2.8	2.8	3	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

Personality Development

Title of the Course	Personality Development				
Course Type	Indian Knowledge System (IKS)				
Course Code	25UPDT51				
Year	III	Semester	V	Credits	2
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		1	1	--	30

Learning Objectives	
LO1	To define personality, recognize its determinants, and explore various personality theories to understand their impact on personal and professional development.
LO2	To differentiate perception and attitude, identify factors influencing them, and apply techniques to improve their perception processes.
LO3	To gain knowledge of leadership theories, leadership styles, and the importance of effective team-building.
LO4	To explore the process of communication, its barriers, and effective communication strategies.
LO5	To understand the importance of social graces and professional behavior in work environments.

Unit	Content
I	Personality - Definition – Determinants – Personality Traits –Theories of Personality – Importance of Personality Development. Self-Awareness – Meaning – Benefits of Self – Awareness – Developing Self – Awareness. Swot – Meaning – Importance- Application – Components. Goal Setting Meaning- Importance – Effective goal setting – Principles of goal setting – Goal setting at the Right level.
II	Self-Monitoring – Meaning – High self – monitor versus low self-monitor – Advantages and Disadvantages self-monitor- Self –monitoring and job performance. Perception- Definition- Factor influencing perception- Perception process –Errors in perception – Avoiding perceptual errors. Attitude – Meaning- Formation of attitude – Types of attitude - Measurement of Attitudes – Barriers to attitude change – Methods to attitude change. Assertiveness - Meaning – Assertiveness in Communication – Assertiveness Techniques – Benefits of being Assertive – Improving Assertiveness.

III	Team Building – Meaning – Types of teams – Importance of Team building- Creating Effective Team. Leadership – Definition – Leadership style- Theories of leadership – Qualities of an Effect leader. Negotiation Skills – Meaning – Principles of Negotiation – Types of Negotiation – The Negotiation Process – Common mistakes in Negotiation process. Conflict Management – Definition- Types of Conflict- Levels of Conflict – Conflict Resolution – Conflict management.
IV	Communication – Definition – Importance of communication – Process of communication - Communication Symbols – Communication network – Barriers in communication – Overcoming Communication Barriers. Transactional Analysis – Meaning – Ego States – Types of Transactions – Johari Window- Life Positions. Emotional Intelligence- Meaning – Components of Emotional Intelligence- Significance of managing Emotional intelligence – How to develop Emotional Quotient. Stress Management – Meaning – Sources of Stress – Symptoms of Stress – Consequences of Stress – Managing Stress
V	Social Graces – Meaning – Social Grace at Work – Acquiring Social Graces. Table Manners – Meaning – Table Etiquettes in Multicultural Environment- Do’s and Don’ts of Table Etiquettes. Dress Code – Meaning- Dress Code for selected Occasions – Dress Code for an Interview. Group Discussion – Meaning – Personality traits required for Group Discussion- Process of Group Discussion- Group Discussion Topics. Interview – Definition- Types of skills – Employer Expectations –Planning for the Interview – Interview Questions- Critical Interview Questions.

Reference Text

Reference Text	
1.	Personality Development Dr. A.H. Mohideen Badusha H.M.Sulthan Ahthar Contact: 9944746073.

Web Resources

Web Resources	
1.	https://www.verywellmind.com/personality-4763190
2.	https://www.mindtools.com/pages/main/newMN_TCS.htm
3.	https://hbr.org/

Reference Books	
1.	Bhatnagar, S. (2007). <i>Psychology for managers</i> . Tata McGraw-Hill Education.
2.	Aswathappa, K. (2013). <i>Human resource management: Text and cases</i> (8th ed.). Tata McGraw-Hill Education.
3.	Subba Rao, P. (2013). <i>Organizational behavior: Text and cases</i> (2nd ed.). Himalaya Publishing House.
4.	Sharma, R. C. (2010). <i>Communication skills for effective management</i> . Rajsons Publications.
5.	Kumar, U. S. (2016). <i>Interpersonal and group dynamics</i> . Himalaya Publishing House.
6.	Dr.S. Narayana Rajan, Dr. B. Rajasekaran, G. Venkadasalaphthi, V. Vijuresh Nayaham And Herald M.Dhas, Personality Development, Publication Division, Manonmaniam Sundaranar University, Tirunelveli
7.	Stephan P.Robbins, Organisational Behaviour, Tenth Edition, Prentice Hall of India Private Limited, New Delhi,2008
8.	Jit S. Chandan, Oragnisational Behaviour, Third Edition, Vikas Publishing House Private Limited, 2008
9.	Dr.K.K. Ramachandran and Dr.K.K. Karthick, From Campus to Corporate, Macmillan Publishers India Limited, New Delhi,2010.
10.	Tripathi, P. C. (2011). <i>Management of organizational behavior: Leading human resources</i> . Tata McGraw-Hill Education.

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	Describe theory, Scope, techniques, applications of personality
CO 2	Apply perception and attitude, decision making
CO 3	Creation, adoption, implementation, Conflict Management
CO 4	Understand, significance and decision making
CO 5	Relate, practice and participate

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	2	3	3	2	3
CO 2	3	2	2	3	3	2	2	3
CO 3	3	2	3	3	3	3	3	3
CO 4	2	3	2	3	2	1	2	3
CO 5	3	3	3	3	2	2	3	2
Total	14	12	12	14	13	11	12	14
Average	2.8	2.4	2.4	2.8	2.6	2.2	2.4	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	3	2
CO 2	3	3	2	3	2
CO 3	3	1	3	1	3
CO 4	3	2	2	2	2
CO 5	2	1	2	1	2
Total	13	10	11	10	11
Average	2.6	2	2.2	2	2.2

S –Strong (3)

M – Medium (2)

L – Low (1)

SIXTH SEMESTER

Entrepreneurial Management

Title of the Course	Entrepreneurial Management				
Course Type	Core - XIII				
Course Code	25UMBA61				
Year	III	Semester	VI	Credits	5
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		5	--	--	75

Learning Objectives	
LO1	To impart knowledge on the concept of Entrepreneur and Entrepreneurship.
LO2	To know the various ideas and implementation of business plan.
LO3	To throw light on importance of the Business analysis and evaluation.
LO4	To discuss the role of Government in developing entrepreneurship.
LO5	To understand the problems and remedies of Entrepreneurial failure.

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

Recommended Texts	
1.	Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.
2.	Kuratko/rao, Entrepreneurship: a south asian perspective- Cengage, New Delhi.
3.	Leach/Melicher, Entrepreneurial Finance – Cengage.
4.	K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi.
5.	Khanka S.S., Entrepreneurial Development, S.Chand& Co. Ltd., New Delhi, 2001.
Reference Books	
1.	Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.
2.	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries.
3.	Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.
4.	Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010.
5.	Stokes, D., and Wilson, N., Small Business Management and entrepreneurship, 6th Edition, Cengage Learning, 2010.
Web Resources	
1.	https://courseware.cutm.ac.in/courses/entrepreneuership-development/
2.	https://www.amrita.edu/course/introduction-to-entrepreneurshipdevelopment/
3.	https://openw.aprende.org/courses/entrepreneurship/topic-list/
4.	https://entrepreneurship.de/en/materialien
5.	https://universityhq.org/business/entrepreneurship/resources/
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	To understand the concepts of Entrepreneurship development.
CO 2	To apply knowledge in the business plans and implementation.
CO 3	To analyze the various analyses of business in setting up of enterprises.
CO 4	To create the awareness about various schemes and subsidies of government for entrepreneurial development.
CO 5	To evaluate and assess the various problems and remedies of entrepreneurship.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	2	3	3	3	3	2
CO 3	3	3	3	3	3	3	3	3
CO 4	3	2	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3
Total	15	14	14	15	15	15	15	14
Average	3	2.8	2.8	3	3	3	3	2.8

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	2	3
CO 3	3	2	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Total	15	14	14	14	14
Average	3	2.8	2.8	2.8	2.8

S – Strong (3)

M – Medium (2)

L – Low (1)

Strategic Management

Title of the Course	Strategic Management				
Course Type	Core - XIV				
Course Code	25UMBA62				
Year	III	Semester	VI	Credits	5
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	5		--	--	75

Learning Objectives	
LO1	To understand the concept of strategy and strategic management process.
LO2	To create awareness of evolving business environment
LO3	To understand strategic alternatives and make appropriate strategic choice.
LO4	To know the basics of strategic implementation
LO5	To understand recent trends for competitive advantage

Unit	Content
I	Introduction: Strategy – Meaning – Definition – Strategic Management – Need – Strategic Management Planning Process – Strategic Plans during recession, recovery, boom and depression – Stability Strategy – Expansion Strategy – Retrenchment Strategy – Restructure Strategy – Levels of Strategy
II	Strategic Formulation: Process of strategic planning – product life cycle – Corporate strategic planning -Mission and Goals – Mission formulation – Objectives – Vision - Porter’s five force model - Portfolio analysis: BCG Matrix – G. E matrix – SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework.
III	Strategic Implementation: Implementation of strategy and Functional Strategies – Elements of Strategy Implementation – Procedural Implementation – Structural Implementation –Behavioral Implementation – Leadership Implementation – Functional and Operational Implementation.
IV	Corporate Restructuring: Concept – Process – Mergers and acquisition – Amalgamation – Strategies for acquisition and absorption of technology – Joint venture – Cooperative strategies – Reasons for strategic alliances – risks and costs of strategic alliances.

V	Strategic Evaluation: Global Strategies – Global expansion strategies – Market entry strategy - Strategic evaluation – Importance – Barriers – Evaluation criteria – Strategic control – Operational control.
----------	--

Recommended Texts	
1.	Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14th Edition (2017)
2.	Azhar Kazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition(2012).
3.	Jauch, Glueck & Gupta, Business Policy and Strategic Management, (Frank Brothers), (7th Edition)
4.	Hitt, Ireland, Hoskisson & Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)
5.	Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12th Edition).
Reference Books	
1.	Thomson & Strickland,(2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011)
2.	N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press – First Edition – Second Impression (2012)
3.	Ireland, Hoskisson & Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)
4.	Dr.LM.Prasad, Strategic Management, Sultan Chand & Sons
5.	Kenneth Carrig,Scott A Snell.Strategic Execution:Driving Breakthrough performance in business, Stanford University Press(2019)
Web Resources	
1.	https://onlinelibrary.wiley.com/journal/10970266
2.	https://str.aom.org/teaching/all-levels
3.	https://str.aom.org/teaching/all-levels
4.	https://study.sagepub.com/parnell4e
5	https://www.strategicmanagement.net/

Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Describe nature, evolution, functions
CO 2	Apply, create and analyse the profile, SWOT
CO 3	Identify organization structure and various organizing techniques and create the strategies
CO 4	Understand and develop the objectives, policies and tactics
CO 5	Relate and infer ethical practices of organisation.

CO Mapping with Program Outcomes								
CO/PO	P O1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	1	3	3	2	3
CO2	3	2	2	2	2	3	2	3
CO3	3	3	3	3	1	2	3	2
CO4	2	1	2	4	3	2	2	3
CO5	2	2	3	2	2	2	3	2
TOTAL	13	10	12	12	11	12	12	13
AVERAGE	2.6	2	2.4	2.4	2.2	2.4	2.4	2.6

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	3	2
CO2	3	2	1	2	1
CO3	2	1	2	1	2
CO4	3	2	3	2	3
CO5	2	3	2	3	2
TOTAL	12	11	10	11	10
AVERAGE	2.4	2.2	2	2.2	2

S –Strong (3)

M – Medium (2)

L – Low (1)

Services Marketing

Title of the Course	Services Marketing				
Course Type	Core - XV				
Course Code	25UMBA63				
Year	III	Semester	VI	Credits	5
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		5	--	--	75

Learning Objectives	
LO1	To recall the basic concepts of Services Marketing.
LO2	To know the Marketing Mix in Service Marketing
LO3	To examine effectiveness of Service Marketing.
LO4	To discuss on delivering Quality Service.
LO5	To analyze the Marketing of Services.

Unit	Content
I	Marketing Services: Evolution & growth of the service sector. Characteristics of service - Nature and Scope of Services - classification of service - designing of the service, blueprinting using technology, Challenges & Issues in Services Marketing
II	Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Service market segmentation, targeting and positioning.
III	Effective Management of Service Marketing: Service life cycle - New service development - GAP model of service quality - Measuring service quality - SERVQUAL - Internal marketing of services - external versus internal Orientation of service strategy
IV	Delivering Quality Service: Designing service delivery system, Service channel - Pricing of services, methods - Service marketing triangle - Managing demand, Managing supply - Integrated Service marketing communication.
V	Marketing of Service With Special Reference To: 1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services and e-services.

Recommended Texts	
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 McGraw Hill New Delhi
5.	C. Bhattacharjee, Services Marketing ,Excel Books, New Delhi
Reference 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/
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	To define and understand the concepts of Services Marketing.
CO 2	To Examine and apply Marketing Mix in Service Marketing.
CO 3	To analyze and design various strategies in the field of Services Marketing.
CO 4	To evaluate the role of delivering Quality Service.
CO 5	To design the tools of Marketing

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	3	3	2	3	2	3	2
CO 2	3	2	3	2	3	2	2	2
CO 3	3	3	3	2	2	2	3	3
CO 4	3	2	3	3	3	3	2	3
CO 5	2	3	2	3	2	3	3	2
Total	13	13	14	12	13	12	13	12
Average	2.6	2.6	2.8	2.4	2.6	2.4	2.6	2.4

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	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
Total	15	15	15	15	15
Average	3	3	3	3	3

S – Strong (3)

M – Medium (2)

L – Low (1)

Corporate Finance

Title of the Course	Corporate Finance				
Course Type	Core - XVI				
Course Code	25UMBA64				
Year	III	Semester	VI	Credits	5
Instruction Hours per Week	Lecture	Tutorial	Lab Practices	Total	
	5	--	--	75	

Learning Objectives	
LO1	To understand about the pro-rata allotment and Underwriting of Shares
LO2	To know the provisions of companies Act regarding Issue and Redemption of Preference shares and debentures
LO3	To learn the form and contents of financial statements as per Schedule III of Companies Act 2013
LO4	To examine the various methods of valuation of Goodwill and shares
LO5	To identify the Significance of International financial reporting standard (IFRS)

Unit	Content
I	Issue of Shares Issue of Shares – Premium - Discount - Forfeiture - Reissue – Pro-rata Allotment Issue of Rights and Bonus Shares - Underwriting of Shares and Debentures – Underwriting Commission - Types of Underwriting.
II	Issue & Redemption of Preference Shares : Redemption of Preference Shares–Provisions of Companies Act– Capital Redemption Reserve – Minimum Fresh Issue – Redemption at Par, Premium and Discount.
III	Final Accounts Introduction – Final Accounts – Form and Contents of Financial Statements as Per Schedule III of Companies Act 2013 – Part I Form of Balance Sheet – Part II Form of Statement of Profit and Loss – Ascertaining Profit for Managerial Remuneration
IV	Valuation of Goodwill – Meaning – Need for Valuation of Goodwill – Methods of Valuing Goodwill – Average Profit – Super Profit – Annuity and Capitalisation Method.

V	Indian Accounting Standards International Financial Reporting Standard (IFRS)–Meaning and its Applicability in India - Indian Accounting Standards – Meaning – Objectives – Significance – Procedures for Formulation of Standards – Ind AS – 1 Presentation of Financial Statement, Ind AS – 2 Valuation of Inventories, Ind AS – 7 Cash Flow Statement, Ind AS – 8 Accounting Policies, Changes in Accounting Estimate and Errors, Ind AS – 16 – Property, Plant & Equipment, Ind AS 38 – Intangible Assets Ind AS – 103, Business Combinations Ind AS 110, Consolidated Financial Statement. (Theory Only)
----------	---

Recommended Texts	
1.	S.P. Jain and N.L. Narang, Advanced Accounting Vol I, Kalyani Publication, New Delhi.
2.	R.L. Gupta and M. Radha swamy, Advanced Accounts Vol I, Sultan Chand, New Delhi
3.	Broman, Corporate Accounting, Taxmann, New Delhi.
4.	Shukla, Grewal and Gupta- Advanced Accounts VolI,S.Chand, New Delhi.
5.	M.C.Shukla, Advanced accounting Vol I, S.Chand, New Delhi.
Reference Books	
1.	T.S. Reddy, A. Murthy – Corporate Accounting- Margham Publication, Chennai.
2.	D.S.Rawat & Nozer Shroff, Students Guide To Accounting Standards ,Taxmann, New Delhi
3.	Prof. Mukeshbramhbutt, Devi, Corporate Accounting I, Ahilya Publication, Madhya Pradesh
4.	Anil Kumar, Rajesh kumar, Corporate accounting I, Himalaya Publishing house, Mumbai
5.	Prasanth Athma, Corporate Accounting I, Himalaya Publishing house, Mumbai.
Web Resources	
1.	https://www.tickertape.in/blog/issue-of-shares/
2.	https://www.taxmann.com/bookstore/bookshop/bookfiles/chapter12valuationofgoodwillandshares.pdf
3.	https://www.mca.gov.in/content/mca/global/en/acts-rules/ebooks/accounting_standards.html

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	Prepare and account for various entries to be passed in case of issue, forfeiture and reissue of shares and compute the liability of underwrites
CO 2	Asses the accounting treatment of issue and redemption of preference shares and debentures
CO 3	Construct Financial Statements applying relevant accounting treatments
CO 4	Compute the value of goodwill and shares under different methods and assess its applicability
CO 5	Integrate theoretical knowledge on all accounting in par with IFRS and IND AS

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	2	3	3	3	3	2
CO 3	3	3	3	3	3	3	3	3
CO 4	3	2	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3
Total	15	14	14	15	15	15	15	14
Average	3	2.8	2.8	3	3	3	3	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	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	2	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Total	15	14	14	15	15
Average	3	2.8	2.8	3	3

S –Strong (3)

M – Medium (2)

L – Low (1)

Total Quality Management

Title of the Course	Total Quality Management				
Course Type	Elective				
Course Code	25UEBA61				
Year	III	Semester	VI	Credits	4
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	5		--	--	75

Learning Objectives	
LO1	To understand the concept of quality management and apply Selected Quality Improvement techniques like
LO2	TPM and FEMA in business.
LO3	understand the concept of quality management and apply Selected Quality Improvement techniques like
LO4	TPM and FEMA in business.
LO5	understand the concept of quality management and apply Selected Quality Improvement techniques like

Unit	Content
I	INTRODUCTION: Introduction – Need for quality – Evolution of quality – Definition of quality – Definition of TQM– Basic concepts of TQM – Gurus of TQM — TQM Framework- Barriers to TQM –Benefits of TQM. Distinction between product quality and service quality Cost of Quality.
II	ESSENTIALS OF QUALITY MANAGEMENT: Quality Council, Quality statements and Strategic planning Customer Satisfaction –Customer Perception of Quality, Feedback, Customer complaints, Service Quality, Kano Model and Customer retention. Continuous process improvement –Juran Trilogy, PDSA cycle, 5S and Kaizen
III	QUALITY IMPROVEMENT TECHNIQUES: The seven traditional tools of quality – New management tools – Six-sigma Process Capability- Bench marking – Reasons to benchmark, Benchmarking process, What to Bench Mark, Pitfalls and Criticisms of Benchmarking – FMEA – Intent, Documentation, Stages: Design FMEA and Process FMEA.
IV	TOOLS AND TECHNIQUES OF TQM: Quality circles – Quality Function Deployment (QFD) – Taguchi quality loss function – TPM – Concepts, improvement needs – Performance measures- Cost of Quality – BPR.

V	QUALITY MANAGEMENT SYSTEMS AND AWARD: ISO 9000 Series – ISO 9000:2015– ISO 9000 Vs Baldrige award – Malcolm Baldrige National Quality award – Business Process Re – engineering.
----------	---

Recommended Texts	
1.	Quality Management - Paneerselvam.R and SivaSankaran.P
2.	“Total Quality Management -Bester field, D.H., Carol Bester field, G.H.,Mary Bester filed
3.	Quality Management: Creating and Sustaining Organization effectiveness. - Summers, C.S
4.	Applied Statistical Quality Control and Improvement -K.Krishnaiah
5.	Kumar, V., & Soni, P. (2015). <i>Managing quality in the Indian context: The Indian quality movement</i> . Springer.
Reference Books	
1.	Mittal, S., & Kaur, M. (2012). <i>Essentials of total quality management: A practical guide for beginners</i> . Excel Books.
2.	Chaudhary, S. (2012). <i>Quality management in manufacturing and services: An Indian perspective</i> . PHI Learning.
3.	Kumar, S., & Sethi, V. (2013). <i>Total quality management: A comprehensive guide to implementation</i> . Wiley India.
4.	Venkatesh, R. (2006). <i>Total quality management in services</i> . Pearson Education India.
5.	Chary, S. N., & Gupta, S. K. (2015). <i>Total quality management (2nd ed.)</i> . Tata McGraw-Hill Education.
Web Resources	
1.	https://www.iso.org
2.	https://www.simplilearn.com/quality-management-system-tutorial
3.	https://www.tqmi.com
4.	https://www.mindtools.com/pages/main/newMN_TQM.htm
5	https://www.qualitydigest.com
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Describe nature, scope, contribution, approaches of Quality management
CO 2	Apply the essentials, approaches implementation
CO 3	Identify techniques, process, development and implementation
CO 4	Understand, Apply the process, measurements, approaches implementation
CO 5	Relate and infer the best practices of organisation.

CO Mapping with Program Outcomes								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	1	3	3	2	3
CO2	3	2	2	2	3	2	2	3
CO3	3	2	3	2	3	3	3	3
CO4	2	3	2	3	2	1	2	3
CO5	2	3	3	2	2	2	3	2
TOTAL	13	12	12	10	13	11	12	14
AVERAGE	2.6	2.4	2.4	2	2.6	2.2	2.4	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	3	2
CO2	3	3	2	3	2
CO3	3	1	3	1	3
CO4	3	2	2	2	2
CO5	2	1	2	1	2
TOTAL	13	10	11	10	11
AVERAGE	2.6	2	2.2	2	2.2

S –Strong (3)

M – Medium (2)

L – Low (1)

Security Analysis and Portfolio Management

Title of the Course	Security Analysis and Portfolio Management				
Course Type	Elective				
Course Code	25UEBA63				
Year	III	Semester	VI	Credits	4
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		5	--	--	75

Learning Objectives	
LO1	Understand the basic concepts and terminologies relating to stock market.
LO2	Evaluate the value of different equity and debt instruments
LO3	Comprehend the different methods of performing fundamental and technical analysis
LO4	Evaluate portfolio based on different portfolio theories
LO5	Possess a basic knowledge of derivatives, its types and characteristics

Unit	Content
I	Introduction: Meaning, objectives, classification of investment. Investment versus speculation. Security markets primary and secondary, market indices- calculation of SENSEX and NIFTY.
II	Stock exchanges: BSE, NSE, OTCEI. SEBI –functions and structure. Financial intermediaries. Return and Risk – Meaning, types of risk.
III	Equity and bond valuation: Equity analysis & valuation, Types of debt instruments
IV	Security analysis: Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis
V	Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels

Recommended Texts	
1.	Punithavathi Pandian (2012), Security Analysis & Portfolio Management, Vikas Publishing 2nd edition
2.	Prasanna Chandra, (2021) Investment Analysis & Portfolio Management, McGraw Hill 6th edition
3.	E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini (2018) Security Analysis & Portfolio Management, Pearson 7th edition
4.	S Kevin (2006) Portfolio Management, PHI publishing , 2nd Revised edition
5.	L.Natarajan, (2012), Investment Management, 1st Ed., MarghamPublicaitons, Chennai
Reference Books	
1.	Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.
2.	Bodi, Kane, Markus, Mohanty, Investments, 8 th edition, Tata McGraw Hill, 2011.
3.	V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013.
4.	V.K.Bhalla, Investment Management, S.Chand& Company Ltd., 2012
5.	Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press
Web Resources	
1.	http://www.stock-trading-infocentre.com/
2.	http://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 Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Recall the meaning of the basic terminologies used in stock market.
CO 2	Explain and infer the final worth of various investment processes
CO 3	Solve problems relating to various investment decisions
CO 4	Analyze theories and problems relating to stock market
CO 5	Interpret the various investment models that aid in investment decision making

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	2	2	2	2	2
CO 2	2	3	2	2	2	3	3	2
CO 3	2	3	2	3	2	2	2	3
CO 4	2	2	2	2	2	3	2	3
CO 5	2	3	2	2	2	3	2	2
Total	11	13	10	11	10	13	11	12
Average	2.2	2.6	2	2.2	2	2.6	2.2	2.4

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	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
Total	15	15	15	15	15
Average	3	3	3	3	3

S – Strong (3)

M – Medium (2)

L – Low (1)

Fundamentals of Logistics

Title of the Course	Fundamentals of Logistics				
Course Type	Elective				
Course Code	25UEBA62				
Year	III	Semester	VI	Credits	4
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	5		--	--	75

Learning Objectives	
LO1	Understand the various basic concepts and terms relating to Logistics
LO2	Comprehend the importance of customer service and outsourcing relevant to logistics
LO3	Evaluate the importance and issues in global logistics
LO4	Possess an overall knowledge about the services and factors allied to logistics
LO5	Understand the technological impact of logistics

Unit	Content
I	Introduction to Logistics: History of Logistics-Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement. Basic concepts of national logistics policy
II	Customer Service and outsourcing Definition of Customer Service- Elements of Customer Service Phases in Customer Service. Customer Retention. Procurement and Outsourcing Definition of Procurement/Outsourcing Benefits of Logistics Outsourcing. Critical Issues in Logistics Outsourcing
III	Global Logistics Global Supply Chain. Organizing for Global Logistics- Strategic Issues in Global Logistics - Forces driving Globalization Modes of Transportation in Global Logistics- Barriers to Global Logistics -Financial Issues in Logistics Performance Need for Integrated logistics- Role of 3PL&4PL. Brief overview of EXIM
IV	Key logistics activities Warehousing: Meaning, Types, Benefits. Transportation Meaning; Types of Transportations, efficient transportation system and its benefits. Courier/Express logistics Meaning, Categorization of consignments, Courier Guidelines, Pricing in Courier - Express service for international and domestic shipping.

V	Technology & Logistics: Informatics, using logistics system to support time-based competition- Bar coding, GPS, Point of sale data-Artificial Intelligence. Electronic data interchange-types-benefits
----------	---

Recommended Texts	
1.	Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited
2.	Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009
3.	Sunil Chopra & Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson Education.
4.	Logistics and Supply Chain Management, Martin Christopher, Pearson Education Limited 2012
5.	Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011
Reference Books	
1.	Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5th edition, 2012.
2.	Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5th edition, 2012.
3.	Fundamentals of Logistics Management (The Irwin/McGraw-Hill Series in Marketing), Douglas Lambert, James R. Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998
4.	Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.
5.	Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.
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.track-pod.com/blog/functions-of-logistics/

Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Explain the basic concepts relating to logistics
CO 2	Analyse the role of outsourcing and customer service in logistics
CO 3	Appraise the needs, modes and issues relating to global logistics
CO 4	Describe about the different activities allied to logistics
CO 5	Identify the various areas of logistics where technology can be applied

CO Mapping with Program Outcomes								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2		2	2	2	2	2	2
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3
TOTAL	14	14	14	14	14	14	14	14
AVERAGE	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	2	2
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
TOTAL	15	14	14	14	14
AVERAGE	3	2.8	2.8	2.8	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

Digital Marketing

Title of the Course	Digital Marketing				
Course Type	Elective				
Course Code	25UEBA64				
Year	III	Semester	VI	Credits	4
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		5	--	--	75

Learning Objectives	
LO1	To provide basic knowledge about digital marketing.
LO2	To understand and develop various digital marketing tools used for business.
LO3	To know the digital analytics and measurement tools used for digital marketing.
LO4	To familiarise online and social media marketing
LO5	To Understand various data analytics and measurement tools in digital marketing

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

V	Digital Analytics & Measurement: Importance of Analytics in digital space – Tracking Mechanism – Google Analytics structure – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value)
---	---

Recommended Texts	
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: Korgan page limited USA
4.	Digital Marketing current trends, vandanahuja,7 th edition2015 Oxford University press, Chennai
5.	Digital Marketing essentials you always wanted to know,7 th edition 2012, Vibrant publishers USA
Reference 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/

Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Discuss digital marketing and its framework
CO 2	Identify, use appropriately and explain digital marketing tools
CO 3	Explain social media marketing and crowdsourcing
CO 4	Discuss online reputation management and its influence
CO 5	Identify the various data analytics and measurement tools in digital marketing

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	2	2	3	2	3	2
CO 4	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3
Total	15	15	14	14	15	14	15	14
Average	3	3	2.8	2.8	3	2.8	3	2.8

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	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	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Total	14	14	15	15	15
Average	2.8	2.8	3	3	3

S – Strong (3)

M – Medium (2)

L – Low (1)

Major Project

Title of the Course	Major Project				
Course Type	Part –IV Skill				
Course Code	25USBAP1				
Year	III	Semester	VI	Credits	2
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	-		--	--	-

Learning Objectives	
LO1	To work & gain knowledge of real time business environment.
LO2	To explore the various functional areas and analyze how theoretical concepts taught are applied in real life situations.
LO3	To analyze best practices, system, processes, procedures and policies of a different functional areas and bring forward the deviations.
LO4	To develop skills in report writing through data collection, data analysis, data extraction, and presentation and draw lessons vis-à-vis firm or company
LO5	To Present and draw lessons vis-à-vis firm or company

For BBA Degree Programme there shall be a Project Work during the sixth semester on a topic related to any issues in commerce/Business/Industry/vocational course. The Project work can be done either individually or by a group not exceeding five students

Under the supervision and guidance of the teachers of the Department. The topics shall either be allotted by the supervising teacher or be selected by the students in consultation with the supervising teacher. The project work shall have the following stages:

- a. Project proposal presentation and literature review
- b. Field work and data analysis
- c. Report writing and draft report presentation
- d. Final report submission

The report shall be printed and flexi paper binding with around 50 A4 size pages. The layout is:

Font : Times New Roman

Size : 12 Line

Spacing : 1.5

Margin : Left - 1.5; Right-1; Top-1; Bottom-1

The project report should be submitted to the Department at least 15 days before the last working day of the sixth semester. The candidate shall prepare three copies of the report: two copies for submission to the Department and one copy for the student to bring at the time of viva-voce.

Structure of the Report

1. Title Pages
2. Certificate of the supervising Teacher with signature
3. Contents
4. List of Tables, Figures etc.
5. Chapter 1- Introduction, Review of literature, Statement of the problem, Need and Significance of the study, Objectives of the study, Research Methodology (Sample, Data sources, Tools of analysis etc.), Limitations of the study, Presentation of the study (5-8 pages)
6. Chapter II- Theoretical Back Ground (10-15 pages)
7. Chapter III- Data Analysis and Interpretation (25-30 pages)
8. Chapter IV Summary of Findings, Conclusion and Suggestions
9. Appendix: Questionnaire, Specimen copies of forms, other exhibits
10. Bibliography (Books, journal articles, website etc. used for the project work) (Written based on APA format)

Evaluation of the Report

- * A Board of two examiners appointed by the University shall evaluate the report.
- ** A Viva voce based on the project report shall be conducted individually by the Board of Examiners.
- * * The total credits for Project work is 2.
- * The Maximum Marks for evaluation of the report shall be 100 distributed among the following components,

S.No.	Components	Max. Marks
1.	Statement of the problem	5
2.	Objectives of the study	5
3.	Review of literature	5
4.	Methodology	5
5.	Analysis and Interpretation	10
6.	Presentation of the report	5
7.	Findings and suggestions	10
8.	Bibliography	5
9.	Viva-Voce	50
	Total	100

Course Outcomes	
Co No.	On Completion of the course, students will be able to:
CO 1	To undergo an external field survey by choosing any industry (or) company (or) organization
CO 2	To train in drafting the formal report
CO 3	To improve the presentation skill among the students
CO 4	To develop the students thinking power
CO 5	To acquire the Field and industry knowledge

CO Mapping with Program Outcomes								
CO/ PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	2	2	2	2	2	3	3
CO 4	3	3	3	3	2	3	3	2
CO 5	3	3	3	3	3	3	3	3
Total	15	14	14	14	13	14	15	14
Average	3	2.8	2.8	2.8	2.6	2.8	3	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/ PSO	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	2	2
CO 4	2	3	3	3	3
CO 5	3	3	3	3	3
Total	14	15	15	14	14
Average	2.8	3	3	2.8	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

Blue Print – End Semester Examinations Semester – I to VI

Class: U.G.

Time: 3 Hours

Max. Marks: 75

Section A

(10 x 1 = 10)

Answer all questions.

Choose the correct answer. (With four options)

	Unit I	Unit II	Unit III	Unit IV	Unit V
Question Nos.	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10

Section B

(5 x 5 = 25)

Answer all questions choosing either (a) or (b).

Answer should not exceed 250 words

	Unit I	Unit II	Unit III	Unit IV	Unit V
Question Nos.	11 (a) & 11 (b)	12 (a) & 12 (b)	13 (a) & 13 (b)	14 (a) & 14 (b)	15 (a) & 15 (b)

Section C

(5 x 8 = 40)

Answer all questions choosing either (a) or (b).

Answer should not exceed 500 words

	Unit I	Unit II	Unit III	Unit IV	Unit V
Question Nos.	16 (a) & 16 (b)	17 (a) & 17 (b)	18 (a) & 18 (b)	19 (a) & 19 (b)	20 (a) & 20 (b)