



# **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., Shipping & Logistics Management**

### **Semester – I to VI**

### **Syllabus**

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

## Department Profile

<b>Name of the Programme</b>	:	B.B.A., Shipping and Logistics Management
<b>Programme code</b>	:	02027
<b>Year of Establishment</b>	:	2020 - 2021
<b>E-Mail ID</b>	:	<a href="mailto:kcsfbba@gmail.com">kcsfbba@gmail.com</a>
<b>College Mail Id</b>	:	<a href="mailto:kamarajcoll@gmail.com">kamarajcoll@gmail.com</a>
<b>College Website</b>	:	<a href="http://www.kamarajcollege.ac.in">www.kamarajcollege.ac.in</a>

### **Preamble:**

The Programme Constructs the Leadership Quality among the students through analytical and applied courses.

### **Vision:**

To envisions becoming a premier center for developing competent and ethical professionals in the field of shipping and logistics. We aspire to be recognized globally for our innovative and sustainable solutions to complex logistics challenges.

### **Mission:**

To provide high-quality of education and training that prepares students for successful careers in the shipping and logistics industry. We are committed to creating a dynamic learning environment that fosters critical thinking, problem-solving, and ethical decision- making. Our goal is to produce graduates who are well-rounded, adaptable, and equipped with the skills and knowledge to make a positive impact in their communities.

## B.B.A., Shipping and Logistics Management

### Programme objective

<b>Learning outcomes-based curriculum framework guidelines based regulations for under graduate programme</b>	
<b>Programme:</b>	<b>B.B.A., Shipping and Logistics Management Eligibility</b> Candidate must have passed the higher secondary (10+2) examination
<b>Programme Code:</b>	<b>02027</b>
<b>Duration:</b>	<b>UG – 3 years</b>
<b>Programme Outcomes:</b>	
<b>PO1</b>	<b>Disciplinary knowledge:</b> Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study.
<b>PO2</b>	<b>Communication Skills:</b> 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.
<b>PO3</b>	<b>Critical thinking:</b> Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
<b>PO4</b>	<b>Problem solving: Capacity</b> 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.
<b>PO5</b>	<b>Analytical reasoning:</b> 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.
<b>PO6</b>	<b>Research-related skills:</b> A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.
<b>PO7</b>	<b>Cooperation/Team work:</b> 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

<b>PO8</b>	<b>Leadership readiness/qualities:</b> 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.
<b>Programme Specific Outcomes:</b>	
<b>PSO1</b>	To enable students to apply basic History, Art and Architecture and Diplomacy.
<b>PSO 2</b>	To sensitize students to various Historical places related to Past History and administration.
<b>PSO 3</b>	To familiarize students to the concepts and theories.
<b>PSO 4</b>	Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.
<b>PSO5</b>	Enhance skills of analytical and critical thinking to analyze Effectiveness of Humanity.

Methods of Evaluation		Marks	
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	15	25
	Assignments with PPT	5	
	Class Participation /Group Discussion	5	
<b>External Evaluation</b>	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		

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

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

**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	24
V	30	31
VI	30	28
<b>Total</b>		<b>153</b>

**\*\*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., Shipping and Logistics Management**

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	Total
Part I	25ULTL11	Tamil Ilakkiya Varalaru II	3	6	3	25	75	100
Part II	25ULEN11	General English I	3	6	3	25	75	100
Part III Core I	25UMSL11	Principles of Management	5	5	3	25	75	100
Part III Core II	25UMSL12	Introduction to logistics Management and Shipping	5	5	3	25	75	100
Part IV EC I	25UESL11 25UESL12	Any One 1. Accounting for Management 2. Consumer Behavior	3	4	3	25	75	100
Part IV SEC - I	25USSL11 25USSL12	Any One 1. Basics of Event Management 2. Office Management	2	2	3	25	75	100
Part IV FC	25UFSL11	Managerial Communication	2	2	3	25	75	100
<b>Total</b>			<b>23</b>	<b>30</b>				
<b>SEC-Skill Enhancement Course</b>			<b>CIA- Continuous Internal Assessment</b>					
<b>EC –Elective Course</b>			<b>ESE- End Semester Examination</b>					

## Course Structure

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

### First Year – Semester- II

#### UG B.B.A., Shipping and Logistics Management

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	25UMSL21	Organizational Behaviour	5	5	3	25	75	100
Part III Core - IV	25UMSL22	Transportation and Distribution Management	5	5	3	25	75	100
Part III EC - II	25UESL21 25UESL22	Any One 1. Business Regulatory Framework 2. Managerial Economics	3	4	3	25	75	100
Part IV SEC – II SEC - III	25USSL21 25USSL22 25USSL23	Any Two 1. Managerial Skill Development 2. Business Etiquette and Corporate Grooming 3. Business legislation	2 2	2 2	3 3	25 25	75 75	100 100
		<b>Total</b>	<b>23</b>	<b>30</b>				
<b>SEC-Skill Enhancement Course</b>			<b>CIA- Continuous Internal Assessment</b>					
<b>EC –Elective Course</b>			<b>ESE- End Semester Examination</b>					

## Course Structure

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

### Second Year – Semester- III

#### UG B.B.A., Shipping and Logistics Management

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	Total
Part I	25ULTL31	Tamilaga Varalarum Panpaadam	3	6	3	25	75	100
Part II	25ULEN31	General English-III	3	6	3	25	75	100
Part III Core - V	25UMSL31	Port and Terminal Management	5	5	3	25	75	100
Part III Core - VI	25UMSL32	Production and Materials Management	4	4	3	25	75	100
Part III EC - III	25UESL31 25UESL32	Any One 1.Business Statistics 2.Business Mathematics	3	3	3	25	75	100
Part IV SEC – III	25USSLL1	Any Two 1.Computer Application in Business (Practical) 2.Effective Employability Skills I	2	2	3	40	60	100
SEC - IV	25USSL31 25USSL32	3.NewVenture Management	2	2	3	25	75	100
Part IV	25UYOG31	Yoga, Cultural & Heritage	2	2	1.5	25	75	100
<b>Total</b>			<b>24</b>	<b>30</b>				
<b>SEC-Skill Enhancement Course</b>			<b>CIA- Continuous Internal Assessment</b>					
<b>EC –Elective Course</b>			<b>ESE- End Semester Examination</b>					

## Course Structure

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

### Second Year – Semester- IV

#### UG B.B.A., Shipping and Logistics Management

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	25UMSL41	Freight Forwarding and Port Operations	4	4	3	25	75	100
Part III Core - VIII	25UMSL42	Marketing Management	4	4	3	25	75	100
Part III EC - IV	25UESL41 25UESL42	Any One 1. Operations Research 2. Supply Chain Management	4	4	3	25	75	100
Part IV SEC – VI SEC – VII	25USSLL2  25USSL41  25USSL42	Any Two 1. Computer Application in Accounting and 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
<b>Total</b>			<b>24</b>	<b>30</b>				
<b>SEC-Skill Enhancement Course</b>			<b>CIA- Continuous Internal Assessment</b>					
<b>EC –Elective Course</b>			<b>ESE- End Semester Examination</b>					

## COURSE STRUCTURE

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

Third Year – Semester – V

UG B.B.A., Shipping and Logistics Management

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	TOTAL
Part III Core - IX	25UMSL51	Customs and Procedure	5	5	3	25	75	100
Part III Core - X	25UMSL52	Export and Import Management	5	5	3	25	75	100
Part III Core - XI	25UMSL53	Financial Management	5	5	3	25	75	100
Part III Core - XII	25UMSL54	Human Resource Management	5	5	3	25	75	100
Part III EC - V EC - VI	25UESL51	Any Two 1. Research Methodology	4	4	3	25	75	100
	25UESL52	2. Organisational Development						
	25UESL53	3. International Business Management						
	25UESL54	4. Business Taxation						
Part IV	25UINT51	* Internship	1	-	3	50	50	100
Part V	25UPDT51	Personality Development	2	2	3	25	75	100
<b>Total</b>			<b>31</b>	<b>30</b>				
<b>SEC-Skill Enhancement Course</b>			<b>CIA- Continuous Internal Assessment</b>					
<b>EC –Elective Course</b>			<b>ESE- End Semester Examination</b>					

\*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., Shipping and Logistics Management

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	TOTAL
Part III Core - XIII	25UMSL61	Entrepreneurial Management	5	5	3	25	75	100
Part III Core - XIV	25UMSL62	Warehousing and Inventory Management	5	5	3	25	75	100
Part III Core - XV	25UMSL63	Services Marketing	5	5	3	25	75	100
Part III Core - XVI	25UMSL64	Corporate Finance	5	5	3	25	75	100
Part III EC - VII	25UESL61	Any Two 1. Total Quality Management	4	5	3	25	75	100
EC - VIII	25UESL62	2. Security Analysis and Portfolio Management						
	25UESL63	3. E – Logistics						
	25UESL64	4. Digital Marketing						
Part- IV	25USSLP1	Major Project	2	-	-	50	50	100
<b>Total</b>			<b>28</b>	<b>30</b>				
SEC-Skill Enhancement Course EC –Elective Course			CIA- Continuous Internal Assessment ESE- End Semester Examination					

**Semester – I**  
**Principles of Management**

<b>Title of the Course</b>	<b>Principles of Management</b>				
<b>Course Type</b>	<b>Core – I</b>				
<b>Course Code</b>	<b>25UMSL11</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>I</b>	<b>Credits</b>	<b>5</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>5</b>	<b>--</b>	<b>--</b>	<b>75</b>

<b>Learning Objectives</b>	
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.

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

<b>V</b>	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.
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<b>Recommended Texts</b>
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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.

<b>Reference Books</b>
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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.

<b>Web Resources</b>
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1.	<a href="https://www.elearning.panchakotmv.ac.in/files/335B6FFC15896569440.pdf">https://www.elearning.panchakotmv.ac.in/files/335B6FFC15896569440.pdf</a>
2.	<a href="https://baou.edu.in/assets/pdf/PGDM_101_slm.pdf">https://baou.edu.in/assets/pdf/PGDM_101_slm.pdf</a>
3.	<a href="https://openstax.org/details/books/principles-management">https://openstax.org/details/books/principles-management</a>
4.	<a href="https://biz.libretexts.org/Bookshelves/Management/Principles_of_Management">https://biz.libretexts.org/Bookshelves/Management/Principles_of_Management</a>
5.	<a href="https://biz.libretexts.org/Courses/Lumen_Learning/Principles_of_Management_(Lumen)">https://biz.libretexts.org/Courses/Lumen_Learning/Principles_of_Management_(Lumen)</a>

<b>Course Outcomes</b>
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<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Describe nature, scope, role, levels, functions and approaches of management.
<b>CO 2</b>	Apply planning and decision making in management.
<b>CO 3</b>	Identify organization structure and various organizing techniques.
<b>CO 4</b>	Understand Direction, Co-ordination & Control mechanisms.
<b>CO 5</b>	Relate and infer ethical practices of organisation.

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

## Introduction to Logistics Management and Shipping

<b>Title of the Course</b>	<b>Introduction to Logistics Management and Shipping</b>				
<b>Course Type</b>	<b>Core - II</b>				
<b>Course Code</b>	<b>25UMSL12</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>I</b>	<b>Credits</b>	<b>5</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>		<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
	<b>5</b>		<b>--</b>	<b>--</b>	<b>75</b>

<b>Learning Objectives</b>	
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 significance of ethics in business and its implications.

<b>Unit</b>	<b>Content</b>
<b>I</b>	Logistics-Definition-History and Evolution-Objectives- Understanding logistics functions, Elements and benefits- key tasks-Enhancement of marketing through efficient logistics- retails logistics- Emerging concept in logistics.
<b>II</b>	Logistics Management- Definition- Role of Logistics management- Utilizing logistics frame works for business competitiveness – Integrated Logistics Management- Evolution of the concept-model and process.
<b>III</b>	Out sourcing logistics-motivating factors and benefits - Logistics Strategy-Definition- Impact of strategic planning in logistics-Contribution of logistics managers in strategic decision making –Designing & implementing of logistical strategy
<b>IV</b>	The reasons for Sea Transport–Introduction– Key drivers and benefits –Different Shipping markets–Trades – Ship Registration – Port State Control – Ship Classification – Types of Ships the Dry Cargo Chartering market–Introduction– Chartering–Chartering Negotiations
<b>V</b>	Ship Sale & Purchase – Ship Management. Maritime Geography – Introduction – Ocean & Seas–Ports–Geography of trade- Key methods in ship sale and acquisition-Ship lease -Types - Advantages & Disadvantages- Contract - Key factors in ship contract operators.

<b>Recommended Texts</b>	
1.	Farahani, R., Rezapour, S. (2011). Logistics Operations and Management: Concepts and Models. Netherlands: Elsevier Science.
2.	Waters, C. D. J. (2003). Logistics: An Introduction to Supply Chain Management (C. D. J. Waters, Ed.). Palgrave Macmillan
3.	Ghiani, G., Musmanno, R., & Laporte, G. (2013). Introduction to Logistics Systems Management. Wiley.
4.	Chase, R. B., Jacobs, F. R. (2016). Operations and Supply Chain Management: The Core. United Kingdom: McGraw-Hill Education.
5.	Kasilingam, R. G. (2012). Logistics and Transportation: Design and Planning. Netherlands: Springer US.
<b>Reference Books</b>	
1.	Song, D., Panayides, P. M. (2021). Maritime Logistics: A Guide to Contemporary Shipping and Port Management. India: Kogan Page.
2.	Lalwani, C., Mangan, J., Calatayud, A. (2020). Global Logistics and Supply Chain Management. United Kingdom: Wiley.
3.	Supply Chain Management (Indian Case Studies). (2005). India: Dreamtech Press.
4.	Sarder, M. (2020). Logistics Transportation Systems. Netherlands: Elsevier Science.
5.	Rowbotham, M. (2014). Introduction to Marine Cargo Management. United Kingdom: Taylor & Francis.
<b>Web Resources</b>	
1.	<a href="https://uh.edu/~lcr3600/simulation/contents.html">https://uh.edu/~lcr3600/simulation/contents.html</a>
2.	<a href="https://link.springer.com/chapter/10.1007/978-1-4615-5277-2_1">https://link.springer.com/chapter/10.1007/978-1-4615-5277-2_1</a>
3.	<a href="https://www.marineinsight.com/maritime-law/what-is-integrated-logistics-management/">https://www.marineinsight.com/maritime-law/what-is-integrated-logistics-management/</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Discuss about the importance of logistics & its role in the Indian Economy
<b>CO 2</b>	Summarize various activities of logistics to satisfy the end Customers
<b>CO 3</b>	Appraise the strategies
<b>CO 4</b>	Analyse sea transport
<b>CO 5</b>	Evaluate ship management

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

## Accounting for Management

<b>Title of the Course</b>	<b>Accounting for Management</b>				
<b>Course Type</b>	<b>Elective Course - I</b>				
<b>Course Code</b>	<b>25UESL11</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>I</b>	<b>Credits</b>	<b>3</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>		<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
	<b>4</b>		<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
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 Deprecation.

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

<b>Recommended Texts</b>	
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.
<b>Reference Books</b>	
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.
<b>Web Resources</b>	
1.	<a href="https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf/">https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf/</a>
2.	<a href="https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf/">https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf/</a>
3.	<a href="https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles/">https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles/</a>
4.	<a href="https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system/">https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system/</a>
5.	<a href="https://www.profitbooks.net/what-is-depreciation/">https://www.profitbooks.net/what-is-depreciation/</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Prepare Journal, Ledger, Trial Balance and Cash Book.
<b>CO 2</b>	Classify Errors and Making Rectification Entries.
<b>CO 3</b>	Prepare Final Accounts with Adjustments.
<b>CO 4</b>	Prepare Bills of Exchange.
<b>CO 5</b>	To Understand the methods and Calculation of Depreciation.

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

**S - Strong (3)**

**M - Medium (2)**

**L - Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

## Consumer Behaviour

<b>Title of the Course</b>	<b>Consumer Behaviour</b>				
<b>Course Type</b>	<b>Elective – I</b>				
<b>Course Code</b>	<b>25UESL12</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>I</b>	<b>Credits</b>	<b>3</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>		<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
	<b>4</b>		<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
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.

<b>Unit</b>	<b>Content</b>
<b>I</b>	Introduction to Consumer behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research.
<b>II</b>	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.
<b>III</b>	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.
<b>IV</b>	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.
<b>V</b>	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.

<b>Recommended Texts</b>	
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.
<b>Reference Books</b>	
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.
<b>Web Resources</b>	
1.	<a href="https://www.ama.org/topics/consumer-behavior/">https://www.ama.org/topics/consumer-behavior/</a>
2.	<a href="https://www.ama.org/consumer-behavior-sig/">https://www.ama.org/consumer-behavior-sig/</a>
3.	<a href="https://degree.lamar.edu/online-programs/business/mba/marketing-concentration/key-marketing-concepts-consumer-behavior/">https://degree.lamar.edu/online-programs/business/mba/marketing-concentration/key-marketing-concepts-consumer-behavior/</a>
4.	<a href="https://www.ama.org/2019/05/20/the-why-behind-the-buy-integrating-consumer-behavior-into-your-marketing-strategy/">https://www.ama.org/2019/05/20/the-why-behind-the-buy-integrating-consumer-behavior-into-your-marketing-strategy/</a>
5.	<a href="https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition">https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition</a>

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

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

S – Strong (3)

M – Medium (2)

L – Low (1)

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

## Basics of Event Management

<b>Title of the Course</b>	<b>Basics of Event Management</b>				
<b>Course Type</b>	<b>Skill Enhancement Course – I</b>				
<b>Course Code</b>	<b>25USSL11</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>I</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>	
	<b>2</b>	<b>--</b>	<b>--</b>	<b>30</b>	

<b>Learning Objectives</b>	
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.

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

<b>Recommended Texts</b>	
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 CreateSpace Independent Publishing Platform, 2015.

<b>Reference Books</b>	
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.
<b>Web Resources</b>	
1.	<a href="https://ebooks.lpude.in/management/bba/term_5/dmgt304_event_management.pdf">https://ebooks.lpude.in/management/bba/term_5/dmgt304_event_management.pdf</a>
2.	<a href="https://www.inderscience.com/jhome.php?jcode=ijhem/international_journal_of_hospitality_%26_event_management">https://www.inderscience.com/jhome.php?jcode=ijhem/international journal of hospitality &amp; event management</a>
3.	<a href="https://www.emeraldgrouppublishing.com/journal/ijefm">https://www.emeraldgrouppublishing.com/journal/ijefm</a> International Journal of Event and Festival Management
4.	<a href="https://www.eventbrite.com/blog/?s=roundup">https://www.eventbrite.com/blog/?s=roundup</a>
5.	<a href="https://www.eventindustrynews.com/">https://www.eventindustrynews.com/</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	To understand basics of event management.
<b>CO 2</b>	To design events.
<b>CO 3</b>	To study feasibility of organizing an event.
<b>CO 4</b>	To gain Familiarity with marketing & promotion of event.
<b>CO 5</b>	To develop event budget.

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

## Office Management

<b>Title of the Course</b>	<b>Office Management</b>				
<b>Course Type</b>	<b>Skill Enhancement Course – I</b>				
<b>Course Code</b>	<b>25USSL12</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>I</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>		<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
	<b>2</b>		<b>--</b>	<b>--</b>	<b>30</b>

<b>Learning Objectives</b>	
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.

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>Modern Office and Its Function</b> 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.
<b>II</b>	<b>Office Space and Environment Management</b> 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.
<b>III</b>	<b>Office Systems and Procedures</b> The Systems Concept —Definitions—Systems Analysis —Flow of Work— Analysis of Flow of Work — Role of Office Manager in Systems and Procedures.
<b>IV</b>	<b>Records Management</b> 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.
<b>V</b>	<b>Secretarial Practice</b> 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.

<b>Recommended Texts</b>	
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.
<b>Reference Books</b>	
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.
<b>Web Resources</b>	
1.	<a href="https://desktrack.timentask.com/blog/office-management-software/">https://desktrack.timentask.com/blog/office-management-software/</a>
2.	<a href="https://hubblehq.com/blog/best-office-management-software-tools">https://hubblehq.com/blog/best-office-management-software-tools</a>
3.	<a href="https://www.zoho.com/one/office-management-software.html">https://www.zoho.com/one/office-management-software.html</a>
4.	<a href="https://www.actiplans.com/blog/best-office-management-tools">https://www.actiplans.com/blog/best-office-management-tools</a>
5.	<a href="https://www.travelperk.com/guides/office-management/">https://www.travelperk.com/guides/office-management/</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Familiarized with modern office management.
<b>CO 2</b>	Adapt with the modern work atmosphere.
<b>CO 3</b>	Trained in maintaining the office independently and effectively.
<b>CO 4</b>	Ability to organize data records in office.
<b>CO 5</b>	Motivated to act as a company secretary.

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

## Managerial Communication

<b>Title of the Course</b>	<b>Managerial Communication</b>				
<b>Course Type</b>	<b>Foundation Course</b>				
<b>Course Code</b>	<b>25UFSL11</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>I</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>2</b>	<b>--</b>	<b>--</b>	<b>30</b>

<b>Learning Objectives</b>	
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.

<b>Unit</b>	<b>Content</b>
<b>I</b>	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.
<b>II</b>	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters.
<b>III</b>	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language.
<b>IV</b>	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.
<b>V</b>	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites - AI Tools for effective Communication

<b>Recommended Texts</b>	
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.
<b>Reference Books</b>	
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
<b>Web Resources</b>	
1.	<a href="https://www.managementstudyguide.com/business_communication.html">https://www.managementstudyguide.com/business_communication.html</a>
2.	<a href="https://studiousguy.com/business-communication/">https://studiousguy.com/business-communication/</a>
3.	<a href="https://www.oercommons.org/curated-collections/469">https://www.oercommons.org/curated-collections/469</a>
4.	<a href="https://www.indeed.com/career-advice/career-development/meeting-minutes-template-examples">https://www.indeed.com/career-advice/career-development/meeting-minutes-template-examples</a>
5.	<a href="https://toolnest.org/ai-tools-for-business-communication-collaboration/">https://toolnest.org/ai-tools-for-business-communication-collaboration/</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Understand communication process and its barriers.
<b>CO 2</b>	Develop business letters in different scenarios
<b>CO 3</b>	Develop oral communication skills & conducting interviews
<b>CO 4</b>	Use managerial writing for business communication
<b>CO 5</b>	Identify usage of modern communication tools & its significance for managers

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

**S - Strong (3)**

**M - Medium (2)**

**L - Low (1)**

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

**Semester – II**  
**Organizational Behaviour**

<b>Title of the Course</b>	<b>Organizational Behaviour</b>				
<b>Course Type</b>	<b>Core – III</b>				
<b>Course Code</b>	<b>25UMSL21</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>II</b>	<b>Credits</b>	<b>5</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>	
	<b>5</b>	<b>--</b>	<b>--</b>	<b>75</b>	

<b>Learning Objectives</b>	
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.

<b>Unit</b>	<b>Content</b>
<b>I</b>	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.
<b>II</b>	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.
<b>III</b>	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.
<b>IV</b>	Organizational Culture and Structure: Concept of culture- Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options.
<b>V</b>	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

<b>Recommended Texts</b>	
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge , Organizational Behaviour, Pearson Education, 18 <sup>th</sup> 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 <sup>nd</sup> edition.
5.	LouisBevoc,AllisonShearsett,RachaelCollinson,OrganizationalBehaviourRefere nce, Nutri Niche System LLC (28 April 2017).
<b>Reference Books</b>	
1.	Uma Sekaran, Organizational Behaviour Text & Cases, 2 <sup>nd</sup> 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 <sup>st</sup> 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).
<b>Web Resources</b>	
1.	<a href="https://www.iedunote.com/organizational-behavior/">https://www.iedunote.com/organizational-behavior/</a>
2.	<a href="https://www.london.edu/faculty-and-research/organisational-behaviour/">https://www.london.edu/faculty-and-research/organisational-behaviour/</a>
3.	Journal of Organizational Behavior JSTOR
4.	International Journal of Organization Theory & Behavior, Emerald Publishing
5.	<a href="https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior/">https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior/</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Describe nature, scope, role, levels, functions and approaches of Organization Behaviour.
<b>CO 2</b>	Apply the concepts, theory and individual behaviour.
<b>CO 3</b>	Concept, theory, changes in group behavior.
<b>CO 4</b>	Understand, create, design and implementation.
<b>CO 5</b>	Relate and infer the Organisation development.

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

S – Strong (3)

M – Medium (2)

L – Low (1)

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

## Transportation and Distribution Management

<b>Title of the Course</b>	<b>Transportation and Distribution Management</b>				
<b>Course Type</b>	<b>Core – IV</b>				
<b>Course Code</b>	<b>25UMSL22</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>II</b>	<b>Credits</b>	<b>5</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>5</b>	<b>--</b>	<b>--</b>	<b>75</b>

<b>Learning Objectives</b>	
LO1	To analyze the Logistics theories, models and concepts.
LO2	To apply Import & Export concepts, models and theories through case analysis.
LO3	To enable the student to explore various dimensions of Shipping Industry.
LO4	To know the history of Logistics.
LO5	Associate logistics activities with other business activities.

<b>Unit</b>	<b>Content</b>
<b>I</b>	Role of Distribution in Supply Chain–Designing Distribution Channels.
<b>II</b>	Distribution Networks–Factors Influencing Distribution Network Decisions– Network Design & Optimization Approach and Techniques.
<b>III</b>	Role of Transportation in Supply Chain – Factors influencing Transportation Decisions–Modes of Transportation – Transportation mode Selection Process. Transportation Principles and Participants – Transportation Participants Transportation Modes, Performance Characteristics and Selection.
<b>IV</b>	Transportation Performance, Costs and Value Measures–Factors driving Transportation Costs – Categories of Transportation Costs– Transportation Routing Decisions.
<b>V</b>	Transit Operation Software – Benefits of Transportation Software – Advanced Fleet Management System–Intermodal Freight Technology– Transportation Security Initiatives and Role of Technology.

<b>Recommended Texts</b>	
1.	Raghuram and N. Rangaraj, Logistics and Supply chain Management – Leveraging Mathematical and Analytical Models: Cases and Concepts, New Delhi: Macmillan, 2000.
2.	Janat Shah, Supply Chain Management, Pearson Education India, 2009.
3.	David Lowe, Lowe's Transport Manager's and Operator's Handbook 2019.
4.	Satish K Kapoor, Basics of Distribution Management, A Logistical Approach, PHI Learning.
5.	Naveen K Singh, Transportation and Logistics Operations and Management, Bio- Green Books.
<b>Reference Books</b>	
1.	Sunil Choprra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson, 2010.
2.	Michael B Stroh, Practical Guide to Transportation and Logistics, Logistics Network, 2006.
3.	Alan Rushton, John Oxley, Handbook of Logistics & Distribution Management, Kogan Page Publishers, 2000.
4.	Bernd Lauterbach, transportation Management with SAP, Sap Pr America
5.	Subrata Chattopadhyay, transport management, Everest Publishing House
<b>Web Resources</b>	
1.	<a href="https://egyankosh.ac.in/bitstream/123456789/72288/1/Unit-7.pdf">https://egyankosh.ac.in/bitstream/123456789/72288/1/Unit-7.pdf</a>
2.	<a href="https://www.itf-oecd.org/sites/default/files/docs/02logisticse.pdf">https://www.itf-oecd.org/sites/default/files/docs/02logisticse.pdf</a>
3.	<a href="https://ocw.mit.edu/courses/esd-260j-logistics-systems-fall-2006/3a09fc7ee1175120b31399b1ce06b175_lect21.pdf">https://ocw.mit.edu/courses/esd-260j-logistics-systems-fall-2006/3a09fc7ee1175120b31399b1ce06b175_lect21.pdf</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Gain knowledge about the distribution requirements planning
<b>CO 2</b>	Develop the various distribution network models.
<b>CO 3</b>	Make use of the advantages and disadvantages of the various models.
<b>CO 4</b>	Gain well verse knowledge on vehicle routing and scheduling.
<b>CO 5</b>	Application of IT in transportation and distribution management.

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

## Business Regulatory Framework

<b>Title of the Course</b>	<b>Business Regulatory Framework</b>				
<b>Course Type</b>	<b>Elective – II</b>				
<b>Course Code</b>	<b>25UESL21</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>II</b>	<b>Credits</b>	<b>3</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>4</b>	<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
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.

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

<b>Recommended Texts</b>	
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

<b>Reference Books</b>	
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)
<b>Web Resources</b>	
1.	<a href="https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework--1.html/">https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework--1.html/</a>
2.	<a href="http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/">http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/</a>
3.	<a href="https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661/">https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661/</a>
4.	<a href="https://librarymvmgacsgcom.files.wordpress.com/2020/08/svu-business-regulatory-framework.pdf">https://librarymvmgacsgcom.files.wordpress.com/2020/08/svu-business-regulatory-framework.pdf</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Explain Indian Contracts Act
<b>CO 2</b>	Understand Sales of goods act and Contract of Agency
<b>CO 3</b>	Understand Indian Companies Act 1956
<b>CO 4</b>	Understand Consumer Protection Act – RTI
<b>CO 5</b>	Understand Cyber law

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

## Managerial Economics

<b>Title of the Course</b>	<b>Managerial Economics</b>				
<b>Course Type</b>	<b>Elective - II</b>				
<b>Course Code</b>	<b>25UESL22</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>II</b>	<b>Credits</b>	<b>3</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>	
	<b>4</b>		<b>--</b>	<b>60</b>	

<b>Learning Objectives</b>	
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.

<b>Unit</b>	<b>Content</b>
<b>I</b>	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.
<b>II</b>	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.
<b>III</b>	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.
<b>IV</b>	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination.
<b>V</b>	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly.

<b>Recommended Texts</b>	
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.
<b>Reference Books</b>	
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.
<b>Web Resources</b>	
1.	<a href="https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597">https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597</a>
2.	<a href="https://www.intelligenteconomist.com/profit-maximization-rule">https://www.intelligenteconomist.com/profit-maximization-rule</a>
3.	<a href="http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134">http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134</a>
4.	<a href="http://www.simplynotes.in/e-notes/mbabba/managerial-economics/">http://www.simplynotes.in/e-notes/mbabba/managerial-economics/</a>
5.	<a href="https://businessjargons.com/determinants-of-elasticity-of-demand.html">https://businessjargons.com/determinants-of-elasticity-of-demand.html</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Describe nature, scope, role, concepts of economics
<b>CO 2</b>	Apply the demand and supply concepts
<b>CO 3</b>	Apply and analyze the production functions
<b>CO 4</b>	Study the pricing methods and strategies
<b>CO 5</b>	Analyse market competition and strategies

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

## Managerial Skill Development

<b>Title of the Course</b>	<b>Managerial Skill Development</b>				
<b>Course Type</b>	<b>Skill Enhancement Course</b>				
<b>Course Code</b>	<b>25USSL21</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>II</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>2</b>	<b>--</b>	<b>--</b>	<b>30</b>

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

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>INTRODUCTION TO SELF:</b> 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.
<b>II</b>	<b>SELF ESTEEM:</b> 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.
<b>III</b>	<b>BUILDING EMOTIONAL COMPETENCE:</b> 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.
<b>IV</b>	<b>THINKING SKILLS:</b> Introduction to Thinking Skills, Critical Thinking and Learning, Analytical Thinking, Creative Thinking, Applying Thinking Skills in Managerial Decisions.
<b>V</b>	<b>COMMUNICATION RELATED TO COURSE:</b> Oral presentations, Conducting meetings, Reporting of projects, Reporting of case analysis, Assignment writing. Practical application of managerial skills through real and hypothetical cases.

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

<b>Web Resources</b>	
1	<a href="https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63">https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63</a>
2	<a href="https://www.academia.edu/4358901/managerial_skill_development_pdf">https://www.academia.edu/4358901/managerial_skill_development_pdf</a>
3	<a href="https://www.academia.edu/4358901/managerial_skill_development_pdf">https://www.academia.edu/4358901/managerial_skill_development_pdf</a>
4	<a href="https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf">https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf</a>
5	<a href="https://www.aisectionuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf">https://www.aisectionuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf</a>

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

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

## Business Etiquette and Corporate Grooming

<b>Title of the Course</b>	<b>Business Etiquette and Corporate Grooming</b>				
<b>Course Type</b>	<b>Skill Enhancement Course</b>				
<b>Course Code</b>	<b>25USSL22</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>II</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>		<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
	<b>2</b>		<b>--</b>	<b>--</b>	<b>30</b>

<b>Learning Objectives</b>	
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

<b>Unit</b>	<b>Content</b>
<b>I</b>	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.
<b>II</b>	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
<b>III</b>	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
<b>IV</b>	Diversity and Cultural Awareness at Workplace Impact of diversity- Cultural Sensitivity-Taboos and Practices-Inter-Cultural Communication
<b>V</b>	Business Attire and Professionalism Business style and professional image-dress code-guide lines for appropriate business attire-grooming for success.

<b>Recommended Texts</b>	
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
<b>Reference Books</b>	
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
<b>Web Resources</b>	
1.	<a href="http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf/">http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf/</a>
2.	<a href="https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf/">https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf/</a>
3.	<a href="https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf">https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Describe basic concepts of business etiquette and corporate grooming.
<b>CO 2</b>	Outline the etiquette and grooming standards followed in business environment and the significance of communication
<b>CO 3</b>	Create cultural awareness and moral practices in real life workplace scenarios
<b>CO 4</b>	Analyze work place courtesy and resolve ethical issues with respect to etiquette and grooming for success
<b>CO 5</b>	Apply the professionalism in the workplace considering diversity and courtesy

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

## Business Legislation

<b>Title of the Course</b>	<b>Business Legislation</b>				
<b>Course Type</b>	<b>Skill Enhancement Course</b>				
<b>Course Code</b>	<b>25USSL23</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>II</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>		<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
	<b>2</b>		<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
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

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>Factories Act 1948</b> 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.
<b>II</b>	<b>Foreign Exchange Management Act, 1999</b> Introduction - Board Structure of FEMA – Definitions - Regulation & Management of Foreign Exchange - Contraventions & Penalties – Procedure for Compliance.
<b>III</b>	<b>Prevention of Money Laundering Act, 2002</b> 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.

<b>IV</b>	<b>Competition Act, 2002</b> Definitions - Prohibition of Agreements- Prohibition of Abuse of Dominant Position – Competition Commission of India - Establishment, Administration & Duties Powers – Competition Advocacy - Adjudication Authorities – Penalties & Prosecution.
<b>V</b>	<b>Intellectual Property Rights</b> 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.

<b>Recommended Texts</b>	
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
<b>Reference Books</b>	
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
<b>Web Resources</b>	
1.	<a href="https://labour.gov.in/sites/default/files/Factories_Act_1948.pdf">https://labour.gov.in/sites/default/files/Factories_Act_1948.pdf</a>
2.	<a href="https://legislative.gov.in/sites/default/files/A1999-42_0.pdf">https://legislative.gov.in/sites/default/files/A1999-42_0.pdf</a>
3.	<a href="https://stfrancislaw.com/blog/intellectual-property-rights/">https://stfrancislaw.com/blog/intellectual-property-rights/</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Acquire knowledge on Factories Act, 1948
<b>CO 2</b>	Analyze the role of Foreign Exchange Management Act, 1999
<b>CO 3</b>	Understand the practical implications of Prevention of Money Laundering Act, 2002
<b>CO 4</b>	Evaluate the importance of Competition Act, 2002
<b>CO 5</b>	Gain knowledge on Intelligence Property Rights

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

## Semester – III

### Port and Terminal Management

<b>Title of the Course</b>	<b>Port and Terminal Management</b>				
<b>Course Type</b>	<b>Core – V</b>				
<b>Course Code</b>	<b>25UMSL31</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>III</b>	<b>Credits</b>	<b>5</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>4</b>	<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
LO1	To familiarize students with the role of ports, features and different forms of ownership structure of ports.
LO2	To understand the role, organization and operations of different terminal operators
LO3	To understand the relevant frameworks and methods to address commercial and operational issues in port and terminal management.
LO4	To comprehend the role of Port Trust Act in organisation and operation of ports and terminals in promoting the efficiency of the maritime and logistics sector
LO5	To grasp the significance of port charges and port compensation related issues

<b>Unit</b>	<b>Content</b>
<b>I</b>	Difference between Major and Minor Ports – State owned ports - Ports in India - Natural Harbors - New Ports to be developed in India - Major Ports of the World - Largest Port in the world - Port Officials and their roles - Role of Ports - Port users
<b>II</b>	Container Terminals - Privatization of Terminals - Reason for Privatization – PPP Projects - Major Terminal Operators in India - Terminal Operators of the world - Privatization the need of the hour - Agreement between and existing Port Terminal and the new operator – Coal, Liquid bulk, LNG Terminals
<b>III</b>	Import Cycle - Export Cycle - Positions and Places in a Terminal - Facilities in a Terminal – Yard planning – Vessel ship planning – stacking of refrigerated & hazardous containers - Container Monitoring and stacking – Types of ships and containers – CFS, ICD & its roles - CFS inside a Terminal - Reasons for Congestion of a terminal - de-congesting the terminal - Window berthing system in a terminal.
<b>IV</b>	Major Port Trust Act - Port as a custodian of the cargo - Transit sheds - Cargo receivers – Types of Cargo – goods handled in port - Wharfs and Berths - Various berths in a Port - Meaning of Berth Restrictions – Draught – Port equipments and damage - Extra services - Berth reservation schemes

<b>V</b>	Port Tariff - Pilots and their duties - Tugs and its usage - Night navigations - Light Dues - Tariff Authorities of Major Port - Revision of rates - Port Trustees - Safety Procedures - Introduction of ISPS – SOLAS - Damage to Port property by ships - Compensation and confiscation of cargo to adjust dues – Plant & Quarantine – Guidelines – Import & Export clearances.
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<b>Recommended Texts</b>	
1.	Major Port Trust Act – Government of India
2.	PATRICK M.ALDERTON. 2008, Port Management and Operations. Informa Law Category, U.K.
3.	Sathish Sharma, Port and Terminal Management, Random Publishers
4.	Mihir Das, Port Management A 360 degree view, JBS Academy Pvt. Ltd
5.	Paul Wright Valerie Stringer & & more, Port and Terminal Management, Institute of Chartered Shipbrokers(2015)
<b>Reference Books</b>	
1.	Captain Bill Chalmers, FICS .2020. Port and Terminal Management. London, UK
2.	WORLD BANK. 2007, Port Reform Tool Kit. World Bank, Washington.
3.	MARIA G.BURNS. 2014., Port Management and Operations. CRS Press, U.K.
4.	ALAN E.BRANCH. 2008, Elements of Shipping. Chapman and Hall, Fairplay Publications, U.K
5.	Evrin Ursavas Guldogan, Port Operations and Container Terminal Management with applications
<b>Web Resources</b>	
1.	Major Port Trust Act – Government of India
2.	PATRICK M.ALDERTON. 2008, Port Management and Operations. Informa Law Category, U.K.
3.	Sathish Sharma, Port and Terminal Management, Random Publishers

<b>Course Objectives</b>	
<b>Co No.</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Describe the role of ports, features and different forms of ownership structure of ports.
<b>CO 2</b>	Explain the role, organisation and operations of different terminal operators
<b>CO 3</b>	Apply relevant frameworks and methods to address commercial and operational issues in port and terminal management.
<b>CO 4</b>	Analyze the role of Port Trust Act in organisation and operation of ports and terminals in promoting the efficiency of the maritime and logistics sector
<b>CO 5</b>	Evaluate port charges and port compensation related issues.

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

S –Strong (3)

M – Medium (2)

L – Low (1)

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

## Production and Materials Management

<b>Title of the Course</b>	<b>Production and Materials Management</b>				
<b>Course Type</b>	<b>Core – VI</b>				
<b>Course Code</b>	<b>25UMSL32</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>III</b>	<b>Credits</b>	<b>4</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>4</b>	<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
LO1	To provide comprehensive outlook on basic concepts and practices of production.
LO2	To understand types of Layout Facilities
LO3	To analyze 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.

<b>Unit</b>	<b>Content</b>
<b>I</b>	Introduction – Meaning, definition, scope and Functions of Production Management - Different types of Production Systems. Plant location: Factors to be considered in Plant Location.
<b>II</b>	Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.
<b>III</b>	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.
<b>IV</b>	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
<b>V</b>	Purchase Management- Purchasing Procedure - Dynamic Purchasing - Principles – Vendor rating and Management

<b>Recommended Texts</b>	
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
<b>Reference Books</b>	
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
<b>Web Resources</b>	
1.	<a href="https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf">https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf</a>
2.	<a href="https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf">https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf</a>
3.	<a href="https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf">https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf</a>
4.	<a href="https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf">https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf</a>
5.	<a href="https://examupdates.in/materials-management-notes/">https://examupdates.in/materials-management-notes/</a>

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

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

**S - Strong (3)**

**M - Medium (2)**

**L - Low (1)**

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

## Business Statistics

<b>Title of the Course</b>	<b>Business Statistics</b>				
<b>Course Type</b>	<b>Elective Course – III</b>				
<b>Course Code</b>	<b>25UESL31</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>III</b>	<b>Credits</b>	<b>3</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>4</b>	<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
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

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

<b>Recommended Texts</b>	
1.	David M.Levine, David F.Stephan etal. Business Statistics : A first Course, 7 <sup>th</sup> 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 <sup>th</sup> Media Services, 2017
<b>Reference Books</b>	
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
<b>Web Resources</b>	
1.	<a href="https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/">https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/</a>
2.	<a href="https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf/">https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf/</a>
3.	<a href="http://www.statisticshowto.com/">http://www.statisticshowto.com/</a>
4.	<a href="https://www.statista.com/outlook/amo/app/business/india/">https://www.statista.com/outlook/amo/app/business/india/</a>
5.	<a href="https://www.statista.com/toplists/">https://www.statista.com/toplists/</a>

<b>Course Objectives</b>								
<b>Co No.</b>	<b>On Completion of the course, students will be able to:</b>							
<b>CO 1</b>	On Completion of the course the students will							
<b>CO 2</b>	Measures of Central Tendency							
<b>CO 3</b>	Measures of Variation							
<b>CO 4</b>	Analyze of Time Series							
<b>CO 5</b>	Understand Index Numbers							
<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	2	1	3	3	3	3	2	1
<b>CO 2</b>	2	1	3	3	3	3	2	1
<b>CO 3</b>	3	1	3	3	3	3	1	1
<b>CO 4</b>	3	1	3	3	3	3	1	1
<b>CO 5</b>	3	1	3	3	3	3	1	1
<b>Total</b>	<b>13</b>	<b>5</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>7</b>	<b>5</b>
<b>Average</b>	<b>2.6</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>1.4</b>	<b>1</b>

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

## Business Mathematics

<b>Title of the Course</b>	<b>Business Mathematics</b>				
<b>Course Type</b>	<b>Elective Course – III</b>				
<b>Course Code</b>	<b>25UESL32</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>III</b>	<b>Credits</b>	<b>3</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>	
	<b>4</b>	<b>--</b>	<b>--</b>	<b>60</b>	

<b>Learning Objectives</b>	
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

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>Analytical geometry</b> 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.
<b>II</b>	<b>Set theory</b> Definition – types – union, intersection, difference, and complement of sets – De Morgan’s Law – Venn diagram – simple set applications – Cartesian product
<b>III</b>	<b>Differential Calculus</b> Sum, Product, Quotient Rules, Maximum and Minimum
<b>IV</b>	<b>Integral Calculus</b> Rules of Integration – Definite integral – Area interpretation.
<b>V</b>	<b>Matrices</b> Meaning- Types- Inversion – Solving system of equations.

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

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



## Computer Application in Business

<b>Title of the Course</b>	<b>Computer Application in Business</b>				
<b>Course Type</b>	<b>Skill Enhancement Course (Practical - Computer Lab)</b>				
<b>Course Code</b>	<b>25USSLL1</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>III</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>	
	--	--	2	30	

<b>Learning Objectives</b>	
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.

<b>Unit</b>	<b>Content</b>
<b>I</b>	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 .
<b>II</b>	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

<b>III</b>	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.
<b>IV</b>	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
<b>V</b>	Use Google forms to develop & share questionnaire.

<b>Recommended Texts</b>	
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 .
<b>Reference Books</b>	
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.
<b>Web Resources</b>	
1.	<a href="https://byjus.com/govt-exams/microsoft-word/">https://byjus.com/govt-exams/microsoft-word/</a>
2.	<a href="https://edu.gcfglobal.org/en/google-forms/">https://edu.gcfglobal.org/en/google-forms/</a>
3.	<a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a>

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

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

## Effective Employability Skills I

<b>Title of the Course</b>	<b>Effective Employability Skills I</b>				
<b>Course Type</b>	<b>Skill Enhancement Course</b>				
<b>Course Code</b>	<b>25USSL31</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>III</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>	
	<b>2</b>	<b>--</b>	<b>--</b>	<b>30</b>	

<b>Learning Objectives</b>	
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

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>ENGLISH</b> 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
<b>II</b>	<b>TEST OF REASONING –I</b> Symbols and their relationships- Arithmetical computation – Decision making- verbal and figure classification- Analytical functions -Space visualization- Judgement- Problem Solving- Discrimination
<b>III</b>	<b>TEST OF REASONING –II</b> Assigning Artificial Values to Arithmetical Series -Series Completion Test – Visual memory – Observation – Arithmetical reasoning- Relationship concepts- Differences- Analysis_ Similarities-Analogies
<b>IV</b>	<b>QUANTITATIVE APTITUDE I</b> Number System: Decimals and Fractions- Whole numbers- Relationship between numbers- Ratio & Proportion – HCF & LCM- Simplification – Profit & Loss –Time and Work
<b>V</b>	<b>QUANTITATIVE APTITUDE II</b> Average ---Simple Interest---Compound Interest– Time and Distance – Permutations & combinations- Probability- Data interpretation – Data sufficiency.

<b>Recommended Texts</b>	
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
<b>Reference Books</b>	
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
<b>Web Resources</b>	
1.	<a href="http://www.bankersadda.com">www.bankersadda.com</a>
2.	<a href="http://www.gktoday.com">www.gktoday.com</a> <a href="http://www.jagranjosh.com/">www.jagranjosh.com/</a>
3.	<a href="http://www.affairscloud.com/studymaterial-pdf-download/">www.affairscloud.com/studymaterial-pdf-download/</a>

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

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

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

## New Venture Management

<b>Title of the Course</b>	<b>New Venture Management</b>				
<b>Course Type</b>	<b>Skill Enhancement Course</b>				
<b>Course Code</b>	<b>25USSL32</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>III</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>2</b>	<b>--</b>	<b>--</b>	<b>30</b>

<b>Learning Objectives</b>	
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

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>Concept of Entrepreneurship</b> – 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.
<b>II</b>	<b>Developing Successful Business Ideas:</b> Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.
<b>III</b>	<b>Feasibility Analysis:</b> Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture's Financial Strength and Viability
<b>IV</b>	<b>Moving from an Idea to a New Venture:</b> Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.
<b>V</b>	<b>Financing the New Venture:</b> 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.

<b>Recommended Texts</b>	
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
<b>Reference Books</b>	
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 <sup>th</sup> Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill
<b>Web Resources</b>	
1.	<a href="https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217">https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217</a>
2.	<a href="https://core.ac.uk/download/pdf/98660713.pdf">https://core.ac.uk/download/pdf/98660713.pdf</a>
3.	<a href="https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf">https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf</a>

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

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

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

## Semester – IV

### Freight Forwarding and Port Operations

<b>Title of the Course</b>	<b>Freight Forwarding and Port Operations</b>				
<b>Course Type</b>	<b>Core – VII</b>				
<b>Course Code</b>	<b>25UMSL41</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>IV</b>	<b>Credits</b>	<b>5</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>4</b>	<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
LO1	Developing an understanding of the process and framework of Freight Forwarding & Port Operations and their concepts.
LO2	To know and understand the importance of all activities of Freight Forwarder & Port Operations.
LO3	To develop skills for planning the operational facilities of Port Operations with the analytical and critical understanding.
LO4	To understand about cargo security
LO5	To understand containerization

<b>Unit</b>	<b>Content</b>
<b>I</b>	Basic Concepts of Cargo Work - Bale Capacity-Grain Capacity-Stowage Factor-Broken Stowage- Load Density-Optional Cargo-Cargo Documents-Mate's Receipt- Precautions before loading - Dunnage- Separation-Pilfering-Contamination-Handling / Chafing /Crushing-Lashing- Lifting Gear - Safe Working Load-Heavy lift Jumbo Derrick-Precautions when handling heavy lifts-Stuelcken Derricks- Cranes.
<b>II</b>	Code of Safe Practice for Solid Bulk Cargoes; Flow Moisture Point-Transportable Moisture Limit- Hazards due to Bulk Cargoes-Structural Hazards and Precautions-General Precautions when holding Bulk Cargoes-Safety Precautions-Properties of Concentrates-Hazards of Concentrates-Precautions when Carrying Concentrates - IMDG Code
<b>III</b>	Aim-Application-Classification-Packing-Marking/Labeling/Placarding-Documents-Stowage Requirements- Precautions for Loading Dangerous Goods, Paletisation- -Deck Cargoes, Operation Systems and their Associated Pipelines-Types of Cargo Pipeline Systems-Operational Procedures-Safety Procedures-Gas Detecting Instruments-Inert Gas System-Crude Oil Washing- Handling Pollution.

<b>IV</b>	Some Common Cargoes Hazards-Precautions-Hold Preparation-Cotton-Rice-Dunnage-Spar Ceiling- Loading and Ventilation-Cement, More Cargoes ,Sugar-Rubber-Salt-Pulp & Paper Rolls-Iron and Steel Cargoes, Safety of Cargo-Properties of Cargoes Dock Labourers Act,1934 Inspectors-Powers of Inspectors- Obligations of Dock Workers
<b>V</b>	Introduction – genesis of freight forwarding – understanding concepts of containerization LCL / FCL concepts – various sectors of container markets – Pre stuffing procedures; De stuffing formalities – channelization of return / empty containers – reverse process.

<b>Recommended Texts</b>	
1.	Port management and operations: Lloyd's practical shipping guides, Patrick Alderton, London Informa 2008
2.	Port Management – a 360 degree view, Mihir Das, JBS Academy
3.	Port Management and Operations, Maria G. Burns, 2014
4.	Port Operations, Planning and Logistics, Khalid Bichou, 2009
5.	Maritime Logistics: A Guide to Contemporary Shipping and Port Management, Dong-Wook Song, 3rd Edition
<b>Reference Books</b>	
1.	International Logistics by Supply Chain Imperative, Pierre David, Biztantra 5. Port management and operations: Lloyd's practical shipping guides, Patrick Alderton, London Informa 2008 Modes of Evaluation: Quiz/Assi
2.	Logistics Management, S.K. Bhattacharyya, S. Chand
3.	A text book on container and multimodal transport management, K.V. Hariharan, Paperback
4.	International Logistics, Donald F. wood, Amacom
5.	Logistics Management, S.K. Ganpathi, Oxford
<b>Web Resources</b>	
1.	<a href="https://www.upes.ac.in/media/1646/freight-forwarding-port-operations-bba-lm-2nd-year.pdf">https://www.upes.ac.in/media/1646/freight-forwarding-port-operations-bba-lm-2nd-year.pdf</a>
2.	<a href="https://fresatechnologies.com/wp-content/uploads/2020/01/Introduction-to-Freight-Forwarding.pdf">https://fresatechnologies.com/wp-content/uploads/2020/01/Introduction-to-Freight-Forwarding.pdf</a>
3.	<a href="https://www.ijmsbr.com/wpcontent/plugins/JournalManager/download.php?name=Journal&amp;path=www.ijmsbr.com/wp-content/uploads/jm_articles/167_1605280226.pdf">https://www.ijmsbr.com/wpcontent/plugins/JournalManager/download.php?name=Journal&amp;path=www.ijmsbr.com/wp-content/uploads/jm_articles/167_1605280226.pdf</a>
4.	<a href="https://www.freightright.com">https://www.freightright.com</a>
5.	<a href="https://www.dhl.com/us-en/home/global-forwarding.html">https://www.dhl.com/us-en/home/global-forwarding.html</a>

<b>Course Objectives</b>	
<b>Co No.</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Knowhow of Freight Forwarding and Port Operation functions and activities.
<b>CO 2</b>	Understand warehousing operations, modes of transport, packaging, import & export documentation etc.
<b>CO 3</b>	Comprehend the structure and components of a port and their underlying need for existence in the country.
<b>CO 4</b>	Students to be able to become adept in improving operational discipline among organizations in the domains of port & shipping industry
<b>CO 5</b>	Containerization procedures

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

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

## Marketing Management

<b>Title of the Course</b>	<b>Marketing Management</b>				
<b>Course Type</b>	<b>Core – VIII</b>				
<b>Course Code</b>	<b>25UMSL42</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>IV</b>	<b>Credits</b>	<b>4</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>		<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
	<b>4</b>		<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
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.

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

<b>Recommended Texts</b>	
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.
<b>Reference Books</b>	
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
<b>Web Resources</b>	
1.	<a href="https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf">https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf</a>
2.	<a href="https://www.enotesmba.com/2013/01/marketing-management-notes.html/">https://www.enotesmba.com/2013/01/marketing-management-notes.html/</a>
3.	Industrial Marketing Management   Journal   ScienceDirect.com by Elsevier

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

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

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

## Operations Research

<b>Title of the Course</b>	<b>Operations Research</b>				
<b>Course Type</b>	<b>Elective Course - IV</b>				
<b>Course Code</b>	<b>25UESL41</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>IV</b>	<b>Credits</b>	<b>3</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>4</b>	<b>--</b>	<b>--</b>	<b>60</b>

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

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>INTRODUCTION TO LINEAR PROGRAMMING</b> 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.
<b>II</b>	<b>TRANSPORTATION PROBLEM</b> 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.
<b>III</b>	<b>ASSIGNMENT PROBLEM</b> 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.
<b>IV</b>	<b>NETWORK MODELS</b> Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT

<b>V</b>	<b>GAME THEORY</b> Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game.
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**Only Problem Paper: Theory 20%; Problems: 80%**

<b>Recommended Texts</b>	
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
<b>Reference Books</b>	
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

<b>Web Resources</b>	
1	<a href="chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf">chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf</a>
2	<a href="https://www.onlinemathlearning.com">comhttps://www.onlinemathlearning.com</a>
3	<a href="http://www.pondiuni.edu.in">www.pondiuni.edu.in</a> > sites > default > files

<b>Course Objectives</b>								
<b>Co No.</b>	<b>On Completion of the course, students will be able to:</b>							
<b>CO 1</b>	Explain the concept and formulation of Linear Programming Problems and solve them using the graphical method.							
<b>CO 2</b>	Solve transportation problems using different methods to find the best solution							
<b>CO 3</b>	Apply the Hungarian method to solve assignment and sequencing problems.							
<b>CO 4</b>	Construct and analyze project networks using PERT and CPM techniques.							
<b>CO 5</b>	Use game theory concepts to make better business and management decisions							
<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	2	2	2	3	2	2
<b>CO 2</b>	3	3	2	2	3	3	2	2
<b>CO 3</b>	3	3	2	2	3	3	2	1
<b>CO 4</b>	3	3	2	2	2	3	2	2
<b>CO 5</b>	3	3	2	2	2	3	2	1
<b>Total</b>	<b>15</b>	<b>15</b>	<b>10</b>	<b>10</b>	<b>12</b>	<b>15</b>	<b>10</b>	<b>8</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2.4</b>	<b>3</b>	<b>2</b>	<b>1.6</b>

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

## Supply Chain Management

<b>Title of the Course</b>	<b>Supply Chain Management</b>				
<b>Course Type</b>	<b>Elective Course - IV</b>				
<b>Course Code</b>	<b>25UESL42</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>IV</b>	<b>Credits</b>	<b>3</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>4</b>	<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
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

<b>Unit</b>	<b>Content</b>
<b>I</b>	SCM – Definition – objectives – Evolution - Challenges in developing and effective SCM framework- Classification of SCM. Core component of SCM - Key activities and benefits of SCM
<b>II</b>	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.
<b>III</b>	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.
<b>IV</b>	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.
<b>V</b>	Supply chain performance evaluation -Definition-Advantages-Impact of performance measurement in SCM - SCM Supplier performance measurement- Parameters choosing suppliers.

<b>Recommended Texts</b>	
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
<b>Reference Books</b>	
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.
<b>Web Resources</b>	
1.	<a href="https://www.camcode.com/blog/supply-chain-management-guide/">https://www.camcode.com/blog/supply-chain-management-guide/</a>
2.	<a href="https://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Magement%20andOrganisation/fundamentals-of-supply-chain-management.pdf">https://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Magement%20andOrganisation/fundamentals-of-supply-chain-management.pdf</a>
3.	<a href="https://www.youtube.com/watch?v=PmR2SKeY9Ms/">https://www.youtube.com/watch?v=PmR2SKeY9Ms/</a>

<b>Course Objectives</b>	
<b>Co No.</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Identify the concepts of supply chain
<b>CO 2</b>	Describe the drivers of the supply chain
<b>CO 3</b>	Explain the purchasing process
<b>CO 4</b>	Identify the outsourcing in SCM
<b>CO 5</b>	Analyze Performance measurement

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

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

## Computer Application in Accounting and Finance

<b>Title of the Course</b>	<b>Computer Application in Accounting and Finance</b>				
<b>Course Type</b>	<b>Skill Enhancement Course (Practical - Computer Lab)</b>				
<b>Course Code</b>	<b>25USSLL2</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>IV</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		--	--	2	30

<b>Learning Objectives</b>	
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.

<b>Unit</b>	<b>Content</b>
<b>I</b>	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.
<b>II</b>	Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers.
<b>III</b>	Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, GST Returns, EPF.
<b>IV</b>	Financial Analysis Using MS Excel: Working capital, Income Statement, Rate of Interest calculation.
<b>V</b>	Stock In, Stock out and Stock Balance, Sales Report, Data Entry Using Excel

<b>Recommended Texts</b>	
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
<b>Reference Books</b>	
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 <sup>nd</sup> Edition
5.	Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020
<b>Web Resources</b>	
1.	<a href="https://tallysolutions.com/learning-hub/">https://tallysolutions.com/learning-hub/</a>
2.	<a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a>
3.	<a href="https://sscstudy.com/tally-erp-9-book-pdf-free-download/">https://sscstudy.com/tally-erp-9-book-pdf-free-download/</a>
4.	<a href="https://tallyeducation.com/tepl/">https://tallyeducation.com/tepl/</a>
5.	<a href="https://tallysolutions.com/">https://tallysolutions.com/</a>

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

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

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

## Effective Employability Skills II

<b>Title of the Course</b>	<b>Effective Employability Skills II</b>				
<b>Course Type</b>	<b>Skill Enhancement Course</b>				
<b>Course Code</b>	<b>25USSL41</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>IV</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>	
	<b>2</b>	<b>--</b>	<b>--</b>	<b>30</b>	

<b>Learning Objectives</b>	
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.

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>ENGLISH</b> 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
<b>II</b>	<b>TEST OF REASONING –I</b> Symbols and their relationships- Arithmetical computation – Decision making- verbal and figure classification- Analytical functions -Space visualization- Judgement- Problem Solving- <b>Discrimination</b>
<b>III</b>	<b>TEST OF REASONING –II</b> Assigning Artificial Values to Arithmetical Series -Series Completion Test – Visual memory – Observation – Arithmetical reasoning- Relationship concepts- Differences- Analysis_ Similarities-Analogies
<b>IV</b>	<b>QUANTITATIVE APTITUDE I</b> Number System: Decimals and Fractions- Whole numbers- Relationship between numbers- Ratio & Proportion – HCF & LCM- Simplification – Profit & Loss –Time and Work

V	<b>QUANTITATIVE APTITUDE II</b> Average - Simple Interest---Compound Interest– Time and Distance – Permutations & combinations- Probability- Data interpretation – Data sufficiency.
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<b>Recommended Texts</b>	
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.
<b>Reference Books</b>	
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
<b>Web Resources</b>	
1.	<a href="http://www.bankersadda.com">www.bankersadda.com</a>
2.	<a href="http://www.gktoday.com">www.gktoday.com</a> <a href="http://www.jagranjosh.com/">www.jagranjosh.com/</a>
3.	<a href="http://www.affairscloud.com/studymaterial-pdf-download/">www.affairscloud.com/studymaterial-pdf-download/</a>

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

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

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

## Intellectual Property Rights

<b>Title of the Course</b>	<b>Intellectual Property Rights</b>				
<b>Course Type</b>	<b>Skill Enhancement Course</b>				
<b>Course Code</b>	<b>25USSL42</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>IV</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>2</b>	<b>--</b>	<b>--</b>	<b>30</b>

<b>Learning Objectives</b>	
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

<b>Unit</b>	<b>Content</b>
<b>I</b>	Introduction and scope of <b>Intellectual Property Rights</b> , Types of intellectual property: <b>patents, trademarks, copyrights, designs, geographical indications</b> Importance of IPR in business and innovation Agencies responsible for IPR registration
<b>II</b>	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
<b>III</b>	<b>Copyright fundamentals:</b> 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
<b>IV</b>	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
<b>V</b>	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

<b>Recommended Texts</b>	
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
<b>Reference Books</b>	
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
<b>Web Resources</b>	
1.	<a href="https://labour.gov.in/sites/default/files/Factories_Act_1948.pdf">https://labour.gov.in/sites/default/files/Factories_Act_1948.pdf</a>
2.	<a href="https://legislative.gov.in/sites/default/files/A1999-42_0.pdf">https://legislative.gov.in/sites/default/files/A1999-42_0.pdf</a>
3.	<a href="https://stfrancislaw.com/blog/intellectual-property-rights/">https://stfrancislaw.com/blog/intellectual-property-rights/</a>
4.	<a href="https://labourlaw.gov.in/sites/default/files/A1999-42_0.pdf">https://labourlaw.gov.in/sites/default/files/A1999-42_0.pdf</a>
5.	<a href="https://stfrancislaw.com/blog/intellectual-property-rights/">https://stfrancislaw.com/blog/intellectual-property-rights/</a>
<b>Course Objectives</b>	
Co No.	On Completion of the course, students will be able to:
<b>CO 1</b>	Acquire knowledge on Intellectual Property rights
<b>CO 2</b>	Analyze the role of Trademarks and secrets
<b>CO 3</b>	Understand the practical implications of copy rights and patent
<b>CO 4</b>	Evaluate the importance of IPR Processes
<b>CO 5</b>	Gain knowledge about emerging trends and cyber law

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

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

## FIFTH SEMESTER

### Customs and Procedure

<b>Title of the Course</b>	<b>Customs and Procedure</b>				
<b>Course Type</b>	<b>Core - IX</b>				
<b>Course Code</b>	<b>25UMSL51</b>				
<b>Year</b>	<b>III</b>	<b>Semester</b>	<b>V</b>	<b>Credits</b>	<b>5</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>		<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
	5		--	--	75

<b>Learning Objectives</b>	
LO1	Develop a clear understanding and knowledge about Customs Procedures
LO2	Demonstrate proficiency in Customs Duties
LO3	Calculate the duties and refunds
LO4	To understand delivery export report
LO5	Analyze the Warehouse clearance

<b>Unit</b>	<b>Content</b>
<b>I</b>	Preliminary-Definitions Officers of Customs-Classes-Appointments-Powers of Officers- Entrustments of Functions of Board, Appointment of Customs Ports, Airports, Warehousing Stations - Prohibitions on Importation and Exportation of Goods- Power to Prohibit - Precautions to be taken by persons acquiring notified Goods.
<b>II</b>	Detection of illegally imported goods and Prevention of the disposal there of - Definitions - Power of Central Government to notify goods- Persons possessing notified goods to intimate the place of storage, etc. - Sections 11C, 11E and 11F not to apply to goods in personal use; Prevention or Detection of illegal import of Goods; Power to exempt.
<b>III</b>	Levy of and exemption From, Customs Duties-Dutiable goods-Duty on Pilfered goods-assessment of Duty-Interest on delayed Funds-Claim for Refund of Duty - Indicating Amount of Duty in Price of Goods, for purpose of Refund-Price of goods to indicate amount of duty paid thereon
<b>IV</b>	Provisions relating to Conveyances Carrying Imported or Exported Goods-Arrival of Vessels and Aircraft in India-Power to board Conveyances-Delivery of export manifest or export report- No Conveyance to leave without written order. Clearance of Imported goods and Exported Goods- Chapter not to apply to baggage and Postal articles-Clearance of goods for home consumption-Clearance of goods for exportation.

V	Goods in Transit-Transit and Tran shipment of certain goods without payment-Liability of duty on goods transited or transshipped. Warehousing-Appointing of Public Warehouses-Licensing of Private Warehouses-Clearance of Warehoused goods for home consumption and Exportation- Cancellation and return of Warehousing bond.
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<b>Recommended Texts</b>	
1.	Customs Law [Electronic version]: URL: <a href="https://www.tollur.is/library/Skrar/Enskivefurinn/Customs_law_11_3_2015.pdf">https://www.tollur.is/library/Skrar/Enskivefurinn/Customs_law_11_3_2015.pdf</a>
2.	Rozhkova YU. V. Tamozhenno-tarifnoe regulirovanie vneshnetorgovoj deyatelnosti / YU.V. Rozhkova - Orenburg: OGU, 2015. – 197 p. <a href="http://biblioclub.ru/index.php?page=book&amp;id=439066">http://biblioclub.ru/index.php?page=book&amp;id=439066</a>
3.	al reading list: 1. The customs act. [Electronic version]: URL.: [Electronic Resource]. – URL: <a href="https://www.jacustoms.gov.jm/sites/default/files/docs/Legislation/The%20Customs%20Regulations%201955%20LN%20149_55.pdf">https://www.jacustoms.gov.jm/sites/default/files/docs/Legislation/The%20Customs%20Regulations%201955%20LN%20149_55.pdf</a> 2. Artamonova E. E. Tamo
4.	Artamonova E. E. Tamozhenno-tarifnoe regulirovanie vneshneekonomicheskikh svyazey Rossijskoj Federacii i Kitajskoj Narodnoj Respubliki / E.E. Artamonova - Novosibirsk, 2016. - 102 p. <a href="http://biblioclub.ru/index.php?page=book&amp;id=439696">http://biblioclub.ru/index.php?page=book&amp;id=439696</a>
5.	RK Jain’s Customs Law Manual, - Acts, rules, regulations, notifications, commentary on customs law and Procedures, forms, Allied Laws, Circulars, etc., Centax Law Publications
<b>Reference Books</b>	
1.	Customs Act with Rules and Regulations as amended by Finance Act 2018, Taxmann
2.	Academy of Business Studies BIG’s Easy Reference Customs Manual ffor Import- Exports with commentary and Circulars by Arun Goyal 5 <sup>th</sup> Budget edition 2023
3.	Anand Garg, Customs Tariff with IGST and Foreign trade policy , BDP
4.	Datey V.S., Customs Law Practice & Procedures 15 <sup>th</sup> Edition, Taxmann
5.	P.Veera Reddy, How to handle Customs Problems, 10 <sup>th</sup> Edition, Commercial Law Publishers (India) Pvt. Ltd
<b>Web Resources</b>	
1.	Science Library elibrary.ru – <a href="http://www.elibrary.ru">www.elibrary.ru</a>
2.	The World Bank – <a href="https://www.worldbank.org">https://www.worldbank.org</a>
3.	The Organisation for Economic Co-operation and Development (OECD) - <a href="https://www.oecd.org">https://www.oecd.org</a>

<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Understand the basic provisions of the Customs Act, including definitions, officers, and their powers.
<b>CO 2</b>	Explain the rules relating to prohibition, detection, and prevention of illegal import and export of goods.
<b>CO 3</b>	Understand the levy, assessment, exemption, and refund of customs duties.
<b>CO 4</b>	Describe procedures for conveyances and clearance of imported and exported goods.
<b>CO 5</b>	Understand transit, transshipment, and warehousing procedures under customs law.

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

### Export and Import Management

<b>Title of the Course</b>	<b>Export and Import Management</b>				
<b>Course Type</b>	<b>Core - X</b>				
<b>Course Code</b>	<b>25UMSL52</b>				
<b>Year</b>	<b>III</b>	<b>Semester</b>	<b>V</b>	<b>Credits</b>	<b>5</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>5</b>	<b>--</b>	<b>--</b>	<b>75</b>

<b>Learning Objectives</b>	
LO1	To explain the basics of Import and Export Procedures.
LO2	To understand the export and import procedures.
LO3	To understand the importance of export the knowledge to country conditions.
LO4	To appraise various functions of Pre Import and Export Procedure.
LO5	To understand the role of Globalization of Indian Business.

<b>Unit</b>	<b>Content</b>
<b>I</b>	Meaning and Definition of Export – Classification – Strategy and Preparation for Export Marketing – Registration Formalities – Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Payment Terms – Letter of Credit – Liberalization of Imports – Negative List for Imports – Categories of Importers.
<b>II</b>	Aligned Documentation system – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate’s Receipt – Bill of Lading –GR Form – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies – Import Documents – Transport Documents – Bill of Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration.
<b>III</b>	Export Contract - Steps in Export Procedure – Export Contract – Forward Cover – Export – Finance Institutional Frame worked for export Finance – Excise Clearance – Pre-shipment Inspection – Methods of Pre-shipment Inspection Marine – Insurance – Role of Clearing and Forwarding Agents.
<b>IV</b>	Pre-Import Procedure - Realization of Exports Proceeds – Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents.
<b>V</b>	GLOBALISATION OF INDIAN BUSINESS - India’s competitive advantage in Industries like IT, Textiles, Gems and jewelry- India’s strength and weakness in International Business.

<b>Recommended Texts</b>	
1.	<b>Ram Singh.,</b> Export and Import Management: Text and Cases – Wiley India Pvt. Ltd. – 2nd Edition – 2023.
2.	<b>Parul Gupta.,</b> Export Import Management – McGraw Hill Education – 1st Edition – 2017.
3.	<b>Madhurima Lall &amp; Sultan Ahmad.,</b> Export Import: Procedure and Documentation – Sultan Chand & Sons – 1st Edition – 2021.
4.	<b>Premkumar Balaraman.,</b> Export Import Management: Basics of International Trade and Transportation – Indian Books & Periodicals – 1st Edition – 2019.
5.	<b>Usha Kiran Rai.,</b> Export-Import and Logistics Management – PHI Learning – 2nd Edition –2020.
<b>Reference Books</b>	
1.	<b>Ministry of Commerce, Government of India.,</b> Handbook of Import-Export Procedures – Government of India, New Delhi – Latest Edition – 2020s.
2.	<b>Francis Cherunilam.,</b> International Trade and Export Management – Himalaya Publishing House – 21st Revised Edition – 2019.
3.	<b>Justin Paul &amp; Rajiv Aserkar.,</b> Export Import Management – Oxford University Press, India – 2013.
4.	<b>D. C. Kapoor.,</b> Export Management – Vikas Publishing House – Latest Edition – 2020.
5.	<b>T. A. S. Balagopal.,</b> Export Management – Himalaya Publishing House – Latest Edition – 2016.
<b>Web Resources</b>	
1.	<a href="https://niryatbandhu.iift.ac.in/exim/">https://niryatbandhu.iift.ac.in/exim/</a>
2.	<a href="https://www.aiem.in/courses/import-export-management-programs/?utm_source">https://www.aiem.in/courses/import-export-management-programs/?utm_source</a>
3.	<a href="https://amd.ccsniam.ac.in/?utm_source">https://amd.ccsniam.ac.in/?utm_source</a>
4.	<a href="https://www.udyogwardhini.com/course/exportimportonlinecourse?utm_source">https://www.udyogwardhini.com/course/exportimportonlinecourse?utm_source</a>
5.	<a href="https://study.sagepub.in/singh_eim?utm_source">https://study.sagepub.in/singh_eim?utm_source</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	To understanding the fundamentals of international trade.
<b>CO 2</b>	To identify and apply various procedures, documentation, and formalities.
<b>CO 3</b>	To analyze and evaluate financing options, payment methods and risks.
<b>CO 4</b>	To prepare and manage the required documentation and requirements for import.
<b>CO 5</b>	To evaluate and assess global business environment on Indian business.

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

## Financial Management

<b>Title of the Course</b>	<b>Financial Management</b>				
<b>Course Type</b>	<b>Core - XI</b>				
<b>Course Code</b>	<b>25UMSL53</b>				
<b>Year</b>	<b>III</b>	<b>Semester</b>	<b>V</b>	<b>Credits</b>	<b>5</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>5</b>	<b>--</b>	<b>--</b>	<b>75</b>

### 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
<b>I</b>	Financial Management – Definition – Role of Financial Manager - Profit maximization Vs wealth maximization – Functions of finance – Financial Decisions – Investment decision – Dividend decision.
<b>II</b>	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.
<b>III</b>	Capital Budgeting: ARR, Payback period, Net present value, IRR.
<b>IV</b>	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).
<b>V</b>	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.

<b>Recommended Texts</b>	
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.
<b>Reference Books</b>	
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.
<b>Web Resources</b>	
1.	<a href="https://www.vedantu.com/revision-notes/cbse-class-12-business-studies-notes-chapter-9/">https://www.vedantu.com/revision-notes/cbse-class-12-business-studies-notes-chapter-9/</a>
2.	<a href="https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf/">https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf/</a>
3.	Journal of Financial Management (esciencepress.net)
4.	Financial Management on JSTOR
5.	Financial Management Wiley online library

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



## Human Resource Management

<b>Title of the Course</b>	<b>Human Resource Management</b>				
<b>Course Type</b>	<b>Core – XII</b>				
<b>Course Code</b>	<b>25UMSL54</b>				
<b>Year</b>	<b>III</b>	<b>Semester</b>	<b>V</b>	<b>Credits</b>	<b>5</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>5</b>	<b>--</b>	<b>--</b>	<b>75</b>

<b>Learning Objectives</b>	
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

<b>Unit</b>	<b>Content</b>
<b>I</b>	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.
<b>II</b>	Human Resource Planning- Job Evaluation-methods-Job analysis-Job description, Job specification, Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement.
<b>III</b>	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.
<b>IV</b>	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.
<b>V</b>	Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices, Understanding People Analytics, Multigenerational workforce. Global HRM

<b>Recommended Texts</b>	
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, , Competency Based Human Resource Managemet, PHI Learning , 1st Edition, 2013
<b>Reference Books</b>	
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
<b>Web Resources</b>	
1.	<a href="https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf/">https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf/</a>
2.	<a href="http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf/">http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf/</a>
3.	<a href="https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf/">https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf/</a>
4.	<a href="https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835/">https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835/</a>
5.	<a href="http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf/">http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf/</a>

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

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

**S - Strong (3)**

**M - Medium (2)**

**L - Low (1)**

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

### Research Methodology

<b>Title of the Course</b>	<b>Research Methodology</b>				
<b>Course Type</b>	<b>Elective</b>				
<b>Course Code</b>	<b>25UESL51</b>				
<b>Year</b>	<b>III</b>	<b>Semester</b>	<b>V</b>	<b>Credits</b>	<b>4</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>4</b>	<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
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.

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

<b>Recommended Texts</b>	
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.
<b>Reference Books</b>	
1.	C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4 <sup>th</sup> 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.
<b>Web Resources</b>	
1.	<a href="https://sites.google.com/view/uca-ezone/e-books/research-methodology?utm_source">https://sites.google.com/view/uca-ezone/e-books/research-methodology?utm_source</a>
2.	<a href="https://study.sagepub.com/kumar5e?utm_source">https://study.sagepub.com/kumar5e?utm_source</a>
3.	<a href="https://libguides.wpi.edu/researchmethod/resources?utm_source">https://libguides.wpi.edu/researchmethod/resources?utm_source</a>
4.	<a href="https://egyankosh.ac.in/handle/123456789/90860?utm_source">https://egyankosh.ac.in/handle/123456789/90860?utm_source</a>
5.	<a href="https://docs.uoc.ac.in/website/SDE/ex4274.pdf?utm_source">https://docs.uoc.ac.in/website/SDE/ex4274.pdf?utm_source</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Understand the concepts and principles of Research.
<b>CO 2</b>	Comprehend and decide the usage of design and formulate hypothesis.
<b>CO 3</b>	Analyze data collection sources and tools.
<b>CO 4</b>	Summarize and establish solutions through data analysis.
<b>CO 5</b>	Compare and justify the process of writing and organizing a research report.

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

## Organisational Development

<b>Title of the Course</b>	<b>Organisational Development</b>				
<b>Course Type</b>	<b>Elective</b>				
<b>Course Code</b>	<b>25UESL53</b>				
<b>Year</b>	<b>III</b>	<b>Semester</b>	<b>V</b>	<b>Credits</b>	<b>4</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>4</b>	<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
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.

<b>Unit</b>	<b>Content</b>
<b>I</b>	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.
<b>II</b>	Participation and Empowerment, Teams and teamwork, Parallel learning structures, A normative-re-educative strategy of changing, Applied behavioral science, Action research.
<b>III</b>	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
<b>IV</b>	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.
<b>V</b>	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

<b>Recommended Texts</b>	
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 <sup>th</sup> Edition, Pearson Education
<b>Reference Books</b>	
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
<b>Web Resources</b>	
1.	<a href="https://www.sciencedirect.com/topics/neuroscience/organizational-development">https://www.sciencedirect.com/topics/neuroscience/organizational-development</a>
2.	<a href="https://www.icmrindia.org/courseware/Organizational%20Behavior/OB-DS23.html">https://www.icmrindia.org/courseware/Organizational%20Behavior/OB-DS23.html</a>
3.	<a href="https://management.org/organizationdevelopment/index.html">https://management.org/organizationdevelopment/index.html</a>
4.	<a href="https://www.citehr.com/35414-understanding-od-interventions-types-applications-organizational-development.html">https://www.citehr.com/35414-understanding-od-interventions-types-applications-organizational-development.html</a>
<b>Course Objectives</b>	
Co No.	On Completion of the course, students will be able to:
<b>CO 1</b>	Acquire knowledge on Organizational Development
<b>CO 2</b>	Analyze the role of Team work
<b>CO 3</b>	Understand the process of Organizational Development
<b>CO 4</b>	Evaluate the importance of OD Interventions
<b>CO 5</b>	Gain knowledge about emerging trends in Organization Design

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

## International Business Management

<b>Title of the Course</b>	<b>International Business Management</b>				
<b>Course Type</b>	<b>Elective</b>				
<b>Course Code</b>	<b>25UESL52</b>				
<b>Year</b>	<b>III</b>	<b>Semester</b>	<b>V</b>	<b>Credits</b>	<b>4</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>4</b>	<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
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

<b>Unit</b>	<b>Content</b>
<b>I</b>	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.
<b>II</b>	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.
<b>III</b>	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.
<b>IV</b>	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.

<b>V</b>	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.
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<b>Recommended Texts</b>
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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

<b>Reference Books</b>
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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 <sup>th</sup> 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

<b>Web Resources</b>
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1.	<a href="https://online.hbs.edu/blog/post/international-business-examples">https://online.hbs.edu/blog/post/international-business-examples</a>
2.	<a href="https://saylordotorg.github.io/text_international-business">https://saylordotorg.github.io/text_international-business</a>
3.	<a href="https://www.imf.org/en/home">https://www.imf.org/en/home</a>
4.	<a href="https://www.ibm-institute.com">https://www.ibm-institute.com</a>
5.	<a href="https://emeritus.org/blog/business-management-what-is-international-business-management/">https://emeritus.org/blog/business-management-what-is-international-business-management/</a>

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

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>P O 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	2	2	2	3	3	2	3
<b>CO 2</b>	3	2	2	3	2	3	2	3
<b>CO 3</b>	3	3	3	2	2	2	2	2
<b>CO 4</b>	2	2	2	4	3	2	2	3
<b>CO 5</b>	2	3	3	3	2	2	3	2
<b>Total</b>	13	12	12	14	12	12	11	13
<b>Average</b>	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)**

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

## Business Taxation

<b>Title of the Course</b>	<b>Business Taxation</b>				
<b>Course Type</b>	<b>Elective</b>				
<b>Course Code</b>	<b>25UESL54</b>				
<b>Year</b>	<b>III</b>	<b>Semester</b>	<b>V</b>	<b>Credits</b>	<b>4</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>4</b>	<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
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

<b>Unit</b>	<b>Content</b>
<b>I</b>	Objectives Of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.
<b>II</b>	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
<b>III</b>	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.

<b>IV</b>	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.
<b>V</b>	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.

<b>Recommended Texts</b>	
1.	V.S. Datey, <b>Central Excise</b> , JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.
2.	<b>Business Taxation (Goods &amp; Services TAX - GST)</b> , Margam Publication, Edition2019.
3.	Srinivasan N.P and Priya Swami. M, <b>Business Taxation</b> , Kalyani publishers Edition 2013
4.	Pagaredinkar, <b>Business Taxation</b> , Sultan Chand and Sons,2012.
5.	VISION: Journal of Indian Taxation
<b>Reference Books</b>	
1.	Senthil and Senthil, Business Taxation, Himalaya Publication, 4 <sup>th</sup> Edition.
2.	Vinodk.Singania, Indirect Tax, Sultan Chand and Sons, Edition2013.
3.	Dr. Rajani Bhat& Dr. Dhamodharan V, Indirect Taxation , TR Publications , Chennai , 2020
4.	DR. VandhanaBangar ,YogendraBangar , Indirect tax laws, AadhyaPrakasam Allahabad 2018.
5.	T.S. Reddy &Y.HariprasadReddy , Business Taxation, Margham Publications, Chennai 2018.
<b>Web Resources</b>	
1.	<a href="https://www.gst.gov.in/">https://www.gst.gov.in/</a>
2.	<a href="https://gstcouncil.gov.in/">https://gstcouncil.gov.in/</a>
3.	<a href="https://taxguru.in/custom-duty/types-duties-customs.html">https://taxguru.in/custom-duty/types-duties-customs.html</a> <sup>[1]</sup> <sub>[SEP]</sub>

<b>Course Objectives</b>	
<b>Co No.</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	To define and understand the basic concepts of tax.
<b>CO 2</b>	To Examine and apply GST rules in real-time business situations.
<b>CO 3</b>	To analyze the elements of GST mechanism in India.
<b>CO 4</b>	To evaluate the rules of Income Tax and methods of valuation for customs.
<b>CO 5</b>	To prepare the needed documents under GST Compliance.

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

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

**S – Strong (3)**

**M – Medium (2)**

**L - Low (1)**

## Personality Development

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

### 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.

<b>Unit</b>	<b>Content</b>
<b>I</b>	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.
<b>II</b>	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.

<b>III</b>	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.
<b>IV</b>	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
<b>V</b>	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

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

### Web Resources

<b>Web Resources</b>	
1.	<a href="https://www.verywellmind.com/personality-4763190">https://www.verywellmind.com/personality-4763190</a>
2.	<a href="https://www.mindtools.com/pages/main/newMN_TCS.htm">https://www.mindtools.com/pages/main/newMN_TCS.htm</a>
3.	<a href="https://hbr.org/">https://hbr.org/</a>

<b>Reference Books</b>	
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.

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



## SIXTH SEMESTER

### Entrepreneurial Management

<b>Title of the Course</b>	<b>Entrepreneurial Management</b>				
<b>Course Type</b>	<b>Core - XIII</b>				
<b>Course Code</b>	<b>25UMSL61</b>				
<b>Year</b>	<b>III</b>	<b>Semester</b>	<b>VI</b>	<b>Credits</b>	<b>5</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>		<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
	<b>5</b>		<b>--</b>	<b>--</b>	<b>75</b>

<b>Learning Objectives</b>	
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.

<b>Unit</b>	<b>Content</b>
<b>I</b>	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.
<b>II</b>	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.
<b>III</b>	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.
<b>IV</b>	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.
<b>V</b>	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.

<b>Recommended Texts</b>	
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.
<b>Reference Books</b>	
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.
<b>Web Resources</b>	
1.	<a href="https://courseware.cutm.ac.in/courses/entrepreneuership-development/">https://courseware.cutm.ac.in/courses/entrepreneuership-development/</a>
2.	<a href="https://www.amrita.edu/course/introduction-to-entrepreneurshipdevelopment/">https://www.amrita.edu/course/introduction-to-entrepreneurshipdevelopment/</a>
3.	<a href="https://opencw.aprende.org/courses/entrepreneurship/topic-list/">https://opencw.aprende.org/courses/entrepreneurship/topic-list/</a>
4.	<a href="https://entrepreneurship.de/en/materialien">https://entrepreneurship.de/en/materialien</a>
5.	<a href="https://universityhq.org/business/entrepreneurship/resources/">https://universityhq.org/business/entrepreneurship/resources/</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	To understand the concepts of Entrepreneurship development.
<b>CO 2</b>	To apply knowledge in the business plans and implementation.
<b>CO 3</b>	To analyze the various analyses of business in setting up of enterprises.
<b>CO 4</b>	To create the awareness about various schemes and subsidies of government for entrepreneurial development.
<b>CO 5</b>	To evaluate and assess the various problems and remedies of entrepreneurship.

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

## Warehousing and Inventory Management

<b>Title of the Course</b>	<b>Warehousing and Inventory Management</b>				
<b>Course Type</b>	<b>Core - XIV</b>				
<b>Course Code</b>	<b>25UMSL62</b>				
<b>Year</b>	<b>III</b>	<b>Semester</b>	<b>VI</b>	<b>Credits</b>	<b>5</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>	
	<b>5</b>	<b>--</b>	<b>--</b>	<b>75</b>	

<b>Learning Objectives</b>	
LO1	To help the students in explaining the significance of Warehousing and its strategic aspects
LO2	To familiarize students to the operations of warehouse
LO3	To appreciate the importance of inventory management in supply chain process
LO4	To define Materials Requirements planning
LO5	Use of technology in inventory management systems

<b>Unit</b>	<b>Content</b>
<b>I</b>	Introduction to Warehousing -Types, Decisions and Operations, Selection of Location for a Warehouse, Layout of a Warehouse, Importance & Scope of Inventory Control, Types of Inventory, Inventory Control, Selective Inventory Control.
<b>II</b>	Introduction, Objectives, Warehouse Structure, Warehouse Operations, Receiving inventory, Picking inventory, Locating inventory, Organising inventory, Despatching inventory, Equipment Used for a Warehouse.
<b>III</b>	Role of Inventory Management Importance of role of inventory, Inventory Management Systems, Replenishment of Inventory, Forecasting Techniques, Safety Stocks ,Inventory Management Systems - execution -Ratio Analysis on Inventory, Profit Margin.
<b>IV</b>	Material Requirement Planning Costs associated with Inventories, Material Requirement Planning, Accounting for Inventories, Goods, Types of Goods, Finished Goods Inventories, General, Management of Inventory, Stocks Types of Stocks, Tracking the Paper Life

<b>V</b>	Inventory - Work-in-Process Inventories, Finished Goods & Spare Parts Inventories, Multi-Echelon Inventory Systems, Spare Parts Inventories, Use of Computers in Inventory Management Evaluation of Performance of Materials Function, Criteria and methodology of evaluation.
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<b>Recommended Texts</b>	
1.	Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems (Intralogistik) Paperback – Import, 2 November 2014
2.	<u>Inventory Accuracy: People, Processes, &amp; Technology</u> , David J. Piasecki, 2003
3.	Inventory Strategy: Maximizing Financial, Service and Operations Performance with Inventory Strategy, Edward Frazelle, 2015
4.	<u>The Time, Space &amp; Cost Guide to Better Warehouse Design</u> , Maida Napolitano, 2017
5.	Excellence in Warehouse Management: How to Minimize Costs and Maximize Value, <i>Stuart Emmett</i> , 2005
<b>Reference Books</b>	
1.	“Warehouse Management”, Gwynne Richards, Kogan Page, 2017
2.	“The Definitive Guide to Warehousing”, Scott Keller, Brain Keller, Pearson FT Press, 2013
3.	“World-Class Warehousing and Material Handling”, Edward Frazelle, Distribution Center Management, 2017
4.	“Essentials of Inventory Management”, Max Muller, AMACOM; 2 <sup>nd</sup> Edition, 2011
5.	“Achieving Effective Inventory Management”, Jon Schreiberfeder, Effective Inventory Management, Inc., 2017
<b>Web Resources</b>	
1.	<a href="https://www.irjet.net/archives/V6/i10/IRJET-V6I10209.pdf">https://www.irjet.net/archives/V6/i10/IRJET-V6I10209.pdf</a>
2.	<a href="https://atecentral.net/r23000/log_104_applied_warehouse_and_inventory_management">https://atecentral.net/r23000/log_104_applied_warehouse_and_inventory_management</a>
3.	<a href="https://www.researchgate.net/publication/360734122_WAREHOUSING_AND_INVENTORY_MANAGEMENT">https://www.researchgate.net/publication/360734122_WAREHOUSING_AND_INVENTORY_MANAGEMENT</a>
4.	<a href="https://ware2go.co/articles/warehousing-and-inventory-management/">https://ware2go.co/articles/warehousing-and-inventory-management/</a>
5.	<a href="https://www.inboundlogistics.com/articles/warehouse-vs-inventory/">https://www.inboundlogistics.com/articles/warehouse-vs-inventory/</a>

<b>Course Objectives</b>	
<b>Co No.</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Ability in explaining the significance of Warehousing and its strategic aspects
<b>CO 2</b>	Familiarity with the operations of warehouse
<b>CO 3</b>	Appreciate the importance of inventory management in supply chain process
<b>CO 4</b>	Define Materials Requirements planning
<b>CO 5</b>	Use of technology in inventory management systems

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

## Services Marketing

<b>Title of the Course</b>	<b>Services Marketing</b>				
<b>Course Type</b>	<b>Core - XV</b>				
<b>Course Code</b>	<b>25UMSL63</b>				
<b>Year</b>	<b>III</b>	<b>Semester</b>	<b>VI</b>	<b>Credits</b>	<b>5</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>5</b>	<b>--</b>	<b>--</b>	<b>75</b>

<b>Learning Objectives</b>	
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.

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>Marketing Services:</b> 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
<b>II</b>	<b>Marketing Mix in Service Marketing:</b> The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Service market segmentation, targeting and positioning.
<b>III</b>	<b>Effective Management of Service Marketing:</b> 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
<b>IV</b>	<b>Delivering Quality Service:</b> Designing service delivery system, Service channel - Pricing of services, methods - Service marketing triangle - Managing demand, Managing supply - Integrated Service marketing communication.
<b>V</b>	<b>Marketing of Service With Special Reference To:</b> 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.

<b>Recommended Texts</b>	
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
<b>Reference Books</b>	
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.
<b>Web Resources</b>	
1.	<a href="https://www.managementstudyguide.com/seven-p-of-services-marketing.htm">https://www.managementstudyguide.com/seven-p-of-services-marketing.htm</a>
2.	<a href="https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875">https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875</a>
3.	<a href="https://www.marketingtutor.net/service-marketing/">https://www.marketingtutor.net/service-marketing/</a>
4.	<a href="https://www.marketing91.com/service-marketing/">https://www.marketing91.com/service-marketing/</a>
5.	<a href="https://www.marketing91.com/service-marketing-mix/">https://www.marketing91.com/service-marketing-mix/</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	To define and understand the concepts of Services Marketing.
<b>CO 2</b>	To Examine and apply Marketing Mix in Service Marketing.
<b>CO 3</b>	To analyze and design various strategies in the field of Services Marketing.
<b>CO 4</b>	To evaluate the role of delivering Quality Service.
<b>CO 5</b>	To design the tools of Marketing

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

## Corporate Finance

<b>Title of the Course</b>	<b>Corporate Finance</b>				
<b>Course Type</b>	<b>Core - XVI</b>				
<b>Course Code</b>	<b>25UMSL64</b>				
<b>Year</b>	<b>III</b>	<b>Semester</b>	<b>VI</b>	<b>Credits</b>	<b>5</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>		<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
	5		--	--	75

<b>Learning Objectives</b>	
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)

<b>Unit</b>	<b>Content</b>
<b>I</b>	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.
<b>II</b>	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.
<b>III</b>	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
<b>IV</b>	Valuation of Goodwill – Meaning – Need for Valuation of Goodwill – Methods of Valuing Goodwill – Average Profit – Super Profit – Annuity and Capitalisation Method.

<b>V</b>	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)
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<b>Recommended Texts</b>	
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.
<b>Reference Books</b>	
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. Mukeshbrambhutt, 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.
<b>Web Resources</b>	
1.	<a href="https://www.tickertape.in/blog/issue-of-shares/">https://www.tickertape.in/blog/issue-of-shares/</a>
2.	<a href="https://www.taxmann.com/bookstore/bookshop/bookfiles/chapter12valuationofgoodwillandshares.pdf">https://www.taxmann.com/bookstore/bookshop/bookfiles/chapter12valuationofgoodwillandshares.pdf</a>
3.	<a href="https://www.mca.gov.in/content/mca/global/en/acts-rules/ebooks/accountingstandards.html">https://www.mca.gov.in/content/mca/global/en/acts-rules/ebooks/accountingstandards.html</a>

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

<b>CO Mapping with Program Outcomes</b>								
<b>CO/P O</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	3	2	3	3	3	3	2
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	2	3	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>14</b>
<b>Avera ge</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2.8</b>

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

## Total Quality Management

<b>Title of the Course</b>	<b>Total Quality Management</b>				
<b>Course Type</b>	<b>Elective</b>				
<b>Course Code</b>	<b>25UESL61</b>				
<b>Year</b>	<b>III</b>	<b>Semester</b>	<b>VI</b>	<b>Credits</b>	<b>4</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>5</b>	<b>--</b>	<b>--</b>	<b>75</b>

<b>Learning Objectives</b>	
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

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>INTRODUCTION:</b> 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.
<b>II</b>	<b>ESSENTIALS OF QUALITY MANAGEMENT:</b> 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
<b>III</b>	<b>QUALITY IMPROVEMENT TECHNIQUES:</b> 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.
<b>V</b>	<b>QUALITY MANAGEMENT SYSTEMS AND AWARD:</b> ISO 9000 Series – ISO 9000:2015– ISO 9000 Vs Baldrige award – Malcolm Baldrige National Quality award – Business Process Re – engineering.

<b>Recommended Texts</b>	
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.
<b>Reference Books</b>	
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</i> (2nd ed.). Tata McGraw-Hill Education.
<b>Web Resources</b>	
1.	<a href="https://www.iso.org">https://www.iso.org</a>
2.	<a href="https://www.simplilearn.com/quality-management-system-tutorial">https://www.simplilearn.com/quality-management-system-tutorial</a>
3.	<a href="https://www.tqmi.com">https://www.tqmi.com</a>
4.	<a href="https://www.mindtools.com/pages/main/newMN_TQM.htm">https://www.mindtools.com/pages/main/newMN_TQM.htm</a>
5	<a href="https://www.qualitydigest.com">https://www.qualitydigest.com</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Describe nature, scope, contribution, approaches of Quality management
<b>CO 2</b>	Apply the essentials, approaches implementation
<b>CO 3</b>	Identify techniques, process, development and implementation
<b>CO 4</b>	Understand, Apply the process, measurements, approaches implementation
<b>CO 5</b>	Relate and infer the best practices of organisation.

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

## Security Analysis and Portfolio Management

<b>Title of the Course</b>	<b>Security Analysis and Portfolio Management</b>				
<b>Course Type</b>	<b>Elective</b>				
<b>Course Code</b>	<b>25UESL63</b>				
<b>Year</b>	<b>III</b>	<b>Semester</b>	<b>VI</b>	<b>Credits</b>	<b>4</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>5</b>	<b>--</b>	<b>--</b>	<b>75</b>

<b>Learning Objectives</b>	
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

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

<b>Recommended Texts</b>	
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
<b>Reference Books</b>	
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
<b>Web Resources</b>	
1.	<a href="http://www.stock-trading-infocentre.com/">http://www.stock-trading-infocentre.com/</a>
2.	<a href="http://www.sebi.gov.in/">http://www.sebi.gov.in/</a>
3.	<a href="https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/">https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/</a>
4.	<a href="https://www.investopedia.com/terms/t/technicalanalysis.asp">https://www.investopedia.com/terms/t/technicalanalysis.asp</a>
5.	<a href="https://groww.in/p/portfolio-management">https://groww.in/p/portfolio-management</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Recall the meaning of the basic terminologies used in stock market.
<b>CO 2</b>	Explain and infer the final worth of various investment processes
<b>CO 3</b>	Solve problems relating to various investment decisions
<b>CO 4</b>	Analyze theories and problems relating to stock market
<b>CO 5</b>	Interpret the various investment models that aid in investment decision making

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

## E - LOGISTICS

<b>Title of the Course</b>	<b>E - LOGISTICS</b>				
<b>Course Type</b>	<b>Elective</b>				
<b>Course Code</b>	<b>25UESL62</b>				
<b>Year</b>	<b>III</b>	<b>Semester</b>	<b>VI</b>	<b>Credits</b>	<b>4</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>5</b>		<b>--</b>	<b>75</b>

<b>Learning Objectives</b>	
LO1	To understand the fundamentals, evolution, and importance of logistics and e-logistics in e-commerce and supply chain management.
LO2	To examine the integration of e-commerce models with logistics processes, digital supply chains, and last-mile delivery systems.
LO3	To analyze transportation modes, smart warehousing, inventory systems, automation, and cold chain logistics in e-logistics.
LO4	To evaluate the role of advanced technologies and information systems in improving efficiency, visibility, and security in e-logistics.
LO5	To understand e-logistics operations, cost and reverse logistics management, legal issues, sustainability practices, and future trends.

<b>Unit</b>	<b>Content</b>
<b>I</b>	Introduction to Logistics & E-Logistics: Logistics: Meaning, Scope & Importance-Traditional Logistics vs E-Logistics-Evolution of E-Logistics-Role of Logistics in E-Commerce-Supply Chain Management
<b>II</b>	<b>E-Commerce &amp; Logistics Integration:</b> E-Commerce Models (B2B, B2C, C2C, D2C)-Order Processing in E-Logistics-Digital Supply Chain-Last-Mile Delivery Concepts-Role of Technology in Logistics
<b>III</b>	<b>Technology in E-Logistics:</b> Logistics Information Systems (LIS)-ERP, RFID, GPS & IoT in Logistics-Artificial Intelligence & Blockchain in Logistics-Cloud Computing & Big Data Analytics-Cyber Security Issues in E-Logistics
<b>IV</b>	<b>E-Logistics Operations &amp; Challenges:</b> Reverse Logistics & Returns Management-Cost Management in E-Logistics-Legal & Regulatory Framework-Sustainability & Green Logistics-Challenges & Future Trends in E-Logistics

<b>V</b>	<b>Technology in E-Logistics:</b> Logistics Information Systems (LIS)-ERP, RFID, GPS & IoT in Logistics-Artificial Intelligence & Blockchain in Logistics-Cloud Computing & Big Data Analytics-Cyber Security Issues in E-Logistics
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<b>Recommended Texts</b>	
1.	<b>Donald J. Bowersox, David J. Closs &amp; M. Bixby Cooper</b> – Supply Chain Logistics Management, McGraw-Hill.
2.	<b>Sunil Chopra &amp; Peter Meindl</b> – Supply Chain Management: Strategy, Planning, and Operation, Pearson Education
3.	<b>Sople, V. V.</b> – Logistics Management: The Supply Chain Imperative, Pearson India.
4.	<b>Raghuram G. &amp; Rangaraj N.</b> – Logistics and Supply Chain Management, Macmillan India.
5.	<b>Laudon, K. C. &amp; Traver, C. G.</b> – E-Commerce: Business, Technology, Society, Pearson.
<b>Reference Books</b>	
1.	<b>Logistics &amp; Supply Chain Management</b> – Martin Christopher (Pearson)
2.	<b>Supply Chain Logistics Management</b> – Donald J. Bowersox, David J. Closs & M. Bixby Cooper (McGraw-Hill)
3.	<b>Supply Chain Management: Strategy, Planning, and Operation</b> – Sunil Chopra & Peter Meindl (Pearson)
4.	<b>Essentials of Supply Chain Management</b> – Michael H. Hugos (Wiley)
5.	<b>E-Commerce: Business, Technology, Society</b> – Kenneth C. Laudon & Carol Guercio Traver (Pearson)
<b>Web Resources</b>	
1.	<a href="https://www.logisticsmgmt.com/">https://www.logisticsmgmt.com/</a>
2.	<a href="https://www.inboundlogistics.com/logistics-supply-chain-education/?utm_source=chatgpt.com">https://www.inboundlogistics.com/logistics-supply-chain-education/?utm_source=chatgpt.com</a>
3.	<a href="https://www.getyoureducation.net/course/smart-logistics-and-supply-chains?utm_source=chatgpt.com">https://www.getyoureducation.net/course/smart-logistics-and-supply-chains?utm_source=chatgpt.com</a>
4.	<a href="https://cursa.app/free-courses-logistics-online?utm_source=chatgpt.com">https://cursa.app/free-courses-logistics-online?utm_source=chatgpt.com</a>
5.	<a href="https://desklib.com/study-documents/supply-chain-management-ecommerce/?utm_source=chatgpt.com">https://desklib.com/study-documents/supply-chain-management-ecommerce/?utm_source=chatgpt.com</a>

<b>Course Objectives</b>	
<b>Co No.</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Understand the concepts, scope, and evolution of logistics and e-logistics in the context of e-commerce.
<b>CO 2</b>	Analyze the integration of e-commerce models with logistics and digital supply chain processes.
<b>CO 3</b>	Evaluate transportation, warehousing, inventory, and fulfilment systems used in e-logistics.
<b>CO 4</b>	Apply modern technologies such as ERP, RFID, IoT, AI, blockchain, and data analytics in e-logistics operations.
<b>CO 5</b>	Assess operational challenges, legal frameworks, sustainability practices, and future trends in e-logistics.

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

## Digital Marketing

<b>Title of the Course</b>	<b>Digital Marketing</b>				
<b>Course Type</b>	<b>Elective</b>				
<b>Course Code</b>	<b>25UESL64</b>				
<b>Year</b>	<b>III</b>	<b>Semester</b>	<b>VI</b>	<b>Credits</b>	<b>4</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>5</b>	<b>--</b>	<b>--</b>	<b>75</b>

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

<b>Unit</b>	<b>Content</b>
<b>I</b>	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.
<b>II</b>	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.
<b>III</b>	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.
<b>IV</b>	Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.

<b>V</b>	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)
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<b>Recommended Texts</b>	
1.	Journal of Digital & Social Media Marketing
2.	International Journal of Internet Marketing and Advertising
3.	Understanding Digital Marketing, Damian ryan,4 <sup>th</sup> Edition 2017 publisher: Korgan page limited USA
4.	Digital Marketing current trends, vandanahuja,7 <sup>th</sup> edition2015 Oxford University press, Chennai
5.	Digital Marketing essentials you always wanted to know,7 <sup>th</sup> edition 2012, Vibrant publishers USA
<b>Reference Books</b>	
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.
<b>Web Resources</b>	
1.	<a href="https://www.soravjain.com/ebook/ebook.pdf">https://www.soravjain.com/ebook/ebook.pdf</a>
2.	<a href="https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners">https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners</a>
3.	<a href="https://www.optron.in/blog/digital-marketing/">https://www.optron.in/blog/digital-marketing/</a>

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

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

## Major Project

<b>Title of the Course</b>	<b>Major Project</b>				
<b>Course Type</b>	<b>Part –IV Skill</b>				
<b>Course Code</b>	<b>25USSLP1</b>				
<b>Year</b>	<b>III</b>	<b>Semester</b>	<b>VI</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>		<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
	-		--	--	-

<b>Learning Objectives</b>	
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
	<b>Total</b>	100

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

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

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

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

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

## Blue Print – End Semester Examinations Semester – V & 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)