

**AUXILIUM COLLEGE (AUTONOMOUS)**

**VELLORE – 632 006**

**Post Graduate & Research Department of Business Administration**



**B.B.A.**

**SYLLABUS AND REGULATIONS**

**(Based on TANSCHÉ Model Syllabus)**

**Under**

**OUTCOME BASED EDUCATION PATTERN**

**With**

**CHOICE BASED CREDIT SYSTEM**

**For the Candidates Admitted from 2024-2025 Onwards**

# **B.B.A.**

**(Effective from the academic year 2024 - 2025)**

## **Vision of the Department**

To cultivate innovative leaders through a dynamic learning environment that emphasizes ethical practices, strategic thinking, and global perspectives. We strive to be a leading center for business education, fostering collaboration between academia, industry, and community. Our vision is to empower graduates to drive positive change and achieve excellence in the ever-evolving business landscape.

## **Objectives**

- Equip students with essential leadership and managerial capabilities to excel in diverse business environments.
- Foster analytical and problem-solving skills to address complex business challenges effectively. Instill a strong sense of ethics and social responsibility in business decision-making.
- Inspire creativity and innovation in business processes, products, and strategies. Cultivate an understanding of global business dynamics and multicultural environments.
- Strengthen verbal and written communication skills for clear and impactful business interactions.
- Facilitate partnerships with industry to provide practical experiences and networking opportunities for students.

## **Eligibility for admission to B.B.A**

- A pass in higher secondary with Commerce, Accounts, Mathematics, Economics (Category I)
- A pass in higher secondary with Commerce, Accounts, Mathematics, Computer science (Category II)
- A pass in higher secondary with Mathematics, Physics, Chemistry and Biology (Category III)
- A pass in higher secondary with Computer science, Mathematics, Physics, Chemistry (IV)

## **Allied Subjects**

- Economics
- Business Statistics
- Operations Research

## **Highlights of the Revamped Curriculum**

- ✓ The syllabus framed is student centric giving an exposure to fulfill the demands of the industry and the responsibility towards the society.
- ✓ The core subjects contain the recent updated developments in business and technology catering to the needs of students focusing towards the futuristic aspects of the job career.
- ✓ The curriculum framed connects the industry and the society creating an opportunity for the students to Job Provider rather than the Job Seeker.
- ✓ Internship and Project with viva-voce component enables the students to apply their conceptual knowledge to practical situations. This creates a platform to understand all the functional aspects of the business before their job career.

Skill Enhancement Courses from multi-disciplinary and inter disciplinary courses are well framed to cover the conventional topics and creating a theme of theory to practice.

**Value additions in the Revamped Curriculum:**

| <b>Semester</b>            | <b>Newly introduced Components</b>   | <b>Outcome / Benefits</b>  |
|----------------------------|--|--|
| <b>I</b>                   | <p><b>Foundation Course in Business Administration</b></p> <p>To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning management and its concepts.</p> | <ul style="list-style-type: none"> <li>• Instill confidence among students</li> <li>• Create interest for the subject</li> </ul>   |
| <b>I, II, III &amp; IV</b> | <p><b>Skill Enhancement papers</b> (Discipline centric/ Generic / Entrepreneurial)</p>   | <ul style="list-style-type: none"> <li>• Industry ready graduates</li> <li>• Skilled human resource</li> <li>• Students are equipped with essential skills to make them employable</li> </ul>  |
|                            |  | <ul style="list-style-type: none"> <li>• Entrepreneurial skill training will provide an opportunity for independent livelihood</li> <li>• Generates self – employment</li> <li>• Create small scale entrepreneurs</li> <li>• Skill training to girls leads to women empowerment</li> </ul> |
|                            |  | <ul style="list-style-type: none"> <li>• Discipline centric skill will improve the technical knowhow of solving real life problems</li> </ul>  |

|                                   |   |  |
|-----------------------------------|---|--|
| <b>I, II, III, IV, V &amp; VI</b> | Elective papers-<br>An open choice of topics categorized under Generic and Discipline Centric | <ul style="list-style-type: none"> <li>• Strengthening the domain knowledge</li> <li>• Introducing the stakeholders to the state-of art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature</li> <li>• Emerging topics related to industry are introduced to facilitate advanced learning in the respective domains</li> </ul> |
| <b>II Year Vacation activity</b>  | Internship / Industrial Training  | <ul style="list-style-type: none"> <li>• Practical training at the Industry/ Chemical Companies/Educational institutions, enable the students gain professional experience and become responsible citizens.</li> </ul>   |
| <b>V Semester</b>                 | Project with Viva – voce  | <ul style="list-style-type: none"> <li>• Self-learning is enhanced</li> <li>• Application of the concept to real situation is conceived resulting in tangible outcome</li> </ul>   |
| <b>VI Semester</b>                | Introduction of Professional Competency component   | <ul style="list-style-type: none"> <li>• ‘General Awareness for Competitive Examinations’ caters to the needs of the aspirants towards most sought - after services of the nation viz, UPSC, ISS, CDS, NDA, Banking Services, CAT, TNPSC group services, etc.</li> </ul>   |

|   |   |
|---|---|
| <b>Skills acquired from the Courses</b> | Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill |
|---|---|

**TANSCHÉ BASED PROGRAMME STRUCTURE FOR B.B.A.  
(For the candidates admitted from the academic year 2024-2025)**

| Sem             | Part            | Category                       | Paper Code      | Title  | Hours/<br>Week | Exam |    | Credits   | Marks          |
|-----------------|-----------------|--------------------------------|-----------------|--|----------------|------|----|-----------|----------------|
|                 |                 |                                |                 |  |                | Th   | Pr |           |                |
| I               | I               | Tamil/Language                 | ULTAA24         | Language I: Tamil – I                              | 5              | 3    | -  | 3         | 40 + 60        |
|                 | II              | English                        | UENGA24         | Language II: English – I                           | 6              | 3    | -  | 3         | 40 + 60        |
|                 | III             | Core Course 1                  | UCBAA24         | Principles of Management                           | 5              | 3    | -  | 5         | 40 + 60        |
|                 |                 | Core Course 2                  | UCBAB24         | Accounting for Managers -I                         | 5              | 3    | -  | 5         | 40 + 60        |
|                 |                 | Generic Elective 1             | UGEBAA24        | Generic Elective I: Managerial Economics           | 4              | 3    | -  | 3         | 40 + 60        |
|                 | IV              | Skill Enhancement Course SEC 1 | USBA124         | SEC: Basics of Event Management                    | 2              | -    | -  | 2         | 100            |
|                 |                 | Foundation Course FC           | UFBA24          | FC: Managerial Communication                       | 2              | 2    | -  | 2         | 40 + 60        |
|                 |                 | Value Education                | UVEDA22*        | Value Education                                    | 1              | -    | -  | -         | -              |
| <b>Total</b>    |                 |                                |                 |  | <b>30</b>      |      |    | <b>23</b> | <b>700/800</b> |
| II              | I               | Tamil/Language                 | ULTAB24         | Language I: Tamil – II                             | 5              | 3    | -  | 3         | 40+ 60         |
|                 | II              | English                        | UENGB24         | Language II: English– II                           | 6              | 3    | -  | 3         | 40 + 60        |
|                 | III             | Core Course 3                  | UCBAC24         | Marketing Management                               | 5              | 3    | -  | 5         | 40 + 60        |
|                 |                 | Core Course 4                  | UCBAD24         | Accounting for Managers - II                       | 5              | 3    | -  | 5         | 40 + 60        |
|                 |                 | Generic Elective 2             | UGEBAB24        | Generic Elective II: International Business        | 4              | 3    | -  | 3         | 40 + 60        |
|                 | IV              | Skill Enhancement Course SEC 2 | USBA224         | SEC: Managerial Skill Development                  | 2              | -    | -  | 2         | 100            |
|                 |                 | Skill Enhancement Course SEC 3 | USBA324         | SEC: Business Etiquette & Corporate Grooming       | 2              | -    | -  | 2         | 100            |
|                 | Value Education | UVEDA22**                      | Value Education | 1  | -              | -    | -  | -         |                |
| <b>Total</b>    |                 |                                |                 |  | <b>30</b>      |      |    | <b>23</b> | <b>700/800</b> |
| III             | I               | Tamil/Language                 | ULTAC24         | Language I: Tamil– III                             | 5              | 3    | -  | 3         | 40+ 60         |
|                 | II              | English                        | UENGC24         | Language II: English – III                         | 6              | 3    | -  | 3         | 40 + 60        |
|                 | III             | Core Course 5                  | UCBAE24         | Organisational Behaviour                           | 5              | 3    | -  | 5         | 40 + 60        |
|                 |                 | Core Course 6                  | UCBAF24         | Financial Management                               | 5              | 3    | -  | 5         | 40 + 60        |
|                 | IV              | Generic Elective 3             | UGEBAC24        | Generic Elective III: Business Statistics          | 4              | 3    | -  | 3         | 40 + 60        |
|                 |                 | Skill Enhancement Course SEC 4 | USBA424         | SEC: Computer Applications in Business             | 1              | -    | -  | 1         | 100            |
|                 |                 | Skill Enhancement Course SEC 5 | USBA524         | SEC: Entrepreneurial Skills new Venture Management | 2              | -    | -  | 2         | 100            |
|                 |                 | Environmental Science          | UNEVS24*        | Environmental Studies                              | 1              | -    | -  | -         | -              |
| Value Education | UVEDA22***      | Value Education                | 1               | -  | -              | -    | -  |           |                |
| <b>Total</b>    |                 |                                |                 |  | <b>30</b>      |      |    | <b>22</b> | <b>800</b>     |

| Sem                | Part               | Category                              | Paper Code                      | Title   | Hours/<br>Week | Exam |    | Credits        | Marks                 |
|--------------------|--------------------|---------------------------------------|---------------------------------|---|----------------|------|----|----------------|-----------------------|
|                    |                    |                                       |                                 |   |                | Th   | Pr |                |                       |
| IV                 | I                  | Tamil/Language                        | ULTAD24                         | Language I: Tamil– IV   | 6              | 3    | -  | 3              | 40+ 60                |
|                    | II                 | English                               | UENGD24                         | Language II: English – IV   | 5              | 3    | -  | 3              | 40 + 60               |
|                    | III                | Core Course 7                         | UCBAG24                         | Business Environment  | 5              | 3    | -  | 5              | 40 + 60               |
|                    |                    | Core Course 8                         | UCBAH24                         | Business Regulatory Framework   | 5              | 3    | -  | 5              | 40 + 60               |
|                    |                    | Generic Elective 4                    | UGEBAD24                        | Generic Elective IV: Operation Research   | 3              | 3    | -  | 3              | 40 + 60               |
|                    | IV                 | Skill Enhancement Course SEC 6        | USBA624                         | SEC: Tally  | 2              | -    | 3  | 2              | 100                   |
|                    |                    | Skill Enhancement Course SEC 7        | USBA724                         | SEC: Intellectual Property Rights   | 2              | -    | -  | 2              | 100                   |
|                    |                    | Environmental Science                 | UNEVS24                         | Environmental Studies   | 1              | 2    | -  | 2              | 40 + 60               |
|                    |                    | Value Education                       | UVEDA22**                       | Value Education   | 1              | -    | -  | -              | -                     |
| <b>Total</b>       |                    |                                       |                                 |   | <b>30</b>      |      |    | <b>25</b>      | <b>900</b>            |
| V                  | III                | Core Course 9                         | UCBAI24                         | Human Resource Management   | 5              | 3    | -  | 4              | 40 + 60               |
|                    |                    | Core Course 10                        | UCBAJ24                         | Research Methodology  | 5              | 3    | -  | 4              | 40 + 60               |
|                    |                    | Core Course 11                        | UCBAK24                         | Business Taxation   | 5              | 3    | -  | 4              | 40 + 60               |
|                    |                    | Core Course 12                        | UCBAL24                         | Management Information system   | 5              | 3    | -  | 4              | 40 + 60               |
|                    |                    | Core Course 13                        | UCBAM24                         | Project   | 4              | -    | 3  | 3              | 40 + 60               |
|                    |                    | Discipline Specific Elective 1        | UEBAA24/<br>UEBAB24/<br>UEBAC24 | Digital Marketing/<br>Industrial Relations/<br>Financial Services                         | 4              | 3    | -  | 3              | 40 + 60               |
|                    | IV                 | Value Education                       | UVEDA22***                      | Value Education   | 1              | -    | -  | -              | -                     |
|                    |                    | Summer Internship/Industrial Training | UIBA24                          | Internship  | -              | -    | 3  | 2              | 40 + 60               |
| <b>Total</b>       |                    |                                       |                                 |   | <b>530</b>     |      |    | <b>24</b>      | <b>700</b>            |
| VI                 | III                | Core Course 14                        | UCBAN24                         | Entrepreneurial Development   | 6              | 3    | -  | 4              | 40 + 60               |
|                    |                    | Core Course 15                        | UCBAO24                         | Services Marketing  | 6              | 3    | -  | 4              | 40 + 60               |
|                    |                    | Core Course 16                        | UCBAP24                         | Production & Materials Management   | 6              | 3    | -  | 4              | 40 + 60               |
|                    |                    | Discipline Specific Elective 2        | UEBAD24/<br>UEBAE24/<br>UEBAF24 | Consumer Behaviour/<br>Innovation Management/<br>Security Analysis & Portfolio Management | 5              | 3    | -  | 3              | 40 + 60               |
|                    |                    | Discipline Specific Elective 3        | UEBAG24                         | Fundamentals of Logistics   | 4              | 3    | -  | 3              | 40 + 60               |
|                    |                    |                                       | UEBAH24                         | E-business  |                |      |    |                |                       |
|                    | UEBAI24            |                                       | Strategic Management            |   |                |      |    |                |                       |
|                    | IV                 | Professional Competency SEC 8         | UPBA24                          | Quantitative Aptitude   | 2              | 2    | -  | 2              | 40 + 60               |
|                    |                    | Value Education                       | UVEDA22                         | Value Education   | 1              | 2    | -  | 2              | 40 + 60               |
| V                  | Extension Activity | UXTEN24                               | Extension Activity (90 hours)   | -   | -              | -    | 1  | -              |                       |
| <b>Total</b>       |                    |                                       |                                 |   | <b>30</b>      |      |    | <b>23</b>      | <b>800</b>            |
| <b>Grand Total</b> |                    |                                       |                                 |   | <b>180</b>     |      |    | <b>140 +2*</b> | <b>4800/<br/>4600</b> |

- Any one course of the following to be completed during III semester (15 hours teaching and 15 hours activities):
  - Fundamentals of Computer and MS Office (Computer Science & B.C.A)
  - Health and Fitness (Physical Education)

| Methods of Evaluation |  |                                 |               |             |           |    |
|-----------------------|--|---------------------------------|---------------|-------------|-----------|----|
| S. No.                | Category   | Assessment Tool                 | Maximum Marks | Exam Theory | Weightage |    |
| 1                     | Core Courses/Generic & Discipline Specific Electives | I Continuous Assessment (ICA)   | 50            | 1 ½ h       | 35        | 40 |
|                       |  | II Continuous Assessment (IICA) | 50            | 1 ½ h       |           |    |
|                       |  | Innovative Component (IC)       | 5             | -           |           |    |
|                       |  | End Semester Examination        | 100           | 3 h         |           | 60 |
| 2                     | Foundation Course/Professional Competency SEC/       | I Continuous Assessment (ICA)   | 30            | 1 h         | 35        | 40 |
|                       |  | II Continuous Assessment (IICA) | 30            | 1 h         |           |    |
|                       |  | Innovative Component (IC)       | 5             | -           |           |    |
|                       |  | End Semester Examination        | 60            | 2 h         |           | 60 |
| 3                     | EVS  | Continuous Assessment (IICA)    | 25            | 1 h         |           | 40 |
|                       |  | Innovative Component (IC)       | 25            | -           |           |    |
|                       |  | End Semester Examination        | 60            | 2 h         |           | 60 |

#### Activity-based Assessment for Skill Enhancement Courses:

Activity 1 for Unit I: (Nature of Activity) – 20 marks

Activity 2 for Unit II: (Nature of Activity) – 20 marks

Activity 3 for Unit III: (Nature of Activity) – 20 marks

Activity 4 for Unit IV: (Nature of Activity) – 20 marks

Activity 5 for Unit V: (Nature of Activity) – 20 marks

Nature of Activity – Field visit/Industrial visit/Project (individual or group)/Exhibits/Model making/Hands on training/Lab practice/Product making/Extempore/Block and Tackle/Debate/Report writing/Case study/Interpretation of data or results/Transcription/Quiz (LMS)/Problem solving/ Designing/Role play/Start-up proposal/Research proposal/Poster presentation/Oral presentation (live or video recorded)/Survey (Field or Online)/Group discussion/Problem solving/Problem formulation/Interviews/Concept mapping/Mind mapping /Promoting public awareness etc.

Record of Assessment will be maintained by the course instructors and verified by the Head of the department.

| <b>Cognitive Levels of Assessment</b>  |   |
|--|---|
| <b>Recall (K1)</b>                     | Simple definitions, MCQ, Recall steps, Concept definitions  |
| <b>Understand/<br/>Comprehend (K2)</b> | MCQ, True/False, Short essays, Concept explanations, short summary or Overview                                  |
| <b>Application (K3)</b>                | Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain                          |
| <b>Analyze (K4)</b>                    | Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge |
| <b>Evaluate (K5)</b>                   | Longer essay/Evaluation essay, Critique or justify with pros and cons   |
| <b>Create (K6)</b>                     | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations                        |

### **Programme Outcomes (PO)**

**On completion of the UG programme, the students will be able to**

**PO1:** Attain knowledge and understand the principles and concepts in the respective discipline.

**PO2:** Acquire and apply analytical, critical and creative thinking, and problem-solving skills

**PO3:** Effectively communicate general and discipline-specific information, ideas and opinions.

**PO4:** Appreciate biodiversity and enhance eco-consciousness for sustainable development of the society.

**PO5:** Emulate positive social values and exercise leadership qualities and team work.

**PO6:** Pursue higher knowledge, qualify professionally, enhance entrepreneurial skills and contribute towards the needs of the society.

### **Programme Specific Outcome (PSOs)**

**On completion of the UG Programme in Business Administration, the students will be able to:**

- ✓ **PSO 1** – To attain knowledge and understand the managerial principles and concepts of the course adopted. To formulate, to apply the theoretical knowledge into practice by carrying the institutional training and projects, to adopted sense of creative thinking and learn problem solving skills to take up challenges faced in today’s modern world.
- ✓ **PSO 2** – To communicate the general ideas, opportunities and opinions and to become empowered and motivated citizens of the country. To be stimulated towards the change and to be conscious for sustainable development of the society.
- ✓ **PSO 3** – To adapt towards the positive thinking capacity, to adapt the social values, to exercise leadership qualities and bringing out their capabilities through team work.
- ✓ **PSO 4** – To pursue higher knowledge, acquire quality professional education, and to develop entrepreneurial skills and contribute towards the needs of the society.
- ✓ **PSO 5** – Prepare the students to be persistent enough to pull out their own ideas and opinions and to become a strong pillar to the family and society highlighting their feminine power. Mould the students to face the challenges in the global business environment and the society.
- ✓ **PSO 6** – To bring up the economically challenged, socially backward young women to be competent with today’s expectation of the competitive world for their sustenance. To be passionate about multi-disciplinary approach for problem solving, critical analysis and decision making in their personal and professional life

| PO  | PSO  |       |      |      |      |      |
|-----|------|-------|------|------|------|------|
|     | PSO1 | PSSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
| PO1 | L    | M     | L    | H    | L    | H    |
| PO2 | H    | H     | M    | H    | M    | M    |
| PO3 | L    | M     | H    | L    | H    | L    |
| PO4 | H    | M     | H    | H    | M    | H    |
| PO5 | L    | M     | H    | L    | H    | M    |
| PO6 | M    | M     | H    | H    | H    | H    |

**H- High (3), M- Moderate (2), L- Low(1)**

### Consolidated Semester wise and Component wise Credit distribution

| <b>Parts</b>    | <b>Sem I</b> | <b>Sem II</b> | <b>Sem III</b> | <b>Sem IV</b> | <b>Sem V</b> | <b>Sem VI</b> | <b>Total Credits</b> |
|-----------------|--------------|---------------|----------------|---------------|--------------|---------------|----------------------|
| <b>Part I</b>   | 3            | 3             | 3              | 3             | -            | -             | 12                   |
| <b>Part II</b>  | 3            | 3             | 3              | 3             | -            | -             | 12                   |
| <b>Part III</b> | 13           | 13            | 13             | 13            | 22           | 18            | 92                   |
| <b>Part IV</b>  | 4            | 4             | 3              | 6             | 2            | 4             | 23                   |
| <b>Part V</b>   | -            | -             | -              | -             | -            | 1             | 1                    |
| <b>Other</b>    | -            | -             | -              | -             | -            | 2             | 2                    |
| <b>Total</b>    | 23           | 23            | 22             | 25            | 24           | 25            | <b>142</b>           |

\*Part I, II, and Part III components will be separately considered for CGPA calculation and classification for the undergraduate programme and the other components. IV, V must be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.

|                                     |   |                 |                     |                |              |                    |         |
|-------------------------------------|---|-----------------|---------------------|----------------|--------------|--------------------|---------|
| <b>Title of the Course</b>          | <b>PRINCIPLES OF MANAGEMENT</b>   |                 |                     |                |              |                    |         |
| <b>Paper No.</b>                    | <b>Core I</b>   |                 |                     |                |              |                    |         |
| <b>Category</b>                     | <b>Core</b>   | <b>Year</b>     | I                   | <b>Credits</b> | 5            | <b>Course Code</b> | UCBAA24 |
|                                     |   | <b>Semester</b> | I                   |                |              |                    |         |
| <b>Instructional hours per week</b> | <b>Lecture</b>  | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |         |
|                                     | 5   | -               | -                   |                | 5            |                    |         |
| <b>Prerequisites</b>                | Higher Secondary (Any Group except Vocational)  |                 |                     |                |              |                    |         |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>To know the fundamental concepts of management and its principles</li> <li>To acquire the knowledge of planning &amp; decision making in management</li> <li>To have the knowledge about organization structure and its techniques.</li> <li>To acquire the knowledge about direction, co-ordination and control mechanism.</li> <li>To attain the knowledge related ethical practices of the organization.</li> </ul> |                 |                     |                |              |                    |         |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Management</b><br/> 1.1 Importance – Definition – Nature<br/> 1.2 Scope of Management<br/> 1.3 Process – Role and Functions of a Manager<br/> 1.4 Levels of Management<br/> 1.5 Development of Scientific Management and<br/> 1.6 Other Schools of thought and approaches</p>   |                 |                     |                |              |                    |         |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Planning</b><br/> 2.1 Nature – Importance – Forms – Types<br/> 2.2 Steps in Planning – Objectives<br/> 2.3 Policies – Procedures and Methods<br/> 2.4 Natures and Types of Policies<br/> 2.5 Decision-making –Types of Decision<br/> 2.6 Process of Decision-making</p>  |                 |                     |                |              |                    |         |
|                                     | <p><b>UNIT III (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Organizing</b><br/> 3.1 Types of Organizations – Organizational Structure<br/> 3.2 Span of Control and Committees<br/> 3.3 Departmentalization - Informal Organization<br/> 3.4 Authority – Delegation<br/> 3.5 Decentralization<br/> 3.6 Difference between Authority and Power – Responsibility</p>   |                 |                     |                |              |                    |         |

|                         |  |
|-------------------------|--|
|                         | <p><b>UNIT IV (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Direction</b></p> <p>4.1 Nature and Purpose.</p> <p>4.2 Co- ordination – Need, Type and Techniques</p> <p>4.3 Requisites for excellent Co-ordination</p> <p>4.4 Controlling – Meaning and Importance</p> <p>4.5 Control Process.</p> <p>4.6 Controlling techniques</p>  |
|                         | <p><b>UNIT V (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Business Ethics</b></p> <p>5.1 Definition of Business ethics</p> <p>5.2 Types of Ethical issues</p> <p>5.3 Role &amp; importance of Business Ethics</p> <p>5.4 Values in Business</p> <p>5.5 Ethics internal – Ethics external</p> <p>5.6 Environment Protection – Responsibilities of Business</p>  |
| <b>Recommended Text</b> | <ol style="list-style-type: none"> <li>1. J A F Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6<sup>th</sup> Edition, Pearson Education, 2004.</li> <li>2. Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.</li> <li>3. Stephen A. Robbins &amp; David A. Decenzo &amp; Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011</li> <li>4. Stoner, Freeman, Gilbert Jr, “Management”, 6<sup>th</sup> Edition, New Delhi, Prentice Hall, India, 2014</li> <li>5. Robbins S, Coulter M, Sidani D, and Jamali D, Management: Arab World Edition, Pearson, 2014.</li> </ol> |
| <b>Reference Books</b>  | <ol style="list-style-type: none"> <li>1. P.C. Tripathi &amp; P.N Reddy; Principles of Management, Sultan Chand &amp; Sons, 6<sup>th</sup> Edition, 2017</li> <li>2. L.M. Prasad; Principles &amp; Practice of Management, Sultan Chand &amp; Sons, 8<sup>th</sup> Edition.</li> <li>3. Stephen P. Robbins &amp; Mary Coulter; Management, Pearson Education, 13th Edition, 2017</li> <li>4. Dr. C. B. Gupta; Principles of Management, Sultan Chand &amp; Sons, 3<sup>rd</sup> Edition.</li> <li>5. Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015</li> </ol>   |

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| <b>Websites and e-learning source</b> | <ol style="list-style-type: none"> <li>1. <a href="https://www.toolshero.com/management/14-principles-of-management/">https://www.toolshero.com/management/14-principles-of-management/</a></li> <li>2. <a href="https://open.umn.edu/opentextbooks/textbooks/693">https://open.umn.edu/opentextbooks/textbooks/693</a></li> <li>3. <a href="https://open.umn.edu/opentextbooks/textbooks/34">https://open.umn.edu/opentextbooks/textbooks/34</a></li> <li>4. <a href="https://openstax.org/subjects/business">https://openstax.org/subjects/business</a></li> <li>5. <a href="https://blog.hubspot.com/marketing/management-principles">https://blog.hubspot.com/marketing/management-principles</a></li> </ol> |
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**Course Outcomes:**

**On completion of the course, the students should be able to**

**CO1:** Describe nature, scope, role, levels, functions and approaches of the management.

**CO2:** Apply planning and decision making in management.

**CO3:** Identify organization structure and various organizing techniques.

**CO4:** Understand direction, co-ordination and control and its mechanism.

**CO5:** Relate and infer ethical practices of organization.

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | H   | M   | H   | M   | L   | M   |
| CO2   | M   | L   | M   | M   | M   | M   |
| CO3   | H   | L   | M   | H   | M   | L   |
| CO4   | H   | L   | L   | M   | L   | L   |
| CO5   | H   | L   | M   | M   | M   | H   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | M    | M    | H    | M    | L    | M    |
| CO2    | M    | L    | M    | M    | M    | M    |
| CO3    | H    | L    | H    | H    | M    | L    |
| CO4    | H    | L    | L    | M    | L    | L    |
| CO5    | H    | H    | M    | H    | M    | H    |

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| <b>Title of the Course</b>          | <b>ACCOUNTING FOR MANAGERS – I</b>  |                 |                     |                |              |                    |         |
| <b>Paper No.</b>                    | <b>Core II</b>  |                 |                     |                |              |                    |         |
| <b>Category</b>                     | <b>Core</b>   | <b>Year</b>     | I                   | <b>Credits</b> | 5            | <b>Course Code</b> | UCBAB24 |
|                                     |   | <b>Semester</b> | I                   |                |              |                    |         |
| <b>Instructional hours per week</b> | <b>Lecture</b>  | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |         |
|                                     | 5   | -               | -                   |                | 5            |                    |         |
| <b>Prerequisites</b>                | Higher Secondary (Any course except vocational)   |                 |                     |                |              |                    |         |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>To impart knowledge about basic concepts of accounting its applications</li> <li>To analyze and interpret financial reports of a company</li> <li>To understand the gross profit and net profit earned by organization</li> <li>To foster knowledge on Hire Purchase system</li> <li>To understand the procedures of Accounting under Single entry system</li> </ul> |                 |                     |                |              |                    |         |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Introduction to Accounting:</b><br/> 1.1 Meaning and Objectives of Accounting Scope of Accounting.<br/> 1.2 Basic Accounting Concepts and Conventions - Accounting Transactions, Double Entry Book Keeping<br/> 1.3 Journal<br/> 1.4 Ledger<br/> 1.5 Depreciation<br/> 1.6 Preparation of Trial Balance</p>   |                 |                     |                |              |                    |         |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Primary Accounting Records</b><br/> 2.1 Subsidiary book, Meaning, Types<br/> 2.2 Preparation of purchase book and purchase returns book<br/> 2.3 Preparation of sales book and sales returns book<br/> 2.4 Preparation of single column cash Book and petty cash book,<br/> 2.5 Preparation of double column cash Book,<br/> 2.6 Preparation of triple column cash Book</p>                              |                 |                     |                |              |                    |         |

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|  | <p><b>UNIT-III: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p>3.1 Introduction of Final Accounts<br/> 3.2 Manufacturing account<br/> 3.3 Trading account<br/> 3.4 Profit and Loss account<br/> 3.5 Balance Sheet<br/> 3.6 Balance sheet with adjustments (Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.)</p> |
|  | <p><b>UNIT-IV: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Hire Purchase and Installment System</b></p> <p>4.1 Hire Purchase System.<br/> 4.2 Default and Repossession<br/> 4.3 Hire Purchase Trading Account<br/> 4.4 Debtors' method<br/> 4.5 Stock and debtors' method<br/> 4.6 Installment System.</p>  |
|  | <p><b>UNIT-V: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Single Entry</b></p> <p>5.1 Single Entry – Meaning, Features.<br/> 5.2 Defects, Differences between Single Entry and Double Entry System<br/> 5.3 Statement of Affairs Method<br/> 5.4 Conversion Method<br/> 5.5 Bank reconciliation statement – Meaning - Benefits<br/> 5.6 Methods of BRS</p>  |

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|-------------------------|---|
| <b>Recommended Text</b> | <ol style="list-style-type: none"> <li>1. Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition</li> <li>2. Jain .S.P &amp;Narang .K, 1999, Financial Accounting, Kalyani Publishers,Ludhiana, 4th edition.</li> <li>3. Rakesh Shankar. R &amp;Manikandan.S, Financial Accounting, SCITECH, 3<sup>rd</sup> edition.</li> <li>4. Shukla&amp;Grewal, 2002, Advanced Accounting, Sultan Chand &amp;Sons,New Delhi, 15th edition.</li> <li>5. Tulsian P.C., 2006, Financial Accounting, Pearson Education</li> </ol> |
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| <b>Reference Books</b>  | <ol style="list-style-type: none"> <li>1. Dr.K.Ganesan &amp; S.Ushena Begam – Accounting for Managers - Volume 1,Charulatha Publications, Chennai</li> <li>2. TS Reddy &amp; amp; A.Murthy; Financial Accounting -Margham Publications, 6th Edition, 2019</li> <li>3. David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017</li> <li>4. M N Arora; Accounting for Management- Himalaya Publications House 2019.</li> <li>5. SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.</li> <li>6. T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.</li> </ol>  |
| <b>Website and e-learning source</b>  | <ol style="list-style-type: none"> <li>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></li> <li>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></li> <li>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></li> <li>4. <a href="https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system">https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system</a></li> <li>5. <a href="https://www.profitbooks.net/what-is-depreciation">https://www.profitbooks.net/what-is-depreciation</a></li> </ol> |
| <p><b>Course Outcomes:</b></p> <p><b>On completion of the course, the students should be able to</b></p> <p><b>CO1:</b> Acquire in-depth knowledge in Accounting (K1, K2, K3, K4)</p> <p><b>CO2:</b> Absorb good conceptual knowledge in Accountancy. (K1, K2, K3, K4)</p> <p><b>CO3:</b> Be able to prepare accounts and trying out the final result of the business. (K1, K2, K3, K4)</p> <p><b>CO4:</b> Be capable of becoming accountant in any business organization. . (K1, K2, K3, K4)</p> <p><b>CO5:</b> Be capable of becoming accountant in any non trading concern. (K1, K2, K3, K4)</p> |  |

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | H   | M   | H   | M   | L   | M   |
| CO2   | M   | L   | M   | M   | M   | M   |
| CO3   | H   | L   | M   | H   | M   | L   |
| CO4   | H   | L   | L   | M   | L   | L   |
| CO5   | H   | L   | M   | M   | M   | H   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | M    | M    | H    | M    | L    | M    |
| CO2    | M    | L    | M    | M    | M    | M    |
| CO3    | H    | L    | H    | H    | M    | L    |
| CO4    | H    | L    | L    | M    | L    | L    |
| CO5    | H    | H    | M    | H    | M    | H    |

|                                     |   |                 |                     |                |              |                    |                 |
|-------------------------------------|---|-----------------|---------------------|----------------|--------------|--------------------|-----------------|
| <b>Title of the Course</b>          | <b>GENERIC ELECTIVE I: MANAGERIAL ECONOMICS</b>   |                 |                     |                |              |                    |                 |
| <b>Paper No.</b>                    | <b>Generic Elective I</b>   |                 |                     |                |              |                    |                 |
| <b>Category</b>                     | <b>Generic</b>  | <b>Year</b>     | I                   | <b>Credits</b> | 3            | <b>Course Code</b> | <b>UGEBAA24</b> |
|                                     | <b>Elective</b>   | <b>Semester</b> | I                   |                |              |                    |                 |
| <b>Instructional hours per week</b> | <b>Lecture</b>  | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |                 |
|                                     | 4   | -               | -                   |                | 4            |                    |                 |
| <b>Prerequisites</b>                | Higher Secondary (Any course except vocational)   |                 |                     |                |              |                    |                 |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario</li> <li>• To understand the applications &amp; implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving</li> <li>• To Understand the optimal point of cost analysis and production factors of the firm</li> <li>• To describe the pricing methods and strategies that are consistent with evolving marketing needs</li> <li>• To Provide insights to the various market structures in an economy</li> </ul> |                 |                     |                |              |                    |                 |
| <b>Course Outline</b>               | <p><b>UNIT I (12 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Nature and scope of managerial economics</b><br/> 1.1 Definition of economics<br/> 1.2 Important concepts of economics<br/> 1.3 Relationship between micro, macro and Managerial economics<br/> 1.4 Nature of managerial economics<br/> 1.5 Scope of managerial economics<br/> 1.6 Objectives of firm.</p>  |                 |                     |                |              |                    |                 |
|                                     | <p><b>UNIT II (12hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Demand analysis</b><br/> 2.1 Marginal utility analysis<br/> 2.2 Indifference curve analysis<br/> 2.3 Meaning of demand, Types of demand<br/> 2.4 Law of demand – Exceptions – Demand curve<br/> 2.5 Determinants of demand, Elasticity of demand<br/> 2.6 Demand forecasting.</p>   |                 |                     |                |              |                    |                 |

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|  | <p><b>UNIT III (12 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Production and cost analysis</b><br/> 3.1 Production, meaning, Production function, Factors of production<br/> 3.2 Cobb Douglas production function, Isoquants<br/> 3.3 Law of variable proportion<br/> 3.4 Law of return to scale and economics of scale<br/> 3.5 Costs - Classification<br/> 3.6 Supply - Law of supply, Determinants, Supply schedule and curve</p> |
|  | <p><b>UNIT-IV: (12 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Pricing methods</b><br/> 4.1 Pricing – meaning - Objectives<br/> 4.2 Factors of pricing<br/> 4.3 Methods of pricing<br/> 4.4 Dual pricing<br/> 4.5 Price discrimination – Types<br/> 4.6 Pricing in Public utilities</p>   |
|  | <p><b>UNIT-V: (12hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Market classification and Competition</b><br/> 5.1 Market, meaning, features, Classification<br/> 5.2 Perfect competition, features<br/> 5.3 Monopoly, features, Monopoly power<br/> 5.4 Monopolistic competition, features<br/> 5.5 Duopoly, Monospony, Bilateral monopoly<br/> 5.6 Oligopoly, features, Types</p>  |

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| <b>RecommendedText</b> | <ol style="list-style-type: none"> <li>1. Journal of Economic Literature – American Economic Association</li> <li>2. Arthasastra Indian Journal of Economics &amp; Research</li> <li>3. Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House –Mumbai</li> <li>4. Indian Economic Journal/Sage Publications</li> <li>5. Mehta P.L (2016) – Managerial Economics – Sultan Chand &amp; Sons – New DelhiMarketing ,Excel Books,NewDelhi</li> </ol>  |
| <b>ReferenceBooks</b>  | <ol style="list-style-type: none"> <li>1. Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019</li> <li>2. Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.</li> <li>3. D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.</li> <li>4. H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.</li> <li>5. Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016.</li> </ol> |

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|--------------------------------------|---|
| <b>Website and e-learning source</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><br>2) <a href="https://www.intelligenteconomist.com/profit-maximization-rule">https://www.intelligenteconomist.com/profit-maximization-rule</a><br>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-returns-to-scale-and-variable-proportions/5134</a><br>4) <a href="http://www.simplynotes.in/e-notes/mbabba/managerial-economics/">http://www.simplynotes.in/e-notes/mbabba/managerial-economics/</a><br>5) <a href="https://businessjargons.com/determinants-of-elasticity-of-demand.html">https://businessjargons.com/determinants-of-elasticity-of-demand.html</a> |
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**Course Outcomes:**  
**On completion of the course, the students should be able to**  
**CO1:** Analyze & apply the various managerial economic concepts in individual & business decisions.  
**CO2:** Explain demand concepts, underlying identify demand forecasting techniques. theoriesand  
**CO3:** Employ production, cost and supply analysisfor business decision making  
**CO4:** Identify pricing strategies  
**CO5:** Classify market structures under competitive scenarios.

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | H   | M   | H   | M   | L   | M   |
| CO2   | M   | L   | M   | M   | M   | M   |
| CO3   | H   | L   | M   | H   | M   | L   |
| CO4   | H   | L   | L   | M   | L   | L   |
| CO5   | H   | L   | M   | M   | M   | H   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | M    | M    | H    | M    | L    | M    |
| CO2    | M    | L    | M    | M    | M    | M    |
| CO3    | H    | L    | H    | H    | M    | L    |
| CO4    | H    | L    | L    | M    | L    | L    |
| CO5    | H    | H    | M    | H    | M    | H    |

|                                     |   |                 |                     |                |              |                    |                |
|-------------------------------------|---|-----------------|---------------------|----------------|--------------|--------------------|----------------|
| <b>Title of the Course</b>          | <b>SKILL ENHANCEMENT COURSE: BASICS OF EVENT MANAGEMENT</b>   |                 |                     |                |              |                    |                |
| <b>Paper No.</b>                    | <b>Skill Enhancement Course (SEC) 1</b>   |                 |                     |                |              |                    |                |
| <b>Category</b>                     | <b>SEC</b>  | <b>Year</b>     | <b>I</b>            | <b>Credits</b> | <b>2</b>     | <b>Course Code</b> | <b>USBA124</b> |
|                                     |   | <b>Semester</b> | <b>I</b>            |                |              |                    |                |
| <b>Instructional hours per week</b> | <b>Lecture</b>  | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |                |
|                                     | 2   | -               | -                   |                | 2            |                    |                |
| <b>Prerequisites</b>                | Higher Secondary (Any Group except Vocational)  |                 |                     |                |              |                    |                |
| <b>Objectives of the course</b>     | <p><b>The course aims at giving an overall view of the</b></p> <ul style="list-style-type: none"> <li>• To know the basic of event management its concepts</li> <li>• To make an event design</li> <li>• To make feasibility analysis for event.</li> <li>• To understand the 5 Ps of Event Marketing</li> <li>• To know the financial aspects of event management and its promotion</li> </ul>   |                 |                     |                |              |                    |                |
| <b>Course Outline</b>               | <b>UNIT I</b><br>Introduction: Event Management – Definition, Need, Importance, Activities.   |                 |                     |                |              |                    |                |
|                                     | <b>UNIT II</b><br>Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design  |                 |                     |                |              |                    |                |
|                                     | <b>UNIT III</b><br>Event Feasibility: Resources – Feasibility, SWOT Analysis  |                 |                     |                |              |                    |                |
|                                     | <b>UNIT IV</b><br>Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations  |                 |                     |                |              |                    |                |
|                                     | <b>UNIT V</b><br>Event Budget – Financial Analysis – Event Cost – Event Sponsorship   |                 |                     |                |              |                    |                |
| <b>Recommended Text</b>             | <ol style="list-style-type: none"> <li>1. Devesh Kishore, Ganga Sagar Singh, Event Management: A Booming Industry and an Eventful Career, Har-Anand Publications Pvt. Ltd, Latest Edition.</li> <li>2. Swarup K. Goyal, Event Management, Adhyayan Publisher, 2009.</li> <li>3. Savita Mohan, Event Management &amp; Public Relations, Enkay Publishing House, Latest Edition.</li> <li>4. S.J. Sebellin Ross, Event Planning - The ultimate guide, Public Relations, Latest Edition.</li> <li>5. Lynn Van Der Wagen &amp; Brenda R Carlos, Event Management, Pearson education, Latest Edition.</li> </ol> |                 |                     |                |              |                    |                |

|                                       |   |
|---------------------------------------|---|
| <b>Reference Books</b>                | <ol style="list-style-type: none"> <li>1. Chaudhary, Krishna, Event Management, Bio-Green Publishers, Latest Edition.</li> <li>2. Anton Shone &amp; Bryn Parry, Successful Event Management</li> <li>3. Razaq Raj, Paul Walters &amp; Tahir Rashid, Event management, an integrated &amp; practical approach</li> <li>4. Judy Allen, Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management, Wiley Publishers, Latest Edition.</li> <li>5. Alex Genadinik, Event Planning: Management &amp; Marketing For Successful Events: Become an Event Planning Pro &amp; Create a Successful Event Series, Create Space Independent Publishing Platform, 2015</li> </ol>   |
| <b>Websites and e-learning source</b> | <ol style="list-style-type: none"> <li>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></li> <li>2. <a href="https://www.inderscience.com/jhome.php?jcode=ijhem">https://www.inderscience.com/jhome.php?jcode=ijhem</a>, <b>International Journal of Hospitality &amp; Event Management</b></li> <li>3. <a href="https://www.emeraldgroupublishing.com/journal/ijefm">https://www.emeraldgroupublishing.com/journal/ijefm</a>, <b>International Journal of Event and Festival Management</b></li> <li>4. <a href="https://www.eventbrite.com/blog/?s=roundup">https://www.eventbrite.com/blog/?s=roundup</a></li> <li>5. <a href="https://www.eventindustrynews.com/">https://www.eventindustrynews.com/</a></li> </ol> |

**Course Outcomes:**

**On completion of the course, the students should be able to**

**CO1:** To understand basics of event management

**CO2:** To design events

**CO3:** To study feasibility of organising an event

**CO4:** To gain Familiarity with marketing & promotion of event

**CO5:** To develop event budget

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | M   | H   | H   | L   | M   | H   |
| CO2   | M   | H   | L   | H   | M   | H   |
| CO3   | H   | M   | M   | M   | H   | H   |
| CO4   | H   | M   | L   | L   | H   | M   |
| CO5   | M   | H   | H   | H   | M   | L   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | M    | H    | M    | H    | H    | H    |
| CO2    | H    | M    | H    | M    | L    | L    |
| CO3    | H    | L    | M    | H    | H    | H    |
| CO4    | L    | M    | H    | M    | H    | M    |
| CO5    | M    | H    | M    | H    | M    | M    |

|                                     |  |                 |                     |                |              |                    |               |
|-------------------------------------|--|-----------------|---------------------|----------------|--------------|--------------------|---------------|
| <b>Title of the Course</b>          | <b>FC: MANAGERIAL COMMUNICATION</b>  |                 |                     |                |              |                    |               |
| <b>Paper No.</b>                    | <b>Foundation Course</b>   |                 |                     |                |              |                    |               |
| <b>Category</b>                     | <b>FC</b>  | <b>Year</b>     | <b>I</b>            | <b>Credits</b> | <b>2</b>     | <b>Course Code</b> | <b>UFBA24</b> |
|                                     |  | <b>Semester</b> | <b>I</b>            |                |              |                    |               |
| <b>Instructional hours per week</b> | <b>Lecture</b>   | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |               |
|                                     | 2  | -               | -                   |                | 2            |                    |               |
| <b>Prerequisites</b>                | Higher secondary (Any course except vocational)  |                 |                     |                |              |                    |               |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• To educate students role &amp; importance of communication skills</li> <li>• To build their listening, reading, writing &amp; speaking communication skills</li> <li>• To introduce the modern communication for managers.</li> <li>• To understand the skills required for facing interview</li> <li>• To facilitate the students to understand the concept of Communication.</li> </ul> |                 |                     |                |              |                    |               |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Managerial Communication</b><br/> Definition – Methods-Types- Principles of effective Communication - Barriers to Communication - Communication etiquette.</p>   |                 |                     |                |              |                    |               |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Business Letter</b><br/> Business Letter – Layout - Kinds of Business Letters: application, offer, acceptance - Promotion letters - Business Development Letters – Enquiry, replies - Sales letters - Grievance letters</p>   |                 |                     |                |              |                    |               |
|                                     | <p><b>UNIT-III: (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Interview</b><br/> Interviews - Direct interview -Telephonic interview - Virtual interviews - Group discussion - Presentation skills - Body language</p>  |                 |                     |                |              |                    |               |
|                                     | <p><b>UNIT-IV: (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Report Writing</b><br/> Communication through Reports - Types of Reports – Agenda - Minutes of Meeting - Resume Writing - Role play</p>  |                 |                     |                |              |                    |               |

|                                      |  |
|--------------------------------------|--|
|                                      | <p><b>UNIT-V: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Modern Forms of Communication</b></p> <p>Modern Forms of Communication: podcasts – Email - Virtual meetings - Websites and their use in Business - Social media- Professional Networking sites - Artificial Intelligence</p>  |
| <b>Recommended Text</b>              | <ol style="list-style-type: none"> <li>1. Krishan Mohan &amp; Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008</li> <li>2. Mallika Nawal –Business Communication – CENGAGE</li> <li>3. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd - New Delhi</li> <li>4. Michael Brown, Making Presentation Happen, Allen &amp; Unwin, Australia, 2008</li> <li>5. Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai</li> </ol>   |
| <b>Reference Books</b>               | <ol style="list-style-type: none"> <li>1. Rajendra Paul &amp; J S Kovalahalli, Essentials of Business Communication, Sultan Chand &amp; Sons, New Delhi, 2017</li> <li>2. Dr. C B Gupta, Basic Business Communication, Sultan Chand &amp; Sons, New Delhi, 2017</li> <li>3. R C Sharma &amp; Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006</li> <li>4. Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010</li> <li>5. R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015</li> </ol>  |
| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>1. <a href="https://www.managementstudyguide.com/business_communication.html">https://www.managementstudyguide.com/business_communication.html</a></li> <li>2. <a href="https://studiousguy.com/business-communication/">https://studiousguy.com/business-communication/</a></li> <li>3. <a href="https://www.oercommons.org/curated-collections/469">https://www.oercommons.org/curated-collections/469</a></li> <li>4. <a href="https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/">https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/</a></li> <li>5. <a href="https://open.umn.edu/opentextbooks/textbooks/8">https://open.umn.edu/opentextbooks/textbooks/8</a></li> </ol> |

**Course Outcomes:**

**On completion of the course, the students should be able to**

**CO1:** Understand communication process and its barriers. (K1, K2, K3, K4)

**CO2:** Develop business letters in different scenarios (K1, K2, K3, K4)

**CO3:** Develop oral communication skills & conducting interviews (K1, K2, K3, K4)

**CO4:** Use managerial writing for business communication (K1, K2, K3, K4)

**CO5:** Identify usage of modern communication tools & its significance for managers (K1, K2, K3, K4)

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | M   | M   | M   | M   | M   | M   |
| CO2   | H   | L   | M   | H   | L   | M   |
| CO3   | H   | L   | H   | L   | H   | L   |
| CO4   | M   | M   | M   | M   | M   | H   |
| CO5   | M   | M   | L   | H   | L   | M   |

| <b>CO/PSO</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> | <b>PSO6</b> |
|---------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>    | M           | M           | M           | M           | H           | H           |
| <b>CO2</b>    | H           | M           | M           | M           | L           | L           |
| <b>CO3</b>    | H           | M           | L           | H           | M           | M           |
| <b>CO4</b>    | H           | H           | H           | H           | M           | M           |
| <b>CO5</b>    | M           | H           | M           | M           | H           | H           |

|                                     |   |                 |                     |                |              |                    |                |
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| <b>Title of the Course</b>          | <b>MARKETING MANAGEMENT</b>   |                 |                     |                |              |                    |                |
| <b>Paper No.</b>                    | <b>Core III</b>   |                 |                     |                |              |                    |                |
| <b>Category</b>                     | <b>Core</b>   | <b>Year</b>     | <b>I</b>            | <b>Credits</b> | <b>5</b>     | <b>Course Code</b> | <b>UCBAC24</b> |
|                                     |   | <b>Semester</b> | <b>II</b>           |                |              |                    |                |
| <b>Instructional hours per week</b> | <b>Lecture</b>  | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |                |
|                                     | 5   | -               | -                   |                | 5            |                    |                |
| <b>Prerequisites</b>                | Higher Secondary (Any course except vocational)   |                 |                     |                |              |                    |                |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• To understand the marketplace.</li> <li>• To identify the market segmentation and the Product mix</li> <li>• To select the different pricing methods and channels of distribution.</li> <li>• To know the communication mix and sales promotion tools</li> <li>• To prepare according to the latest trends in market.</li> </ul>   |                 |                     |                |              |                    |                |
| <b>Course Outline</b>               | <p><b>UNIT I (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Fundamentals of Marketing</b><br/> 1.1 Meaning - Role of Marketing<br/> 1.2 Relationship of Marketing with Other Functional Area<br/> 1.3 Concept of Marketing Mix<br/> 1.4 Marketing Approaches<br/> 1.5 Various Environmental Factors Affecting the Marketing Functions<br/> 1.6 New concept – Story telling concept.</p>   |                 |                     |                |              |                    |                |
|                                     | <p><b>UNIT II (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Segmentation</b><br/> 2.1 Criteria of segmentation, Basis of Segmentation, Targeting, selecting the target market, Positioning, meaning, positioning approaches<br/> 2.2 Product, Characteristics, Benefits, Classifications, Consumer Goods, Industrial Goods.<br/> 2.3 Product Mix<br/> 2.4 New Product Development Process, Product Life Cycle.<br/> 2.5 Branding, meaning, types of brands, kinds of brand<br/> 2.6 Packaging, meaning, functions of packaging</p> |                 |                     |                |              |                    |                |
|                                     | <p><b>UNIT III (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Pricing</b><br/> 3.1 Pricing Objectives, Kinds of pricing<br/> 3.2 Factors Influencing Pricing Decisions – Pricing.<br/> 3.3 Channel of Distribution: Meaning<br/> 3.4 Importance of channel of distribution,<br/> 3.5 Various Kinds of Marketing<br/> 3.6 Multi channel marketing system</p>   |                 |                     |                |              |                    |                |

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|  | <p><b>UNIT-IV: (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Brief Overview of Communication Mix</b></p> <p>4.1 Media and its Characteristics</p> <p>4.2 Print and Electronic media</p> <p>4.3 Outdoor and Internet media</p> <p>4.4 Sales Promotion, meaning, kinds</p> <p>4.5 IMC (Integrated marketing communication) - Definition, Need &amp; Significance</p> <p>4.6 CRM – Importance.</p>  |
|  | <p><b>UNIT-V: (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Sales Force Management:</b></p> <p>5.1 Personal Selling Features, Process</p> <p>5.2 Control of Sales Force, elements of control, methods</p> <p>5.3 Motivation of sales force, techniques of motivation of sales force</p> <p>5.4 Online Marketing Introduction- Tools &amp; Benefits</p> <p>5.5 E Commerce, advantages and disadvantages</p> <p>5.6 Green marketing, characteristics, advantages</p> |

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|--------------------------------------|---|
| <b>Recommended Text</b>              | <ol style="list-style-type: none"> <li>Philip Kotler &amp; Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.</li> <li>Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.</li> <li>L.Natarajan, Marketing, Margham Publications, 2017.</li> <li>J P Mahajan &amp; Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.</li> <li>K Karunakaran, Marketing Management, Himalaya Publishing House, 2017.</li> </ol>   |
| <b>Reference Books</b>               | <ol style="list-style-type: none"> <li>C.B.Gupta &amp; Rajan Nair Marketing Management, Sultan Chand &amp; Son 2020</li> <li>V.S. Ramaswamy &amp; S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,</li> <li>Cranfield, Marketing Management, Palgrave Macmillan.</li> <li>Harsh V Verma &amp; Ekta Duggal, Marketing, Oxford University Press, 2017.</li> <li>Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana. 2016</li> </ol>  |
| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li><a href="http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf">http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf</a></li> <li><a href="https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf">https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf</a></li> <li><a href="https://www.enotesmba.com/2013/01/marketing-management-notes.html">https://www.enotesmba.com/2013/01/marketing-management-notes.html</a></li> <li>Industrial Marketing Management   Journal   ScienceDirect.com by Elsevier</li> <li>Journal of Marketing Management   Taylor &amp; Francis Online (tandfonline.com)</li> </ol> |

**Course Outcomes:****On completion of the course, the students should be able to****CO1:** To list and identify the core concepts of Marketing and its mix.**CO2:** To sketch the market segmentation, nature of product, PLC.**CO3:** To analyze the appropriate pricing methods.**CO4:** To determine the importance of various media.**CO5:** To assess the sales force and applications of digital marketing

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | H   | M   | M   | M   | H   | H   |
| CO2   | M   | L   | L   | L   | M   | L   |
| CO3   | M   | L   | M   | H   | M   | M   |
| CO4   | H   | L   | H   | M   | L   | L   |
| CO5   | H   | H   | M   | M   | M   | M   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | M    | H    | H    | H    | H    | M    |
| CO2    | L    | L    | L    | M    | M    | M    |
| CO3    | M    | H    | L    | L    | M    | H    |
| CO4    | L    | M    | M    | M    | L    | M    |
| CO5    | H    | H    | M    | H    | H    | L    |

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|-------------------------------------|--|-----------------|---------------------|----------------|--------------|--------------------|----------------|
| <b>Title of the Course</b>          | <b>ACCOUNTING FOR MANAGERS – II</b>  |                 |                     |                |              |                    |                |
| <b>Paper No.</b>                    | <b>Core IV</b>   |                 |                     |                |              |                    |                |
| <b>Category</b>                     | <b>Core</b>  | <b>Year</b>     | <b>I</b>            | <b>Credits</b> | <b>5</b>     | <b>Course Code</b> | <b>UCBAD24</b> |
|                                     |  | <b>Semester</b> | <b>II</b>           |                |              |                    |                |
| <b>Instructional hours per week</b> | <b>Lecture</b>   | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |                |
|                                     | 5  | -               | -                   |                | 5            |                    |                |
| <b>Prerequisites</b>                | Higher Secondary (Any course except vocational)  |                 |                     |                |              |                    |                |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• To enable the students, understand the concept of Management and Cost Accounting</li> <li>• To make the learners understand the elements of Cost and methods of Costing</li> <li>• To enable the students, understand and prepare Financial Statement Analysis</li> <li>• To give practical knowledge over the most important tools of analysis and interpretation of Financial Statements</li> <li>• To make understand the learners and to give practical knowledge over the most important techniques of Management Accounting.</li> </ul> |                 |                     |                |              |                    |                |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Costing Accounting</b><br/> 1.1 Cost accounting – Meaning, nature<br/> 1.2 Scope and functions,<br/> 1.3 Need, importance and limitations<br/> 1.4 Cost concepts<br/> 1.5 Cost classifications<br/> 1.6 Cost sheets</p>  |                 |                     |                |              |                    |                |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Introduction to Management accounting</b><br/> 2.1 Meaning, nature, scope and functions<br/> 2.2 Need, importance and limitations, Management Accounting Vs Cost Accounting, Management Accounting vs. Financial Accounting.<br/> 2.3 Analysis and Interpretation of financial statements, Nature,<br/> 2.4 Objectives, Tools and Techniques.<br/> 2.5 Comparative Statements - Common Size statement<br/> 2.6 Trend analysis</p>   |                 |                     |                |              |                    |                |

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|  | <p><b>UNIT-III: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Tools of Management accounting</b></p> <p>3.1 Ratio Analysis – Interpretation, benefits and limitations.</p> <p>3.2 Classification of ratios.</p> <p>3.3 Liquidity Ratios.</p> <p>3.4 Profitability Ratios</p> <p>3.5 Turnover Ratios.</p> <p>3.6 Cash flow statement - Funds flow statement.</p> |
|  | <p><b>UNIT-IV: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Budgets and budgetary control</b></p> <p>4.1 Meaning, objectives, Types.</p> <p>4.2 Merits and Demerits.</p> <p>4.3 Sales budget.</p> <p>4.4 Production budget</p> <p>4.5 Cash budget.</p> <p>4.6 Flexible budget.</p>   |
|  | <p><b>UNIT-V: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p>5.1 Meaning –Features.</p> <p>5.2 Marginal cost equations</p> <p>5.3.P/V Ratios</p> <p>5.4 Break even analysis</p> <p>5.5 Margin of safety</p> <p>5.6 CVP analysis</p>   |

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|-------------------------|--|
| <b>Recommended Text</b> | <ol style="list-style-type: none"> <li>1. Gupta, R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand &amp; Sons, 2016.</li> <li>2. T. S. and A. Murthy. Management Accounting. Chennai: Margham, 2007.</li> <li>3. Jain S.P and K.L Narang. Advanced Accountancy (Part II). Kalyani, 2007.</li> <li>4. Maheshwari S.N, Advanced Accountancy (Part II). Vikas, 2007.</li> <li>5. Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017.</li> </ol> |
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| <b>Reference Books</b>               | <ol style="list-style-type: none"> <li>1. Dr.K.Ganesan &amp; S. Ushena Begam, Accounting for Managers – Volume II, Charulatha Publications, Chennai</li> <li>2. T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016</li> <li>3. Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015.</li> <li>4. HorngrenSunderu Stratton, Introduction to Management Accounting, Pearson Education,2013.</li> <li>5. Rajiv Kumar Goel&amp;IshaanGoel, Concept Building Approach to Management Accounting ,2019</li> <li>6. Colin Drury, Management and Cost Accounting (with CourseMate and eBook Access), Cengage, 2015.</li> </ol>   |
| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>1. <a href="https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/">https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/</a></li> <li>2. <a href="https://efinancemanagement.com/financial-accounting/management-accounting">https://efinancemanagement.com/financial-accounting/management-accounting</a></li> <li>3. <a href="http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859">http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859</a></li> <li>4. <a href="https://www.wallstreetmojo.com/ratio-analysis/">https://www.wallstreetmojo.com/ratio-analysis/</a></li> <li>5. <a href="http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656">http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656</a></li> </ol> |

**Course Outcomes:**

**On completion of the course, the students should be able to**

**CO1:** Interpret cost sheet & write comments.

**CO2:** Compare cost, management & financial accounting

**CO3:** Analyze the various ratio and compare it with standards to assess deviations

**CO4:** Estimate budget and use budgetary control

**CO5:** Evaluate marginal costing and its components

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | H   | M   | M   | M   | H   | H   |
| CO2   | M   | L   | L   | L   | M   | L   |
| CO3   | M   | L   | M   | H   | M   | M   |
| CO4   | H   | L   | H   | M   | L   | L   |
| CO5   | H   | H   | M   | M   | M   | M   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | M    | H    | H    | H    | H    | M    |
| CO2    | L    | L    | L    | M    | M    | M    |
| CO3    | M    | H    | L    | L    | M    | H    |
| CO4    | L    | M    | M    | M    | L    | M    |
| CO5    | H    | H    | M    | H    | H    | L    |

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|-------------------------------------|--|-----------------|---------------------|----------------|--------------|--------------------|----------|
| <b>Title of the Course</b>          | <b>GENERIC ELECTIVE II: INTERNATIONAL BUSINESS</b>   |                 |                     |                |              |                    |          |
| <b>Paper No.</b>                    | <b>Generic Elective II</b>   |                 |                     |                |              |                    |          |
| <b>Category</b>                     | <b>Elective</b>  | <b>Year</b>     | II                  | <b>Credits</b> | 3            | <b>Course Code</b> | UGEBAB24 |
|                                     |  | <b>Semester</b> | III                 |                |              |                    |          |
| <b>Instructional hours per week</b> | <b>Lecture</b>   | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |          |
|                                     | 4  | -               | -                   |                | 4            |                    |          |
| <b>Prerequisites</b>                | Higher Secondary (Any course except vocational)  |                 |                     |                |              |                    |          |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• To familiarize the students to the basic concepts of Globalization, Domestic and International Trade</li> <li>• To implement a broad understanding of International Business Environment</li> <li>• To develop an understanding of Multi-national corporation and the nuances in it</li> <li>• To enable the students to understand the concept of FDI and international support to International Business</li> <li>• To understand the activities of international economic institutions and social responsibility and ethical issues in International Business</li> </ul> |                 |                     |                |              |                    |          |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Introduction to International Business:</b><br/> 1.1 Importance, Nature<br/> 1.2 Scope of International Business<br/> 1.3 Internationalization process and Approaches<br/> 1.4 Modes of entry<br/> 1.5 Multinational Corporations and their involvement in International Business<br/> 1.6 Advantage and problems of MNCs</p>  |                 |                     |                |              |                    |          |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Introduction of Trade theories</b><br/> 2.1 Introduction of Trade theories— Mercantilism<br/> 2.2 Absolute Advantage<br/> 2.3 Comparative Advantage<br/> 2.4 Heckscher-Ohlin Theory<br/> 2.5 The New Trade Theory<br/> 2.6 Porter's Diamond Competitive Advantage Theory.</p>   |                 |                     |                |              |                    |          |

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|                         | <p><b>UNIT-III: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Foreign Investment</b></p> <p>3.1 Foreign Investments-Pattern, Foreign exchange rates</p> <p>3.2 Functions of Foreign Exchange Market</p> <p>3.3 Foreign Direct Investments — Factors influencing FDI</p> <p>3.4 Modes of FDI entry</p> <p>3.5 Horizontal and Vertical Foreign Direct Investment</p> <p>3.6 Advantages of Host and Home Countries.</p>  |
|                         | <p><b>UNIT-IV: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Globalization &amp; WTO</b></p> <p>4.1 Drivers in Globalization</p> <p>4.2 Globalization of Markets, production, investments and Technology</p> <p>4.3 World trade in goods and services</p> <p>4.4 Major trends and developments</p> <p>4.5 World trade and protectionism</p> <p>4.6 Tariff and non-tariff barriers</p>   |
|                         | <p><b>UNIT-V: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Regional Economic Grouping</b></p> <p>5.1 Regional Economic Groupings in Practice</p> <p>5.2 Levels of Regional Economic Integration Regionalism vs. Multilateralism</p> <p>5.3 Important Regional Economic Groupings in the World</p> <p>5.4 Contemporary Issues in International Business</p> <p>5.5 Institutional support to international business like IMF and World Bank -</p> <p>5.6 WTO</p>   |
| <b>Recommended Text</b> | <ol style="list-style-type: none"> <li>1. Gupta CB, International Business, S Chand &amp; Co. Ltd, 2014</li> <li>2. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi</li> <li>3. Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018</li> <li>4. Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010</li> <li>5. Paul, J., International Business, 5th Edition, PHI Learning, 2010</li> </ol> |

|                                      |  |
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| <b>Reference Books</b>               | <ol style="list-style-type: none"> <li>1. Deresky, H., International Management: Managing Across Borders and Cultures, 6<sup>th</sup> Edition, Pearson, 2011.</li> <li>2. Griffin, R., International Business, 7th Edition, Pearson Education, 2012</li> <li>3. Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4<sup>th</sup> edition, Pearson , 2017</li> <li>4. Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020</li> <li>5. Subba Rao P, International Business, (Text and Cases), Himalaya Publishing House, 2016</li> </ol>  |
| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>1) <a href="https://online.hbs.edu/blog/post/international-business-examples">https://online.hbs.edu/blog/post/international-business-examples</a></li> <li>2) <a href="https://saylordotorg.github.io/text_international-business">https://saylordotorg.github.io/text_international-business</a></li> <li>3) <a href="https://www.imf.org/en/home">https://www.imf.org/en/home</a></li> <li>4) <a href="https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/">https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/</a></li> <li>5) <a href="http://www.simplynotes.in/e-notes/mbabba/international-business">http://www.simplynotes.in/e-notes/mbabba/international-business</a></li> </ol> |

**Course Outcomes:**

**On completion of the course, the students should be able to**

**CO1:** Discuss the modes of entry to International Business. (K1, K2, K3, K4)

**CO2:** Explain international trade theories (K1, K2, K3, K4)

**CO3:** Understand Foreign exchange market and FDI (K1, K2, K3, K4)

**CO4:** Outline the Global Business Environment (K1, K2, K3, K4)

**CO5:** Identify the relevance of international institutions and trading blocs. (K1, K2, K3, K4)

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | M   | M   | M   | M   | M   | M   |
| CO2   | H   | M   | M   | H   | H   | M   |
| CO3   | H   | H   | H   | H   | H   | M   |
| CO4   | H   | M   | H   | M   | M   | H   |
| CO5   | M   | H   | H   | H   | M   | M   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | M    | M    | M    | M    | M    | M    |
| CO2    | H    | M    | H    | H    | H    | M    |
| CO3    | L    | H    | M    | M    | H    | M    |
| CO4    | H    | M    | H    | H    | M    | H    |
| CO5    | H    | H    | M    | H    | L    | L    |

|                                     |  |                 |                     |                |              |                    |                |
|-------------------------------------|--|-----------------|---------------------|----------------|--------------|--------------------|----------------|
| <b>Title of the Course</b>          | <b>SKILL ENHANCEMENT COURSE: MANAGERIAL SKILL DEVELOPMENT</b>  |                 |                     |                |              |                    |                |
| <b>Paper No.</b>                    | <b>Skill Enhancement Course SEC 2</b>  |                 |                     |                |              |                    |                |
| <b>Category</b>                     | <b>SEC</b>   | <b>Year</b>     | <b>I</b>            | <b>Credits</b> | <b>2</b>     | <b>Course Code</b> | <b>USBA224</b> |
|                                     |  | <b>Semester</b> | <b>II</b>           |                |              |                    |                |
| <b>Instructional hours per week</b> | <b>Lecture</b>   | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |                |
|                                     | 2  | -               | -                   |                | 2            |                    |                |
| <b>Prerequisites</b>                | Higher Secondary (Any course except vocational)  |                 |                     |                |              |                    |                |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• To improve the self-confidence, groom the personality and build emotional competence</li> <li>• To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change</li> <li>• To assess the Emotional intelligence</li> <li>• To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions</li> <li>• To improve professional etiquettes</li> </ul> |                 |                     |                |              |                    |                |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Self</b><br/> Core Competency - Understanding of Self - Components of Self— Self- identity, Self-concept - Self - confidence and Self-image - Skill Analysis and finding the right fit - Self-learning styles.</p>   |                 |                     |                |              |                    |                |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4) Self Esteem:</b><br/> Meaning – Importance - Components of self-esteem - High and low self-esteem - Measuring our self-esteem - Effectiveness of self-esteem.</p>   |                 |                     |                |              |                    |                |
|                                     | <p><b>UNIT-III</b><br/> <b>Self Esteem:</b><br/> Meaning – Importance - Components of self-esteem - High and low self- esteem - Measuring our self-esteem - Effectiveness of self-esteem</p>   |                 |                     |                |              |                    |                |
|                                     | <p><b>UNIT- IV</b><br/> <b>Thinking skills:</b><br/> The Mind/Brain/Behaviour - Critical Thinking and Learning - Emotions and Critical Thinking. Creativity - Meaning of creativity - The nature of creative thinking - Brain storming.</p>  |                 |                     |                |              |                    |                |
|                                     | <p><b>UNIT-V</b><br/> <b>Communication related to course:</b><br/> How to make oral presentations - Conducting meetings - Answering in Viva Voce – Debates – Presentation - Audio and Video Recording of the above exercises</p>   |                 |                     |                |              |                    |                |

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|--------------------------------------|--|
| <b>Recommended Text</b>              | <ol style="list-style-type: none"> <li>1. Managerial Skill Articles</li> <li>2. The Management Skills of SALL Managers - SiSAL Journal</li> <li>3. Managerial Skills by Dr.K.Alex S.CHAND</li> <li>4. Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP</li> <li>5. Gallagher (2010), Skills Development for Business &amp; Management Students, Oxford University Press. PROF. SANJIV</li> </ol>   |
| <b>Reference Books</b>               | <ol style="list-style-type: none"> <li>1. Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication</li> <li>2. McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited</li> <li>3. Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India, Learning Private Limited</li> <li>4. P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012</li> <li>5. EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan</li> </ol>  |
| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>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></li> <li>2. <a href="https://www.academia.edu/4358901/managerial_skill_development_pdf">https://www.academia.edu/4358901/managerial_skill_development_pdf</a></li> <li>3. <a href="https://www.academia.edu/4358901/managerial_skill_development_pdf">https://www.academia.edu/4358901/managerial_skill_development_pdf</a></li> <li>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></li> <li>5. <a href="https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SE">https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SE</a></li> </ol> |

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| <p><b>Course Outcomes:</b><br/> <b>On completion of the course, the students should be able to</b><br/> <b>CO1:</b> Identify the personal qualities that are needed to sustain in the world of work. (K1, K2, K3, K4)<br/> <b>CO2:</b> (Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.K1, K2, K3, K4)<br/> <b>CO3:</b> Acquire practical management skills that are of immediate use in management or leadership positions. (K1, K2, K3, K4)<br/> <b>CO4:</b> Employ critical-thinking and analytical skills to investigate complex business</p> |
| <p>problems to propose viable solutions. (K1, K2, K3, K4)<br/> <b>CO5:</b> Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace (K1, K2, K3, K4)</p>   |

| <b>CO/PO</b> | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> |
|--------------|------------|------------|------------|------------|------------|------------|
| <b>CO1</b>   | M          | H          | M          | H          | M          | M          |
| <b>CO2</b>   | M          | H          | M          | H          | M          | H          |
| <b>CO3</b>   | L          | L          | M          | M          | H          | L          |
| <b>CO4</b>   | H          | H          | L          | M          | L          | L          |
| <b>CO5</b>   | M          | M          | L          | M          | H          | H          |

| <b>CO/PSO</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> | <b>PSO6</b> |
|---------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>    | M           | M           | M           | M           | M           | M           |
| <b>CO2</b>    | H           | H           | M           | L           | L           | M           |
| <b>CO3</b>    | H           | L           | M           | M           | H           | L           |
| <b>CO4</b>    | M           | M           | M           | M           | H           | L           |
| <b>CO5</b>    | M           | H           | L           | M           | L           | M           |

|                                    |   |                 |                     |                |              |                    |         |
|------------------------------------|---|-----------------|---------------------|----------------|--------------|--------------------|---------|
| <b>Title of the Course</b>         | <b>SKILL ENHANCEMENT COURSE: BUSINESS ETIQUETTE AND CORPORATE GROOMING</b>  |                 |                     |                |              |                    |         |
| <b>Paper No.</b>                   | <b>Skill Enhancement Course (SEC) 3</b>   |                 |                     |                |              |                    |         |
| <b>Category</b>                    | <b>SEC</b>  | <b>Year</b>     | I                   | <b>Credits</b> | 2            | <b>Course Code</b> | USBA324 |
|                                    |   | <b>Semester</b> | II                  |                |              |                    |         |
| <b>Instructional hours perweek</b> | <b>Lecture</b>  | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |         |
|                                    | 2   | -               | -                   |                | 2            |                    |         |
| <b>Prerequisites</b>               | Higher Secondary (Any course except vocational)   |                 |                     |                |              |                    |         |
| <b>Objectives of the course</b>    | <p>This course aims at providing an overall view of the</p> <ul style="list-style-type: none"> <li>• To impart knowledge about basic etiquettes in professional conduct</li> <li>• To provide understanding about the workplace courtesy and ethical issues involved</li> <li>• To suggest on guidelines in managing rude and impatient clients</li> <li>• To familiarize students about significance of cultural sensitivity and the relative business attire</li> <li>• To stress on the importance of attire.</li> </ul> |                 |                     |                |              |                    |         |
| <b>Course Outline</b>              | <b>UNIT-I</b><br><b>Introduction to Business Etiquette:</b><br>Introduction - ABCs of etiquette - Meeting and greeting scenarios - Principles of exceptional work behavior - Role of good manners in business - Professional conduct - Personal spacing.  |                 |                     |                |              |                    |         |
|                                    | <b>UNIT-II</b><br><b>Workplace Courtesy and Business Ethics:</b><br>Workplace Courtesy - Practicing common courtesy and manners in a workplace - Etiquette at formal gatherings -Professional qualities expected from an employer's perspective - Ethical issues - preventing sexual harassment - Conflict resolution strategies - Company policy for business etiquette  |                 |                     |                |              |                    |         |
|                                    | <b>UNIT-III Etiquettes:</b><br>Telephone Etiquette - Email etiquette - Mastering the telephone courtesy - Handling rude or impatient clients - Internet usage in the workplace - Online chat etiquette guidelines   |                 |                     |                |              |                    |         |
|                                    | <b>UNIT-IV</b><br><b>Workplace Diversity:</b><br>Diversity and Cultural Awareness at Workplace - Impact of diversity - Cultural Sensitivity - Inter – cultural communication - Cultural Taboos  |                 |                     |                |              |                    |         |
|                                    | <b>UNIT-V</b><br><b>Grooming:</b><br>Business Attire and Professionalism - Business style and professional image - Body language: Posture – Gesture - Handshakes – Eye contact – Smile - Grooming for men and Women   |                 |                     |                |              |                    |         |

|                                      |   |
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| <b>Recommended Text</b>              | <ol style="list-style-type: none"> <li>1. Journal of Computer Mediated Communication By ICA</li> <li>2. Business and Professional Communication by Sage Journals</li> <li>3. Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse</li> <li>4. Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow</li> <li>5. ShitalKakkarMehra,“BusinessEtiquette:AguidefortheIndianProfessional”,HarperCollinsPublisher(2012)</li> </ol> |
| <b>Reference Books</b>               | <ol style="list-style-type: none"> <li>1. Indian Business Etiquette, Raghu Palat, JAICO Publishers</li> <li>2. NinaKochhar,“AtEasewithEtiquette”,B.jain Publisher,2011</li> <li>3. Way to Success by Barbara Pachter , Mc Graw Hill Education</li> </ol>  |
| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>1) <a href="http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf">http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf</a></li> <li>2) <a href="https://wikieducator.org/Business_etiquette_and_grooming">https://wikieducator.org/Business_etiquette_and_grooming</a></li> </ol>  |

**Course Outcomes:****On completion of the course the students should be able to****CO1:** Describe basic concepts of business etiquette and corporate grooming.**CO2:** Outline the etiquette and grooming standards followed in business environment and the significance of communication**CO3:** Create cultural awareness and moral practices in real life workplace scenarios**CO4:** Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success**CO5:** Apply the professionalism in the workplace considering diversity and courtesy

| <b>CO/PO</b> | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> |
|--------------|------------|------------|------------|------------|------------|------------|
| <b>CO1</b>   | H          | H          | H          | H          | H          | H          |
| <b>CO2</b>   | H          | H          | M          | M          | H          | L          |
| <b>CO3</b>   | H          | M          | L          | H          | M          | H          |
| <b>CO4</b>   | M          | H          | H          | H          | H          | M          |
| <b>CO5</b>   | H          | H          | H          | H          | M          | H          |

| <b>CO/PSO</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> | <b>PSO6</b> |
|---------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>    | H           | H           | M           | H           | H           | M           |
| <b>CO2</b>    | H           | M           | H           | M           | L           | H           |
| <b>CO3</b>    | H           | H           | H           | H           | H           | M           |
| <b>CO4</b>    | M           | H           | M           | H           | H           | H           |
| <b>CO5</b>    | H           | M           | H           | L           | M           | H           |

|                                     |  |                 |                     |                |              |                    |                |
|-------------------------------------|--|-----------------|---------------------|----------------|--------------|--------------------|----------------|
| <b>Title of the Course</b>          | <b>ORGANIZATIONAL BEHAVIOUR</b>  |                 |                     |                |              |                    |                |
| <b>Paper No.</b>                    | <b>Core V</b>  |                 |                     |                |              |                    |                |
| <b>Category</b>                     | <b>Core</b>  | <b>Year</b>     | II                  | <b>Credits</b> | 5            | <b>Course Code</b> | <b>UCBAE24</b> |
|                                     |  | <b>Semester</b> | III                 |                |              |                    |                |
| <b>Instructional hours per week</b> | <b>Lecture</b>   | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |                |
|                                     | 5  | -               | -                   |                | 5            |                    |                |
| <b>Prerequisites</b>                | Higher Secondary (Any course except vocational)  |                 |                     |                |              |                    |                |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• To have extensive knowledge on OB and the scope of OB.</li> <li>• To create awareness of Individual Behaviour.</li> <li>• To enhance the understanding of Group Behaviour</li> <li>• To know the basics of Organizational Culture and Organizational Structure</li> <li>• To understand Organizational Change, Conflict and Power</li> </ul>  |                 |                     |                |              |                    |                |
| <b>Course Outline</b>               | <p><b>UNIT I (10 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Introduction</b></p> <p>1.1 Concept of Organizational Behavior (OB)</p> <p>1.2 Nature, Scope and Role of OB:</p> <p>1.3 Disciplines that contribute to OB;</p> <p>1.4 Opportunities for OB - Globalization, Indian workforce diversity, customer service, innovation and change</p> <p>1.5 Networked organizations, work-life balance, people skills</p> <p>1.6 Positive work environment, ethics</p>                                  |                 |                     |                |              |                    |                |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Individual Behaviour</b></p> <p>2.1 Learning, nature, components and factors</p> <p>2.2 Attitude, concepts, factors in attitude formation</p> <p>2.3 Attitude relevant for OB</p> <p>2.4 Motivation: Concept; Theories (Hierarchy of needs, X and Y, two factor, McClelland,</p> <p>2.5 Personality Concept of personality; Theories, Determinants</p> <p>2.6 Perception: importance, process, Interpersonal perception, factors.</p> |                 |                     |                |              |                    |                |

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|  | <p><b>UNIT III (17 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Group Behaviour</b><br/> 3.1 Groups Concept, Five Stage model of group development;<br/> 3.2 Types of groups, Features of group<br/> 3.3 Teams, Concepts, types of teams, features and importance<br/> 3.4 Leadership: Concept; Trait theories<br/> 3.5 Behavioral theories (Ohio and Michigan studies);<br/> 3.6 Contingency theories (Fiedler and Path-Goal);</p>   |
|  | <p><b>UNIT-IV: (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Organizational Culture and Structure</b><br/> 4.1 Concept of culture, Characteristics of culture<br/> 4.2 Creating and sustaining culture<br/> 4.3 Impact of organization culture<br/> 4.4 Concept of structure, Functional organizational structure<br/> 4.5 Divisional organizational structure<br/> 4.6 Project and matrix organizational structure</p>  |
|  | <p><b>UNIT-V: (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Organizational Change, Conflict</b><br/> 5.1 Meaning, Factors of organizational change<br/> 5.2 Planned change, meaning, factors of planned change, process<br/> 5.3 Resistance, factors resistance to change<br/> 5.4 Organizational development, meaning, features of organizational development<br/> 5.5 Organizational conflict, meaning, stages of conflict<br/> 5.6 Types of organizational conflict, conflict resolution.</p> |

|                        |   |
|------------------------|---|
| <b>RecommendedText</b> | <ol style="list-style-type: none"> <li>1.Neharika Vohra Stephen P. Robbins, Timothy A. Judge , Organizational Behaviour, Pearson Education, 18th Edition, 2022.</li> <li>2.Fred Luthans, Organizational Behaviour, Tata Mc Graw Hill, 2017.</li> <li>3.Ray French, Charlotte Rayner, Gary Rees &amp; Sally Rumbles, Organizational Behaviour, John Wiley &amp; Sons, 2011</li> <li>4.Louis Bevoc, Allison Shearsett, Rachael Collinson, Organizational Behaviour Reference, Nutri Niche System LLC (28 April 2017)</li> <li>5. Dr.Christopher P. Neck, Jeffery D. Houghton and EmmaL.Murray, Organizational Behaviour: A Skill-Building Approach, SAGE Publications, Inc;2nd edition (29 November 2018).</li> </ol> |
| <b>ReferenceBooks</b>  | <ol style="list-style-type: none"> <li>1. Uma Sekaran, Organizational Behaviour Text &amp; cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd</li> </ol>   |

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|--------------------------------------|---|
|                                      | <p>2. Gangadhar Rao, Narayana, V.S.P Rao, Organizational Behaviour 1987, Reprint2000, Konark Publishers Pvt. Ltd, 1st edition</p> <p>3. S.S. Khanka, Organizational Behaviour, S. Chand &amp; Co, New Delhi.</p> <p>4. J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai, 2017.</p> <p>John Newstrom, Organizational Behaviour: Human Behaviour at Work, McGraw Hill Education; 12th edition (1 July 2017)</p>   |
| <b>Website and e-learning source</b> | <p>1) <a href="https://www.iedunote.com/organizational-behavior">https://www.iedunote.com/organizational-behavior</a></p> <p>2) <a href="https://www.london.edu/faculty-and-research/organisational-behaviour">https://www.london.edu/faculty-and-research/organisational-behaviour</a></p> <p>3) Journal of Organizational Behavior on JSTOR</p> <p>4) International Journal of Organization Theory &amp; Behavior   Emerald Publishing</p> <p>5) <a href="https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf">https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior- v1.1.pdf</a></p> |

**Course Outcomes:**  
**On completion of the course, the students should be able to**  
**CO1:** To define Organizational Behaviour, Understand the opportunity through OB.  
**CO2:** To apply self-awareness, motivation, leadership and learning theories at workplace.  
**CO3:** To analyze the complexities and solutions of group behaviour.  
**CO4:** To impact and bring positive change in the culture of the organization.  
**CO5:** To create a congenial climate in the organization.

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | L   | M   | L   | L   | M   | M   |
| CO2   | L   | M   | H   | M   | M   | L   |
| CO3   | M   | L   | M   | M   | M   | M   |
| CO4   | M   | L   | M   | L   | H   | M   |
| CO5   | M   | L   | L   | M   | H   | M   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | L    | M    | L    | H    | M    | M    |
| CO2    | H    | M    | H    | M    | M    | L    |
| CO3    | M    | L    | M    | H    | M    | H    |
| CO4    | H    | L    | M    | L    | H    | M    |
| CO5    | M    | L    | M    | M    | H    | H    |

|                                     |  |                 |                     |                |              |                    |                |
|-------------------------------------|--|-----------------|---------------------|----------------|--------------|--------------------|----------------|
| <b>Title of the Course</b>          | <b>FINANCIAL MANAGEMENT</b>  |                 |                     |                |              |                    |                |
| <b>Paper No.</b>                    | <b>Core VI</b>   |                 |                     |                |              |                    |                |
| <b>Category</b>                     | <b>Core</b>  | <b>Year</b>     | <b>II</b>           | <b>Credits</b> | <b>5</b>     | <b>Course Code</b> | <b>UCBAF24</b> |
|                                     |  | <b>Semester</b> | <b>III</b>          |                |              |                    |                |
| <b>Instructional hours per week</b> | <b>Lecture</b>   | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |                |
|                                     | 5  | -               | -                   |                | 5            |                    |                |
| <b>Prerequisites</b>                | Higher Secondary (Any course except vocational)  |                 |                     |                |              |                    |                |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• To enable the learners understand the concept of financial management, scope, objectives and time value of money</li> <li>• To help the learners to acquire knowledge over evaluation of capital investment</li> <li>• To make the learners understand the classification of cost of capital, its features and importance</li> <li>• To make the learner understand the capital structure theories and practical. Also dividend theory and policy</li> <li>• To enable the students understand the working capital and enable then to estimate working capital requirements.</li> </ul> |                 |                     |                |              |                    |                |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Introduction to Financial Management</b><br/> 1.1 Meaning and objectives of financial management.<br/> 1.2 Importance of Finance<br/> 1.3 Sources of finance.<br/> 1.4 Functions of financial management.<br/> 1.5 Role of financial manager in Financial Management.<br/> 1.6 Functions of treasure and controller</p>  |                 |                     |                |              |                    |                |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Capital structure</b><br/> 2.1 Capital structures planning - Factors affecting capital structures - Determining Debt and Equity proportion.<br/> 2.2 Theories of capital structures<br/> 2.3 Cost of capital – Cost of equity<br/> 2.4 Cost of preference share capital<br/> 2.5 Cost of debt<br/> 2.6 Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)</p>   |                 |                     |                |              |                    |                |

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|  | <p><b>UNIT-III: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Capital Budgeting</b></p> <p>3.1 Capital Budgeting -Meaning and concepts<br/> 3.2 ARR.<br/> 3.3 Payback period.<br/> 3.4 Net present value<br/> 3.5 PI simple problems<br/> 3.6 IRR on capital budgeting methods.</p>  |
|  | <p><b>UNIT-IV: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Dividend Policy</b></p> <p>4.1 Dividend policies – Meaning<br/> 4.2 Factors affecting dividend payment<br/> 4.3 Company Law provision on dividend payment.<br/> 4.4 Various Dividend models<br/> 4.5 Walter’s model<br/> 4.6 Gordon’s model and M.M. Hypothesis</p>   |
|  | <p><b>UNIT-V: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Working capital Management</b></p> <p>5.1 Working capital – Gross working capital and Net working capital<br/> 5.2 Components of working capital<br/> 5.3 Operating cycle.<br/> 5.4 Factors influencing working capital.<br/> 5.5 Determining of working capital requirements.<br/> 5.6 Forecasting of working capital requirements.</p> |

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|--------------------------------|--|
| <p><b>Recommended Text</b></p> | <ol style="list-style-type: none"> <li>1. Dr Kulkarni and Dr. SathyaPrasad, Financial Management, 13<sup>th</sup> Edition 2011</li> <li>2. Advanced Financial Management kohok, M A, Everest Publishing House</li> <li>3. Financial Management Kishore R M, Taxman Allied Service</li> <li>4. Strategic Financial Management Jakhotiya</li> <li>5. Financial Management &amp; Policy Srivastava, R M Himalaya</li> </ol> |
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|                                      |  |
|--------------------------------------|--|
| <b>Reference Books</b>               | <ol style="list-style-type: none"> <li>1. Dr. K. Ganesan &amp; S.Ushena Begam, Financial Management, Charulatha Publications , Chennai</li> <li>2. Financial Management - I.M.Pandey, 2009 Vikas Publishing</li> <li>3. Financial Management – PrasannaChandra , 2008, Tata McGraw Hill, New Delhi</li> <li>4. Financial Management – S.N.Maheswari</li> <li>5. Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand &amp; Sons</li> <li>6. Financial Management – A. Murthy</li> </ol>  |
| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>1. <a href="https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/">https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/</a></li> <li>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></li> <li>3. <a href="http://esciencepress.net">Journal of Financial Management (esciencepress.net)</a></li> <li>4. <a href="http://www.jstor.org">Financial Management on JSTOR</a></li> <li>5. Financial Management Wiley online library</li> </ol> |

**Course Outcomes:**

**On completion of the course, the students should be able to**

**CO1:** Understand the basics of finance and roles of finance manager

**CO2:** Evaluate Capital structure & Cost of capital

**CO3:** Evaluate Capital budgeting

**CO4:** Assessing dividends

**CO5:** Appraise Working Capital

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | H   | M   | M   | M   | M   | H   |
| CO2   | H   | H   | M   | L   | M   | H   |
| CO3   | H   | H   | M   | L   | M   | H   |
| CO4   | H   | H   | M   | M   | M   | H   |
| CO5   | H   | H   | M   | M   | M   | H   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | H    | H    | H    | H    | H    | H    |
| CO2    | H    | H    | H    | H    | H    | H    |
| CO3    | H    | H    | H    | H    | H    | H    |
| CO4    | H    | H    | H    | H    | H    | H    |
| CO5    | H    | H    | H    | H    | H    | H    |

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|-------------------------------------|--|-----------------|---------------------|---------|--------------|-------------|---------|
| <b>Title of the Course</b>          | <b>SKILL ENHANCEMENT COURSE: COMPUTER APPLICATION IN BUSINESS</b>  |                 |                     |         |              |             |         |
| <b>Paper No.</b>                    | Skill Enhancement Course (SEC) 4   |                 |                     |         |              |             |         |
| <b>Category</b>                     | SEC  | Year            | II                  | Credits | 1            | Course Code | USBA424 |
|                                     |  | Semester        | III                 |         |              |             |         |
| <b>Instructional hours per week</b> | <b>Lecture</b>   | <b>Tutorial</b> | <b>Lab Practice</b> |         | <b>Total</b> |             |         |
|                                     | 1  | -               | -                   |         | 1            |             |         |
| <b>Prerequisites</b>                | Higher Secondary (Any group except vocational)   |                 |                     |         |              |             |         |
| <b>Objectives of the course</b>     | <p>This course aims at providing an overall view of the</p> <ul style="list-style-type: none"> <li>• To build skills in Ms-Word</li> <li>• To build skills in Ms-Excel</li> <li>• To build skills in Ms- Power Point</li> <li>• To understand the basics of tally</li> <li>• To familiarize students with google forms for students with relevance in business scenario and its applications</li> </ul>  |                 |                     |         |              |             |         |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Introduction to word</b><br/> 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 - Tools-Word completion, Spell check, Macros, Printing Documents .</p>   |                 |                     |         |              |             |         |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Introduction to Spreadsheet</b><br/> Introduction, Spread sheet application, Menus, Tool bars and icons<br/> Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing<br/> Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet,<br/> Computation Data-Setting formula, finding total in rows and columns<br/> Functions Types- Mathematical, Group, string, date and time<br/> Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading</p> |                 |                     |         |              |             |         |

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|                                      | <p><b>UNIT-III</b><br/> <b>Power Point Presentation</b><br/> Introduction - opening new presentation -Presentation templates, presentation layout - Creating Presentation- Setting presentation style, adding text - Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer -slide background, slide layout<br/> Slide Show - Adding Graphics-Inserting pictures, movies, tables</p>   |
|                                      | <p><b>UNIT- IV</b><br/> <b>Introduction to Tally</b><br/> 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</p>  |
|                                      | <p><b>UNIT-V</b><br/> <b>Introduction to Tally</b><br/> 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</p>  |
| <b>Recommended Text</b>              | <ol style="list-style-type: none"> <li>1. International Journal of Computer Applications in Technology</li> <li>2. International Journal of Computer Applications – IJCA</li> <li>3. P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019</li> <li>4. Computer Application in Business ( Tamil Nadu) by Dr. R.Paramaeswaran</li> <li>5. Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited</li> </ol>   |
| <b>Reference Books</b>               | <ol style="list-style-type: none"> <li>1. P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019</li> <li>2. Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman</li> <li>3. Bittu Kumar; Mastering Ms-Office, V&amp;S Publishers, 2017</li> <li>4. Lisa A. Bucki, John Walkenbach, Faithe Wempen, &amp; Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013</li> <li>5. S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.</li> </ol>  |
| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>1. <a href="https://www.microsoft.com/en-us/microsoft-365/blog/">https://www.microsoft.com/en-us/microsoft-365/blog/</a></li> <li>2. <a href="https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer- applications-syllabus/18">https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer- applications-syllabus/18</a></li> <li>3. <a href="https://byjus.com/govt-exams/microsoft-word/">https://byjus.com/govt-exams/microsoft-word/</a></li> <li>4. <a href="https://edu.gcfglobal.org/en/google-forms/">https://edu.gcfglobal.org/en/google-forms/</a></li> <li>5. <a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a></li> </ol> |

**Course Outcomes:****On completion of the course, the students should be able to****CO1:** Demonstrate hands on experience with Ms-word for business activities (K1, K2, K3, K4)**CO2:** Demonstrate hands on experience with Ms-Excel for business activities (.K1, K2, K3, K4)**CO3:** Demonstrate hands on experience with Ms-power point for business activities (K1, K2, K3, K4)**CO4:** Demonstrate hands on experience with Tally for business activities (K1, K2, K3, K4)**CO5:** Demonstrate hands on experience with Tally for reporting in business (K1, K2, K3, K4)

| <b>CO/PO</b> | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> |
|--------------|------------|------------|------------|------------|------------|------------|
| <b>CO1</b>   | M          | M          | L          | L          | H          | M          |
| <b>CO2</b>   | H          | L          | M          | L          | M          | H          |
| <b>CO3</b>   | M          | M          | H          | H          | L          | L          |
| <b>CO4</b>   | M          | L          | H          | M          | M          | M          |
| <b>CO5</b>   | M          | M          | L          | L          | H          | H          |

| <b>CO/PSO</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> | <b>PSO6</b> |
|---------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>    | M           | M           | H           | H           | L           | L           |
| <b>CO2</b>    | M           | M           | L           | L           | H           | H           |
| <b>CO3</b>    | M           | M           | H           | H           | L           | L           |
| <b>CO4</b>    | M           | M           | L           | L           | H           | H           |
| <b>CO5</b>    | M           | L           | L           | L           | H           | H           |

|                                     |   |                 |                     |                |              |                    |         |
|-------------------------------------|---|-----------------|---------------------|----------------|--------------|--------------------|---------|
| <b>Title of the Course</b>          | <b>SKILL ENHANCEMENT COURSE: ENTREPRENEURIAL SKILLS NEW VENTURE MANAGEMENT</b>  |                 |                     |                |              |                    |         |
| <b>Paper No.</b>                    | Skill Enhancement Course (SEC 5)  |                 |                     |                |              |                    |         |
| <b>Category</b>                     | SEC   | <b>Year</b>     | II                  | <b>Credits</b> | 2            | <b>Course Code</b> | USBA524 |
|                                     |   | <b>Semester</b> | III                 |                |              |                    |         |
| <b>Instructional hours per week</b> | <b>Lecture</b>  | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |         |
|                                     | 2   | -               | -                   |                | 2            |                    |         |
| <b>Prerequisites</b>                | Higher Secondary (Any Group except Vocational)  |                 |                     |                |              |                    |         |
| <b>Objectives of the course</b>     | <p>This course aims at providing an overall view of the</p> <ul style="list-style-type: none"> <li>• To learn to generate and evaluate new business ideas</li> <li>• To learn about a business model that generates money</li> <li>• To understand how to find, evaluate and buy a business</li> <li>• To evaluate the feasibility of idea into a Venture</li> <li>• To understand sources who lend for new ventures</li> </ul> |                 |                     |                |              |                    |         |
| <b>Course Outline</b>               | <p><b>UNIT I</b><br/> <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</p>                               |                 |                     |                |              |                    |         |
|                                     | <p><b>UNIT II</b><br/> <b>Developing Successful Business Ideas:</b> Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.</p>   |                 |                     |                |              |                    |         |
|                                     | <p><b>UNIT III</b><br/> <b>Feasibility Analysis:</b> Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture’s Financial Strength and Viability</p>  |                 |                     |                |              |                    |         |

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|  | <p><b>UNIT IV</b><br/> <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.</p>  |
|  | <p><b>UNIT V</b><br/> <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.</p> |

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| <b>Recommended Text</b>               | <ol style="list-style-type: none"> <li>1. Journal of Business Venturing, Elsevier</li> <li>2. Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald</li> <li>3. Entrepreneurship: New Venture Creation, David H. Holt, Pearson Education India, 2016</li> <li>4. Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book, 2008</li> <li>5. Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd , Sabyasachi Sinha, Entrepreneurship, Mc Graw Hill, 11<sup>th</sup> Edition</li> </ol>   |
| <b>Reference Books</b>                | <ol style="list-style-type: none"> <li>1. New Venture Creation, Kathleen R. Allen, Cengage Publication, 2013</li> <li>2. Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., &amp; Zimmerer, T. Boston, Pearson Education, 2016.</li> <li>3. Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. Taxmann Publications, New Delhi, (2017). .</li> <li>4. Vijaya Kumar Ivaturi and Meena Ganesh, The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture, Penguin Enterprise, Latest edition.</li> <li>5. K. Ramachandran, Entrepreneurship Development , Indian Cases on Change Agents, Mc Graw Hill Publication, New Delhi, Latest Edition</li> </ol>   |
| <b>Websites and e-learning source</b> | <ol style="list-style-type: none"> <li>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></li> <li>2. <a href="https://core.ac.uk/download/pdf/98660713.pdf">https://core.ac.uk/download/pdf/98660713.pdf</a></li> <li>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></li> <li>4. <a href="https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm">https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm</a></li> <li>5. <a href="https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786">https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786</a></li> </ol> |

**Course Outcomes:****On completion of the course, the students should be able to****CO1:** Understand the concept of entrepreneurship and skill sets of an entrepreneur.**CO2:** Assess new venture opportunities & analyze strategic choices in relation to new ventures**CO3:** Develop a credible business plan for real life situations.**CO4:** Coordinate a team to develop and launch and manage the new venture through the effective leadership**CO5:** Evaluate different sources for financing new venture

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | H   | H   | H   | H   | H   | H   |
| CO2   | H   | M   | H   | H   | M   | M   |
| CO3   | M   | H   | L   | H   | L   | H   |
| CO4   | H   | H   | H   | L   | H   | H   |
| CO5   | H   | H   | H   | H   | H   | L   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | M    | H    | M    | H    | H    | H    |
| CO2    | H    | M    | H    | M    | L    | L    |
| CO3    | H    | L    | M    | H    | H    | H    |
| CO4    | L    | M    | H    | M    | H    | M    |
| CO5    | M    | H    | M    | H    | M    | M    |

|                                     |   |                 |                     |                |              |                    |         |
|-------------------------------------|---|-----------------|---------------------|----------------|--------------|--------------------|---------|
| <b>Title of the Course</b>          | <b>BUSINESS ENVIRONMENT</b>   |                 |                     |                |              |                    |         |
| <b>Paper No.</b>                    | <b>Core VII</b>   |                 |                     |                |              |                    |         |
| <b>Category</b>                     | <b>Core</b>   | <b>Year</b>     | II                  | <b>Credits</b> | 5            | <b>Course Code</b> | UCBAG24 |
|                                     |   | <b>Semester</b> | IV                  |                |              |                    |         |
| <b>Instructional hours per week</b> | <b>Lecture</b>  | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |         |
|                                     | 5   | -               | -                   |                | 5            |                    |         |
| <b>Prerequisites</b>                | Higher Secondary (Any course except vocational)   |                 |                     |                |              |                    |         |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ol style="list-style-type: none"> <li>1. To develop entrepreneurial way of thinking.<br/>To understand the way to generate new ideas for the new business.</li> <li>3. To analyse how to develop the business plan.</li> <li>4. To know the various schemes offered by the government in the upliftment of the entrepreneur.</li> <li>5. To identify the problems and remedies of the sick industries and implement preventive measures</li> </ol> |                 |                     |                |              |                    |         |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Entrepreneur</b><br/> 1.1 Meaning &amp; definition<br/> 1.2 Types of entrepreneurs - Traits of Entrepreneurs<br/> 1.3 Role of Entrepreneurs in Economic Development.<br/> 1.4 Entrepreneurship- Meaning &amp; definition,<br/> 1.5 Factors affecting entrepreneurship<br/> 1.6 Difference between entrepreneur and entrepreneurship, Recent development in entrepreneurship.</p>  |                 |                     |                |              |                    |         |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Idea Generation</b><br/> 2.1 Generating innovative ideas of business<br/> 2.2 Brainstorming, focus group, survey, customer advisory boards.<br/> 2.3 Creativity and selection of Products.<br/> 2.4 Capital budgeting - Project profile preparation<br/> 2.5 Matching entrepreneur with the project<br/> 2.6 Introduction of Patent and Trademarks</p>   |                 |                     |                |              |                    |         |

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|                                | <p><b>UNIT III (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Development of Business Plan</b><br/> 3.1 Business Plan Development - Feasibility study and evaluation of projects<br/> 3.2 Market analysis<br/> 3.3 technical analysis<br/> 3.4 cost-benefit analysis<br/> 3.5 Project formulation, assessment of business models<br/> 3.6 Dealing with basic and initial problems of setting up of enterprises.</p>  |
|                                | <p><b>UNIT IV (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Schemes offered by the Government</b><br/> 4.1 Awareness of various government schemes for start-up business- Start-up India, Stand-up India,<br/> 4.2 Aatmanirbhar Bharat mission, ‘Make in India’ Program, ASPIRE, MUDRA.<br/> 4.3 Role of Women Entrepreneurs in Economic development.-<br/> 4.4 Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Stree Shakti scheme.<br/> 4.5 Role of MSME, SSI,<br/> 4.6 SIDO, EDI and MDI.</p>   |
|                                | <p><b>UNIT V (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Sick Industries</b><br/> 5.1 Problems of sick industries<br/> 5.2 Remedies of sick industries,<br/> 5.3 Causes of Industrial sickness,<br/> 5.4 Preventive and remedial measures of Sick industries.<br/> 5.5 Preventive and rehabilitation of business.<br/> 5.6 Case study discussion</p>  |
| <p><b>Recommended Text</b></p> | <ol style="list-style-type: none"> <li>1. Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016</li> <li>2. Kuratko Rao, Entrepreneurship: A South Asian perspective, Cengage Learning, New Delhi, Latest Edition.</li> <li>3. Leach Melicher, Entrepreneurial Finance, Cengage Learning, New Delhi Latest Edition.</li> <li>4. Sundar K, Entrepreneurship Development, Vijay Nicole Imprints Private Limited</li> <li>5. Reddy, Entrepreneurship: Text &amp; Cases, Cengage Publications, New Delhi, Latest Edition.</li> <li>6. Khanka S.S., Entrepreneurial Development, S. Chand &amp; Co. Ltd., New Delhi, 2001.</li> </ol> |

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| <p><b>Reference Books</b></p>                | <ol style="list-style-type: none"> <li>1. Barringer B Entrepreneurship: Successfully Launching New Ventures, 3<sup>rd</sup> Edition, Pearson, 2011.</li> <li>2. Eric Ries, The Lean Startup: How Today’s Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, S. Chand &amp; Co. Ltd., New Delhi, Latest Edition.</li> <li>3. Peter F Drucker, Innovation and Entrepreneurship: Practice and Principles, S. Chand &amp; Co. Ltd., New Delhi, Latest Edition.</li> <li>4. Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.</li> <li>5. Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010</li> <li>6. Stokes D &amp; Wilson N, Small Business Management and entrepreneurship, Cengage Learning, 6<sup>th</sup> Edition, 2010</li> </ol>  |
| <p><b>Websites and e-learning source</b></p> | <ol style="list-style-type: none"> <li>1. <a href="https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf">https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf</a></li> <li>2. <a href="https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf">https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf</a></li> <li>3. <a href="https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&amp;%20Dr.%20P.%20Sailaja.pdf">https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&amp;%20Dr.%20P.%20Sailaja.pdf</a></li> <li>4. <a href="http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf">http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf</a></li> <li>5. <a href="http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/">http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/</a></li> </ol> |

**Course Outcomes:**

**On completion of the course, the students should be able to**

**CO1:** To understand the concept of Entrepreneurship development

**CO2:** To apply knowledge in the business plans and implementation

**CO3:** To analyze the various analyses of business in setting up of enterprises

**CO4:** To create the awareness about various schemes and subsidies of government for entrepreneurial development.

**CO5:** To evaluate and assess the various problems and remedies of entrepreneurship.

| <b>CO/PO</b> | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> |
|--------------|------------|------------|------------|------------|------------|------------|
| <b>CO1</b>   | H          | M          | M          | M          | M          | L          |
| <b>CO2</b>   | H          | H          | M          | M          | M          | H          |
| <b>CO3</b>   | H          | H          | M          | M          | M          | H          |
| <b>CO4</b>   | H          | H          | M          | M          | M          | H          |
| <b>CO5</b>   | H          | H          | M          | M          | M          | H          |

| <b>CO/PSO</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> | <b>PSO6</b> |
|---------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>    | H           | H           | H           | H           | H           | H           |
| <b>CO2</b>    | H           | H           | H           | H           | H           | H           |
| <b>CO3</b>    | H           | H           | H           | H           | H           | H           |
| <b>CO4</b>    | H           | H           | H           | H           | H           | H           |
| <b>CO5</b>    | H           | H           | H           | H           | H           | H           |

|                                     |  |                 |                     |                |              |                    |                |
|-------------------------------------|--|-----------------|---------------------|----------------|--------------|--------------------|----------------|
| <b>Title of the Course</b>          | <b>BUSINESS REGULATORY FRAME WORK</b>  |                 |                     |                |              |                    |                |
| <b>Paper No.</b>                    | <b>Core VIII</b>   |                 |                     |                |              |                    |                |
| <b>Category</b>                     | <b>Core</b>  | <b>Year</b>     | <b>II</b>           | <b>Credits</b> | <b>5</b>     | <b>Course Code</b> | <b>UCBAH24</b> |
|                                     |  | <b>Semester</b> | <b>IV</b>           |                |              |                    |                |
| <b>Instructional hours per week</b> | <b>Lecture</b>   | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |                |
|                                     | 5  | -               | -                   |                | 5            |                    |                |
| <b>Prerequisites</b>                | Higher Secondary (Any Group Except Vocational)   |                 |                     |                |              |                    |                |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• Explain Indian Contracts Act</li> <li>• Understand Sales of goods act&amp; contract of agency</li> <li>• Understand Indian Companies Act 1956</li> <li>• Understand Consumer Protection Act – RTI</li> <li>• Understand Cyber law</li> </ul>                                  |                 |                     |                |              |                    |                |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Indian Contract Act</b><br/> 1.1 Brief outline of Indian Contracts Act - Special contracts Act<br/> 1.2 Agreement – Features – Types<br/> 1.3 Contract – Features<br/> 1.4 Types of Contracts<br/> 1.5 Offer – meaning – Types – Termination of Offer<br/> 1.6 Acceptance – meaning – Essentials and Legal Rules</p> |                 |                     |                |              |                    |                |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Sale of goods Act</b><br/> 2.1 Contract of Sale of goods – Characteristics<br/> 2.2 Difference between sale and Agreement to sell<br/> 2.3 Conditions and Warranties<br/> 2.4 Doctrine of Caveat Emptor<br/> 2.5 Contract of Agency – Features<br/> 2.6 Types of agents</p>   |                 |                     |                |              |                    |                |

|                         |  |
|-------------------------|--|
|                         | <p><b>UNIT-III: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Brief outline of Indian Companies Act 1956</b></p> <p>3.1 Company – Meaning – Kinds</p> <p>3.2 Formation – MOA – AOA</p> <p>3.3 Prospectus</p> <p>3.4 Appointment of Directors – Duties</p> <p>3.5 Meeting – Resolutions</p> <p>3.6 Winding up</p>  |
|                         | <p><b>UNIT-IV: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Consumer Protection Act</b></p> <p>4.1 Consumer Protection act - Preliminary</p> <p>4.2 Consumer Protection Councils</p> <p>4.3 Central Consumer Protection authority</p> <p>4.4 Consumer Disputes Redressal Commission</p> <p>4.5 RTI – Objectives</p> <p>4.6 Features of RTI</p>   |
|                         | <p><b>UNIT-V: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Brief outline of Cyberlaws</b></p> <p>5.1 Cyberlaws IT Act 2000 and 2008 - Preliminary</p> <p>5.2 Cyberlaws IT Act 2000 2008- Digital Signature and Electronic governance</p> <p>5.3 Cyberlaws IT Act 2008 – Attribution, Acknowledgement and dispatch of electronic records and regulation of certifying authorities &amp; 2008</p> <p>5.4 Penalties and Adjudication</p> <p>5.5 The Cyber regulations Appellate</p> <p>5.6 Penalties</p>  |
| <b>Recommended Text</b> | <ol style="list-style-type: none"> <li>1. Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications, Latest edition</li> <li>2. Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand, Latest edition</li> <li>3. N D Kapoor (2019), Elements of Merchantile Law, Sultan Chand &amp; Sons, Latest edition</li> <li>4. Constitutional Law – Dr. M.R. Sreenivasan &amp; Ananda Krishna Deshkulkarni, Latest edition</li> <li>5. Business Law (Commercial Law) – Dr. M.R. Sreenivasan, Margham Publications, Latest edition</li> </ol> |

|                                      |   |
|--------------------------------------|---|
| <b>Reference Books</b>               | <ol style="list-style-type: none"> <li>1. Business Regulatory Framework, Sahitya Bhawan Publications. Revised, 2022.</li> <li>2. Business Regulatory Framework, Garg K.C., Sareen V.K., Sharma Mukesh, 2013.</li> <li>3. Business Regulatory Framework, Pearson Education India, 2011</li> <li>4. Bare Acts- RTI, Consumer Protection Act</li> <li>5. Business Regulatory Framework , Dr. Pawan Kumar Oberoi, Global Academic Publishers &amp; Distributors, 2015</li> </ol>  |
| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>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></li> <li>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></li> <li>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></li> <li>4) International Journal of Law (lawjournals.org)</li> <li>5) <a href="https://www.himpub.com/BookDetail.aspx?BookId=1936&amp;NB=&amp;Book_Titl eM=%20Business%20Regulatory%20Framework">https://www.himpub.com/BookDetail.aspx?BookId=1936&amp;NB=&amp;Book_Titl eM=%20Business%20Regulatory%20Framework</a></li> </ol> |

**Course Outcomes:**

**On completion of the course, the students should be able to**

**CO1:** Explain Indian Contracts Act (K1, K2, K3, K4)

**CO2:** Understand Sales of goods act and Contract of Agency (K1, K2, K3, K4)

**CO3:** Understand Indian Companies Act 1956 (K1, K2, K3, K4)

**CO4:** Understand Consumer Protection Act – RTI (K1, K2, K3, K4)

**CO5:** Understand Cyber law (K1, K2, K3, K4)

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | H   | H   | M   | L   | L   | H   |
| CO2   | H   | H   | H   | H   | M   | M   |
| CO3   | H   | M   | H   | H   | M   | H   |
| CO4   | M   | H   | M   | M   | H   | L   |
| CO5   | H   | H   | H   | M   | H   | H   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | H    | L    | H    | M    | M    | H    |
| CO2    | H    | H    | H    | H    | H    | L    |
| CO3    | M    | H    | L    | M    | M    | H    |
| CO4    | H    | L    | H    | H    | H    | M    |
| CO5    | H    | M    | H    | H    | M    | H    |

|                                     |   |                 |                     |                |          |                    |                |
|-------------------------------------|---|-----------------|---------------------|----------------|----------|--------------------|----------------|
| <b>Title of the Course</b>          | <b>SKILL ENHANCEMENT COURSE: TALLY</b>  |                 |                     |                |          |                    |                |
| <b>Paper No.</b>                    | <b>Skill Enhancement Course (SEC 6)</b>   |                 |                     |                |          |                    |                |
| <b>Category</b>                     | <b>SEC</b>  | <b>Year</b>     | <b>II</b>           | <b>Credits</b> | <b>2</b> | <b>Course Code</b> | <b>USBA624</b> |
|                                     |   | <b>Semester</b> | <b>IV</b>           |                |          |                    |                |
| <b>Instructional hours per week</b> | <b>Lecture</b>  | <b>Tutorial</b> | <b>Lab Practice</b> |                |          | <b>Total</b>       |                |
|                                     | 2   | -               | -                   |                |          | 2                  |                |
| <b>Prerequisites</b>                | Higher Secondary  |                 |                     |                |          |                    |                |
| <b>Objectives of the course</b>     | <p>This course aims at providing an overall view of the</p> <ul style="list-style-type: none"> <li>• To impart knowledge about basic use of Tally and its functions</li> <li>• To understand the creation of groups and Ledgers</li> <li>• To provide understanding about Data Management in Tally</li> <li>• To understand the process of GST, EPF etc.</li> <li>• To familiarize students about significance of Tally in implications in the organizations</li> </ul> |                 |                     |                |          |                    |                |
| <b>Course Outline</b>               | <b>UNIT-I</b><br><b>Basic of Accounting &amp; Fundamentals of Tally. ERP 9:</b><br>Accounting Principles or Concepts - Rules for Accounting - Creation/ Setting up of Company in Tally ERP 9 - Configuration.   |                 |                     |                |          |                    |                |
|                                     | <b>UNIT-II</b><br><b>Accounting Master in Tally. ERP 9:</b><br>Groups & Ledgers Creation - Inventory Master in Tally. ERP 9: Creation of Stock Groups - Creating stock Categories - Units of Measure.   |                 |                     |                |          |                    |                |
|                                     | <b>UNIT-III</b><br><b>Vouchers Entries &amp; Advance Accounting in Tally. ERP 9:</b><br>Types of Vouchers – Invoicing - Bill Wise Details - Cost Categories - Bank Reconciliation statement   |                 |                     |                |          |                    |                |
|                                     | <b>UNIT-IV</b><br><b>Advance Inventory &amp; Taxes in Tally. ERP 9:</b><br>Order processing, Batch Wise Details - GST Returns - Short Keys in Tally - Professional Tax.   |                 |                     |                |          |                    |                |
|                                     | <b>UNIT-V</b><br><b>Tally ERP 9 Practicals</b><br>Profit and Loss account - Balance sheet - Cost Centres and Categories - Stock summary - Bank reconciliation statement   |                 |                     |                |          |                    |                |

|                                      |  |
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| <b>Recommended Text</b>              | <ol style="list-style-type: none"> <li>1. Journal of Emerging Technologies and Innovative Research</li> <li>2. Global Journal for Research Analysis</li> <li>3. Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press</li> <li>4. Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017</li> <li>5. Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications</li> </ol>  |
| <b>Reference Books</b>               | <ol style="list-style-type: none"> <li>1. Shraddha Singh &amp; Navneet Mehra, Tally. ERP 9, V &amp; S Publishers, 2015</li> <li>2. Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised &amp; Updated Edition, BPB Publications</li> <li>3. Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education</li> <li>4. Bimlendu Shekhar, Tally Practical Work Book -1, 2<sup>nd</sup> Edition</li> <li>5. Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh, Edition 2020</li> </ol>  |
| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>1) <a href="https://tallysolutions.com/learning-hub/">https://tallysolutions.com/learning-hub/</a></li> <li>2) <a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a></li> <li>3) <a href="https://sscstudy.com/tally-erp-9-book-pdf-free-download/">https://sscstudy.com/tally-erp-9-book-pdf-free-download/</a></li> <li>4) <a href="https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/">https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/</a></li> <li>5) <a href="https://www.javatpoint.com/tally">https://www.javatpoint.com/tally</a></li> </ol> |

**Course Outcomes:**

**On completion of the course the students should be able to**

**CO1:** To understand about the basic accounting and Tally ERP 9

**CO2:** Identify the maintained of Ledger and inventory system

**CO3:** Creation of various vouchers and bill wise details

**CO4:** Understand various taxes returns and filing

**CO5:** Relate and infer various reports generated in Tally ERP 9

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | H   | H   | H   | H   | H   | H   |
| CO2   | M   | H   | H   | L   | H   | H   |
| CO3   | H   | H   | H   | M   | H   | H   |
| CO4   | M   | M   | H   | H   | H   | H   |
| CO5   | H   | H   | L   | H   | L   | H   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | H    | H    | M    | H    | H    | M    |
| CO2    | H    | L    | H    | H    | H    | H    |
| CO3    | H    | H    | H    | M    | M    | L    |
| CO4    | H    | H    | H    | H    | H    | H    |
| CO5    | H    | M    | H    | L    | M    | H    |

|                                     |  |                 |                     |                |              |                    |                |
|-------------------------------------|--|-----------------|---------------------|----------------|--------------|--------------------|----------------|
| <b>Title of the Course</b>          | <b>SKILL ENHANCEMENT COURSE: INTELLECTUAL PROPERTY RIGHTS</b>  |                 |                     |                |              |                    |                |
| <b>Paper No.</b>                    | <b>Skill Enhancement Course SEC 7</b>  |                 |                     |                |              |                    |                |
| <b>Category</b>                     | <b>SEC</b>   | <b>Year</b>     | <b>II</b>           | <b>Credits</b> | <b>2</b>     | <b>Course Code</b> | <b>USBA724</b> |
|                                     |  | <b>Semester</b> | <b>IV</b>           |                |              |                    |                |
| <b>Instructional hours per week</b> | <b>Lecture</b>   | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |                |
|                                     | 2  | -               | -                   |                | 2            |                    |                |
| <b>Prerequisites</b>                | Higher Secondary   |                 |                     |                |              |                    |                |
| <b>Objectives of the course</b>     | <p>This course aims at providing an overall view of the</p> <ul style="list-style-type: none"> <li>• To learn aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.</li> <li>• To disseminate knowledge on patents, patent regime in India and abroad and registration aspects</li> <li>• To evaluate the copyright law</li> <li>• To disseminate knowledge on copyrights and its related rights and registration aspects</li> <li>• To understand about Geographical Indicators</li> </ul> |                 |                     |                |              |                    |                |
| <b>Course Outline</b>               | <b>UNIT-I</b><br><b>IPR Introduction:</b><br>IPR – meaning – Need - IPR in India – Different Classifications - Important Principles of IP Management – Commercialization of Intellectual Property Rights by Licensing - Intellectual Property Rights in the Cyber World.   |                 |                     |                |              |                    |                |
|                                     | <b>UNIT-II</b><br><b>Introduction to Patents</b><br>Patents – meaning – Classification – Importance - Types of Patent Applications in India - Patentable Invention - Inventions Not Patentable.  |                 |                     |                |              |                    |                |
|                                     | <b>UNIT-III</b><br><b>Introduction to Trademark</b><br>Trademarks - Fundamentals – Concepts - Purpose - Functions – Characteristics - Guidelines for Registration of Trade Mark - Kinds of Trademarks - Protection - Non-Registrable Trademarks - Industrial Designs –Need for Protection of Industrial Designs.   |                 |                     |                |              |                    |                |
|                                     | <b>UNIT-IV</b><br><b>Introduction to Copyright</b><br>Conceptual Basis - Copy Right and Related Rights - Author & Ownership of Copyright - Rights Conferred by Copy Right - Registration – Transfer - Copyright Infringement - Copyright pertaining to Software/Internet and other Digital media.  |                 |                     |                |              |                    |                |
|                                     | <b>UNIT-V</b><br><b>Geographical Indications</b><br>Concept of GI – Types of GI - Protection of GI - Significance of GI - Features of GI - Benefits of GI - Difference between Trademark and Geographical Indications  |                 |                     |                |              |                    |                |

|                                      |  |
|--------------------------------------|--|
| <b>Recommended Text</b>              | <ol style="list-style-type: none"> <li>1. Journal of Intellectual Property Rights</li> <li>2. Intellectual Property Rights Text and Cases: Dr. R. Radhakrishnan, Dr. S. Balasubramanian</li> <li>3. Intellectual Property Patents, Trade Marks, And Copy Rights– Richard Stim</li> <li>4. Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley</li> <li>5. Fundamentals of Intellectual Property Rights for Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS</li> </ol>   |
| <b>Reference Books</b>               | <ol style="list-style-type: none"> <li>1. Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing</li> <li>2. Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis</li> <li>3. Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House</li> <li>4. Introduction To Intellectual Property Rights by Chawkam H.S, Oxford &amp;Ibh</li> <li>5. Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain</li> </ol>   |
| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>1) <a href="https://nptel.ac.in/courses/110/105/110105139/">https://nptel.ac.in/courses/110/105/110105139/</a></li> <li>2) <a href="https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf">https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf</a></li> <li>3) <a href="https://ipindia.gov.in/">https://ipindia.gov.in/</a></li> <li>4) <a href="https://www.tutorialspoint.com/explain-the-intellectual-property-rights">https://www.tutorialspoint.com/explain-the-intellectual-property-rights</a></li> <li>5) <a href="https://www.icsi.edu/media/webmodules/FINAL_IPR&amp;LP_BOOK_10022020.pdf">https://www.icsi.edu/media/webmodules/FINAL_IPR&amp;LP_BOOK_10022020.pdf</a></li> </ol> |

**Course Outcomes:**  
**On completion of the course the students should be able to**  
**CO1:** Imbibe the knowledge of IPR through various laws  
**CO2:** Apply the knowledge of patents  
**CO3:** Understand the process of acquiring a trademark  
**CO4:** Create an awareness about copyrights  
**CO5:** Understand geographical indicators

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | H   | M   | H   | H   | H   | H   |
| CO2   | H   | H   | L   | H   | M   | H   |
| CO3   | H   | H   | H   | L   | H   | H   |
| CO4   | H   | H   | H   | H   | H   | H   |
| CO5   | M   | H   | M   | M   | H   | H   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | H    | H    | L    | H    | H    | H    |
| CO2    | H    | M    | H    | L    | H    | M    |
| CO3    | H    | H    | M    | M    | M    | H    |
| CO4    | H    | H    | H    | H    | H    | H    |
| CO5    | H    | L    | H    | M    | H    | H    |

|                                     |   |                 |                     |                |              |                    |         |
|-------------------------------------|---|-----------------|---------------------|----------------|--------------|--------------------|---------|
| <b>Title of the Course</b>          | <b>HUMAN RESOURCE MANAGEMENT</b>  |                 |                     |                |              |                    |         |
| <b>Paper No.</b>                    | <b>Core IX</b>  |                 |                     |                |              |                    |         |
| <b>Category</b>                     | <b>Core</b>   | <b>Year</b>     | III                 | <b>Credits</b> | 4            | <b>Course Code</b> | UCBAI24 |
|                                     |   | <b>Semester</b> | V                   |                |              |                    |         |
| <b>Instructional hours per week</b> | <b>Lecture</b>  | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |         |
|                                     | 5   | -               | -                   |                | 5            |                    |         |
| <b>Prerequisites</b>                | Higher Secondary  |                 |                     |                |              |                    |         |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• Explain the concepts, functions and process of HRM</li> <li>• Examine the selection and placement process</li> <li>• Evaluate the training and performance</li> <li>• Understand the importance of employee engagement and compensation</li> <li>• Understand the recent trends in HR</li> </ul> |                 |                     |                |              |                    |         |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Introduction to HRM</b><br/> 1.1 HRM – Definition – Nature – Scope<br/> 1.2 Roles &amp; responsibilities of HR manager<br/> 1.3 HR Policies &amp; procedures<br/> 1.4 Differences between personnel management and HRM<br/> 1.5 Environment of HRM<br/> 1.6 Concept &amp; scope of Strategic Human resource management (SHRM)</p>       |                 |                     |                |              |                    |         |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Recruitment and Selection</b><br/> 2.1 Human Resource Planning – meaning and Importance<br/> 2.2 Job Evaluation – methods<br/> 2.3 Job analysis - Job description, Job specification – meaning<br/> 2.4 Recruitment – Process<br/> 2.5 Selection – Process<br/> 2.6 Induction and Placement</p>  |                 |                     |                |              |                    |         |
|                                     | <p><b>UNIT-III: (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Training and Development</b><br/> 3.1 Training – Process<br/> 3.2 Methods, Training Need Assessment<br/> 3.3 Career Development<br/> 3.4 Transfer and Promotion</p>  |                 |                     |                |              |                    |         |

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|                         | <p>3.5 Performance Management – Meaning- Process</p> <p>3.6 Performance appraisal methods - Performance Monitoring and review</p>  |
|                         | <p><b>UNIT-IV: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Employee Engagement and Compensation</b></p> <p>4.1 Employee Engagement - Meaning - Importance</p> <p>4.2 Evaluation - Measuring employee engagement</p> <p>4.3 Employee Compensation – Components</p> <p>4.4 Incentives – benefits</p> <p>4.5 Welfare Measures</p> <p>4.6 Security measures</p>   |
|                         | <p><b>UNIT-V: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Human Resource Audit</b></p> <p>5.1 Human Resource Audit – Nature - Benefits</p> <p>5.2 Scope – Approaches</p> <p>5.3 HRIS – Meaning and Steps</p> <p>5.4 Recent trends in HRM: Green HRM &amp; Virtual HRM Practices,</p> <p>5.5 Understanding People Analytics,</p> <p>5.6 Multigenerational workforce - Global HRM</p>   |
| <b>Recommended Text</b> | <ol style="list-style-type: none"> <li>1. Shashi K. Gupta &amp; Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018</li> <li>2. Steve Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1<sup>st</sup> Edition, 2017</li> <li>3. Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1<sup>st</sup> Edition, 2018</li> <li>4. Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall, 2nd Edition, 2015</li> <li>5. Srinivas R Kandula, Competency Based Human Resource Managemet, PHI Learning, 1st Edition, 2013</li> </ol> |
| <b>Reference Books</b>  | <ol style="list-style-type: none"> <li>1. V S P Rao, Human Resource Management: Text &amp; Cases, Excel Books, 3rd. Edition, 2010</li> <li>2. K. Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6th Edition</li> <li>3. Garry Deseler, Human Resource Management, Pearson, 15<sup>th</sup> Edition, 2017</li> <li>4. L M Prasad , Human Resource Management , Sultan Chand and Sons 3<sup>rd</sup> Edition , 2014</li> <li>5. Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010</li> </ol>   |

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| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>1) <a href="https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf">https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf</a></li> <li>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></li> <li>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></li> <li>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></li> <li>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></li> </ol> |
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**Course Outcomes:**

**On completion of the course, the students should be able to**

**CO1:** Explain the concepts, functions and process of HRM (K1, K2, K3, K4)

**CO2:** Examine the selection and placement process (K1, K2, K3, K4)

**CO3:** Evaluate the training and performance appraisal (K1, K2, K3, K4)

**CO4:** Understand the employee engagement and compensation (K1, K2, K3, K4)

**CO5:** Understand the recent trends in HR (K1, K2, K3, K4)

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | H   | H   | M   | H   | H   | H   |
| CO2   | H   | H   | H   | H   | H   | M   |
| CO3   | H   | L   | H   | L   | M   | H   |
| CO4   | H   | H   | L   | M   | H   | L   |
| CO5   | H   | H   | H   | M   | H   | H   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | H    | L    | H    | M    | M    | H    |
| CO2    | H    | H    | H    | H    | H    | M    |
| CO3    | M    | M    | M    | M    | M    | H    |
| CO4    | H    | L    | L    | H    | H    | L    |
| CO5    | H    | M    | H    | H    | M    | H    |

|                                     |  |                 |                     |                |              |                    |                |
|-------------------------------------|--|-----------------|---------------------|----------------|--------------|--------------------|----------------|
| <b>Title of the Course</b>          | <b>RESEARCH METHODOLOGY</b>  |                 |                     |                |              |                    |                |
| <b>Paper No.</b>                    | <b>Core X</b>  |                 |                     |                |              |                    |                |
| <b>Category</b>                     | <b>Core</b>  | <b>Year</b>     | III                 | <b>Credits</b> | 4            | <b>Course Code</b> | <b>UCBAJ24</b> |
|                                     |  | <b>Semester</b> | V                   |                |              |                    |                |
| <b>Instructional hours per week</b> | <b>Lecture</b>   | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |                |
|                                     | 5  | -               | -                   |                | 5            |                    |                |
| <b>Prerequisites</b>                | Higher Secondary (Any course except vocational)  |                 |                     |                |              |                    |                |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• Understand the concepts and principles of Research</li> <li>• Comprehend and decide the usage of design and formulate hypothesis</li> <li>• Analyze data collection sources and tools</li> <li>• Summarize and establish solutions through data analysis</li> <li>• Compare and justify the process of writing and organizing a research report.</li> </ul> |                 |                     |                |              |                    |                |
| <b>Course Outline</b>               | <p><b>UNIT I (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Introduction</b><br/> 1.1 Introduction to Business Research, Research in Business<br/> 1.2 Research process<br/> 1.3 Research need<br/> 1.4 formulating the problem<br/> 1.5 Designing, sampling<br/> 1.6 Pilot testing.</p>   |                 |                     |                |              |                    |                |
|                                     | <p><b>UNIT II (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Research Design and Hypothesis testing</b><br/> 2.1 Research Design - Exploratory, Descriptive, Casual,<br/> 2.2 Formulation of hypothesis - types<br/> 2.3 Measurement- characteristics of sound measurement tool<br/> 2.4 Scaling methods<br/> 2.5 Sampling-characteristics<br/> 2.6 Process- techniques.</p>   |                 |                     |                |              |                    |                |
|                                     | <p><b>UNIT III (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Data Collection</b><br/> 3.1 Sources and Collection of Data<br/> 3.2 Primary and secondary sources<br/> 3.3 Survey observation,<br/> 3.4 Experimentation- details and evaluation<br/> 3.5 Questionnaires<br/> 3.6 Schedules</p>  |                 |                     |                |              |                    |                |

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|                         | <p><b>UNIT-IV: (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Data Analysis and Preparation</b><br/> 4.1 Data entry,<br/> 4.2 Data coding, editing,<br/> 4.3 Classification and tabulation<br/> 4.4 Cross tabulation<br/> 4.5 Analysis of data<br/> 4.6 Presentation of data</p>   |
|                         | <p><b>UNIT-V: (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Presenting results and writing the report</b><br/> 5.1 Meaning of research report<br/> 5.2 Written research Report<br/> 5.3 Types of Report<br/> 5.4 Significance of Report writing<br/> 5.5 Research Ethics<br/> 5.6 Plagiarism</p>  |
| <b>Recommended Text</b> | <ol style="list-style-type: none"> <li>1. W.Lawrence Newman” Social Research Methods: Qualitative and Quantitative Approaches 7th Edition, Pearson Education India 2014</li> <li>2. Mark Saunders,Philip Lewis. Adrain Thornhill” Research Methods for Business Students” 5th Edition Pearson India 2011</li> <li>3. John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches , Sage , 4th Edition , 2014</li> <li>4. Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6th Edition , 2022</li> <li>5. Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition,2019</li> </ol> |
| <b>Reference Books</b>  | <ol style="list-style-type: none"> <li>1. C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.</li> <li>2. Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018.</li> <li>3. Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.</li> <li>4. Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.</li> <li>5. Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021</li> </ol>                                      |

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| <b>Website<br/>and e-<br/>learning<br/>source</b> | <ol style="list-style-type: none"><li>1) <a href="https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODLOGY.pdf">https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODLOGY.pdf</a></li><li>2) <a href="https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf">https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf</a></li><li>3) <a href="https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf">https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf</a></li><li>4) <a href="https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf">https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf</a></li><li>5) <a href="https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf">https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf</a></li></ol> |
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**Course Outcomes:****On completion of the course, the students should be able to****CO1:** Understand the concepts and principles of Research**CO2:** Comprehend and decide the usage of design and formulate hypothesis**CO3:** Analyze data collection sources and tools**CO4:** Summarize and establish solutions through data analysis**CO5:** Compare and justify the process of writing and organizing a research report.

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | H   | M   | L   | H   | M   | H   |
| CO2   | H   | L   | L   | H   | H   | M   |
| CO3   | H   | L   | H   | M   | M   | M   |
| CO4   | H   | M   | L   | M   | M   | H   |
| CO5   | H   | M   | M   | H   | H   | H   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | H    | M    | L    | H    | M    | M    |
| CO2    | H    | L    | M    | H    | H    | M    |
| CO3    | M    | L    | H    | M    | M    | M    |
| CO4    | H    | M    | H    | M    | H    | H    |
| CO5    | H    | M    | M    | H    | M    | H    |

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|-------------------------------------|---|-----------------|---------------------|----------------|--------------|--------------------|---------|
| <b>Title of the Course</b>          | <b>BUSINESS TAXATION</b>  |                 |                     |                |              |                    |         |
| <b>Paper No.</b>                    | <b>Core XI</b>  |                 |                     |                |              |                    |         |
| <b>Category</b>                     | <b>Core</b>   | <b>Year</b>     | III                 | <b>Credits</b> | 4            | <b>Course Code</b> | UCBAK24 |
|                                     |   | <b>Semester</b> | V                   |                |              |                    |         |
| <b>Instructional hours per week</b> | <b>Lecture</b>  | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |         |
|                                     | 5   | -               | -                   |                | 5            |                    |         |
| <b>Prerequisites</b>                | Higher Secondary (Any course except vocational)   |                 |                     |                |              |                    |         |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• To understand the basic concepts of Taxes.</li> <li>• To provide insights on the Income Tax Act.</li> <li>• To evaluate the procedure for assessment and methods of valuation for customs.</li> <li>• To discuss on GST.</li> <li>• To analyze and apply the returns, Tax payment and Penalties under GST.</li> </ul>                        |                 |                     |                |              |                    |         |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Introduction to Taxation:</b><br/> 1.1 Taxation – Meaning – Objectives<br/> 1.2 Canons of Taxation<br/> 1.3 Tax System in India<br/> 1.4 Direct Taxes – Meaning and Types<br/> 1.5 Indirect Taxes – Meaning and Types.<br/> 1.6 Difference between Direct and Indirect taxes.</p>   |                 |                     |                |              |                    |         |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Income Tax Act 1961</b><br/> 2.1 Basic Concepts and Definitions – Income, Assessee – Person - Previous Year,<br/> 2.2 Assessment Year, Gross Total Income - Total Income – Definition<br/> 2.3 Meaning of Permanent Account Number - Return of Income<br/> 2.4 TDS - Meaning - Rates<br/> 2.5 Filing and Return - Advance Tax<br/> 2.6 Rates of Taxation, Assessment Procedure</p> |                 |                     |                |              |                    |         |

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|                         | <p><b>UNIT-III: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Customs Act 1962</b></p> <p>3.1 Customs Act 1962 - Objectives, Definitions, Functions</p> <p>3.2 Powers of customs authorities - Different types of custom duties</p> <p>3.3 Classification of goods</p>   |
|                         | <p>3.4 Procedure for assessment and methods of valuation for customs</p> <p>3.5 Demand and recovery of customs duty</p> <p>3.6 Procedure for claiming customs duty drawback.</p>  |
|                         | <p><b>UNIT-IV: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Introduction to Goods and Services Tax</b></p> <p>4.1 Definitions of GST – Business related person’s capital goods</p> <p>4.2 Levy and collection of tax – mixed supply, composite supply – meaning</p> <p>4.3 Advantages and disadvantages of unregistered supplier</p> <p>4.4 Time and value of supply – goods, services - Input tax credit – Registration of GST – person liable for registration, not liable for registration</p> <p>4.5 Registration of casual taxable person, deemed on cancellation of registration</p> <p>4.6 Revocation of cancellation of registration - VAT.</p> |
|                         | <p><b>UNIT-V: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Tax Invoice and Credit &amp; Debit note:</b></p> <p>5.1 Tax Invoice</p> <p>5.2 Contents and format of Tax invoice</p> <p>5.3 Credit and Debit notes</p> <p>5.4 Return of GST, Refunds, payment of tax, assessment and audit</p> <p>5.5 An Overview of Tax Audit – Tax Incentives and Export Promotions</p> <p>5.6 Deductions and Exemptions.</p>   |
| <b>Recommended Text</b> | <ol style="list-style-type: none"> <li>1. V.S. Datey, Central Excise, JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.</li> <li>2. Business Taxation (Goods &amp; Services TAX - GST), Margam Publication, Edition, 2019.</li> <li>3. Srinivasan N.P and Priya Swami. M, Business Taxation, Kalyani publishers Edition 2013</li> <li>4. Pagaredinkar, Business Taxation, Sultan Chand and Sons, 2012.</li> <li>5. VISION: Journal of Indian Taxation</li> </ol>  |

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| <b>Reference Books</b> | <ol style="list-style-type: none"> <li>1. Senthil and Senthil, Business Taxation, Himalaya Publication, 4<sup>th</sup> Edition.</li> <li>2. Vinod K. Singania, Indirect Tax, Sultan Chand and Sons, Edition 2013.</li> <li>3. Dr. Rajani Bhat &amp; Dr. Dhamodharan V, Indirect Taxation, TR Publications, Chennai, 2020</li> <li>4. Dr. Vandhana Bangar, Yogendra Bangar, Indirect tax laws, Aadhya Prakasam Allahabad 2018.</li> <li>5. T.S. Reddy &amp; Y. Hariprasad Reddy, Business Taxation, Margham Publications, Chennai 2018.</li> </ol> |
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| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>1) <a href="https://www.gst.gov.in/">https://www.gst.gov.in/</a></li> <li>2) <a href="https://gstcouncil.gov.in/">https://gstcouncil.gov.in/</a></li> <li>3) <a href="https://taxguru.in/custom-duty/types-duties-customs.html">https://taxguru.in/custom-duty/types-duties-customs.html</a></li> <li>4) <a href="https://www.indiantradeportal.in/vs.jsp?lang=0&amp;id=0,25,857,3901">https://www.indiantradeportal.in/vs.jsp?lang=0&amp;id=0,25,857,3901</a></li> <li>5) <a href="https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/">https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/</a></li> </ol> |
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**Course Outcomes:**

**On completion of the course, the students should be able to**

**CO1:** To define and understand the basic concepts of tax. (K1, K2, K3, K4)

**CO2:** To Examine and apply GST rules in real-time business situations. (K1, K2, K3, K4)

**CO3:** To analyze the elements of GST mechanism in India. (K1, K2, K3, K4)

**CO4:** To evaluate the rules of Income Tax and methods of valuation for customs. (K1, K2, K3, K4)

**CO5:** To prepare the needed documents under GST Compliance. (K1, K2, K3, K4)

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | H   | H   | H   | H   | H   | M   |
| CO2   | M   | L   | H   | H   | L   | H   |
| CO3   | H   | M   | M   | H   | H   | H   |
| CO4   | L   | H   | L   | H   | H   | H   |
| CO5   | H   | H   | H   | M   | M   | H   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | H    | H    | M    | H    | L    | H    |
| CO2    | H    | M    | H    | M    | H    | M    |
| CO3    | H    | H    | M    | H    | H    | H    |
| CO4    | H    | H    | H    | H    | H    | L    |
| CO5    | H    | L    | H    | H    | L    | H    |

|                                     |   |                 |                     |                |   |                    |         |
|-------------------------------------|---|-----------------|---------------------|----------------|---|--------------------|---------|
| <b>Title of the Course</b>          | <b>MANAGEMENT INFORMATION SYSTEMS</b>   |                 |                     |                |   |                    |         |
| <b>Paper No.</b>                    | Core XII  |                 |                     |                |   |                    |         |
| <b>Category</b>                     | <b>Core</b>   | <b>Year</b>     | III                 | <b>Credits</b> | 4 | <b>Course Code</b> | UCBAL24 |
|                                     |   | <b>Semester</b> | V                   |                |   |                    |         |
| <b>Instructional hours per week</b> | <b>Lecture</b>  | <b>Tutorial</b> | <b>Lab Practice</b> |                |   | <b>Total</b>       |         |
|                                     | 5   | -               | -                   |                |   | 5                  |         |
| <b>Prerequisites</b>                | Higher secondary (Any course except vocational)   |                 |                     |                |   |                    |         |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• Understand MIS in decision making</li> <li>• Explain MIS, its structure and role in management functions</li> <li>• Classify &amp; discuss information system categories, Database Management Systems</li> <li>• Discuss SDLC and functional information system categories</li> <li>• Outline functions of BPO, Data mining and the recent trends in information Management</li> </ul> |                 |                     |                |   |                    |         |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Introduction to Management Information System:</b></p> <p>1.1 Definition of Management Information System – IS Resources<br/> 1.2 Foundation Concepts of MIS<br/> 1.3 MIS support for planning, Organizing and controlling<br/> 1.4 Structure of MIS<br/> 1.5 Information for decision making<br/> 1.6 Ethical issues</p>   |                 |                     |                |   |                    |         |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Classification of MIS:</b></p> <p>2.1 Characteristics of System<br/> 2.2 Systems classification<br/> 2.3 Categories of Information Systems<br/> 2.4 Strategic information system<br/> 2.5 Competitive advantage<br/> 2.6 Challenges of Information systems</p>   |                 |                     |                |   |                    |         |
|                                     | <p><b>UNIT-III</b></p> <p><b>Computers and Information Processing:</b></p> <p>3.1 Information Processing – Concepts<br/> 3.2 Classification of computer - Input Devices – Output devices - Storage devices<br/> 3.3 Batch and online processing<br/> 3.4 Hardware – External and Internal<br/> 3.5 Software – System and Applications<br/> 3.6 Database management Systems</p>  |                 |                     |                |   |                    |         |

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|                                      | <p><b>UNIT- IV</b><br/> <b>System Analysis and design</b><br/> 4.1 SDLC – Stages<br/> 4.2 SDLC – Phases<br/> 4.3 SDLC – Pros and Cons<br/> 4.4 Role of System Analyst<br/> 4.5 Functional Information system - Personnel, production, material, marketing.<br/> 4.6 EIS – Features – Benefits – Applications</p>   |
|                                      | <p><b>UNIT-V</b><br/> <b>Decision Support Systems</b><br/> 5.1 Business Process Outsourcing - Definition<br/> 5.2 Function<br/> 5.3 Introduction to business analytics<br/> 5.4 Relevance of big data.<br/> 5.5 Data mining – meaning – Pros and Cons -<br/> 5.6 Data warehousing – Introduction – Concept</p>   |
| <b>Recommended Text</b>              | <ol style="list-style-type: none"> <li>1. Management Information Systems: Conceptual Foundations, Structure &amp; Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India</li> <li>2. Dr. S.P. Rajagopalan, "Management Information Systems and EDP ", Margham Publications , Chennai.</li> <li>3. Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2<sup>nd</sup> Edition</li> <li>4. Management Information System by Ozz Effy</li> <li>5. Sadagopan, "Management Information Systems" - Prentice- Hall of India</li> </ol>                                  |
| <b>Reference Books</b>               | <ol style="list-style-type: none"> <li>1. Mudrick &amp; Ross, "Management Information Systems", Prentice - Hall of India</li> <li>2. Management Information System by Concise study by Kelkhar S A</li> <li>3. CSV Murthy - "Management Information Systems" Himalaya publishing House</li> <li>4. Michael Alexander (2014) Business Intelligence Tools for Excel Analysts</li> <li>5. Management Information System by Oka MM</li> </ol>  |
| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>1. <a href="https://www.tutorialspoint.com/management_information_system/management_information_system.htm">https://www.tutorialspoint.com/management_information_system/management_information_system.htm</a></li> <li>2. <a href="http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf">http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf</a></li> <li>3. JMIS - Journal of Management Information Systems (jmis-web.org)</li> <li>4. Management Information Systems Quarterly   AIS Affiliated Journals   Association for Information Systems (aisnet.org)</li> </ol> |

**Course Outcomes:****On completion of the course, the students should be able to****CO1:** Understand MIS in decision making (K1, K2, K3, K4)**CO2:** Explain MIS, its structure and role in management Functions (.K1, K2, K3, K4)**CO3:** Classify & discuss information system categories, Database Management systems (K1, K2, K3, K4)**CO4:** Discuss SDLC and functional information system categories (K1, K2, K3, K4)**CO5:** Outline functions of BPO, Data mining and the recent trends in information management (K1, K2, K3, K4)

| <b>CO/PO</b> | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> |
|--------------|------------|------------|------------|------------|------------|------------|
| <b>CO1</b>   | M          | M          | H          | H          | H          | M          |
| <b>CO2</b>   | L          | L          | M          | H          | M          | H          |
| <b>CO3</b>   | L          | L          | H          | H          | M          | M          |
| <b>CO4</b>   | L          | M          | H          | M          | H          | H          |
| <b>CO5</b>   | H          | M          | H          | M          | H          | H          |

| <b>CO/PSO</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> | <b>PSO6</b> |
|---------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>    | M           | M           | H           | H           | L           | L           |
| <b>CO2</b>    | H           | H           | M           | M           | L           | L           |
| <b>CO3</b>    | M           | M           | H           | H           | L           | L           |
| <b>CO4</b>    | L           | L           | M           | M           | H           | H           |
| <b>CO5</b>    | L           | H           | M           | H           | L           | L           |

|                                     |   |                 |                     |                |              |                    |                |
|-------------------------------------|---|-----------------|---------------------|----------------|--------------|--------------------|----------------|
| <b>Title of the Course</b>          | <b>ELECTIVE: DIGITAL MARKETING</b>  |                 |                     |                |              |                    |                |
| <b>Paper No.</b>                    | <b>Discipline Specific Elective 1</b>   |                 |                     |                |              |                    |                |
| <b>Category</b>                     | <b>Discipline Specific Elective 1</b>   | <b>Year</b>     | III                 | <b>Credits</b> | 3            | <b>Course Code</b> | <b>UEBAA24</b> |
|                                     |   | <b>Semester</b> | V                   |                |              |                    |                |
| <b>Instructional hours per week</b> | <b>Lecture</b>  | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |                |
|                                     | 4   | -               | -                   |                | 4            |                    |                |
| <b>Prerequisites</b>                | Higher Secondary (Any Course except vocational)   |                 |                     |                |              |                    |                |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• To provide basic knowledge about digital marketing.</li> <li>• To understand and develop various digital marketing tools used for business.</li> <li>• To know the digital analytics and measurement tools used for digital marketing.</li> <li>• To familiarize online and social media marketing.</li> <li>• To Understand various data analytics and measurement tools in digital Marketing.</li> </ul> |                 |                     |                |              |                    |                |
| <b>Course Outline</b>               | <p><b>UNIT I (12 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Introduction to Digital Marketing</b><br/> 1.1 Origin &amp; Development of Digital Marketing<br/> 1.2 Traditional vs Digital Marketing<br/> 1.3 Opportunities &amp; Challenges<br/> 1.4 Online Marketing Mix<br/> 1.5 Digital Advertising Market in India<br/> 1.6 6M Framework – ASCOR &amp; POEM Digital Marketing framework</p>  |                 |                     |                |              |                    |                |
|                                     | <p><b>UNIT II (12hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Content Marketing</b><br/> 2.1 Content creation process<br/> 2.2 Content pillar - Types<br/> 2.3 A/B Testing – Display Advertising<br/> 2.4 Search Engine Marketing<br/> 2.5 Search Engine Optimization (On page &amp; Off page optimization)<br/> 2.6 Email Marketing - Mobile Marketing.</p>  |                 |                     |                |              |                    |                |

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|                               | <p><b>UNIT III (12 hours) (K1, K2, K3 &amp; K4) Social Media Marketing</b></p> <p>3.1 Meaning-Importance<br/> 3.2 Building successful social media digital strategy<br/> 3.3 Piggy bank theory<br/> 3.4 Personal branding in social media<br/> 3.5 Crowdsourcing<br/> 3.6 Lead generation sales in social media</p>   |
|                               | <p><b>UNIT-IV: (12 hours) (K1, K2, K3 &amp; K4) Online Reputation Management</b></p> <p>4.1 Social commerce: Ratings &amp; Reviews<br/> 4.2 Word of Mouth<br/> 4.3 User generated content<br/> 4.4 Co-Marketing<br/> 4.5 Affiliate Marketing<br/> 4.6 Influencer Marketing</p>  |
|                               | <p><b>UNIT-V: (12hours) (K1, K2, K3 &amp; K4) Digital Analytics &amp; Measurement:</b></p> <p>5.1 Importance of Analytics in digital space<br/> 5.2 Data capturing in online space – Types<br/> 5.3 Tracking Mechanism<br/> 5.4 Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words &amp; Display Networks.<br/> 5.5 Overview – Applications of Sentiment analysis &amp; Text Mining; Measuring campaign effectiveness –<br/> 5.6 ROI (Return on Investment) &amp; CLV (Customer life term value)</p> |
| <p><b>RecommendedText</b></p> | <ol style="list-style-type: none"> <li>1. Journal of Digital &amp; Social Media Marketing</li> <li>2. International Journal of Internet Marketing and Advertising</li> <li>3. Understanding Digital Marketing, Damian ryan,4th Edition 2017 publisher:Korgan page limited USA</li> <li>4. Digital Marketing current trends ,vandanahuja,7th edition2015 Oxford University press ,Chennai</li> <li>5. Digital Marketing essentials you always wanted to know,7th edition2012,Vibrant publishers USA</li> </ol>   |

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| <b>ReferenceBooks</b> | <ol style="list-style-type: none"> <li>1. Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.</li> <li>2. Nitin C Kamat &amp; Chinmay Nitin Kamat, Digital Social Media Marketing, Himalaya Publishing House, 2018.</li> <li>3. Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.</li> <li>4. Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015.</li> </ol> |
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|--------------------------------------|--|
|                                      | 5. Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.   |
| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>1) <a href="https://www.optron.in/blog/digital-marketing/">https://www.optron.in/blog/digital-marketing/</a></li> <li>2) <a href="https://www.tutorialsduniya.com/notes/digital-marketing-notes">https://www.tutorialsduniya.com/notes/digital-marketing-notes</a></li> <li>3) <a href="https://digitalmarketinginstitute.com/resources/ebooks">https://digitalmarketinginstitute.com/resources/ebooks</a></li> <li>4) <a href="https://www.soravjain.com/ebook/ebook.pdf">https://www.soravjain.com/ebook/ebook.pdf</a></li> <li>5) <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></li> </ol> |

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| <p><b>Course Outcomes:</b><br/> <b>On completion of the course, the students should be able to</b><br/> <b>CO1:</b> Discuss digital marketing and its framework<br/> <b>CO2:</b> Identify, use appropriately and explain digital marketing tools<br/> <b>CO3:</b> Explain social media marketing and crowdsourcing<br/> <b>CO4:</b> Discuss online reputation management and its influence<br/> <b>CO5:</b> Identify the various data analytics and measurement tools in digital marketing</p> |
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| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | H   | M   | H   | M   | M   | H   |
| CO2   | M   | L   | M   | M   | M   | M   |
| CO3   | H   | H   | H   | H   | M   | L   |
| CO4   | M   | M   | L   | H   | M   | H   |
| CO5   | H   | H   | M   | M   | M   | H   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | L    | M    | H    | H    | L    | M    |
| CO2    | M    | L    | M    | M    | M    | M    |
| CO3    | H    | L    | L    | L    | H    | L    |
| CO4    | M    | L    | L    | M    | L    | H    |
| CO5    | H    | H    | M    | H    | M    | M    |

|                                     |  |                 |                     |                |   |                    |         |
|-------------------------------------|--|-----------------|---------------------|----------------|---|--------------------|---------|
| <b>Title of the Course</b>          | <b>ELECTIVE: INDUSTRIAL RELATIONS</b>  |                 |                     |                |   |                    |         |
| <b>Paper No.</b>                    | <b>Discipline Specific Elective 1</b>  |                 |                     |                |   |                    |         |
| <b>Category</b>                     | <b>Core</b>  | <b>Year</b>     | III                 | <b>Credits</b> | 3 | <b>Course Code</b> | UEBAB24 |
|                                     |  | <b>Semester</b> | VI                  |                |   |                    |         |
| <b>Instructional hours per week</b> | <b>Lecture</b>   | <b>Tutorial</b> | <b>Lab Practice</b> |                |   | <b>Total</b>       |         |
|                                     | 4  | -               | -                   |                |   | 4                  |         |
| <b>Prerequisites</b>                | Higher Secondary (Any Group except Vocational)   |                 |                     |                |   |                    |         |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ol style="list-style-type: none"> <li>1. To educate about the Industrial legislation in India.</li> <li>2. To provide knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances etc.</li> <li>3. To know about Labor Legislation</li> <li>4. To provide knowledge about the Councils and Collective Bargaining</li> <li>5. To educate about Trade Unions</li> </ol>    |                 |                     |                |   |                    |         |
| <b>Course Outline</b>               | <p><b>UNIT I (12 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Introduction to Industrial Relations</b></p> <ol style="list-style-type: none"> <li>1.1 Origin – Definition</li> <li>1.2 Scope – Role</li> <li>1.3 Objectives - Factors</li> <li>1.4 Participants &amp; Importance of IR.</li> <li>1.5 Approaches to Industrial relations</li> <li>1.6 System of IR in India.</li> </ol>   |                 |                     |                |   |                    |         |
|                                     | <p><b>UNIT II (12 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Industrial Dispute</b></p> <ol style="list-style-type: none"> <li>2.1 Causes and Consequences</li> <li>2.2 Strikes – Lockouts - Lay Off</li> <li>2.3 Retrenchment - Transfer &amp; Closure</li> <li>2.4 Settlement of Disputes–Machinery–Negotiation,</li> <li>2.5 Conciliation – Meditation – Arbitration - Adjudication</li> <li>2.6 Grievance: Causes &amp; Redressal Procedure - Standing Orders</li> </ol> |                 |                     |                |   |                    |         |
|                                     | <p><b>UNIT III (12 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Labor Legislation</b></p> <ol style="list-style-type: none"> <li>3.1 Factories Act 1948 - Employee State Insurance Act, 1948</li> <li>3.2 Employee Compensation Act 1923</li> <li>3.2 Payment of Wages Act, 1936</li> <li>3.4 Payment of Bonus Act, 1965</li> <li>3.5 Employee Provident Fund &amp; Miscellaneous Provisions Act, 1952</li> <li>3.6 Payment of Gratuity Act, 1972</li> </ol>                   |                 |                     |                |   |                    |         |

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|  | <p><b>UNIT IV (12 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Workers' participation in management</b></p> <p>4.1 Structure, Scope</p> <p>4.2 Works Committee, Joint Management Council &amp; Shop Council</p> <p>4.3 Pre-Requisites for Successful Participation.</p> <p>4.4 Collective Bargaining: Definition – Meaning</p> <p>4.5 Types - Process</p> <p>4.6 Importance</p> |
|  | <p><b>UNIT V (12 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Trade Unions</b></p> <p>5.1 Growth of trade unions</p> <p>5.2 Economic, Social</p> <p>5.3 Political Conditions</p> <p>5.4 Objectives - Structures</p> <p>5.5 Types and Function</p> <p>5.6 Social</p>   |

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|---------------------------------------|--|
| <b>Recommended Text</b>               | <ol style="list-style-type: none"> <li>1. Pradeep Kumar, Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018</li> <li>2. Dr C B Gupta, N D Kapoor, P C Tripathi, Industrial Relations and Labour Laws, Sultan Chand and Sons, 2020.</li> <li>3. Chris Hall, Trade Union and its State, Princeton University, 2017</li> <li>4. S C Shrivastava, Industrial Relations &amp; Labour Laws, Vikas Publishing, 2022</li> <li>5. R C Sharma, Industrial Relation and Labour Legislation, PHL learning Private limited, 2016</li> </ol>   |
| <b>Reference Books</b>                | <ol style="list-style-type: none"> <li>1. Dr. C B Mamoria, Satish Mamoria, P Subba Rao, Dynamics of Industrial Relations, Himalaya Publishing house, 16<sup>th</sup> Edition, 2022</li> <li>2. Arun Monappa, Industrial Relations &amp; Labour Laws, Tata McGraw Hill, 2012</li> <li>3. C S Venkata Ratnam, Manoranjan Dhal, Industrial Relations, Oxford, 2<sup>nd</sup> Edition, Latest Edition.</li> <li>4. A M Sharma, Industrial Relations and Labour Laws, HPH, Revised &amp; Latest Edition</li> <li>5. P R N Sinha, Indu Bala Dinha, Seema Priyadarshini Shekhar, Industrial Relations, Trade Unions and Labour Legislation, Pearson, 3<sup>rd</sup> Edition, Latest Edition.</li> </ol> |
| <b>Websites and e-learning source</b> | <ol style="list-style-type: none"> <li>1. <a href="https://labour.gov.in/industrial-relations">https://labour.gov.in/industrial-relations</a></li> <li>2. <a href="https://www.srcc.edu/e-resources?field_e_resources_tid=447">https://www.srcc.edu/e-resources?field_e_resources_tid=447</a></li> <li>3. <a href="https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-">https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-</a></li> </ol>   |

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4. <https://theintactone.com/2022/08/17/joint-management-councils/>

5. <https://labourlawreporter.com/>

**Course Outcomes:**

**On completion of the course, the students should be able to**

**CO1:** Understand the role and importance of industrial Relations.

**CO2:** Understanding the concepts of industrial Disputes and settlement.

**CO3:** Understanding the concepts of Labour legislation

**CO4:** Identifying the concepts of Workers Participation in management

**CO5:** Understanding the concepts of Trade Union

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | H   | M   | H   | M   | M   | H   |
| CO2   | M   | L   | M   | M   | M   | M   |
| CO3   | H   | H   | H   | H   | M   | L   |
| CO4   | M   | M   | L   | H   | M   | H   |
| CO5   | H   | H   | M   | M   | M   | H   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | L    | M    | H    | H    | L    | M    |
| CO2    | M    | L    | M    | M    | M    | M    |
| CO3    | H    | L    | L    | L    | H    | L    |
| CO4    | M    | L    | L    | M    | L    | H    |
| CO5    | H    | H    | M    | H    | M    | M    |

|                                     |  |                 |                     |                |          |                    |                |
|-------------------------------------|--|-----------------|---------------------|----------------|----------|--------------------|----------------|
| <b>Title of the Course</b>          | <b>ELECTIVE: FINANCIAL SERVICES</b>  |                 |                     |                |          |                    |                |
| <b>Paper No.</b>                    | <b>Discipline Specific Elective 1</b>  |                 |                     |                |          |                    |                |
| <b>Category</b>                     | <b>Elective</b>  | <b>Year</b>     | <b>III</b>          | <b>Credits</b> | <b>4</b> | <b>Course Code</b> | <b>UEBAC24</b> |
|                                     |  | <b>Semester</b> | <b>V</b>            |                |          |                    |                |
| <b>Instructional hours per week</b> | <b>Lecture</b>   | <b>Tutorial</b> | <b>Lab Practice</b> |                |          | <b>Total</b>       |                |
|                                     | 4  | -               | -                   |                |          | 4                  |                |
| <b>Prerequisites</b>                | Higher Secondary (Any course except vocational)  |                 |                     |                |          |                    |                |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• Understand the types of financial services and its environment</li> <li>• Recognize role and functions of merchant banker and capital market</li> <li>• Compare and contrast factoring, leasing, hire purchase and consumer Finance</li> <li>• Understand Consumer Finance, Venture capital and credit rating</li> <li>• Understand mutual funds and its functions</li> </ul> |                 |                     |                |          |                    |                |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Introduction to Financial Services</b><br/> 1.1 Meaning and importance of financial services –<br/> 1.2 Types of financial services<br/> 1.3 Economic, Technological and Financial Environment<br/> 1.4 Players in Financial Services Sector<br/> 1.5 RBI, Commercial Banks; Financial Institutions- National Stock Exchange<br/> 1.6 Non-Banking Financial Companies (NBFCs)</p>                                    |                 |                     |                |          |                    |                |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Introduction to Merchant Banking</b><br/> 2.1 Merchant Banking – Functions<br/> 2.2 Difference between Merchant Banking and Commercial Banking<br/> 2.3 Issue management – Managing of new issues<br/> 2.4 Underwriting – Capital market<br/> 2.5 Stock Exchange<br/> 2.6 Role of SEBI</p>  |                 |                     |                |          |                    |                |

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|                         | <p><b>UNIT-III: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Leasing and Hire purchase</b></p> <p>3.1 Leasing – meaning – Types - features</p> <p>3.2 Hire Purchase – meaning – Types – Features</p> <p>3.3 Factoring – Functions of Factor</p> <p>3.4 Mechanism of factor</p>  |
|                         | <p>3.5 Types of factoring</p> <p>3.6 Forfeiting – Mechanism</p>   |
|                         | <p><b>UNIT-IV: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Venture Capital</b></p> <p>4.1 Venture Capital – meaning – Types</p> <p>4.2 Venture capital exit mechanism</p> <p>4.3 Advantages and Disadvantages of Venture capital</p> <p>4.4 Credit Rating – Meaning – Credit rating agencies</p> <p>4.5 CIBIL Score – Introduction</p> <p>4.6 Consumer Finance – meaning – Types</p>   |
|                         | <p><b>UNIT-V: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Mutual Funds</b></p> <p>5.1 Mutual funds - Meaning - Types</p> <p>5.2 Mutual funds - Functions</p> <p>5.3 Advantages of Mutual funds</p> <p>5.4 Introduction to Digital payments – Digital payment Methods in India</p> <p>5.5 Crypto currency – Introduction</p> <p>5.6 Examples of Cryptocurrency.</p>   |
| <b>Recommended Text</b> | <ol style="list-style-type: none"> <li>1. Management of Banking and financial services by Padmalatha suresh and Justin Paul, Latest edition</li> <li>2. Financial Services by Thummuluri Siddaiah, Pearson Education, Latest edition</li> <li>3. Financial Services by Kevin D Peterson, Latest edition</li> <li>4. Financial markets and services By E.Gordon and K.Natarajan, Latest edition</li> <li>5. Financial services and Markets by Dr Punithavathy pandian, Latest Edition</li> </ol> |

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|--------------------------------------|--|
| <b>Reference Books</b>               | <ol style="list-style-type: none"> <li>1. Financial Services –M.Y.Khan. Mcgraw Hill Education, Latest edition</li> <li>2. Financial Services –B.Santhanam, Margham Publications, Latest edition</li> <li>3. Law of Insurance – Dr.M.N.Mishra, Central Law agency, Latest edition</li> <li>4. Indian Financial System – H.r.Machiraju, Vikas Publishing House, Latest edition</li> <li>5. A Review of current Banking Theory and Practice – S.K.Basu, Latest Edition</li> </ol>   |
| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>1) <a href="http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf">http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf</a></li> <li>2) <a href="http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf">http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf</a></li> <li>3) <a href="https://academyfinancial.org/journal">https://academyfinancial.org/journal</a></li> </ol> |

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|--|---|
|  | 4) Financial Remedies Journal<br>5) <a href="https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf">https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf</a> |
|--|---|

**Course Outcomes:**

**On completion of the course, the students should be able to**

**CO1:** List types of financial services and their role (K1, K2, K3, K4)

**CO2:** Recognize role and functions of merchant banker and capital market (K1, K2, K3, K4)

**CO3:** Compare and contrast factoring, leasing, hire purchase and consumer Finance (K1, K2, K3, K4)

**CO4:** Understand Consumer Finance, Venture capital and credit rating (K1, K2, K3, K4)

**CO5:** Understand mutual funds and its functions (K1, K2, K3, K4)

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | M   | H   | H   | M   | H   | H   |
| CO2   | H   | H   | H   | H   | L   | H   |
| CO3   | H   | H   | M   | H   | H   | H   |
| CO4   | H   | L   | M   | H   | H   | M   |
| CO5   | H   | H   | H   | M   | M   | H   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | H    | H    | H    | H    | H    | H    |
| CO2    | L    | H    | H    | M    | H    | H    |
| CO3    | H    | H    | M    | H    | H    | M    |
| CO4    | H    | H    | H    | H    | H    | L    |
| CO5    | H    | L    | H    | H    | M    | H    |

**UCBAM24 - PROJECT WORK (GROUP)-  
5 Hours, 4 Credits**

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the university 15 days prior to the commencement of the University examination. The project shall be evaluated externally. The external examiner shall be forming the panel of examiners suggested by the board of studies from to time.

| <b>Learning Objectives</b> |   |
|----------------------------|---|
| CLO1                       | To Give Idea about Research Project               |
| CLO2                       | To identify the research problem                  |
| CLO3                       | To review Literature                              |
| CLO4                       | To give knowledge on Data Collection and Analysis |
| CLO5                       | To Learn Project Preparation                      |

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

**PROJECT DESCRIPTION**

**GUIDELINES**

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

| <b>Method of Assessment</b> |   |
|-----------------------------|---|
| Review I                    | Problem Identification and Review of Literature |
| Review II                   | Rough Draft                                     |
| Final                       | Project Report – Viva Voce                      |

| <b>CO/PO</b> | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> |
|--------------|------------|------------|------------|------------|------------|------------|
| <b>CO1</b>   | M          | H          | H          | M          | H          | H          |
| <b>CO2</b>   | H          | H          | H          | H          | L          | H          |
| <b>CO3</b>   | H          | H          | M          | H          | H          | H          |
| <b>CO4</b>   | H          | L          | M          | H          | H          | M          |
| <b>CO5</b>   | H          | H          | H          | M          | M          | H          |

| <b>CO/PSO</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> | <b>PSO6</b> |
|---------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>    | H           | H           | H           | H           | H           | H           |
| <b>CO2</b>    | L           | H           | H           | M           | H           | H           |
| <b>CO3</b>    | H           | H           | M           | H           | H           | M           |
| <b>CO4</b>    | H           | H           | H           | H           | H           | L           |
| <b>CO5</b>    | H           | L           | H           | H           | M           | H           |

|                                     |  |                 |                     |                |              |                    |         |
|-------------------------------------|--|-----------------|---------------------|----------------|--------------|--------------------|---------|
| <b>Title of the Course</b>          | <b>ENTREPRENEURIAL DEVELOPMENT</b>   |                 |                     |                |              |                    |         |
| <b>Paper No.</b>                    | <b>Core XIII</b>   |                 |                     |                |              |                    |         |
| <b>Category</b>                     | <b>Core</b>  | <b>Year</b>     | III                 | <b>Credits</b> | 4            | <b>Course Code</b> | UCBAN24 |
|                                     |  | <b>Semester</b> | VI                  |                |              |                    |         |
| <b>Instructional hours per week</b> | <b>Lecture</b>   | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |         |
|                                     | 6  | -               | -                   |                | 6            |                    |         |
| <b>Prerequisites</b>                | Higher Secondary (Any course except vocational)  |                 |                     |                |              |                    |         |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• To develop entrepreneurial way of thinking.</li> <li>• To understand the way to generate new ideas for the new business.</li> <li>• To analyse how to develop the business plan.</li> <li>• To know the various schemes offered by the government in the upliftment of the entrepreneur.</li> <li>• To identify the problems and remedies of the sick industries and implement preventive measures</li> </ul> |                 |                     |                |              |                    |         |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Entrepreneur</b></p> <p>1.1 Meaning &amp; definition</p> <p>1.2 Types of entrepreneurs - Traits of Entrepreneurs</p> <p>1.3 Role of Entrepreneurs in Economic Development.</p> <p>1.4 Entrepreneurship- Meaning &amp; definition,</p> <p>1.5 Factors affecting entrepreneurship</p> <p>1.6 Difference between entrepreneur and entrepreneurship, Recent development in entrepreneurship.</p>   |                 |                     |                |              |                    |         |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Idea Generation</b></p> <p>2.1 Generating innovative ideas of business</p> <p>2.2 Brainstorming, focus group, survey, customer advisory boards.</p> <p>2.3 Creativity and selection of Products.</p> <p>2.4 Capital budgeting - Project profile preparation</p> <p>2.5 Matching entrepreneur with the project</p> <p>2.6 Introduction of Patent and Trademarks</p>  |                 |                     |                |              |                    |         |

|                         |   |
|-------------------------|---|
|                         | <p><b>UNIT III (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Development of Business Plan</b></p> <p>3.1 Business Plan Development - Feasibility study and evaluation of projects</p> <p>3.2 Market analysis</p> <p>3.3 technical analysis</p> <p>3.4 cost-benefit analysis</p> <p>3.5 Project formulation, assessment of business models</p> <p>3.6 Dealing with basic and initial problems of setting up of enterprises.</p>   |
|                         | <p><b>UNIT IV (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p>Schemes offered by the Government</p> <p>4.1 Awareness of various government schemes for start-up business- Start-up India, Stand-up India,</p> <p>4.2 Aatmanirbhar Bharat mission, 'Make in India' Program, ASPIRE, MUDRA.</p> <p>4.3 Role of Women Entrepreneurs in Economic development.-</p> <p>4.4 Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Stree Shakti scheme.</p> <p>4.5 Role of MSME, SSI,</p> <p>4.6 SIDO, EDI and MDI.</p>   |
|                         | <p><b>UNIT V (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Sick Industries</b></p> <p>5.1 Problems of sick industries</p> <p>5.2 Remedies of sick industries,</p> <p>5.3 Causes of Industrial sickness,</p> <p>5.4 Preventive and remedial measures of Sick industries.</p> <p>5.5 Preventive and rehabilitation of business.</p> <p>5.6 Case study discussion</p>   |
| <b>Recommended Text</b> | <p>1. Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016</p> <p>2. Kuratko Rao, Entrepreneurship: A South Asian perspective, Cengage Learning, New Delhi, Latest Edition.</p> <p>3. Leach Melicher, Entrepreneurial Finance, Cengage Learning, New Delhi, Latest Edition.</p> <p>4. Sundar K, Entrepreneurship Development, Vijay Nicole Imprints Private Limited</p> <p>Reddy, Entrepreneurship: Text &amp; Cases, Cengage Publications, New Delhi, Latest Edition.</p> <p>5. Khanka S.S., Entrepreneurial Development, S. Chand &amp; Co. Ltd., New Delhi, 2001.</p> |

|                                       |  |
|---------------------------------------|--|
| <b>Reference Books</b>                | <ol style="list-style-type: none"> <li>1. Barringer B Entrepreneurship: Successfully Launching New Ventures, 3<sup>rd</sup> Edition, Pearson, 2011.</li> <li>2. Eric Ries, The Lean Startup: How Today’s Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, S. Chand &amp; Co. Ltd., New Delhi, Latest Edition.</li> <li>3. Peter F Drucker, Innovation and Entrepreneurship: Practice and Principles, S. Chand &amp; Co. Ltd., New Delhi, Latest Edition.</li> <li>4. Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.</li> <li>5. Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010</li> </ol>  |
| <b>Websites and e-learning source</b> | <ol style="list-style-type: none"> <li>1. <a href="https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf">https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf</a></li> <li>2. <a href="https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf">https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf</a></li> <li>3. <a href="https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20%2018PCO1%20%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&amp;%20Dr.%20P.%20Sailaja.pdf">https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20%2018PCO1%20%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&amp;%20Dr.%20P.%20Sailaja.pdf</a></li> <li>4. <a href="http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf">http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf</a></li> <li>5. <a href="http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/">http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/</a></li> </ol> |

**Course Outcomes:**

**On completion of the course, the students should be able to**

CO1: To understand the concept of Entrepreneurship development

CO2: To apply knowledge in the business plans and implementation

CO3: To analyze the various analyses of business in setting up of enterprises

CO4: To create the awareness about various schemes and subsidies of government for entrepreneurial development.

CO5: To evaluate and assess the various problems and remedies of entrepreneurship.

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | M   | H   | H   | M   | H   | H   |
| CO2   | H   | H   | H   | H   | L   | H   |
| CO3   | H   | H   | M   | H   | H   | H   |
| CO4   | H   | L   | M   | H   | H   | M   |
| CO5   | H   | H   | H   | M   | M   | H   |

| <b>CO/PSO</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> | <b>PSO6</b> |
|---------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>    | H           | H           | H           | H           | H           | H           |
| <b>CO2</b>    | L           | H           | H           | M           | H           | H           |
| <b>CO3</b>    | H           | H           | M           | H           | H           | M           |
| <b>CO4</b>    | H           | H           | H           | H           | H           | L           |
| <b>CO5</b>    | H           | L           | H           | H           | M           | H           |

|                                     |   |                 |                     |                |              |                    |                |
|-------------------------------------|---|-----------------|---------------------|----------------|--------------|--------------------|----------------|
| <b>Title of the Course</b>          | <b>SERVICES MARKETING</b>   |                 |                     |                |              |                    |                |
| <b>Paper No.</b>                    | <b>Core XIV</b>   |                 |                     |                |              |                    |                |
| <b>Category</b>                     | <b>Core</b>   | <b>Year</b>     | <b>III</b>          | <b>Credits</b> | <b>4</b>     | <b>Course Code</b> | <b>UCBAO24</b> |
|                                     |   | <b>Semester</b> | <b>VI</b>           |                |              |                    |                |
| <b>Instructional hours per week</b> | <b>Lecture</b>  | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |                |
|                                     | 6   | -               | -                   |                | 6            |                    |                |
| <b>Prerequisites</b>                | Higher Secondary (Any course except vocational)   |                 |                     |                |              |                    |                |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• To recall the basic concepts of Services Marketing.</li> <li>• To know the Marketing Mix in Service Marketing.</li> <li>• To examine effectiveness of Service Marketing.</li> <li>• To discuss on delivering Quality Service.</li> <li>• To analyze the Marketing of Services.</li> </ul>            |                 |                     |                |              |                    |                |
| <b>Course Outline</b>               | <p><b>UNIT I (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Marketing Services:</b><br/> 1.1 Introduction growth of the service sector.<br/> 1.2 The concept of service and Characteristics of service<br/> 1.3 Classification of service designing of the service,<br/> 1.4 Blueprinting using technology<br/> 1.5 Developing human resources<br/> 1.6 Building service aspirations.</p>               |                 |                     |                |              |                    |                |
|                                     | <p><b>UNIT II (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Marketing Mix in Service Marketing:</b><br/> 2.1 The seven Ps: product decision<br/> 2.2 Pricing strategies and tactics,<br/> 2.3 Promotion of service and distribution methods for services<br/> 2.4 Additional dimension in services marketing<br/> 2.5 People, physical evidence<br/> 2.6 Process</p>                                   |                 |                     |                |              |                    |                |
|                                     | <p><b>UNIT III (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Effective Management of Service Marketing:</b><br/> 3.1 Meaning of Effective management<br/> 3.2 Managing demand<br/> 3.3 Capacity planning<br/> 3.4 Marketing demand and supply through capacity planning and segmentation<br/> 3.5 Internal marketing of services<br/> 3.6 External versus internal Orientation of service strategy</p> |                 |                     |                |              |                    |                |

|                                      |  |
|--------------------------------------|--|
|                                      | <p><b>UNIT-IV: (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Delivering Quality Service:</b><br/> 4.1 Causes of service - quality gaps.<br/> 4.2 The customer expectations versus perceived service gap.<br/> 4.3 Factors and techniques to resolve this gap. Customer relationship management.<br/> 4.4 Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap.<br/> 4.5 External communication to the customers- the promise versus delivery gap<br/> 4.6 Developing appropriate and effective communication about service quality.</p>   |
|                                      | <p><b>UNIT-V: (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Marketing of Service with Special Reference To:</b><br/> 5.1 Financial services<br/> 5.2 Health services<br/> 5.3 Hospitality services including travel, hotels and tourism<br/> 5.4 Professional service<br/> 5.5 Public utility service<br/> 5.6 Educational services.</p>  |
| <b>Recommended Text</b>              | <ol style="list-style-type: none"> <li>1. Reddy P.N. (2011)– Services Marketing – Himalaya Publication</li> <li>2. Christopher Lovelock ,Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher</li> <li>3. The Journal Of Services Marketing</li> <li>4. Valarie A Zeithmal and Mary JO Bitner,Services Marketing:Integrating Customer Focus across the firm,Tata Mc Graw Hill NewDelhi</li> <li>5 C.Bhattacharjee,Services Marketing ,Excel Books,NewDelhi</li> </ol>  |
| <b>Reference Books</b>               | <ol style="list-style-type: none"> <li>1. Dr. B. Balaji, Services Marketing and Management, S. Chand &amp; Co, New Delhi.</li> <li>2. S.M. Jha, Services marketing, Himalaya Publishers, India</li> <li>3. Baron, Services Marketing, Second Edition. Palgrave Macmillan</li> <li>4. Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.</li> <li>5. Thakur.G.S. Sandhu supreet &amp; Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna.</li> </ol>   |
| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>1) <a href="https://www.managementstudyguide.com/seven-p-of-services-marketing.htm">https://www.managementstudyguide.com/seven-p-of-services-marketing.htm</a></li> <li>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></li> <li>3) <a href="https://www.marketingtutor.net/service-marketing/">https://www.marketingtutor.net/service-marketing/</a></li> <li>4) <a href="https://www.marketing91.com/service-marketing/">https://www.marketing91.com/service-marketing/</a></li> <li>5) <a href="https://www.marketing91.com/service-marketing-mix/">https://www.marketing91.com/service-marketing-mix/</a></li> </ol> |

**Course Outcomes:****On completion of the course, the students should be able to****CO1:** To define and understand the concepts of Services Marketing.**CO2:** To Examine and apply Marketing Mix in Service Marketing.**CO3:** To analyze and design various strategies in the field of Services Marketing.**CO4:** To evaluate the role of delivering Quality Service.**CO5:** To design the tools of Marketing

| <b>CO/PO</b> | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> |
|--------------|------------|------------|------------|------------|------------|------------|
| <b>CO1</b>   | M          | M          | L          | L          | M          | M          |
| <b>CO2</b>   | H          | M          | H          | M          | M          | L          |
| <b>CO3</b>   | M          | L          | M          | M          | M          | M          |
| <b>CO4</b>   | M          | L          | M          | L          | H          | M          |
| <b>CO5</b>   | H          | L          | M          | M          | H          | H          |

| <b>CO/PSO</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> | <b>PSO6</b> |
|---------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>    | M           | M           | L           | H           | M           | H           |
| <b>CO2</b>    | H           | M           | H           | H           | M           | L           |
| <b>CO3</b>    | H           | L           | M           | M           | L           | H           |
| <b>CO4</b>    | H           | H           | M           | L           | H           | L           |
| <b>CO5</b>    | M           | H           | M           | L           | H           | H           |

|                                     |  |                 |                     |                |              |                    |         |
|-------------------------------------|--|-----------------|---------------------|----------------|--------------|--------------------|---------|
| <b>Title of the Course</b>          | <b>PRODUCTION AND MATERIALS MANAGEMENT</b>   |                 |                     |                |              |                    |         |
| <b>Paper No.</b>                    | <b>Core XV</b>   |                 |                     |                |              |                    |         |
| <b>Category</b>                     | <b>Elective</b>  | <b>Year</b>     | III                 | <b>Credits</b> | 4            | <b>Course Code</b> | UCBAP24 |
|                                     |  | <b>Semester</b> | VI                  |                |              |                    |         |
| <b>Instructional hours per week</b> | <b>Lecture</b>   | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |         |
|                                     | 6  | -               | -                   |                | 6            |                    |         |
| <b>Prerequisites</b>                | Higher Secondary (Any course except vocational)  |                 |                     |                |              |                    |         |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• To provide comprehensive outlook on basic concepts and practices of production.</li> <li>• To understand types of layout facilities</li> <li>• To analyse work study methods and quality control</li> <li>• To enable the students to gain knowledge on Inventory control and Vendor rating</li> <li>• To give an insight to Purchase management</li> </ul> |                 |                     |                |              |                    |         |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Introduction</b><br/> 1.1 Meaning , scope and Functions of Production Management<br/> 1.2 Different types of Production Systems<br/> 1.3 Production design<br/> 1.4 Process planning<br/> 1.5 Plant location: Factors to be considered in Plant Location<br/> 1.6 Plant Location Trends</p>  |                 |                     |                |              |                    |         |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Layout of manufacturing facilities</b><br/> 2.1 Principles of a Good Layout<br/> 2.2 Layout Factors<br/> 2.3 Basic Types of Layouts<br/> 2.4 Advantages and Disadvantages<br/> 2.5 Plant Location – Meaning – Objectives<br/> 2.6 Types of Plant Location</p>   |                 |                     |                |              |                    |         |

|                         |   |
|-------------------------|---|
|                         | <p><b>UNIT-III Methods Analysis and Work Measurement:</b></p> <p>3.1 Methods Study Procedures</p> <p>3.2 The Purpose of Time Study – Stop Watch Time Study</p> <p>3.3 Performance Rating – Allowance Factors</p> <p>3.4 Work Sampling Technique</p> <p>3.5 Quality Control: Purposes of Inspection and Quality Control</p> <p>3.6 Control Charts.</p>   |
|                         | <p><b>UNIT- IV Integrated materials management</b></p> <p>4.1 The concept- service function advantages-</p> <p>4.2 Inventory Control- Function of Inventory - Importance</p> <p>4.3 Stock-Material demand forecasting</p> <p>4.4 MRP- Basis tools - ABC Analysis</p> <p>4.5 EOQ-EBQ</p> <p>4.6 Stores Planning – Stores Keeping and Materials Handling</p>  |
|                         | <p><b>UNIT-V Purchase Management</b></p> <p>5.1 Purchasing – Meaning</p> <p>5.2 Procedure</p> <p>5.3 Dynamic Purchasing</p> <p>5.4 Principles of Purchasing</p> <p>5.5 Types of purchasing</p> <p>5.6 Import substitution</p>   |
| <b>Recommended Text</b> | <ol style="list-style-type: none"> <li>1. K.Shridhara Bhat; Material Management; Himalaya Publishing House; Mumbai 2020</li> <li>2. R.B Khanna, Production and Operations management , Prentice Hall Publications, 2015</li> <li>3. Biswajit Banerjee, Operations Management and Control, S Chand, Revised Edition, 2010</li> <li>4. Anil Kumar S and N Suresh, Operation Management, New Age International 1<sup>st</sup> Edition, 2018</li> <li>5. William J .Stevenson , Operations Management ,McGraw Hill; 13th Edition, 2022</li> </ol>                     |
| <b>Reference Books</b>  | <ol style="list-style-type: none"> <li>1. P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015</li> <li>2. M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004</li> <li>3. P. Gopalakrishnan &amp; Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015</li> <li>4. P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013</li> <li>5. S.N.Chary, Production and Operations Management, JBA Publishers, Edition VI</li> </ol> |

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| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>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></li> <li>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></li> <li>3. <a href="https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf">https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf</a></li> <li>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></li> <li>5. <a href="https://examupdates.in/materials-management-notes/">https://examupdates.in/materials-management-notes/</a></li> </ol> |
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| <p><b>Course Outcomes:</b></p> <p><b>On completion of the course, the students should be able to</b></p> <p><b>CO1:</b> Provide comprehensive outlook on basic concepts, and practices of production (K1, K2, K3, K4)</p> <p><b>CO2:</b> Provide comprehensive outlook on basic concepts, and practices of production (K1, K2, K3, K4)</p> <p><b>CO3:</b> Know work study &amp; method study, its procedure &amp; quality control techniques in production. (K1, K2, K3, K4)</p> <p><b>CO4:</b> Outline inventory control concepts and its replenishment to manage inventory (K1, K2, K3, K4)</p> <p><b>CO5:</b> Discuss purchase management procedure and identify vendor rating mechanisms (K1, K2, K3, K4)</p> |
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| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | H   | H   | M   | H   | M   | M   |
| CO2   | H   | H   | M   | H   | M   | M   |
| CO3   | H   | H   | M   | M   | L   | L   |
| CO4   | H   | H   | M   | H   | L   | L   |
| CO5   | H   | H   | L   | M   | M   | L   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | M    | H    | M    | M    | M    | M    |
| CO2    | H    | H    | M    | H    | M    | M    |
| CO3    | H    | H    | M    | M    | L    | L    |
| CO4    | H    | M    | M    | H    | H    | L    |
| CO5    | H    | H    | L    | M    | L    | M    |

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| <b>Title of the Course</b>          | <b>ELECTIVE: CONSUMER BEHAVIOR</b>   |                 |                     |                |              |                    |         |
| <b>Paper No.</b>                    | <b>Discipline Specific Elective 2</b>  |                 |                     |                |              |                    |         |
| <b>Category</b>                     | <b>Elective</b>  | <b>Year</b>     | <b>III</b>          | <b>Credits</b> | 3            | <b>Course Code</b> | UEBAD24 |
|                                     |  | <b>Semester</b> | <b>VI</b>           |                |              |                    |         |
| <b>Instructional hours per week</b> | <b>Lecture</b>   | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |         |
|                                     | 5  | -               | -                   |                | 5            |                    |         |
| <b>Prerequisites</b>                | Higher secondary (Any course other than vocational)  |                 |                     |                |              |                    |         |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• Understand the different concepts relating to nature, scope and application of consumer behavior</li> <li>• Understand the various internal influences on consumer behavior</li> <li>• Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market</li> <li>• Learn about the various external influences on consumer behavior</li> <li>• Understand the process of human decision making in a marketing context</li> </ul> |                 |                     |                |              |                    |         |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Introduction to Consumer Behavior:</b><br/> 1.1 Nature, scope &amp; application<br/> 1.2 Importance of consumer behavior in marketing decisions - Characteristics of consumer behavior<br/> 1.3 Role of consumer research<br/> 1.4 Consumer behaviour interdisciplinary approach<br/> 1.5 Introduction to Industrial Buying Behavior - Market Segmentation - VALS 2 segmentation profile<br/> 1.6 E-Buying Behavior - The E-Buyer vis-à-vis the Brick and mortar Buyer - Influences on E-Buying</p>                          |                 |                     |                |              |                    |         |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Internal Influences on Consumer Behavior:</b><br/> 2.1 Consumer Needs &amp; Motivation: concept<br/> 2.2 Characteristics of motivation<br/> 2.3 Arousal of motives<br/> 2.4 Theories of needs &amp; motivation-Maslow's hierarchy of needs<br/> 2.5 McClelland's APA theory<br/> 2.6 Types of involvement.</p>  |                 |                     |                |              |                    |         |

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|                         | <p><b>UNIT-III</b><br/> <b>Consumer Personality</b><br/> 3.1 Consumer Personality- theories of personality- Freudian theory - Jungian theory, Trait theory<br/> 3.2 Theory of Self images- Role of self-consciousness<br/> 3.3 Consumer Perception: Perceptual Process- selection, organization &amp;</p>   |
|                         | <p>interpretation<br/> 3.4 Learning and consumer involvement: Learning theories- classical conditioning, instrumental conditioning – cognitive learning – involvement theory<br/> 3.5 Consumer Attitudes: Formation of attitudes; functions performed by attitudes<br/> 3.6 Attitude towards advertisement model</p>  |
|                         | <p><b>UNIT- IV</b><br/> <b>External Influences on Consumer Behavior:</b><br/> 4.1 Group Dynamics &amp; consumer reference groups: Different types of reference groups;<br/> 4.2 Family &amp; Consumer Behavior: Consumer socialization process<br/> 4.3 Consumer roles within a family - Purchase influences and Role played by children<br/> 4.4 Family life cycle<br/> 4.5 Social Class &amp; Consumer behavior: Determinants of social class<br/> 4.6 Introduction to sub-cultural &amp; cross cultural influences -Opinion Leadership Process</p> |
|                         | <p><b>UNIT-V</b><br/> <b>Consumer Decision Making:</b><br/> 5.1 Diffusion of Innovation: Definition of innovation<br/> 5.2 Resistance to innovation<br/> 5.3 Consumer Decision making process: problem recognition<br/> 5.4 Pre-purchase search influences<br/> 5.5 Information evaluation<br/> 5.6 Purchase decision - post-purchase evaluation</p>  |
| <b>Recommended Text</b> | <ol style="list-style-type: none"> <li>1. Consumer Behaviour – Satish K Batra, S H H Kazmi</li> <li>2. Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai</li> <li>3. Consumer Behaviour- Suja Nair – Himalaya Publishers. Assael: Consumer Behaviour, 6e Thomson 2006</li> <li>4. Henry Assael, Consumer Behaviour and Marketing Action (2001) Cengage Learning</li> <li>5. Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015</li> </ol>                           |

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| <b>Reference Books</b> | <ol style="list-style-type: none"> <li>1. Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India.</li> <li>2. Blackwell, R.D., Miniard, P.W., &amp; Engel, J. F. Consumer Behaviour. Cengage India Private Limited</li> <li>3. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi</li> <li>4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi</li> <li>5. David L. Louden and Albert J Della Bitta, Consumer Behavior,</li> </ol> |
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|                                      | McGraw Hill, New Delhi 2002  |
| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>1. <a href="https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457">https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457</a></li> <li>2. <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></li> <li>3. <a href="https://www.youtube.com/watch?v=ssexFXwoeuc&amp;list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFeeuDr">https://www.youtube.com/watch?v=ssexFXwoeuc&amp;list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFeeuDr</a></li> <li>4. <a href="https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf">https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf</a></li> <li>5. <a href="https://www.iedunote.com/attitude-and-consumer-behavior">https://www.iedunote.com/attitude-and-consumer-behavior</a></li> </ol> |

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| <p><b>Course Outcomes:</b></p> <p><b>On completion of the course, the students should be able to</b></p> <p><b>CO1:</b> Explain the concept of Consumer Behaviour &amp; describe Consumer research process in detail (K1, K2, K3, K4)</p> <p><b>CO2:</b> Interpret psychological and environmental influences that are relevant for understanding consumer behaviour. (.K1, K2, K3, K4)</p> <p><b>CO3:</b> Analyze the consumer decision process (K1, K2, K3, K4)</p> <p><b>CO4:</b> Assess the impact of consumer's motivation, personality on the buying behaviour. (K1, K2, K3, K4)</p> <p><b>CO5:</b> Determine customer satisfaction and consequent post purchase behavior (K1, K2, K3, K4)</p> |
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| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | M   | M   | L   | L   | M   | M   |
| CO2   | M   | H   | L   | H   | M   | H   |
| CO3   | M   | M   | H   | H   | H   | L   |
| CO4   | M   | L   | H   | M   | L   | L   |
| CO5   | M   | M   | H   | H   | L   | H   |

| <b>CO/PSO</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> | <b>PSO6</b> |
|---------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>    | M           | M           | M           | M           | M           | M           |
| <b>CO2</b>    | H           | H           | L           | L           | M           | M           |
| <b>CO3</b>    | M           | L           | H           | H           | M           | L           |
| <b>CO4</b>    | M           | L           | M           | M           | L           | L           |
| <b>CO5</b>    | H           | H           | M           | M           | L           | L           |

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| <b>Title of the Course</b>          | <b>ELECTIVE: INNOVATION MANAGEMENT</b>   |                 |                     |                |              |                    |         |
| <b>Paper No.</b>                    | <b>Discipline Specific Elective 2</b>  |                 |                     |                |              |                    |         |
| <b>Category</b>                     | <b>Elective</b>  | <b>Year</b>     | <b>III</b>          | <b>Credits</b> | <b>3</b>     | <b>Course Code</b> | UEBAE24 |
|                                     |  | <b>Semester</b> | <b>VI</b>           |                |              |                    |         |
| <b>Instructional hours per week</b> | <b>Lecture</b>   | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |         |
|                                     | 5  | -               | -                   |                | 5            |                    |         |
| <b>Prerequisites</b>                | Higher secondary (Any group except vocational)   |                 |                     |                |              |                    |         |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• To have a broad understanding on the concept innovation management</li> <li>• To familiarize the students about the creativity and innovation in product development.</li> <li>• To have a broad understanding of the innovation strategy and its competitive advantage.</li> <li>• To provide the knowledge about the technical innovation and its need and importance</li> <li>• To understand the business strategy and objectives in current scenario.</li> </ul> |                 |                     |                |              |                    |         |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Innovation Management</b><br/> 1.1 Concept<br/> 1.2 Scope<br/> 1.3 Characteristics – Evolution<br/> 1.4 Significance<br/> 1.5 Factors Influencing<br/> 1.6 Process of innovation</p>   |                 |                     |                |              |                    |         |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Tools for Innovation</b><br/> 2.1 Types of innovation<br/> 2.2 Challenges and barriers of Innovation<br/> 2.3 Traditional V/S Creative Thinking<br/> 2.4 Individual Creativity Techniques: Meditation, Self- Awareness, &amp; Creative Focus<br/> 2.5 Group Creative Techniques: Brain Storming,<br/> 2.6 Off The Wall Thinking - Thinking Hats Method.</p>   |                 |                     |                |              |                    |         |

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|                         | <p><b>UNIT-III</b><br/> <b>Areas of Innovation Product Innovation</b><br/> 3.1 Concept - New product development<br/> 3.2 Packaging and Positioning -Innovation Process<br/> 3.3 Innovation: Concept, Requirement -Innovation<br/> 3.4 Types: Benchmarking<br/> 3.5 TQM<br/> 3.6 Business Process Reengineering</p>   |
|                         | <p><b>UNIT- IV</b><br/> <b>Market strategy</b><br/> 4.1 Common Marketing strategies<br/> 4.2 Create customer value<br/> 4.3 Grow market share<br/> 4.4 Entering into new markets<br/> 4.5 Increasing profitability ratio<br/> 4.6 Competitive marketing strategy.</p>   |
|                         | <p><b>UNIT-V</b><br/> <b>Technical Innovation</b><br/> 5.1 Meaning - Process<br/> 5.2 Need of technical innovation<br/> 5.3 Importance of technical innovation<br/> 5.4 Advantages and disadvantages of technical innovation<br/> 5.5 Continuous flow of small increments of productivity and efficiency<br/> 5.6 Application of practical knowledge into a productive process</p>  |
| <b>Recommended Text</b> | <ol style="list-style-type: none"> <li>1. Innovation and Entrepreneurship, Peter F. Drucker</li> <li>2. The Innovator’s Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen</li> <li>3. "Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis</li> <li>4. "Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen</li> <li>5. Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand &amp; Sons</li> </ol> |
| <b>Reference Books</b>  | <ol style="list-style-type: none"> <li>1. Innovation Management by C S G Krishnamacharyulu &amp; Lalitha R, Himalaya Publishing House</li> <li>2. James A Christiansen, “Competitive Innovation Management”, published by Macmillan Business, 2000</li> <li>3. Paul Trott, “Innovation Management &amp; New Product Development”, published by Pitman, 2000</li> <li>4. Kelley, Tom, Jonathn Littmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America’s Leading Design Firm. New York: Doubleday, 2001</li> <li>5. Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012</li> </ol>  |

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| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>1. <a href="https://www.coursera.org/learn/innovation-management">https://www.coursera.org/learn/innovation-management</a></li> <li>2. <a href="https://sloanreview.mit.edu/tag/innovation-management/">https://sloanreview.mit.edu/tag/innovation-management/</a></li> <li>3. <a href="https://www.worldscientific.com/worldscinet/ijim">https://www.worldscientific.com/worldscinet/ijim</a></li> <li>4. <a href="https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf">https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf</a></li> <li>5. <a href="https://www.scribd.com/document/554019056/Innovation-Management-Notes- Study-Materials">https://www.scribd.com/document/554019056/Innovation-Management-Notes- Study-Materials</a></li> </ol> |
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**Course Outcomes:**

**On completion of the course, the students should be able to**

**CO1:** To understand the concepts of Innovation management (K1, K2, K3, K4)

**CO2:** To apply knowledge new business plans and strategy (.K1, K2, K3, K4)

**CO3:** To demonstrate the value of customers in increasing the profitability ratio. (K1, K2, K3, K4)

**CO4:** To impart knowledge about the need and importance of technical innovation (K1, K2, K3, K4)

**CO5:** In short the goal of this study is to understand the current state of your business (K1, K2, K3, K4)

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | M   | M   | L   | L   | H   | M   |
| CO2   | M   | M   | L   | L   | H   | H   |
| CO3   | M   | M   | H   | H   | L   | L   |
| CO4   | M   | M   | L   | L   | H   | H   |
| CO5   | L   | L   | H   | M   | H   | H   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | L    | L    | H    | H    | M    | M    |
| CO2    | M    | M    | H    | H    | L    | L    |
| CO3    | M    | M    | L    | L    | H    | H    |
| CO4    | L    | L    | M    | M    | H    | H    |
| CO5    | L    | H    | M    | H    | L    | L    |

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|-------------------------------------|--|-----------------|---------------------|----------------|----------|--------------------|----------------|
| <b>Title of the Course</b>          | <b>ELECTIVE: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT</b>  |                 |                     |                |          |                    |                |
| <b>Paper No.</b>                    | <b>Discipline Specific Elective 2</b>  |                 |                     |                |          |                    |                |
| <b>Category</b>                     | <b>Elective</b>  | <b>Year</b>     | <b>III</b>          | <b>Credits</b> | <b>3</b> | <b>Course Code</b> | <b>UEBAF24</b> |
|                                     |  | <b>Semester</b> | <b>VI</b>           |                |          |                    |                |
| <b>Instructional hours per week</b> | <b>Lecture</b>   | <b>Tutorial</b> | <b>Lab Practice</b> |                |          | <b>Total</b>       |                |
|                                     | 5  | -               | -                   |                |          | 5                  |                |
| <b>Prerequisites</b>                | Higher Secondary (Any course except vocational)  |                 |                     |                |          |                    |                |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• Understand the basic concepts and terminologies relating to stock market.</li> <li>• Evaluate the value of different equity and debt instruments</li> <li>• Comprehend the different methods of performing fundamental and technical Analysis</li> <li>• Evaluate portfolio based on different portfolio theories</li> <li>• Possess a basic knowledge of derivatives, its types and characteristics</li> </ul> |                 |                     |                |          |                    |                |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Introduction to Investment</b><br/> 1.1 Investment - Meaning, Objectives - Investment versus speculation.<br/> 1.2 Investment Avenues<br/> 1.3 Aspects of investment planning<br/> 1.4 Security markets-primary and secondary, market indices<br/> 1.5 Stock exchanges- BSE, NSE, OTCEI, ISE<br/> 1.6 SEBI –functions -Financial intermediaries.</p>   |                 |                     |                |          |                    |                |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Equity and bond valuation</b><br/> 2.1 Equity analysis &amp; valuation,<br/> 2.2 Difference between Bond valuation and Equity valuation<br/> 2.3 Types of debt instruments,<br/> 2.4 Bond immunization,<br/> 2.5 Bond volatility<br/> 2.6 Bond convexity</p>  |                 |                     |                |          |                    |                |
|                                     | <p><b>UNIT-III: (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Tools of Financial Statement Analysis.</b><br/> 3.1 Fundamental Analysis: Economic analysis: factors,<br/> 3.2 Industry Analysis: Industry Life Cycle.<br/> 3.3 Company Analysis<br/> 3.4 Technical Analysis: Dow Theory, Elliot wave theory, . Charts, Patterns, Trend Lines, Support and Resistance Levels<br/> 3.5 Mathematical Indicators – Moving Averages, Oscillators<br/> 3.6 Forms of Market Efficiency</p>                                |                 |                     |                |          |                    |                |

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|                                      | <p><b>UNIT-IV: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Portfolio management</b></p> <p>4.1 Meaning of portfolio management-Portfolio analysis</p> <p>4.2 Capital Asset Pricing Model,</p> <p>4.3 Portfolio selection</p> <p>4.4 Portfolio revision</p> <p>4.5 Portfolio Evaluation - Sharpe Model, Jensen's Model,</p> <p>4.6 Treynor's model</p>   |
|                                      | <p><b>UNIT-V: (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Derivatives</b></p> <p>5.1 Derivatives meaning-characteristics,</p> <p>5.2 Participants in derivative market.</p> <p>5.3 Types of derivatives, futures,</p> <p>5.4 Forwards,</p> <p>5.5 Swaps,</p> <p>5.6 Options.</p>  |
| <b>Recommended Text</b>              | <ol style="list-style-type: none"> <li>1. Punithavathy Pandian (2012), Security Analysis &amp; Portfolio Management, Vikas Publishing 2nd edition</li> <li>2. Prasanna Chandra, (2021) Investment Analysis &amp; Portfolio Management, McGraw Hill 6th edition</li> <li>3. E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini (2018) Security Analysis &amp; Portfolio Management, Pearson 7th edition</li> <li>4. S Kevin (2006) Portfolio Management, PHI publishing, 2nd Revised edition</li> <li>5. L.Natarajan, (2012), Investment Management, 1st Ed., MarghamPublicaitons, Chennai</li> </ol>  |
| <b>Reference Books</b>               | <ol style="list-style-type: none"> <li>1. Reilly &amp; Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.</li> <li>2. Bodi, Kane, Markus, Mohanty, Investments, 8 th edition, Tata McGraw Hill, 2011.</li> <li>3. V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013.</li> <li>4. V.K.Bhalla, Investment Management, S.Chand&amp; Company Ltd., 2012</li> <li>5. Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press</li> </ol>   |
| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>1) <a href="http://www.stock-trading-infocentre.com">www.stock-trading-infocentre.com</a></li> <li>2) <a href="http://www.sebi.gov.in">www.sebi.gov.in</a></li> <li>3) <a href="https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/">https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/</a></li> <li>4) <a href="https://www.investopedia.com/terms/t/technicalanalysis.asp">https://www.investopedia.com/terms/t/technicalanalysis.asp</a></li> <li>5) <a href="https://groww.in/p/portfolio-management">https://groww.in/p/portfolio-management</a></li> </ol> |

**Course Outcomes:**

**On completion of the course, the students should be able to**

**CO1:** Recall the meaning of the basic terminologies used in stock market. (K1, K2, K3, K4)

**CO2:** Explain and infer the final worth of various investment Processes (K1, K2, K3, K4)

**CO3:** Solve problems relating to various investment decisions (K1, K2, K3, K4)

**CO4:** Analyze theories and problems relating to stock market (K1, K2, K3, K4)

**CO5:** Interpret the various investment models that aid in investment decision making (K1, K2, K3, K4)

| <b>CO/PO</b> | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> |
|--------------|------------|------------|------------|------------|------------|------------|
| <b>CO1</b>   | H          | H          | H          | H          | H          | H          |
| <b>CO2</b>   | H          | H          | H          | H          | M          | M          |
| <b>CO3</b>   | H          | H          | M          | H          | H          | H          |
| <b>CO4</b>   | H          | M          | L          | H          | L          | H          |
| <b>CO5</b>   | H          | H          | H          | M          | M          | H          |

| <b>CO/PSO</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> | <b>PSO6</b> |
|---------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>    | H           | H           | H           | H           | H           | H           |
| <b>CO2</b>    | H           | H           | H           | H           | M           | M           |
| <b>CO3</b>    | H           | L           | H           | H           | H           | H           |
| <b>CO4</b>    | M           | H           | M           | H           | H           | H           |
| <b>CO5</b>    | H           | H           | H           | M           | H           | L           |

|                                     |  |                 |                     |                |              |                    |                |
|-------------------------------------|--|-----------------|---------------------|----------------|--------------|--------------------|----------------|
| <b>Title of the Course</b>          | <b>ELECTIVE: FUNDAMENTALS OF LOGISTICS</b>   |                 |                     |                |              |                    |                |
| <b>Paper No.</b>                    | <b>Discipline Specific Elective 3</b>  |                 |                     |                |              |                    |                |
| <b>Category</b>                     | <b>Elective</b>  | <b>Year</b>     | III                 | <b>Credits</b> | 3            | <b>Course Code</b> | <b>UEBAG24</b> |
|                                     |  | <b>Semester</b> | VI                  |                |              |                    |                |
| <b>Instructional hours per week</b> | <b>Lecture</b>   | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |                |
|                                     | 4  | -               | -                   |                | 4            |                    |                |
| <b>Prerequisites</b>                | Higher Secondary (Any course except vocational)  |                 |                     |                |              |                    |                |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• Understand the various basic concepts and terms relating to Logistics.</li> <li>• Comprehend the importance of customer service and outsourcing relevant to logistics.</li> <li>• Evaluate the importance and issues in global logistics.</li> <li>• Possess an overall knowledge about the services and factors allied to logistics.</li> <li>• Understand the technological impact of logistics.</li> </ul> |                 |                     |                |              |                    |                |
| <b>Course Outline</b>               | <p><b>UNIT I (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Introduction to Logistics:</b><br/> 1.1 History of Logistics<br/> 1.2 Supply chain management and logistics<br/> 1.3 Need, principles<br/> 1.4 Benefits, types of logistics<br/> 1.5 Cost saving &amp; Productivity improvement.<br/> <b>1.6 Basic concepts of national logistics policy</b></p>   |                 |                     |                |              |                    |                |
|                                     | <p><b>UNIT II (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Customer Service and outsourcing</b><br/> 2.1 Definition of Customer Service<br/> 2.2 Elements of Customer Service Phases in Customer Service.<br/> 2.3 Customer Retention.<br/> 2.4 Procurement and Outsourcing Definition of Procurement/Outsourcing<br/> 2.5 Benefits of Logistics Outsourcing.<br/> 2.6 Critical Issues in Logistics Outsourcing</p>  |                 |                     |                |              |                    |                |
|                                     | <p><b>UNIT III (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Global Logistics Global Supply Chain.</b><br/> 3.1 Organizing for Global Logistics<br/> 3.2 Strategic Issues in Global Logistics -<br/> 3.3 Forces driving Globalization Modes of Transportation in Global Logistics<br/> 3.4 Barriers to Global Logistics -Financial Issues in Logistics Performance<br/> 3.5 Need for Integrated logistics- Role of 3PL&amp;4PL.<br/> 3.6 Brief overview of EXIM</p>   |                 |                     |                |              |                    |                |

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|-------------------------|--|
|                         | <p><b>UNIT-IV: (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Key logistics activities</b></p> <p>4.1 Warehousing: Meaning, Types, Benefits.<br/> 4.2 Transportation Meaning; Types of Transportations,<br/> 4.3 Efficient transportation system and its benefits.<br/> 4.4 Courier/Express logistics Meaning, Categorization of consignments<br/> 4.5 Courier Guidelines, Pricing in Courier<br/> 4.6 Express service for international and domestic shipping.</p>  |
|                         | <p><b>UNIT-V: (15 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Technology &amp; Logistics</b></p> <p>5.1 Informatics, using logistics system to support time-based competition-<br/> 5.2 Bar coding<br/> 5.3 GPS<br/> 5.4 Point of sale data<br/> 5.5 Artificial Intelligence<br/> 5.6 Electronic data interchange-types-benefits</p>  |
| <b>Recommended Text</b> | <ol style="list-style-type: none"> <li>1. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited</li> <li>2. Logistics Management for International Business: Text and Cases, Sudalaimuthu &amp; Anthony Raj, PHI Learning, First Edition, 2009</li> <li>3. Logistics and Supply Chain Management, Martin Christopher, Pearson Education Limited 2012</li> <li>4. Satish C. Ailawadi, Rakesh P. Singh, Logistics &amp; Supply Chain Management, HI Learning Private Limited, 2011</li> <li>5. Paul Myerson, Lean Supply Chain and Logistics Management, Mc Graw Hill, 2012</li> </ol>  |
| <b>Reference Books</b>  | <ol style="list-style-type: none"> <li>1. Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012.</li> <li>2. Sunil Chopra and Peter Meindl, Supply Chain Management- Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012.</li> <li>3. Fundamentals of Logistics Management (The Irwin/McGraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998</li> <li>4. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.</li> <li>5. Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.</li> </ol> |

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|--------------------------------------|--|
| <b>Website and e-learning source</b> | 1) <a href="https://www.techtarget.com/searcherp/definition/logistics-management">https://www.techtarget.com/searcherp/definition/logistics-management</a><br>2) <a href="https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/">https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/</a><br>3) <a href="https://www.track-pod.com/blog/functions-of-logistics/">https://www.track-pod.com/blog/functions-of-logistics/</a><br>4) <a href="https://www.projectmanager.com/blog/logistics-management-101">https://www.projectmanager.com/blog/logistics-management-101</a><br>5) <a href="https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf">https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf</a> |
|--------------------------------------|--|

**Course Outcomes:**  
**On completion of the course, the students should be able to**  
**CO1:** Explain the basic concepts relating to logistics  
**CO2:** Analyse the role of outsourcing and customer service in logistics  
**CO3:** Appraise the needs, modes and issues relating to global logistics  
**CO4:** Describe about the different activities allied to logistics  
**CO5:** Identify the various areas of logistics where technology can be applied

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | L   | H   | H   | M   | H   | H   |
| CO2   | M   | L   | L   | L   | H   | L   |
| CO3   | L   | M   | H   | H   | M   | H   |
| CO4   | H   | L   | M   | L   | L   | L   |
| CO5   | H   | H   | M   | M   | M   | H   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | H    | M    | H    | H    | H    | M    |
| CO2    | L    | L    | H    | H    | M    | H    |
| CO3    | H    | H    | L    | L    | H    | H    |
| CO4    | L    | L    | M    | M    | L    | H    |
| CO5    | H    | L    | M    | H    | M    | L    |

|                                     |   |                 |                     |                |          |                    |                |
|-------------------------------------|---|-----------------|---------------------|----------------|----------|--------------------|----------------|
| <b>Title of the Course</b>          | <b>ELECTIVE: E – BUSINESS</b>   |                 |                     |                |          |                    |                |
| <b>Paper No.</b>                    | <b>Discipline Specific Elective 3</b>   |                 |                     |                |          |                    |                |
| <b>Category</b>                     | <b>Elective</b>   | <b>Year</b>     | <b>III</b>          | <b>Credits</b> | <b>3</b> | <b>Course Code</b> | <b>UEBAH24</b> |
|                                     |   | <b>Semester</b> | <b>VI</b>           |                |          |                    |                |
| <b>Instructional hours per week</b> | <b>Lecture</b>  | <b>Tutorial</b> | <b>Lab Practice</b> |                |          | <b>Total</b>       |                |
|                                     | 4   | -               | -                   |                |          | 4                  |                |
| <b>Prerequisites</b>                | Higher secondary (Any course except vocational)   |                 |                     |                |          |                    |                |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ul style="list-style-type: none"> <li>• To understand the basic concepts of electronic business</li> <li>• To identify web-based tools</li> <li>• To examine the security threats to e-business</li> <li>• To discuss the strategies on marketing</li> <li>• To analyze the business plan for e-business.</li> </ul> |                 |                     |                |          |                    |                |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Introduction to Electronic Business:</b><br/> 1.1 E - Business - meaning - value chains<br/> 1.2 The Internet and the web<br/> 1.3 Infrastructure for e-business<br/> 1.4 Advantages and Disadvantages of e - business<br/> 1.5 Transition of e - business in India<br/> 1.6 BAM Model</p>                          |                 |                     |                |          |                    |                |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b><br/> <b>Web based tools for E – business:</b><br/> 2.1 Web based concepts<br/> 2.2 Web based applications<br/> 2.3 Naming convention<br/> 2.4 URL – Search engine<br/> 2.5 E - business software<br/> 2.6 Overview of packages</p>   |                 |                     |                |          |                    |                |
|                                     | <p><b>UNIT-III</b><br/> <b>Security threats to e - business</b><br/> 3.1 Implementing security for e - commerce<br/> 3.2 Electronic payment systems<br/> 3.3 Encryption Process<br/> 3.4 Decryption process<br/> 3.5.Risk and Threats of e - business<br/> 3.6 Malware – Bots – DDos attacks</p>  |                 |                     |                |          |                    |                |

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|                                      | <p><b>UNIT- IV</b></p> <p>4.1 E -business models – Parties and Types</p> <p>4.2 Sales and promotion –</p> <p>4.3 B2C and strategies for purchasing and support activities</p> <p>4.4 B2B Model -Types</p> <p>4.5 Auction-Types</p> <p>4.6 Web auction virtual - web portals</p>  |
|                                      | <p><b>UNIT-V</b></p> <p><b>The environment of E-business</b></p> <p>5.1 International environment</p> <p>5.2 Legal</p> <p>5.3 Ethical</p> <p>5.4 Tax issues</p> <p>5.5 Business plan for implementing e-business</p> <p>5.6 Impact of E – business on environment</p>  |
| <b>Recommended Text</b>              | <ol style="list-style-type: none"> <li>1. Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000</li> <li>2. Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business</li> <li>3. Kosivr, David - Understanding E-Commerce</li> <li>4. Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.</li> <li>5. C S Rayudu, E Commerce E Business, HPH</li> </ol>   |
| <b>Reference Books</b>               | <ol style="list-style-type: none"> <li>1. Dave Chaffey: E-Business and E-Commerce Management, Pearson Education</li> <li>2. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi</li> <li>3. Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.</li> <li>4. David Whitely, E Commerce Strategy, Technology and Applications, TMH</li> <li>5. J. Christopher Westle and Theodore H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press</li> </ol>   |
| <b>Website and e-learning source</b> | <ol style="list-style-type: none"> <li>1. <a href="https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf">https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf</a></li> <li>2. <a href="https://www.techtarget.com/searchcio/definition/e-business">https://www.techtarget.com/searchcio/definition/e-business</a></li> <li>3. <a href="https://www.britannica.com/technology/e-commerce">https://www.britannica.com/technology/e-commerce</a></li> <li>4. <a href="https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/">https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/</a></li> <li>5. <a href="https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf">https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf</a></li> </ol> |

**Course Outcomes:****On completion of the course, the students should be able to****CO1:** To define and understand the basic concepts of business done through web (K1, K2, K3, K4)**CO2:** To Examine and apply web tools in real-time business situations (.K1, K2, K3, K4)**CO3:** To analyze the security threats in e-business (K1, K2, K3, K4)**CO4:** To evaluate strategies for marketing. (K1, K2, K3, K4)**CO5:** To prepare the environment for e-business (K1, K2, K3, K4)

| <b>CO/PO</b> | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> |
|--------------|------------|------------|------------|------------|------------|------------|
| <b>CO1</b>   | M          | M          | L          | L          | H          | M          |
| <b>CO2</b>   | M          | M          | M          | H          | L          | L          |
| <b>CO3</b>   | M          | M          | H          | H          | L          | L          |
| <b>CO4</b>   | M          | M          | L          | L          | H          | H          |
| <b>CO5</b>   | M          | M          | M          | M          | L          | L          |

| <b>CO/PSO</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> | <b>PSO6</b> |
|---------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>    | M           | M           | H           | H           | M           | M           |
| <b>CO2</b>    | L           | L           | M           | M           | H           | H           |
| <b>CO3</b>    | M           | M           | L           | L           | H           | L           |
| <b>CO4</b>    | M           | M           | L           | L           | H           | H           |
| <b>CO5</b>    | H           | H           | M           | M           | L           | L           |

|                                     |   |                 |                     |                |              |                    |         |
|-------------------------------------|---|-----------------|---------------------|----------------|--------------|--------------------|---------|
| <b>Title of the Course</b>          | <b>ELECTIVE: STRATEGIC MANAGEMENT</b>   |                 |                     |                |              |                    |         |
| <b>Paper No.</b>                    | <b>Discipline Specific Elective 3</b>   |                 |                     |                |              |                    |         |
| <b>Category</b>                     | <b>Elective</b>   | <b>Year</b>     | III                 | <b>Credits</b> | 3            | <b>Course Code</b> | UEBAI24 |
|                                     |   | <b>Semester</b> | VI                  |                |              |                    |         |
| <b>Instructional hours per week</b> | <b>Lecture</b>  | <b>Tutorial</b> | <b>Lab Practice</b> |                | <b>Total</b> |                    |         |
|                                     | 4   | -               | -                   |                | 4            |                    |         |
| <b>Prerequisites</b>                | Higher Secondary (Any course except Vocational)   |                 |                     |                |              |                    |         |
| <b>Objectives of the course</b>     | <p>The course aims at giving an overall view of the</p> <ol style="list-style-type: none"> <li>1. To understand the concept of strategy and strategic management process.</li> <li>2. To create awareness of evolving business environment.</li> <li>3. To understand strategic alternatives and make appropriate strategic choice</li> <li>4. To know the basics of strategic implementation</li> <li>5. To understand recent trends for competitive advantage</li> </ol>  |                 |                     |                |              |                    |         |
| <b>Course Outline</b>               | <p><b>UNIT I (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Introduction to Strategic Management</b></p> <ol style="list-style-type: none"> <li>1.1 Overview of Strategic Management</li> <li>1.2 Strategic Process</li> <li>1.3 Levels of Strategy</li> <li>1.4 Strategic Intent</li> <li>1.5 Vision and Mission</li> <li>1.6 Business definition</li> </ol>   |                 |                     |                |              |                    |         |
|                                     | <p><b>UNIT II (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>External Business Environment</b></p> <ol style="list-style-type: none"> <li>2.1 External Environment Appraisal using PESTEL</li> <li>2.2 Analysis using Porter's 5-Forces model</li> <li>2.3 Environmental Threat and Opportunity Profile (ETOP)</li> <li>2.4 Value chain Analysis – Strategic Advantage Profile(SAP)Scanning Functional</li> <li>2.5 Resources and Capabilities for building Organization Capability Profile (OCP)</li> <li>2.6 SWOT Analysis</li> </ol> |                 |                     |                |              |                    |         |
|                                     | <p><b>UNIT III (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Strategic Alternatives</b></p> <ol style="list-style-type: none"> <li>3.1 Strategic alternatives at corporate level</li> <li>3.2 Concept of grand strategies</li> <li>3.3 Strategic choice models - BCG, GE</li> <li>3.4 Nine Cell Matrix</li> <li>3.5 Hofer's matrix-Strategic alternatives at business level:</li> <li>3.6 Michael Porter's Generic competitive strategies</li> </ol>   |                 |                     |                |              |                    |         |

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|  | <p><b>UNIT IV (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Strategic Implementation</b></p> <p>4.1 Developing short-term objectives and policies</p> <p>4.2 Functional tactics, and rewards</p> <p>4.3 Structural Implementation: an overview of Structural Considerations</p> <p>4.4 Behavioural Implementation: an overview of Leadership and Corporate Culture</p> <p>4.5 Mc Kinsey 7-S Framework Establishing</p> <p>4.6 Strategic Control</p> |
|  | <p><b>UNIT V (18 hours) (K1, K2, K3 &amp; K4)</b></p> <p><b>Recent Trends for Competitive Advantage</b></p> <p>5.1 Concept of Balanced Scorecard approach</p> <p>5.2 Use of Big data for Balanced Score Card</p> <p>5.3 Key Performance Indicators</p> <p>5.4 Importance of Corporate Social Responsibility</p> <p>5.5 Business Ethics</p> <p>5.6 Concept of Corporate Sustainability</p>  |

|                                       |   |
|---------------------------------------|---|
| <b>Recommended Text</b>               | <ol style="list-style-type: none"> <li>1. Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson Education, 14<sup>th</sup> Edition, 2017</li> <li>2. Azhar Kazmi, Strategic Management and Business Policy, McGraw Hill, 3<sup>rd</sup> Edition, 2012</li> <li>3. Jauch, Glueck &amp; Gupta, Business Policy and Strategic Management, Frank Brothers, 7<sup>th</sup> Edition</li> <li>4. Pearce, Robinson and Mittal, Strategic Management - Formulation, Implementation &amp; Control, McGraw Hill, 12<sup>th</sup> Edition</li> <li>5. Hitt, Irel and Hoskisson &amp; Manikutty, Strategic Management – A South Asian Perspective, Cengage Learning, 9<sup>th</sup> Edition, 2012</li> </ol> |
| <b>Reference Books</b>                | <ol style="list-style-type: none"> <li>1. Thomson &amp; Strickland, Crafting and Executing Strategy, McGraw Hill, 16<sup>th</sup> Edition, 2011</li> <li>2. N. Chandrasekaran &amp; Ananthanarayanan, Strategic Management, Oxford University Press, First Edition, 2012</li> <li>3. Ireland, Hoskisson &amp; Manikutty, Strategic Management –A South Asian Perspective, Cengage Learning, 9<sup>th</sup> Edition, 2012</li> <li>4. Dr. L M. Prasad, Strategic Management, Sultan Chand &amp; Sons, Latest Edition</li> <li>5. Kenneth Carrig ,Scott A Snell, Strategic Execution: Driving Breakthrough performance in business, Stanford University Press, 2019</li> </ol>  |
| <b>Websites and e-learning source</b> | <ol style="list-style-type: none"> <li>1. Strategicmanagement journal <a href="https://onlinelibrary.wiley.com/journal/10970266">https://onlinelibrary.wiley.com/journal/10970266</a></li> <li>2. <a href="https://str.aom.org/teaching/all-levels">https://str.aom.org/teaching/all-levels</a></li> </ol>  |

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|  | 3. <a href="https://online.hbs.edu/courses/business-strategy/">https://online.hbs.edu/courses/business-strategy/</a><br>4. <a href="https://study.sagepub.com/parnell4e">https://study.sagepub.com/parnell4e</a><br>5. <a href="https://www.strategicmanagement.net/">https://www.strategicmanagement.net/</a> |
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**Course Outcomes:**

**On completion of the course, the students should be able to**

**CO1:** To develop an understanding of the strategic management process and the complexities of the business environment.

**CO2:** To analyse the external environment and internal organizational factors influencing strategy formulation.

**CO3:** To demonstrate the skill required for selection of the most suitable strategies for a business.

**CO4:** To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies

**CO5:** To familiarize with current developments.

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------|-----|-----|-----|-----|-----|-----|
| CO1   | L   | H   | H   | M   | H   | H   |
| CO2   | M   | L   | L   | L   | H   | L   |
| CO3   | L   | M   | H   | H   | M   | H   |
| CO4   | H   | L   | M   | L   | L   | L   |
| CO5   | H   | H   | M   | M   | M   | H   |

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------|------|------|------|------|------|------|
| CO1    | H    | M    | H    | H    | H    | M    |
| CO2    | L    | L    | H    | H    | M    | H    |
| CO3    | H    | H    | L    | L    | H    | H    |
| CO4    | L    | L    | M    | M    | L    | H    |
| CO5    | H    | L    | M    | H    | M    | L    |