

# **Sadakathullah Appa College** **(Autonomous)**

(Reaccredited by NAAC at an 'A' Grade. An ISO 9001:2015 Certified Institution)

**Rahmath Nagar, Tirunelveli-11.**  
**Tamil Nadu**

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**CBCS SYLLABUS**  
**Learning Outcomes-based Curriculum Framework for**  
**BUSINESS ADMINISTRATION (B.B.A.)**  
(Applicable for the students admitted from June 2021 as per  
the Resolutions of the Academic Council Meeting held on 20.03.2021)



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**B.B.A.**  
**DISTRIBUTION OF HOURS, CREDITS, NO. OF PAPERS & MARKS**  
**(Applicable for students admitted in June 2021 and onwards)**

Part	Course	Semester	Hours	Credits	Papers	Marks					
I	Tamil / Arabic	I to II	12	6	2	200					
II	English	I to II	12	6	2	200					
III	Discipline Specific Core (DSC) + Field work	I to VI	90	78	20	2000					
	Discipline Specific Elective (DSE) + Project	III & VI	20	18	4	400					
	Allied	I to IV	24	16	4	400					
IV	Non-Major Elective (NME)	III to IV	4	4	2	200					
	Skill Enhancement Course (SEC)	III to VI	12	12	6	600					
	Ability Enhancement Compulsory Course (AECC) Social Value Education (SVE)	I	2	2	1	100					
	Environmental Science (EVS)	II	2	2	1	100					
V	Extension Activities	IV	--	1+1	1	200					
	Library Reading Hour	III & IV	2								
TOTAL			180	146	43	4400					
SEMESTER WISE DISTRIBUTION OF HOURS											
Part	I	II	III				IV				Total
SEM	T/A	ENG	DSC	FW	DSE/PRO	AL	NME	SEC	VE/EVS	LRH	
I	6	6	10	-	-	6	-	-	2		30
II	6	6	10	-	-	6	-	-	2		30
III			17	-	-	6	2	4	-	1	30
IV			17	-	-	6	2	4	-	1	30
V	-	-	20	-	8	-	-	2	-		30
VI	-	-	16	-	12	-	-	2	-		30
Total	12	12	90	-	20	24	4	12	4	2	180

## COURSE PATTERN STRUCTURE

### CBCS Syllabus –B.B.A.

SEM	Part	Course	Title of the paper	Course Code	H/W	L	T	P	C	Marks		
										I	E	T
I	I	L-I	இக்காலத்தமிழ்	21ULTA11	6	6	-	-	3	25	75	100
			Basic Grammar and Translation-I	21ULAR11								
	II	L-I	Communicative English I	21ULEN11	6	6	-	-	3	25	75	100
	III	DSC-I	Principles of Management	21UCBA11	5	5	-	-	4	25	75	100
		DSC-II	Managerial Communication	21UCBA12	5	5	-	-	4	25	75	100
		A-I/1	Financial Accounting	21UABA11	6	6	-	-	4	25	75	100
	IV	AECC-I	Value Education-I	21USVE1A	2	2	-	-	2	25	75	100
			Value Education-II	21USVE1B								
II	I	L-II	சமயத்தமிழ்	21ULTA21	6	6	-	-	3	25	75	100
			Grammar and Translation - II	21ULAR21								
	II	L-II	Communicative English – II	21ULEN21	6	6	-	-	3	25	75	100
	III	DSC-III	Organizational Behaviour	21UCBA21	5	5	-	-	4	25	75	100
		DSC-IV	Case Analysis	21UCBA22	5	5	-	-	4	25	75	100
		A-I/2	Cost and Management Accounting	21UABA21	6	6	-	-	4	25	75	100
	IV	AECC-II	Environmental Science	21UEVS21	2	2	-	-	2	25	75	100
III	III	DSC-V	Business Research Methods	21UCBA31	5	5	-	-	4	25	75	100
		DSC-VI	Marketing Management	21UCBA32	4	4	-	-	4	25	75	100
		DSC-VII	Managerial Economics	21UCBA33	4	4	-	-	4	25	75	100
		DSC-VIII	Financial Management	21UCBA34	4	4	-	-	4	25	75	100
		A-II/1	Management Information System	21UABA31	6	6	-	-	4	25	75	100
	IV	SEC-I	Fundamentals of Computing and Security	21USFC31	2	2	-	-	2	25	75	100

	IV	SEC-II	SWAYAM - NPTEL Online Course	21USOC32	2	2	-	-	2	25	75	100
			Consumer Behaviour	21USBA32								
	IV	NME-I	Management Principles and Behavior	21UNBA31	2	2	-	-	2	25	75	100
		LRH	Libray Reading Hour	-	1	-	-	-	-	-	-	-
IV	III	DSC-IX	Human Resource Management	21UCBA41	5	5	-	-	4	25	75	100
		DSC-X	Logistics Management	21UCBA42	4	4	-	-	4	25	75	100
		DSC-XI	Production Management	21UCBA43	4	4	-	-	4	25	75	100
		DSC-XII	Business Statistics	21UCBA44	4	4	-	-	4	25	75	100
		A-II/2	Business Environment	21UABA41	6	6	-	-	4	25	75	100
	IV	SEC-III	Soft Skills	21USSS41	2	2	-	-	2	25	75	100
	IV	SEC-IV	Stress Management	21USBA42	2	2	-	-	2	25	75	100
	IV	NME-II	Office Management	21UNBA41	2	2	-	-	2	25	75	100
	V	ECA	Extra Curricular Activities		-	-	-	-	1	-	-	100
	V	SOP	Sadakath Outreach Programme		-	-	-	-	1	-	-	100
V	III	FW/I	Field work/Internship	21UFBA41	-	-	-	-	2	-	-	100
		LRH	Library Reading Hour		1	-	-	-	-	-	-	-
		DSC-XIII	Business Law	21UCBA51	5	5	-	-	4	25	75	100
		DSC-XIV	E-Commerce	21UCBA52	5	5	-	-	4	25	75	100
		DSC-XV	Entrepreneurial Development	21UCBA53	5	5	-	-	4	25	75	100
		DSC-XVI	Total Quality Management	21UCBA54	5	5	-	-	4	25	75	100
		DSE I	Financial Services Modern Banking Investment Analysis	21UEBA51A 21UEBA51B 21UEBA51C	4	4	-	-	4	25	75	100
		DSE II	Integrated Marketing Communication	21UEBA52A	4	4	-	-	4	25	75	100

			Retail Management	21UEBA52B								
			Brand Management	21UEBA52C								
	IV	SEC-V	Business Analytics	21USBA51	2	2	-	-	2	25	75	100
VI	III	DSC-XVII	Strategic Management	21UCBA61	6	6	-	-	4	25	75	100
		DSC-XVIII	Business Ethics	21UCBA62	5	5	-	-	4	25	75	100
		DSC-XIX	International Business	21UCBA63	5	5	-	-	4	25	75	100
		DSE-III	Performance Management	21UEBA61A	4	4	-	-	4	25	75	100
			Compensation Management	21UEBA61B								
			Organization Change and Development	21UEBA61C								
		DSE-IV	Project	21UEBA62	8	8	-	-	6	-	-	100*
	IV	SEC-VI	Risk Management and Insurance	21USBA61	2	2	-	-	2	25	75	100
			Total		180				146			<b>4400</b>

\* L – Lecture hours

\* T – Tutorial hours

\* P – Practical hours

\* Project Report - 60 marks, Viva-Voce Examination - 40 marks

Fieldwork Report - 60 marks, Viva-Voce Examination - 40 marks



**B.B.A. COURSE STRUCTURE (CBCS)**  
**(Applicable for students admitted in June 2021 and onwards)**

**TITLE OF THE PAPERS, CREDITS & MARKS**

**GROUP II COURSES (ONE-YEAR LANGUAGE COURSES)**

**(B.Com. , B.Com. Finance, BBA, B.Com. (Hons.), B.Sc. Computer Science, Information Technology, B.C.A)**

<b>SEM</b>	<b>Title of the paper</b>	<b>S. CODE</b>	<b>H/W</b>	<b>C</b>	<b>I</b>	<b>E</b>	<b>T</b>
<b>PART I - TAMIL</b>							
<b>I</b>	இக்காலத் தமிழ்	21ULTA11	6	3	25	75	100
<b>II</b>	சமயத் தமிழ்	21ULTA21	6	3	25	75	100
<b>TOTAL</b>			<b>12</b>	<b>6</b>			<b>200</b>
<b>PART I – ARABIC</b>							
<b>I</b>	Applied Grammar and Translation – I	21ULAR11	6	3	25	75	100
<b>II</b>	Applied Grammar and Translation – II	21ULAR21	6	3	25	75	100
<b>TOTAL</b>			<b>12</b>	<b>6</b>			<b>200</b>
<b>PART II – ENGLISH</b>							
<b>I</b>	Prose, Poetry and Grammar-I	21ULEN11	6	3	25	75	100
<b>II</b>	Prose, Poetry and Grammar-II	21ULEN21	6	3	25	75	100
<b>TOTAL</b>			<b>12</b>	<b>6</b>			<b>200</b>

### PART III

<b>DSC, DSE, Field work and Project</b>								
<b>SEM</b>	<b>COURSE</b>	<b>TITLE OF THE PAPER</b>	<b>COURSE CODE</b>	<b>H/W</b>	<b>C</b>	<b>MARKS</b>		
						<b>I</b>	<b>E</b>	<b>T</b>
<b>I</b>	DSC1	Principles of Management	21UCBA11	5	4	25	75	100
	DSC2	Managerial Communication	21UCBA12	5	4	25	75	100
<b>II</b>	DSC3	Organizational Behaviour	21UCBA21	5	4	25	75	100
	DSC4	Case Analysis	21UCBA22	5	4	25	75	100
<b>III</b>	DSC5	Business Research Methods	21UCBA31	5	4	25	75	100
	DSC6	Marketing Management	21UCBA32	4	4	25	75	100
	DSC7	Managerial Economics	21UCBA33	4	4	25	75	100
	DSC8	Financial Management	21UCBA34	4	4	25	75	100
<b>IV</b>	DSC9	Human Resource Management	21UCBA41	5	4	25	75	100
	DSC10	Logistics Management	21UCBA42	4	4	25	75	100
	DSC11	Production Management	21UCBA43	4	4	25	75	100
	DSC12	Business Statistics	21UCBA44	4	4	25	75	100
	FW/I	Field Work/Internship	21UFBA41		2			100
<b>V</b>	DSC13	Business Law	21UCBA51	5	4	25	75	100
	DSC14	E-Commerce	21UCBA52	5	4	25	75	100
	DSC15	Entrepreneurial Development	21UCBA53	5	4	25	75	100
	DSC16	Total Quality Management	21UCBA54	5	4	25	75	100
	DSE-I	Financial Services	21UEBA51A	4	4	25	75	100
		Modern Banking	21UEBA51B					
		Investment Analysis	21UEBA51C					
	DSE-2	Integrated Marketing Communication	21UEBA52A	4	4	25	75	100
		Retail Management	21UEBA52B					
		Brand Management	21UEBA52C					
<b>VI</b>	DSC17	Strategic Management	21UCBA61	6	4	25	75	100
	DSC18	Business Ethics	21UCBA62	5	4	25	75	100
	DSC19	International Business	21UCBA63	5	4	25	75	100
	DSE-III	Performance Management	21UEBA61A	4	4	25	75	100
		Compensation Management	21UEBA61B					
		Organization Change and Development	21UEBA61C					
	DSE-IV	Project	21UEBA62	8	6			100
<b>TOTAL</b>				<b>110</b>	<b>96</b>			<b>2400</b>

<b>Part III - Allied</b>								
<b>SEM</b>	<b>COURSE</b>	<b>TITLE OF THE PAPER</b>	<b>COURSE CODE</b>	<b>H/W</b>	<b>C</b>	<b>MARKS</b>		
						<b>I</b>	<b>E</b>	<b>T</b>
<b>I</b>	AI-1	Financial Accounting	21UABA11	6	4	25	75	100
<b>II</b>	AI-2	Cost and Management Accounting	21UABA21	6	4	25	75	100
<b>III</b>	AI-1	Management Information System	21UABA31	6	4	25	75	100
<b>IV</b>	AI-2	Business Environment	21UABA41	6	4	25	75	100
<b>TOTAL</b>				<b>24</b>	<b>16</b>			<b>400</b>
<b>Part IV – NME</b>								
<b>III</b>	NME1	Management Principles and Behavior	21UNBA31	2	2	25	75	100
<b>IV</b>	NME2	Office Management	21UNBA41	2	2	25	75	100
<b>TOTAL</b>				<b>4</b>	<b>4</b>			<b>200</b>
<b>Part IV – SEC</b>								
<b>III</b>	SEC-1	Fundamentals of Computing and Security	21USFC31	2	2	25	75	100
	SEC-2	SWAYAM - NPTEL Online Course	21USOC32	2	2	25	75	100
		Consumer Behaviour	21USBA32					
<b>IV</b>	SEC-3	Soft Skills	21USSS41	2	2	25	75	100
	SEC-4	Stress Management	21USBA42	2	2	25	75	100
<b>V</b>	SEC-5	Business Analytics	21USBA51	2	2	25	75	100
<b>VI</b>	SEC-6	Risk Management and Insurance	21USBA61	2	2	27	75	100
<b>TOTAL</b>				<b>12</b>	<b>12</b>			<b>600</b>
<b>Part IV –Value Education &amp; EVS</b>								
<b>I</b>	VE	Value Education-I	21USVE1A	2	2	25	75	100
		Value Education-II	21USVE1B					
<b>II</b>	EVS	Environmental Science	21UEVS21	2	2	25	75	100
<b>TOTAL</b>				<b>4</b>	<b>4</b>			<b>200</b>

**PART – V – Extension Activities**

<b>SEM</b>	<b>Extension Activities (Choose any one)</b>	<b>COURSE CODE</b>	<b>H/W</b>	<b>C</b>	<b>MARKS</b>		
					<b>I</b>	<b>E</b>	<b>T</b>
<b>I to IV</b>	NCC	21UEXNCC		<b>1</b>			<b>100</b>
	NSS	21UEXNSS					
	Physical Education	21UEXPHE					
	Red Ribbon Club	21UEXRRC					
	Youth Red Cross	21UEXYRC					
	Youth Welfare	21UEXYWL					
	Yoga	21UEXYOG					
<b>III to IV</b>	Sadakath Outreach Programme (SOP)	21UEXSOP		<b>1</b>			<b>100</b>
	<b>Total</b>		<b>-</b>	<b>2</b>			<b>200</b>

## Programme Learning Outcomes (PLO) For Bachelor of Business Administration

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PLO	Upon completion of BBA Degree Programme, The students will be able to::
PLO 1	<b>Disciplinary Knowledge</b> <ul style="list-style-type: none"> <li>Obtain in-depth knowledge in the key areas and in the allied areas of study in Commerce and Business.</li> </ul>
PLO 2	<b>Communication Skills / Digital Literacy</b> <ul style="list-style-type: none"> <li>Acquire the adequate skills that are needed for employment and to become an expert in business correspondence.</li> <li>Obtain and apply ICT skills for trade purposes and effective e-commerce/ e-business operations.</li> </ul>
PLO 3	<b>Critical Thinking / Analytical Skills / Problem Solving Skills</b> <ul style="list-style-type: none"> <li>Gain understanding of concepts, principles and procedures in transacting business, running an organisation and to evaluate the advantages and disadvantages of embarking on business and business related activities based on their in-depth knowledge.</li> <li>Apply the skills required for business and finance operations, planning and decision making and to conduct research in business / e-commerce / E-financing.</li> </ul>
PLO 4	<b>Self-Directed Learning / Lifelong Learning</b> <ul style="list-style-type: none"> <li>Gain knowledge about industries and its problems and to offer remedial measures.</li> <li>Learn the characteristics of a good businessman for continual and sustained development.</li> </ul>
PLO 5	<b>Moral and Ethical Awareness / Environmental Conservation and Sustainability</b> <ul style="list-style-type: none"> <li>Be aware of the legal and ethical issues, fair-trade practices and to realise their personal and social responsibility.</li> <li>Realise that environment and humans are dependent on one another and to know about the responsible management of our ecosystem for survival, and for the well-being of the future generation as well.</li> </ul>

### **PROGRAMME SPECIFIC OUTCOMES (PSO)**

<b>PSO No.</b>	<b>Upon completion of BBA Degree programme, The students will be able to::</b>
<b>PSO-1</b>	Get the basics and principles of effective management styles and skills in business.
<b>PSO-2</b>	Acquire language and ICT skills for better communication to accomplish business operations
<b>PSO-3</b>	Obtain business analytical, problem solving and decision making skills to run an organisation successfully.
<b>PSO-4</b>	Conduct scientific research and build a competitive strategy to sustain in a challenging business environment.
<b>PSO-5</b>	Adopt fair trade and eco-friendly practices in order to balance business in a socially responsible manner.

## SEMESTER – I

<b>Course Title</b>	இக்காலத் தமிழ் <b>Ikkala Tamil (Modern Tamil)</b>
<b>Total Hrs.</b>	<b>90</b>
<b>Hrs./Week</b>	<b>6</b>
<b>Course Code</b>	<b>21ULTA11</b>
<b>Course Type</b>	<b>Part – I - Tamil</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objective:** To introduce literary history, the basics of grammar, and the genres such as poetry, short stories and essays.

### Course Objectives:

CO	The learners will be able to:
CO-1	Understand the major literary forms such as poetry, short stories and essays and their characteristics.
CO-2	Apply their knowledge to learn the effective use of language and literature.
CO-3	Analyse the social / political / religious / economical issues dealt with in literary pieces.
CO-4	Differentiate the literary forms to know their nuances.
CO-5	Produce verses, short stories and essays.

### அலகு 1 தமிழ்ச் செய்யுள்

1. தமிழ் - பாரதியார்
2. புதிய உலகு செய்வோம் - பாரதிதாசன்
3. மனிதனைத் தேடி - மு.மேத்தா
4. தொலைந்து போனவர்கள் - அப்துல் ரகுமான்
5. ஒவ்வொரு புல்லையும் பெயர் சொல்லி அழைப்பேன் - இன்குலாப்
6. சினேகிதனின் தாழ்வான வீடு - கலாப்ரியா
7. இடைவெளி - மனுஷ்ய புத்திரன்
8. சிறைச்சாலைக்காக - அறிவுமதி
9. விழித்தெழுக என் தேசம் - இரவீந்திரநாத் தாகூர் (ஜெயபாரதன் (மொ.பெ))
10. மறதி - ஈரோடு தமிழன்பன்
11. பெண்கவிகளின் கவிதைகள்
12. என்மேல் பரிவுகாட்டு என் ஆத்மாவே - கலீல் ஜிப்ரான்
13. அந்தி மனம் - கல்யாண்ஜி
14. நகைப்பா - மாமதயானை
15. பியானோ- பிரமிள்
16. அழிவு - ஆத்மாநாம்
17. உள் உலகங்கள் - ஞானக்கூத்தன்
18. கிளிக்குஞ்சு - ந.பிச்சமூர்த்தி
19. கடைசி விருந்து - சுகுமாரன்
20. தூர் - நா.முத்துக்குமார்
21. ஜென் கவிதைகள்

22. ஹைக்கூ கவிதைகள்  
நீங்கள் பயின்ற புதுக்கவிதைகளின் அடிப்படையில் நவீனப் புதுக்கவிதைகள் மற்றும்  
ஹைக்கூக் கவிதைகள் தருக.

**அலகு - 2 சிறுகதைகள்**

1. மனித யந்திரம் - புதுமைப்பித்தன்
2. அனந்தசயனம் காலனி - தோப்பில் முகம்மது மீரான்
3. மிருகம் - வண்ணநிலவன்
4. செடிகளுக்கு - வண்ணதாசன்
5. கனவில் உதிர்ந்த பூ - நானும்பூநாதன்
6. சொர்க்கக் கன்னிகை - கருணாமணாளன்
7. நீலம் பூக்கும் திருமடம் - ஜா.தீபா
8. குற்றமும் தண்டனையும் - லியோ டால்ஸ்டாய்

சிறுகதைகள் எழுதப் பயிற்சி அளித்து மாணவரின் சிறுகதையினைக் கல்லூரி ஆண்டு மலரில்  
இடம்பெறச்செய்தல்.

**அலகு 3 அறிவுசார் கட்டுரைகள்**

1. தொல்லியல் நோக்கில் உலகத் தமிழர் பண்பாடு
2. ஓங்கி ஒலித்த பெருங்குரல்; ஆத்மாநாம் கவிதைகள்
3. நகுலனின் தனிமை
4. கவிக்கோ அப்துல் ரகுமான் கவிதைகள்
5. இறைவனை நினைப்போம் அன்பினை வளர்ப்போம்
6. சுருக்கம் தேடும் விரிந்த கவிதைகள்
7. இலக்கியத்தில் சுற்றுச்சூழலியல்

நீங்கள் அண்மையில் பயணித்த ஓர் இடம் குறித்து இரசனையோடு எழுதுக.

**அலகு 4 இலக்கிய வரலாறு**

1. புதுக்கவிதை தோற்றமும் வளர்ச்சியும்
2. நவீனத் தமிழ்க் கவிதைகளின் புதிய போக்குகள்
3. தமிழ்ச் சிறுகதைகளின் தோற்றமும் வளர்ச்சியும்

**அலகு 5 இலக்கணம் அறிமுகம்**

1. முதலெழுத்துகள்
2. சார்பெழுத்துகள்
3. உயிர் எழுத்தின் வகைகள்
4. மெய் எழுத்தின் வகைகள்
5. சுட்டெழுத்துகள்
6. வினாவெழுத்துகள்
7. வல்லினம் மிகும் இடங்கள்
8. வல்லினம் மிகா இடங்கள்
9. பகுபத உறுப்புகள்
10. இலக்கணக் குறிப்புகள்

நீங்கள் வாசிக்கும் செய்தித்தாள்களில் இடம்பெறும் எழுத்துப் பிழைகளைச் சுட்டிக் காட்டுக.

**பாடநூல்கள்**

- இக்காலத்தமிழ், தமிழ்த்துறை வெளியீடு, சதக்கத்துல்லாஹ் அப்பா கல்லூரி,  
திருநெல்வேலி.

**பார்வை நூல்கள்**

தமிழ் இலக்கிய வரலாறு, முனைவர் சு.ஆனந்தன், கண்மணி பதிப்பகம்,

### Course Outcomes

CO	Upon completion of this course, students will be able to	PSOs Addressed	Cognitive Level
CO-1	Understand the concepts behind modern poetry, short stories, essays, literary history and grammar.	1	Understanding
CO-2	Explain the methodologies for the effective use of language and literature.	1, 2	Applying
CO-3	Apply their knowledge to analyse the socio-political / economic / religious issues presented in the literary texts.	1,2,3,4	Applying
CO-4	Categorize the major literary forms according to their origin and development.	1,2,3	Analysing
CO-5	Assess the ways and means to develop the art of writing insisting on environmental conservation, social harmony and interconnectedness regionally, nationally and globally.	1,2,4,5	Evaluating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credit			
I	21ULTA11	Ikkala Tamil				90	3			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO-2	✓	✓	✓	✓	✓	✓	✓	✓		
CO-3	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO-4	✓	✓	✓		✓	✓	✓	✓		
CO-5	✓	✓	✓	✓	✓	✓	✓		✓	✓
	Number of matches (✓) = 43 Relationship = <b>High</b>									



## SEMESTER – I

<b>Course Title</b>	<b>BASIC GRAMMAR AND TRANSLATION-I</b>
<b>Total Hrs.</b>	<b>90</b>
<b>Hrs./Week</b>	<b>6</b>
<b>Sub. Code</b>	<b>21ULAR11</b>
<b>Course Type</b>	<b>Part – I - Arabic</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objective:** To teach the basics of Arabic Phonetics, Grammar and Translation.

### **Course Objectives:**

<b>CO</b>	<b>The learners will be able to:</b>
CO-1	Identify the Arabic Alphabet.
CO-2	Understand the speech sounds in Arabic.
CO-3	Explain the basic grammatical items and their uses.
CO-4	Evaluate the strategies for developing communicative competency.
CO-5	Experiment the art of speaking and writing.

### **Unit I: Arabic for Beginners**

Lesson 1-4 (Page No. 1 to 19) The Alphabet, Vowels-Diphthong,

Nunation Doubled consonant, changing shapes of the Alphabet, Definite article

### **Unit II: Arabic for Beginners**

Lesson-5 Parts of Speech Class room (Page No. 20,21)

Model sentences (Page No. 25)

Lesson-6 Noun-Qualified and Adjectives (Page No. 26 &27)

Model sentences (Page No. 32,33)

Lesson-7 Gender (Page No. 34&35)

Lesson-8 Singular, Dual and Plural (Page No. 36&37)

Lesson-9 The Nominal Sentence (Page No. 38&40)

Model sentences (Page No. 44,45)

### **Unit III: Arabic for Beginners**

Lesson-10 The possessive (Page No. 46& 47), Model sentences (Page No.51)

Lesson-11 Personal pronouns, We work (Page No. 52,53 &54)

Model sentences (Page No.58 & 59)

Lesson-12 demonstrative and Relative pronouns, New York city (Page No. 60,61,62,& 67)

Lesson-13 Interrogatives, Conversation (Page No. 68,69 & 70)

Model sentences (Page No.74 & 75)

#### **Unit IV: Al -Qirat –Al-Wazhiha Part –I**

Lesson 1-7 from

#### **Unit V: Al -Qirat –Al-Wazhiha Part –I**

Lesson 8-14

#### **Textbooks:**

1. Syed Ali. *Arabic for Beginners*. UBS Publishers & Distributors Ltd. New Delhi:

(International Edition 2011)

2 Waheed Az-zaman Al-Keeranavi. *Al -Qira'ath –Al-Wazhiha Part –I*.

#### **Course Outcomes:**

<b>CO</b>	<b>Upon completion of the course, the students will be able to:</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Summarize the Arabic alphabet and speech sounds in Arabic.	1,2	Understanding
CO-2	Apply the basic grammar rules of Arabic in their communication.	1,2,5	Applying
CO-3	Discover the functions of Nouns, Adjectives, Personal and Demonstrative Pronouns, Prepositions, Countable and Uncountable for effective usage.	1,2,3	Applying
CO-4	Analyze the methods in order to attain communication skills.	1,2,3,5	Analyzing
CO-5	Evaluate conversational patterns and write short passages in Arabic.	1,2,4	Evaluating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
I	21ULAR 11	GRAMMAR AND TRANSLATION-I				90	3			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓			✓	✓	✓			
CO-2	✓	✓				✓	✓			✓
CO-3	✓	✓	✓	✓		✓	✓	✓		
CO-4	✓	✓		✓		✓	✓	✓		✓
CO-5	✓			✓	✓	✓	✓		✓	
	Number of matches (✓) = 30 Relationship = <b>Medium</b>									

**SEMESTER – I**

<b>Course Title</b>	<b>COMMUNICATIVE ENGLISH - I</b>
<b>Total Hrs.</b>	<b>90</b>
<b>Hrs./Week</b>	<b>6</b>
<b>Course Code</b>	<b>21ULEN11</b>
<b>Course Type</b>	<b>Part – II - English</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To teach the four skills viz. Listening, Speaking, Reading, and Writing to train the students the skills necessary for social and academic interactions.

**Course Objectives:**

<b>CO</b>	<b>The learners will be able to:</b>
CO-1	Understand the significance and the use of the four skills (LSRW).
CO-2	Apply the skills acquired to listen to English keenly, to understand the context clearly and to respond to others accordingly.
CO-3	Identify the strategies of language learning and use in real-life situations by means of reading extensively.
CO-4	Examine the correct and incorrect expressions in everyday English to take notes and write essays.
CO-5	Express their ideas without committing any grammatical errors.

**Unit – I**

1. Listening and Speaking
  - a. Introducing self and others
  - b. Listening for specific information
  - c. Pronunciation (without phonetic symbols)
    - i. Essentials of pronunciation
    - ii. American and British pronunciation
2. Reading and Writing
  - a. Reading short articles – newspaper reports / fact based articles
    - i. Skimming and scanning
    - ii. Diction and tone
    - iii. Identifying topic sentences
  - b. Reading Aloud: Reading an article/report
  - c. Journal (Diary) Writing

3. Study Skills - 1

Using dictionaries, encyclopedias, thesaurus

Grammar in Context:

**Naming and Describing**

- Nouns & Pronouns
- Adjectives

**Unit – II**

**1. Listening and Speaking**

- a. Listening with a purpose:
- b. Effective Listening:
- c. Tonal Variation:
- d. Listening for information
- e. Asking for Information
- f. Giving Information:

**2. Reading and Writing**

- a. Strategies of Reading:  
Skimming and Scanning
- b. Types of Reading:  
Extensive and Intensive Reading
- c. Reading a prose passage
- d. Reading a poem
- e. Reading a short story

**3. Paragraphs: Structure and types**

- a. What is a Paragraph?
- b. Paragraph structure
- c. Topic Sentence
- d. Unity
- e. Coherence.
- f. Connections between Ideas: Using Transitional words and expressions.
- g. Types of Paragraphs

**4. Study Skills II:**

Using the Internet as a Resource

- a. Online search:
- b. Know the keyword:
- c. Refine your search:
- d. Guidelines for using the Resources:
- e. e-learning resources of Government of India
- f. Terms to know

**5. Grammar in Context**

Involving Action-I

- a. Verbs
- b. Concord

**Unit – III**

1. Listening and Speaking
  - a. Giving and following instructions
  - b. Asking for and giving directions
  - c. Continuing discussions with connecting ideas
2. Reading and writing

- a. Reading feature articles (from newspapers and magazines)
- b. Reading to identify point of view and perspective (opinion pieces, editorials etc.)
- c. Descriptive writing – writing a short descriptive essay of two to three paragraphs.

3. Grammar in Context:

**Involving Action – II**

- Verbals - Gerund, Participle, Infinitive
- Modals

**Unit – IV**

1. Listening and Speaking
  - a. Giving and responding to opinions
2. Reading and writing
  - a. Note taking
  - b. Narrative writing – writing narrative essays of two to three paragraphs

3. Grammar in Context:

**Tense**

- Present
- Past
- Future

**Unit - V**

1. Listening and Speaking
  - a. Participating in a Group Discussion
2. Reading and writing
  - a. Reading diagrammatic information – interpretations maps, graphs and pie charts
  - b. Writing short essays using the language of comparison and contrast
3. Grammar in Context: Voice (showing the relationship between Tense and Voice)

**Textbook:**

Board of Editors. *COMMUNICATIVE ENGLISH* -1. Tamil Nadu State Council for Higher Education (TANSCH). Chennai: 2020.

**References:**

1. Radhakrishna Pillai.G,ed.Written English for You.Chennai:Emerald Publishers, 1990 (rpt2008).
2. Nihamathullah.A.et al. A Course in Spoken English.Tirunelveli: MSU, 2005. (rpt 2010).

### Course Outcomes

CO No.	Upon completion of this course, students would have learned to:	PLO Addressed	Cognitive Level
CO-1	Understand the importance of language skills in order to communicate effectively.	1,2	Understanding
CO-2	Apply the listening skill to pronounce words better and to understand contextual meaning.	1,2,3	Applying
CO-3	Develop reading skill to learn vocabulary, use it appropriately, and acquire analytical skill and the like.	1,2,3,4	Applying
CO-4	Explain the nuances of common errors in English.	3,4,5	Analyzing
CO-5	Choose to use English language consciously without any errors.	1,2,4,5	Evaluating

### Relationship Matrix

Semester	Course Code			Title of the Course			Hours	Credits		
I	21ULEN11			Communicative English - I			90	3		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓				✓	✓			
CO-2	✓	✓	✓			✓	✓	✓		
CO-3	✓	✓	✓	✓		✓	✓	✓	✓	
CO-4	✓		✓	✓	✓	✓		✓	✓	✓
CO-5	✓	✓		✓	✓	✓	✓		✓	✓
	Number of matches (✓) = 34 Relationship = High									

## SEMESTER - I

<b>Course Title</b>	<b>PRINCIPLES OF MANAGEMENT</b>
<b>Total Hrs</b>	<b>75</b>
<b>Hrs/Week</b>	<b>5</b>
<b>Course Code</b>	<b>21UCBA11</b>
<b>Course Type</b>	<b>DSC-I</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objective:

The Course focuses on management principles, functions and techniques in running an organisation successfully.

### Course Objectives:

<b>CO</b>	<b>The learners will be able to:</b>
<b>CO-1</b>	Understand the fundamentals of management.
<b>CO-2</b>	Classify the various forms of business organisation.
<b>CO-3</b>	Establish the requirements of human resource for an organisation.
<b>CO-4</b>	Appraise the performance of subordinates in an organisation.
<b>CO-5</b>	Consider and control techniques in order to rectify business related issues.

### Unit I: Management

Definition of management – Science or art or profession – Manager Vs Entrepreneur – Managerial Skills – Levels of management – Managerial skills and organizational Hierarchy – The emergence of Management thought – Frederick W. Taylor, Henri Fayol and Elton Mayo.

### Unit II: Planning

Importance of Planning - Types of Plans – Steps in planning - Nature and objectives of planning – Hierarchy of objectives – Setting objectives and the organizational Hierarchy – Management by Objectives (MBO) – Benefits of MBO.



**Unit III: Organizing**

Nature and Purpose – Formal and Informal Organisation – Organisation chart – Organisation structure – Types – Line and Staff authority – Departmentalization – delegation of authority – Centralization and decentralization.

**Unit IV: Staffing**

Importance – Situational factors affecting staffing – Internal and External factors – Recruitment – Sources of recruitment – Selection – Process of selection – Training and Development.

**Unit V: Directing and Controlling**

Meaning and Nature of Directing – Elements of Directing – Importance of directing – Basic Control Process or Steps – Budgetary and Non budgetary control Techniques – Use of Computer and IT in Management control.

**Text Book:**

1. Harold Koontz and Heinz Weihrich, *Essentials of Management: An International & Leadership Perspective*, 8th edition, Tata McGraw-Hill Education, 2016.

**Reference Books:**

1. Don Hellriegel, Susan E. Jackson and John W. Slocum, *Management- A Competency Based Approach*, Thompson South Western, 11th edition, 2008.
2. Heinz Weihrich, Mark V Cannice and Harold Koontz, *Management- A global entrepreneurial perspective*, Tata McGraw Hill, 12th edition, 2008.
3. Stephen P. Robbins, David A. DeCenzo and Mary Coulter, *Fundamentals of management*, Prentice Hall of India, 2012.

### Course Outcomes

CO	Upon completion of the course, The students will be able to:	PSO addressed	Cognitive Level
CO-1	Understand the basics, principles and functions of management.	1,2,3,4	Understanding
CO-2	Develop organizational structure in accordance with the quantum and quality of the business.	1,2,4	Applying
CO-3	Analyze the factors influential to staffing procedure and use appropriate tools for selection.	2,3,4	Analyzing
CO-4	Assess the work of subordinates and keep them on track	1,3,4,5	Evaluating
CO-5	Consider standard business plans for smooth functioning.	1,3,4,5	Evaluating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits		
I	21UCBA11	Principles of Management					75	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)						Programme Specific Outcomes (PSOs)			
	PLO1	PLO2	PLO3	PLO4	PLO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO-1	✓	✓	✓			✓	✓	✓	✓	
CO-2	✓	✓	✓	✓		✓	✓		✓	
CO-3	✓	✓		✓	✓		✓	✓	✓	
CO-4	✓	✓	✓	✓	✓	✓		✓	✓	✓
CO-5	✓		✓	✓		✓		✓	✓	✓
	Number of matches (✓) = 39 Relationship = High									

## SEMESTER – I

<b>Course Title</b>	<b>MANAGERIAL COMMUNICATION</b>
<b>Total Hrs.</b>	<b>75</b>
<b>Hrs./Week</b>	<b>5</b>
<b>Course Code</b>	<b>21UCBA12</b>
<b>Course Type</b>	<b>DSC-II</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objective:

The Course facilitates the learners to develop adequate communication skills for effective business correspondence.

### Course objectives:

<b>CO No.</b>	<b>The learners will be able to:</b>
CO-1	Understand the process and barriers of effective communication.
CO-2	Rewrite the layout of business letters.
CO-3	Practice the format of business letters, applications and their importance
CO-4	Categorize the types of report writing prior to drafting business reports.
CO-5	Choose techniques and tools to promote judicious and efficient utilization of electronic media.

### UNIT – I Introducing communication and media

Communication – Meaning- Process and Significance – Objectives – Principles –Types – Media – verbal communication-non verbal communication-Barriers of Communication – The making of effectivecommunication.

### UNIT – II Business Correspondence

Correspondence – need-functions –business letter - need-function and Kinds of Business Letters – Layout of Business Letters – mechanical structure-style format and punctuation

### **UNIT – III Business Letters formation and Application**

Enquiry and Reply –Offers and Quotations – important terms used in Offers and Quotations- Orders – Execution of order and Cancellation of order- Complaints-Claims and Adjustments – Collection Letters – Sales Letters – Circular Letters.

### **UNIT – IV Report writing and preparing**

Report writing- importance of reports-contents – features of good report writing- Types and forms of reports – preparing a report –organization of report- characteristics of good report-Specimen of Reports.

### **UNIT – V Electronic communication**

Modern means of E-Communication – Internet – E-Mail – Video conferencing– Social Media Communications – Ethical ways of using social media for communication.

#### **BOOKS FOR REFERENCE:**

1. R.C.Sharma, Krishna Mohan – Business Communication, Tata McGraw Hills, 2012
2. Urmila Rai – Business Communication, Himalaya Publishing House,2015.

#### **Course Outcomes**

<b>CO No.</b>	<b>Upon completion of the course, The students will be able to:</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
<b>CO-1</b>	Gain adequate knowledge in business correspondents and obtain the skills required for writing business letters.	1,2,3	Understanding/ Applying
<b>CO-2</b>	Categorize the formats of business letters, their applications and importance	1,2,3	Applying/ Analysing
<b>CO-3</b>	Discover soft skills in particular business etiquette.	1,2,3	Applying
<b>CO-4</b>	Prepare good business letters and reports	1,2,3	Creating
<b>CO-5</b>	Construct suitable e-communication models to become skilled communicators.	1,2,3	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
I	21UCBA12	MANAGERIAL COMMUNICATION				75	4			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓	✓	✓		
CO-2	✓	✓	✓	✓	✓	✓	✓	✓		
CO-3	✓	✓	✓	✓	✓	✓	✓	✓		
CO-4	✓	✓	✓	✓	✓	✓	✓	✓		
CO-5	✓	✓	✓	✓	✓	✓	✓	✓		
	Number of matches (✓) = 40 Relationship = High									

## SEMESTER – I

<b>Course Title</b>	<b>FINANCIAL ACCOUNTING</b>
<b>Total Hrs.</b>	<b>90</b>
<b>Hrs./Week</b>	<b>6</b>
<b>Course Code</b>	<b>21UABA11</b>
<b>Course Type</b>	<b>ALLIED – 1/1</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objective:

To impart knowledge on accounting methods and concepts as well the usefulness in trading and non trading concern. To enable use of accounting rules and techniques in framing system of financial decision making.

### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	To Practice the basic methods and concept of accounting information
CO-2	To extend the knowledge about principle method of depreciation and prepare different methods of depreciation
CO-3	To acquire the knowledge of the single entry system and to learn the format of statement of affairs.
CO-4	To Evaluate the basic functions of double entry system of accounting and practice the final account
CO-5	To identify the factors influencing with accounts of non- trading concern

### UNIT – I: INTRODUCTION TO ACCOUNTING

Definition of Account–need and functions of accounting –objectives of accounting- advantages – users of accounting information- Accounting Cycles -Books of Accounts –methods of accounting -Accounting concept and convention - Types of accounts - Accounting rules- Rules for Debit & Credits.

### UNIT – II: SINGLE ENTRY SYSTEM OF ACCOUNTING

Book Keeping– Branches of Accounting –Financial Accounting-Cost Accounting-Management Accounting- Journal- Ledger- Preparation of ledger Accounting-Single Entry – Definition -Meaning – Features– Defects.

### **UNIT – III: METHODS OF DEPRECIATION**

Depreciation- Meaning - Concept of depreciation - Need - Methods of depreciation - depreciation of different assets - Straight line method - Written down value method - Annuity method - Sinking fund method.

### **UNIT – IV: DOUBLE ENTRY SYSTEM OF ACCOUNTING**

Double entry system of accounting - Trial balance -Rectification of Errors - Suspense Accounts - Final Accounts – Trading Account – Profit and Loss Account and Balance Sheet –Adjustment entries- outstanding – prepaid – accrued entries.

### **UNIT – V: ACCOUNTS OF NON- TRADING CONCERN**

Accounts of non- trading concern – Receipt and Payment account –features of Receipt and Payment account - Income and Expenditure account – steps to prepare income and expenditure account - difference between receipt and payment account and income and expenditure account and Balance sheet.

(Theory 40% and problems 60%)

#### **Reference Books:**

1. Introduction to Accountancy - T.S.Grewal - S.Chand and Company
2. Advanced Accountancy - Dr.S.N.Maheswari - Vikas Publishing House

#### **Course Outcomes**

<b>CO</b>	<b>Upon completion of the course, The students will be able to:</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Demonstrate the applicability of the concept and rules of accounting methods.	1,2,3,4,5	Understanding
CO-2	Explain and Prepare depreciation accounts using different methods of depreciation and insurance method also record reserve funds accordingly.	1,2,4,5	Understanding
CO-3	Illustrate the purpose of single and double entry system to understand the accounting system properly.	1,2,4,5	Applying
CO-4	Interpreting the business implications of financial statement information and prepare final account.	1,2,4,5	Evaluating
CO-5	Apply the accounting methods and systems in start-ups, corporate, trading concern and non trading development by large.	1,2,3,4,5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits		
I	21UABA11	FINANCIAL ACCOUNTING					90	4		
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO-2	✓	✓	✓	✓	✓	✓	✓		✓	✓
CO-3	✓	✓	✓	✓	✓	✓	✓		✓	✓
CO-4	✓	✓	✓	✓	✓	✓	✓		✓	✓
CO-5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Number of matches (✓) = 47 Relationship = High									



## SEMESTER – I

<b>Course Title</b>	<b>VALUE EDUCATION-1</b>
<b>Total Hrs.</b>	<b>30</b>
<b>Hrs./Week</b>	<b>2</b>
<b>Course Code</b>	<b>21USVE1A</b>
<b>Course Type</b>	<b>AECC-I</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

**General Objective:** To make students inculcate moral values, leading to faith and righteous action in their life.

**Unit – I:**Islam – Meaning – Importance – A complete Religion – The religion accepted by God – Five Pillars of Islam – Kalima – Prayers – Fasting – Zakat – Haj.

Iman – Monotheism – Angels – Books – Prophets – Dooms Day – Life after death – Heaven and Hell.

**Unit – II:**Quran – The Book of Allah – Wahi – Revelation to Prophet Muhammad(sal) – Compilation – Preservance – Structure – Content – Purpose – Source of Islamic Law– SuraFathiha, Kafirun, Iqlas, Falakh and Nas.

**Unit – III:**Hadith – Siha Sitha – Buhari – Muslim – Tirmithi – Abu Dawood – Nasai – Ibn Maja – Collection of Hadith – Meaning of 40 Hadith.

**Unit – IV:**Life History of Prophet Muhammad (sal) – AiamulJahiliya – Prophet’s Childhood and Marriage – Prophethood – Life at Mecca – Life at Medinah – Farewell Address – Seal of Prophethood.

**Unit – V:** Good character – Etiquettes – Halal and Haram – Duties towards Allah – Duties towards fellow beings – Masnoon Duas.

**Textbooks:**

**Publication of Sadakathullah Appa College**

**Reference Books:**

1. V.A. Moahmed Ashrof – Islamic Dimensions – Reflection and Review on Quranic Themes.
2. The Presidency of Islamic Researchers – Revised & Edited – The Holy Quran.
3. M. Manzoor Nomani – Islamic Faith & Practice.
4. Ali Nadawi, Abul Hasan – Muhammad Rasulullah., Muassasathus Sahafawa Nashr publication Lucknow, India, 1999.
5. K. Ali – A Study of Islamic History.
6. Abdul Rahuman Abdulla  
h – Islamic Dress code for Women.
7. Dr. Munir Ahamed Mughal – Code For Believers.
8. Abdul Malik Mujahid – Gems and Jewels.

## SEMESTER – I

<b>Course Title</b>	<b>VALUE EDUCATION-II</b>
<b>Total Hrs.</b>	<b>30</b>
<b>Hrs./Week</b>	<b>2</b>
<b>Course Code</b>	<b>21USVE1B</b>
<b>Course Type</b>	<b>AECC-I</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

### **UNIT I**

Individual Morality – Objective of Moral life – Living in accordance with the code of Morality – the goodness of Morality – Morality and *Thirukural*- The need for faith.

### **UNIT II**

Adherence to higher code of Morality – Fear of God – Good Moral Values – Duty to Parents – Teacher, respecting elders – Moral Etiquettes – Right-minded Principle – High Principles for Proper conduct.

### **UNIT III**

Inculcating good attitudes – Open mindedness – Morale – analysing the pros and cons of good and bad – Service to others – Mind Power, tolerance, respecting others, showing love to others, patience – tranquility – Modesty, kindness and forgiveness.

### **UNIT IV**

Quotations and moral Stories expressing Good characters of Great personalities – Life History of Great people: Mahatma Gandhi, Abraham Lincoln, Dr. A.P.J. Abdul Kalam.

### **UNIT V**

Truth, the importance of uprightness, integrity, friendship – Health awareness on Alcohol and drug abuse – inculcating reading habit – reading good books – Hygiene – Dowry – Corruption.

### **TEXTBOOKS:**

Publication of Sadakathullah Appa College.

**SEMESTER – II**

<b>Course Title</b>	<b>சமயத்தமிழ் Religious Tamil or Tamil and Religion</b>
<b>Total Hrs.</b>	<b>90</b>
<b>Hrs./Week</b>	<b>6</b>
<b>Course Code</b>	<b>21ULTA21</b>
<b>Course Type</b>	<b>Part – I - Tamil</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objective:** To expose students to the tenets of all the religions.

**Course Objectives:**

<b>CO</b>	<b>The learners will be able to:</b>
CO-1	Understand religions and their objectives by means of the literary texts prescribed.
CO-2	Classify the tenets, concepts and rituals of various religions.
CO-3	Choose to know about the concept of virtues necessary for society through literature of ethics.
CO-4	Devise strategies to get through competitive exams.
CO-5	Consider focussing on their skill development by gaining confidence.

**அலகு – 1****சைவம்**

1. அ. திருஞானசம்பந்தர்
  - தோடுடைய செவியன்...
  - என்ன புண்ணியம் செய்தனை (2.106.1)
  - ஊனத் திருள்நீங் கிட ... (1.38.3)
- ஆ. திருநாவுக்கரசர்
  - மாசில் வீணையும்
  - குனித்த புருவமும் கொவ்வைச் ...
  - புழுவாய்ப் பிறக்கினும்
- இ. சுந்தரமூர்த்தி நாயனார்
  - பித்தா பிறைகுடி
  - பொன்னார் மேனியனே ...
2. மாணிக்கவாசகர்-திருவாசகம்
  - வானாகி மண்ணாகி
  - முன்னைப் பழம்பொருட்கும்
3. திருமூலர்-திருமந்திரம்
  - உள்ளம் பெருங்கோயில்

### வைணவம்

4. அ. பொய்கையாழ்வார் - பாலன் தனதுருவாய் ஏழுலகுண்டு  
ஆ) பூதத்தாழ்வார் - சென்ற திலங்கைமேல் ....  
இ) பேயாழ்வார் - அடைந்த தரவணைமேல் ஐவர்க்காய்...  
ஈ) நம்மாழ்வார் - உண்ணும் சோறு...  
உ) மதுரகவியாழ்வார் - கண்ணி நுண்சிறுத்...  
5. ஆண்டாள்-திருப்பாவை - மார்கழித் திங்கள்...

### சமணம்

6. யசோதர காவியம் (கடவுள் வாழ்த்து) - நல்லார் வணங்கப் படுவான்..  
நீலகேசி (கடவுள் வாழ்த்து)

### பௌத்தம்

7. மணிமேகலை (பாத்திரம் பெற்ற காதை) - மாரனை வெல்லும் வீரநின் (59-72)

### கிறித்தவம்

8. இரட்சணிய யாத்திரிகம் (கடவுள் வாழ்த்து) - 1. மூல காரண முதற்பொருள் ...  
- 2. ஆதி மெய்த்திரு...  
- 3. வானமும், பூமியும்...

### இஸ்லாம்

9. உமறுப்புலவர் - அல்லாஹ்  
10. சதாவதானி செய்குதம்பிப் பாவலர் - மாண்டசவம் ஒன்றெடுத்து...  
(நபிகள் நாயக மான்மிய மஞ்சரி) - ஒன்று தெய்வம் ஒன்று மதம்....

### இரகுமான் கண்ணி

11. குணங்குடி மஸ்தான் சாகிபு  
1) ஈழம் முதலுமற்றே இயங்குகின்ற முச்சுடராய்க்  
காணிக்கை வைத்தேனென் கண்ணே றகுமானே-2  
2) ஏகப் பெருவெளியில் இருட்கடலிற் கம்பமற்ற  
காகமது வானேன் கண்ணே றகுமானே - 7  
3) வேட்டை பெரிதென்றே வெறிநாயைக் கைப்பிடித்து  
காட்டிற் புகலாமோ கண்ணே றகுமானே - 22  
4) இன்றுள்ளோர் நாளைக் கிருப்பதுபொய்  
யென்பதையான் கண்டுகொண்டேன் ஐயாவென்  
கண்ணே றகுமானே - 37  
5) எட்டிப் பிடிக்கும் இதமறிந்தா லுன்பதத்தைக்  
கட்டிப் பிடித்திடுவேன் கண்ணே றகுமானே - 49

12. ஞானமாமேதை தக்கலை பீர்முகம்மது அப்பா - அலைகடலும் அம்புலியும்....  
- பொல்லாக்குபிர்களும் வருங்....
13. இறையருட்கவிமணி பேராசிரியர்  
கா.அப்துல்கபூர் - அலகிலா அருளும் அளிவிலா..

### நீதி இலக்கியம்

14. திருக்குறள் - உழவு (1031-1040)
15. நாலடியார் - கல்வி கரையில் கற்பவர் நாள்சில... 135
16. நான்மணிக்கடிகை - நாற்றம் உரைக்கும் மலர்.... 45

### அலகு - 2

#### புதினம்

வாடிவாசல் - சி.சு. செல்லப்பா, காலச்சுவடு, நாகர்கோவில்

### அலகு - 3

#### உரைநடை

#### (போட்டித் தேர்வுகளுக்குக் கட்டுரை எழுதும் பயிற்சி)

1. நபிகள் நாயகம் (ஸல்) அன்பின் தாயகம்
2. சதக்கத்துல்லாஹ் அப்பா அவர்களின் வாழ்வும் பணியும்
3. பண்பெனப்படுவது பாடறிந்து ஒழுகுதல்
4. நம்பிக்கையோடிருப்போம்
5. தமிழின் தொன்மையும் சிறப்பும்
6. தடம் பதித்த தமிழ் நாவலாசிரியர்கள்

### அலகு - 4

#### இலக்கிய வரலாறு

#### (போட்டித் தேர்வுத் தயாரிப்பு)

1. சைவம், வைணவம், கிறித்தவம், இசுலாம், வளர்த்த தமிழ்
2. புகழ்பெற்ற தமிழ் நூல்கள், நூலாசிரியர்கள்
3. சாகித்ய அகாதெமி விருது பெற்ற படைப்புகள்

### அலகு - 5

தமிழ்நாடு அரசுப் பணியாளர் தேர்வாணையம் நடத்தும் போட்டித் தேர்வுக்குரிய

பொதுத்தமிழ் இலக்கணப் பகுதி ஓர் அறிமுகம்

1. வேர்ச்சொல்லைக் கண்டறிதல்
2. பெயரெச்சம், வினையெச்சம், முற்றெச்சம் பற்றி அறிதல்

3. வினைமுற்று, ஏவல் வினைமுற்று அறிதல்
4. வியங்கோள் வினைமுற்று, வினையாலணையும் பெயர்
5. வினைத்தொகை, பண்புத்தொகை அறிதல்
6. உவமைத்தொகை, உம்மைத் தொகை அறிதல்
7. வேற்றுமைத் தொகையைக் கண்டறிதல்
8. அன்மொழித் தொகையைக் கண்டறிதல்
9. இரட்டைக்கிளவி, அடுக்குத்தொடர் அறிதல்

**பாடநூல்:**

சமயத்தமிழ், சதக்கத்துல்லாஹ் அப்பா கல்லூரித் தமிழ்த்துறை வெளியீடு,

**பார்வை நூல்**

சமயம் வளர்த்த தமிழ், வேங்கடசாமி நாட்டார், பாவைப் பதிப்பகம், சென்னை

**Course Outcomes:**

CO	Upon completion of this course, students will be able to	PSOs Addressed	Cognitive Level
CO-1	Understand the doctrines, divine thoughts and virtues of the various religions.	1,3,4,5	Understanding
CO-2	Develop impeccable spoken and written language ability.	1,4,5	Applying
CO-3	Choose to improve their confidence and the nuances of governance by reading the history of great personalities.	1,4	Applying
CO-4	Explain the ancient Tamil people's life history.	3,4,5	Analyzing
CO-5	Summarize great literary works and to get substance from them to attract employment opportunities.	1,2	Evaluating

**Relationship Matrix**

Semester	Course Code	Title of the Course				Hours	Credit				
II	21ULTA21	சமயத்தமிழ்				90	3				
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)					
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO-1	✓	✓	✓	✓		✓		✓	✓	✓	
CO-2	✓	✓	✓			✓			✓	✓	
CO-3	✓	✓	✓	✓	✓	✓			✓		
CO-4	✓	✓	✓					✓	✓	✓	
CO-5	✓	✓				✓	✓				
	Number of matches (✓) = 31 Relationship = Medium										

## SEMESTER – II

<b>Course Title</b>	<b>BASIC GRAMMAR AND TRANSLATION-II</b>
<b>Total Hrs.</b>	<b>90</b>
<b>Hrs./Week</b>	<b>6</b>
<b>Sub. Code</b>	<b>21ULAR21</b>
<b>Course Type</b>	<b>Part – I - Arabic</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objective:** To make the students develop the intermediate Arabic Grammar and Translation skills.

### **Course Objectives:**

<b>CO</b>	<b>The learners will be able to:</b>
CO-1	Understand the parts of speech of Arabic to comprehend text books in terms of the sentences given.
CO-2	Differentiate the conjugations of verbs in Arabic.
CO-3	Explain the various predicates in Arabic sentences.
CO-4	Illustrate the morphology in Arabic grammar.
CO-5	Analyze nominal sentences in Arabic.

### **Unit I: Arabic for Beginners**

Lesson-14 Prepositions, The village (Page No. 76& 77)

Lesson-15 Verbal sentence – The past tense (Page No. 82 to 87)

Lesson-16 The Imperfect tense- The River Nile (Page No. 93 to 97)

Lesson-17 The Imperative and Negative command (Page No. 102 to 104)

### **Unit II: Al -Qirat –Al-Wazhiha Part –I**

Lesson 15-21

### **Unit III: Arabic for Beginners**

Lesson-20 The verbs of Incomplete predicate (Page No. 126 to 130)

Lesson-21 Inna and its categories, the banks (Page No. 136,137)

Lesson-22 the Numerals, Days and months (Page No. 144 to 148)

Lesson-24 اسم التفضيل (Page No. 151)



**Unit IV: Al -Qirat –Al-Wazhiha Part –I**

Lesson 22-28

**Unit V: Al -Qirat –Al-Wazhiha Part –I**

Lesson 29-35

**Text and Reference books:**

1) Arabic for Beginners (selected topics only)

By Dr. Syed Ali (Former HOD of Arabic, The New College, Chennai.

(UBS Publishers &amp; Distributors Ltd) 5, Ansari Road, New Delhi -110 002.

2) Al -Qirat –Al-Wazhiha Part –I, From Lesson 15 to 35 only.

by Waheed Az-zaman Al-Keeranavi.

Available at: Al-Manar Book Depot, Mannarpuram, Trichy-20.

**Course Outcomes**

CO	Upon completion of the course, the students will be able to	PSOs Addressed	Cognitive Level
CO-1	Understand the intermediate Arabic grammar.	1,2,3	Understanding
CO-2	Apply the functions of verbs such as the past tense, the imperfect tense etc. in sentences.	1,2,4	Applying
CO-3	Produce sentences in Arabic with the grammar rules.	1,4,5	Applying
CO-4	Categorize the different particles in Arabic.	1,2,3	Analyzing
CO-5	Find errors in Arabic sentences with the rules of grammar and translate Arabic texts.	1,4,5	Evaluating

**Relationship Matrix**

Semester	Course Code	Title of the Course				Hours	Credits			
II	21ULAR 21	BASIC GRAMMAR AND TRANSLATION-II				90	3			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓	✓	✓		
CO-2	✓	✓	✓	✓		✓	✓		✓	
CO-3	✓	✓	✓			✓			✓	✓
CO-4	✓		✓	✓	✓	✓	✓	✓		
CO-5		✓			✓	✓			✓	✓
	Number of matches = 33 Relationship = Medium									

## SEMESTER – II

<b>Course Title</b>	<b>COMMUNICATIVE ENGLISH - II</b>
<b>Total Hrs.</b>	<b>90</b>
<b>Hrs./Week</b>	<b>6</b>
<b>Course Code</b>	<b>21ULEN21</b>
<b>Course Type</b>	<b>Part – II - English</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

### General Objective:

To teach students the four skills viz. Listening, Speaking, Reading, and Writing and to impart language skills through basic grammatical categories.

### Course Objectives:

<b>CO</b>	<b>The learners will be able to:</b>
CO-1	Understand the importance of real-life situations, as responding to complaints and to use language effectively.
CO-2	Generalize the nuances and methods of giving short speeches, proposing welcome address and vote of thanks and the like.
CO-3	Associate themselves with learning to give short presentations, formal presentations and writing e-mails.
CO-4	Apply their knowledge in writing sentences with grammatical order, writing brochure and understanding texts in context.
CO-5	Develop their knowledge and skills to use clauses and collocations appropriately in spoken and written contexts.

## Unit – I

### Listening and Speaking

- Listening and Responding to Complaints (formal situation)
- Listening to Problems and Offering Solutions (informal)

### Reading and Writing

- Reading Aloud (brief motivational anecdotes)
- Writing a Paragraph on a Proverbial Expression / Motivational Idea

### Word Power / Vocabulary

- Synonyms and Antonyms

## **Grammar in Context**

- Adverbs
- Prepositions

## **Unit – II**

### **Listening and Speaking**

a. Listening to Famous Speeches and Poems

b. Making Short Speeches – Formal:

Welcome Speech and Vote of Thanks.

Informal Occasions – Farewell Party, Graduation Speech

### **Reading and Writing**

a. Writing Opinion Pieces (could be on travel, food, film / book reviews

or on any contemporary topic)

b. Reading Poetry

i. Reading Aloud: (Intonation and Voice Modulation)

ii. Identifying and using figures of speech-simile, metaphor, personification etc.

### **Word Power**

a. Idioms and Phrases

## **Grammar in Context**

Conjunctions and interjections

## **Unit – III**

### **Listening and Speaking**

a. Listening to Ted Talks

b. Making Short Presentations – Formal Presentation with PPT,

Analytical Presentation of Graphs and Reports of Multiple Kinds

c. Interactions during and after the Presentations

### **Reading and Writing**

a. Writing Emails of Complaint

b. Reading Aloud Famous Speeches

**Word Power**

- a. One word Substitution

**Grammar in Context:**

- Sentence Patterns

**Unit – IV****Listening and Speaking**

- a. Participating in a Meeting: face to face and online
- b. Listening with Courtesy and adding ideas and giving opinions during the meeting and making concluding remarks

**Reading and Writing**

- a. Reading Visual Texts - Advertisements
- b. Writing a Brochure

**Word Power**

- a. Denotation and Connotation

**Grammar in Context:**

- Sentence Types

**Unit - V****Listening and Speaking**

- a. Informal Interview for Feature Writing
- b. Listening and Responding to Questions at a Formal Interview

**Reading and Writing**

- a. Writing Letters of Application
- b. Reader's Theatre (Script Reading)
- c. Dramatizing Everyday Situations / Social issues through Skits. (writing scripts and performing)

**Word Power**

- a. Collocation

**Grammar in Context:**

- Working with Clause

**Textbook:**

COMMUNICATIVE ENGLISH-II. Tamil Nadu State Council for Higher Education (TANSCH).2020.

**References:**

1. Radhakrishna Pillai.G,ed.Written English for You.Chennai: Emerald Publishers,1990 (rpt2008).
2. Nihamathullah.A.et al. A Course in Spoken English, Tirunelveli: MSU,2005. (rpt 2010).

**Course Outcomes**

CO No.	Upon completion of this course, students will be able to:	PLO Addressed	Cognitive Level
CO-1	Distinguish the various real life situations to use language accordingly.	1,2	Understanding
CO-2	Experiment giving short speeches, welcome address, vote of thanks in programmes and functions organised.	1,2,3	Applying
CO-3	Write e-mails and give short presentations, formal presentations using the English language.	1,2,3,4	Applying
CO-4	Order sentences with its basic units and to prepare brochures etc.	1,2,3,4	Analyzing
CO-5	Find errors in the correct use of collocations and clauses in everyday spoken and written communication.	1,2,3,4,5	Evaluating

**Relationship Matrix**

Semester	Course Code	Title of the Course				Hours	Credits			
II	21ULEN21	COMMUNICATIVE ENGLISH - II				90	3			
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓				✓	✓			
CO-2	✓	✓	✓			✓	✓	✓		
CO-3	✓	✓	✓	✓		✓		✓	✓	
CO-4	✓	✓	✓	✓		✓		✓	✓	
CO-5	✓	✓	✓	✓	✓	✓		✓	✓	✓
	Number of matches (✓) = ...36.... Relationship = High									

## SEMESTER – II

<b>Course Title</b>	<b>ORGANIZATIONAL BEHAVIOUR</b>
<b>Total Hrs.</b>	<b>75</b>
<b>Hrs./Week</b>	<b>5</b>
<b>Course Code</b>	<b>21UCBA21</b>
<b>Course Type</b>	<b>DSC-III</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objective:

The general objectives of the course are designed to focus on the BBA students:

1. To understand the behavioural theories & patterns in an organization
2. To know the motivational theories & factors that will shape the personality traits
3. To get along with the working culture of an organisation

### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	To comprehend the theories involved to identify an individual's behavioural pattern in an organization.
CO-2	To know the different types of personality & leadership styles.
CO-3	To realize the significance of motivation & various motivational theories.
CO-4	To accustom to the various organizational culture & it's significance.
CO-5	To examine the different methods of conflict resolution with its merits & demerits

### Unit - I

#### Introduction to Organizational Behavior

Organizational Behaviour - Definition- Disciplines contribute to Organizational Behaviour -Key elements of Organizational Behaviour - Hawthorne experiments- Organizational Behaviour Models-Autocratic, custodial, supportive, collegial.

## **Unit - II**

### **Individual Behavior**

Foundations of Individual Behaviour – Ability, Intellectual, Physical. Learning-Theories-Classical conditioning theory, Operant conditioning theory. Perception-factors-process

## **Unit - III**

### **Personality**

Personality-Determinants- Big Five Model Theory. Leadership –Distinction between a Leader and a Manager – Styles of Leadership – Leadership Theory Transformational – Transactional.

## **Unit - IV**

### **Group Behavior**

Motivation – Importance – Methods – Monetary – Non-Monetary-Theories of motivation – Maslow's Hierarchy Need Theory - Herzberg Two Factor Theory. Groups in Organisation Foundations of group behaviour -Stages of group development – Decision Making and the groups.

## **Unit - V**

### **Culture and Conflict**

Organizational culture - Importance of culture – Types of culture - Conflict and Negotiation-Conflict process – Conflict Resolution – Transactional Analysis - Bargaining strategies – WLB (Work Life Balance).

### **Textbooks:**

1. Stephen P. Robins, Timothy, A. Judge and Neharika Vohra, Organisational Behavior, PHI Learning / Pearson Education, 15th edition, 2013.

### **Reference Books:**

1. Fred Luthans, Organisational Behavior, McGraw Hill, 11th Edition, 2001.
2. Mc Shane & Von Glinov, Organisational Behaviour, 4th Edition, Tata Mc Graw Hill, 2007.
3. Nelson, Quick, Khandelwal. ORGB – An innovative approach to learning and teaching. Cengage learning. 2nd edition.

### Course Outcomes

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Define the theories of learning in identifying an individual's behavior	1,2,3	Remembering
CO-2	Explain the theories of personality with its significance	1,2,3	Understanding
CO-3	Determine the different styles of leadership for the smooth functioning of an organization.	1,3,4,5	Applying
CO-4	Categorize the significance of motivation for an organisation's development.	1,3,5	Analyzing
CO-5	Adapt the different types of culture & methods of conflict resolution.	1,2,3,5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
II	21UCBA21	Organizational Behaviour				75	4			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓	✓	✓		
CO-2	✓	✓	✓	✓	✓	✓	✓	✓		
CO-3	✓	✓	✓	✓	✓	✓		✓	✓	✓
CO-4	✓	✓	✓	✓		✓		✓		✓
CO-5	✓	✓	✓	✓		✓	✓	✓		✓
	Number of matches (✓) = 40 Relationship = High									



## SEMESTER II

<b>Course Title</b>	<b>Case Analysis</b>
<b>Total Hrs</b>	<b>75</b>
<b>Hrs/Week</b>	<b>5</b>
<b>Course Code</b>	<b>21UCBA22</b>
<b>Course Type</b>	<b>DSC-IV</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objectives:

- To enable the students to identify the problematic areas in a business organization.
- To make the students infer the problems and its impact on the business organization.
- To prepare the students to find out the appropriate remedy for the problems identified.

### Course Objectives:

<b>CO No.</b>	<b>The learner will be able to:</b>
CO-1	Comprehend the cases that have been provided to them
CO-2	Analyze and identify the business problems
CO-3	Evaluate the different business situations
CO-4	Create suitable solutions to rectify the problems
CO-5	Prepare an analytical case report

### Course Structure

- The case should be distributed by the teacher concerned from the perspective of basics principles of management and Organization behaviour.
- Student should be divided into small groups (4- 5 Members). Subsequently, they should be allowed to discuss cases distributed to them in peer groups.
- Students should be trained by teachers the methodology and format of the case analysis. The following is the methodology concerned.

1	Summary of the case
2	Issues Identification
3	Major Issue
4	Issues Discussion (one by one)
5	Suggestions
6	Conclusion

- They should also be trained to write the case report.
- Students should submit the case report to the faculty concerned.
- The Staff in-charge has to discuss the case in the class rooms and finalize the issues with proper suggestions and conclusion.
- The Final Examinations will consist of case for individual analysis and discussion in a paper. The student must write the case report.

### Course Outcomes

CO No.	Upon completion of the course, The students will be able to:	PSO No.	Cognitive Level
CO-1	Define the cases that are given to them	1,2	Remember
CO-2	Identify the major issues in the various business cases	1,2,3,4	Remember
CO-3	Summarize the background of the business problems	1,2,3,4	Understanding
CO-4	Determine the best course of action to alleviate the business problems	1,2,3,4,5	Applying
CO-5	Devise a report based on the analysis and actions taken to solve the business problems	1,2	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course						Hours				Credits	
II	21UCBA22	Case Analysis						75				4	
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)						Programme Specific Outcomes (PSOs)						
	PLO 1	PLO2	PLO3	PLO4	PLO5		PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	✓	✓					✓	✓					
CO-2	✓	✓	✓	✓			✓	✓	✓	✓			
CO-3	✓	✓	✓	✓	✓		✓	✓	✓	✓			
CO-4	✓	✓	✓	✓			✓	✓	✓	✓	✓		
CO-5	✓	✓		✓			✓	✓					
	Number of matches (✓) = 35 Relationship = High												

## SEMESTER II

<b>Course Title</b>	<b>COST AND MANAGEMENT ACCOUNTING</b>
<b>Total Hrs.</b>	<b>90</b>
<b>Hrs./Week</b>	<b>6</b>
<b>Course Code</b>	<b>21UABA21</b>
<b>Course Type</b>	<b>ALLIED-I/2</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objective:

To acquire knowledge and understand the concepts, techniques practices of cost and management accounting to develop skills for decision making.

### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	Understand the various methods and techniques of cost and management accounting
CO-2	Analysis of ratios and the relationship between classification of ratios and categorize the accounting ratios and its uses
CO-3	Explain the various operating related problems
CO-4	Evaluate the budget and its significance in management, to see how the organization is functioning
CO-5	Assess the source of funds and how it used its funds

### UNIT I:COST ACCOUNTING

Concept of cost – Elements of Cost– Objectives – Classification of cost – Cost Unit and Cost Centre – Methods of Costing – Techniques of Costing - Management Accounting - Meaning – Nature – Scope – Function - Role of Management Accounting in Decision Making -Management Accounting vs. Cost Accounting – Types of Management accounting information and their uses.

### UNIT II: RATIO ANALYSIS

Meaning – importance - Advantage and Limitation of Ratio – uses - Classification of Ratios- Liquidity ratio – Profitability ratio – Efficiency Ratios.

### **UNIT III: MARGINAL COSTING**

Meaning, Advantages, Limitations and Applications -Breakeven Analysis - P/V Ratio and its Significance -Margin of Safety -Absorption Costing: System of Profit Reporting and Stock Valuation -Difference between Marginal Costing and Absorption Costing -Income Measurement under Marginal Costing and Absorption Costing.

### **UNIT IV: BUDGETING**

Budget- Concept, Manual -Fixed and Flexible Budgets -Preparation and Monitoring of Various Types of Budgets -Budgetary Control System: Advantages, Limitations and Installation -Zero Base Budgeting - Programme and Performance Budgeting.

### **UNIT V: FINANCIAL STATEMENTS**

Nature – Attributes – Objectives – Importance and Limitations- Cash Flow Statement (Simple problems) - Fund Flow Statement (Simple problems) - Difference between Cash Flow and Fund Flow Statement.

### **REFERENCE BOOKS:**

1. Hansen, D. R., Mowen, M. M., & Heitger, D. L. (2021). *Cost management*. Cengage Learning. Drury, C. (2018). *Cost and management accounting*. Cengage Learning.

### Course Outcomes

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand how cost and management accounting information need to the management for taking business decisions	1,3,4	Understanding
CO-2	Analyse and interpretation of financial ratios and their significance	3,4	Analysing
CO-3	Develop various operating decisions, such as what level of sales is required to break even, how many units of a product is to be sold in order to earn a target level of operating profit etc.	3,4	Applying
CO-4	Create various types of budget and compare budget and actual expenses	1,3,4	Creating
CO-5	Generate the effective utilisation of funds and to develop skills for business decision making	1,3,4	Analysing/ Applying

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
II	21UABA21	COST AND MANAGEMENT ACCOUNTING				90	4			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓		✓	✓		✓		✓	✓	
CO-2	✓		✓	✓		✓		✓	✓	
CO-3	✓		✓	✓		✓		✓	✓	
CO-4	✓		✓	✓		✓		✓	✓	
CO-5	✓		✓	✓		✓		✓	✓	
	Number of matches (✓) = 30 Relationship = Medium									

**SEMESTER – II**

<b>Course Title</b>	<b>ENVIRONMENTAL SCIENCE</b>
<b>Total Hrs.</b>	<b>30</b>
<b>Hrs./Week</b>	<b>2</b>
<b>Course Code</b>	<b>21UEVS21</b>
<b>Course Type</b>	<b>AECC-II</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

**UNIT - I: Nature of Environmental Studies**

Goals, Objectives and guiding principles of environmental studies. Towards sustainable development - Environmental segments- Atmosphere, Hydrosphere, Lithosphere, Biosphere – definition. Pollution episodes -- Hiroshima – Nagasaki, - Bhopal gas Tragedy, Fukushima. Stone leprosy in Taj Mahal, Minamata disease.

**UNIT - II: Natural Resources**

Renewable and Non-Renewable resources - classification.

- Forest resources: Use and over - exploitation, Afforestation and deforestation.
- Water resources: Use and over - utilization and conservation of surface and ground water – Rain harvesting.
- Marine Resources: Fisheries and Coral reefs.
- Mineral resources: Use and exploitation - environmental impacts of extracting and using mineral resources.
- Food resources: Effects of modern agriculture fertilizers - pesticide problem.
- Energy resources: Growing energy needs - use of alternate energy source - Solar cells & wind mills.
- Land resources: Land degradation

### **UNIT - III: Ecosystem**

- Concept of Eco-systems - Tropic level, food chains, food web and Ecological pyramids, Living conditions on other planets (Brief account). Types, structure & Functions, prevention and control of pollution of the following:

- a) Aquatic ecosystem
- b) Terrestrial ecosystem – Grassland, Forest and Desert ecosystem

### **UNIT - IV: Biodiversity & Its Conservation**

Introduction - Definition: ecosystem diversity, species diversity and Genetic diversity. Hot spots of biodiversity - Western Ghats, Eastern Himalayas and Gulf of Mannar. Threats to biodiversity - Habitat Loss, Poaching of wildlife and Man - wildlife conflicts. Nature reserves. Conservation of biodiversity: In-situ and Ex-situ, Environmental movements – Green peace and Chipco movement. Biodiversity law.

### **UNIT - V: Environmental protection, Policies and practices**

Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.

Prevention, Control of Pollution and Environmental Laws:

- Water, Air and Noise (prevention & Control of Pollution) Act.
- Environmental Protection Act.
- Wildlife production Act, Forest Conservation Act, International agreements, Monstreal and Kyoto protocols and conservation on biological Diversity. The Chemical Weapons Convention (CWC)
- Role of Central & State Pollution Control Boards.

Field work : 5 marks

Visit to an area to document environmental assets: river/ forest / fauna.

or

Visit to a local polluted site-urban/rural/Industrial / Agricultural

or

Study of common plants, insects, birds and basic principles of identification

**REFERENCE BOOKS:**

1. Basic of Environmental Science. Vijayalakhmi, Murugesan and Sukumaran – Manonmaniam Sundaranar University publications.
2. Environmental Studies. John de Brito, Victor, Narayanan and Patric Raja - published by St. Xavier's College, Palayamkottai, 2008.
3. Environmental Science and Biotechnology. A.G. Murugesan and C. Raja Kumar - MJP Publishers.
4. Fundamental of Environmental pollution - Krishnan Kannan - Chand & Company Ltd., New Delhi, 1997.
5. Environmental Studies. S. Muthiah, Ramalakshmi publications, Tirunelveli.
6. EnRole of central and state pollution control boards. Environmental Studies. V.M. Selvaraj, Bavani Publications, Tirunelveli.



### SEMESTER - III

<b>Course Title</b>	<b>BUSINESS RESEARCH METHODS</b>
<b>Total Hrs</b>	<b>75</b>
<b>Hrs/Week</b>	<b>5</b>
<b>Course Code</b>	<b>21UCBA31</b>
<b>Course Type</b>	<b>DSC-V</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

#### Objectives:

- The students will be aware of the nuances of the doing research in the area of business
- They will learn to apply appropriate research tools in order to carry out their research
- The students will develop their writing skills in order to prepare a formal research report.

#### Course Objectives:

<b>CO No.</b>	<b>The learner will be able to:</b>
<b>CO-1</b>	Understand the scientific research and its components.
<b>CO-2</b>	Demonstrate the knowledge of research and its process.
<b>CO-3</b>	Create an appropriate sampling design to conduct a scientific research.
<b>CO-4</b>	Collect sufficient data for using appropriate tools.
<b>CO-5</b>	Develop a neat and formal research report.

#### Unit – I: Introduction to Research

Research – Definition – Characteristics of research – Objectives or Purpose of research – Scientific Method – Requisites of a Good scientific method – The components of scientific Approach – the procedural and the personal – Role of theory in research – Conceptual or Theoretical models.

#### Unit – II: Types and Steps in research

Types of research – Steps in research – Need for reviewing literature – Formulation of research problem – Fixing Objectives - Hypotheses – Types of hypotheses – Null and Alternate hypothesis.

### **Unit – III: Research Design and Sampling Techniques**

Research Design – Essentials of Design – Contents of a research design - Survey – Census Vs Sampling - Sampling Techniques or Methods – Probability Vs Non Probability sampling methods – Basic concept relevant to Sample size.

### **Unit – IV: Methods and Tools for data collections**

Data – Type of data – Primary Vs Secondary data - Methods of collecting primary data – Sources of secondary data – Schedule Vs Questionnaire - Types of questions – Measurement scale and Indices – Characteristics of a Good Schedule / Questionnaire.

### **Unit – V: Report Writing**

Meaning and Purpose of a research report – Types of reports – Research report format – principles of writing report – Documentation – Footnotes and Bibliography – Evaluation of a research report.

#### **Reference Books:**

1. Krishnaswami, O. R., & Ranganatham, M. (2011). *Methodology of research in social sciences*. Himalaya Publishing House.
2. Cooper, D. R., Schindler, P. S., & Sun, J. (2006). *Business research methods* (Vol. 9, pp. 1-744). New York: Mcgraw-hill.
3. Zikmund, W. G., Carr, J. C., & Griffin, M. (2013). *Business Research Methods (Book Only)*. Cengage Learning.

### **Course Outcomes**

<b>CO No.</b>	<b>Upon completion of the course, The students will be able to:</b>	<b>PSO No.</b>	<b>Cognitive Level</b>
<b>CO-1</b>	Understand the various components of scientific research.	1,2,4,5	Understanding
<b>CO-2</b>	Categorize the different types of research and its process	1,2,3,4,5	Understanding
<b>CO-3</b>	Illustrate the scientific study by develops an acceptable sampling strategy.	1,3,5	Analyzing
<b>CO-4</b>	Assess the data and use the appropriate tools for data analysis in research	1,2,4	Evaluating
<b>CO-5</b>	Write a well-organized research report.	1	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
III	21UCBA31	Business Research Methods				75	4			
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO1	PLO2	PLO3	PLO4	PLO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO-1	✓	✓	✓	✓	✓	✓	✓		✓	✓
CO-2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO-3	✓	✓	✓	✓	✓	✓		✓	✓	
CO-4	✓	✓	✓	✓	✓	✓	✓		✓	
CO-5	✓	✓				✓				
	Number of matches (✓) = 38 Relationship = High									

### SEMESTER – III

<b>Course Title</b>	<b>MARKETING MANAGEMENT</b>
<b>Total Hrs.</b>	<b>60</b>
<b>Hrs./Week</b>	<b>4</b>
<b>Course Code</b>	<b>21UCBA32</b>
<b>Course Type</b>	<b>DSC-VI</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

#### General Objective:

1. To fulfil the customer requirements i.e., needs and wants through various marketing tools and techniques.
2. To create a marketing mix strategies for gaining the competitive advantage and core competence for surviving in the market.
3. To understand the abstract foundations of Marketing Management as a useful space for the business.

#### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
<b>CO-1</b>	To Understand the basic concept of marketing management
<b>CO-2</b>	To inculcate the knowledge about Product, its Life Cycle and Methodology of New Product Development.
<b>CO-3</b>	To realize the pricing methods and its strategies for the products among the students.
<b>CO-4</b>	To know about the different marketing channels for the distribution of the produced goods and rendering services from producers to customers.
<b>CO-5</b>	To Evaluate the best promotional tools for marketing the product and services.

## **UNIT I**

Marketing – Definition – Concepts of marketing – Significance  
- Segmenting, Targeting and Positioning, Marketing Mix.

## **UNIT II**

Product Mix-Product characteristics and classification-  
Product Life Cycle and New product development. Branding,  
Packaging and Labeling

## **UNIT III**

Pricing – Importance – objectives-Factors affecting pricing  
Decision- Kinds of pricing – steps in pricing.

## **UNIT IV**

Marketing Channels – Channels of Distribution - Nature of  
Channels - Wholesaling-Retailing - Role of Marketing channels.

## **UNIT V**

Promotional Mix- Advertisements - Sales Promotion-Public  
Relation- Direct Marketing -Personal Selling – Recent Trends in  
Marketing– Relationship Marketing and its importance –  
Green Marketing

## **Text Book**

Kotler, P., Keller, K. L., Manceau, D., & Dubois, B. (2016). Marketing  
Management, 15e édition. *New Jersey: Pearson Education.*

## **Reference Books:**

1. Berkoviz Kerin Hontley Rudelivs, MARKETING, New York, Mcgraw Hill
2. Kotler, P. (1997). Gary Armstrong. *Principles of marketing.*
3. Rajan Saxena, Marketing Management, 2nd edition, New Delhi, Tata Mcgraw Hill Publishing Co.Ltd.

### Course Outcomes

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Define the marketing concepts to drive a business.	1,2,3,4,5	Remembering
CO-2	Determine a strong strategies for building and launching a product in the market	1,2,3,4	Applying
CO-3	Explain the best pricing strategy for the product and services.	1,2,3,4,5	Analyzing
CO-4	Assess the best marketing channel tools for the product and services to the end users.	1,2,3,5	Evaluating
CO-5	Adapt the various promotional tools for promoting a product and services.	1,2,4,5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
III	21UCBA32	Marketing Management				60	4			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO1	PLO2	PLO3	PLO4	PLO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO-1	✓	✓	✓		✓	✓	✓	✓	✓	✓
CO-2	✓	✓		✓	✓	✓	✓	✓	✓	
CO-3	✓	✓			✓	✓	✓	✓	✓	✓
CO-4	✓	✓			✓	✓	✓	✓		✓
CO-5	✓	✓		✓	✓	✓	✓		✓	✓
	Number of matches (✓) = 40 Relationship = High									

### Semester – III

<b>Course Title</b>	<b>MANAGERIAL ECONOMICS</b>
<b>Total Hrs.</b>	<b>60 HRS</b>
<b>Hrs./Week</b>	<b>4</b>
<b>Course Code</b>	<b>21UCBA33</b>
<b>Course Type</b>	<b>DSC-VII</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

#### General Objective:

To promote depth knowledge of micro and macro economics and develop managerial decisions in the areas like production, pricing, etc

#### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	Understand the role and responsibilities of managerial economist
CO-2	Analyse and understand the theories of demand and forecast demand in future
CO-3	Assess the functions of production and supply
CO-4	Examine about the varied market structures based on competitive business environment.
CO-5	Explain the role of governments in improving the economic conditions.

#### UNIT I

Managerial Economics–Definition and meaning – Nature and scope of Managerial Economics – Economic theory and Managerial Economics – Role and responsibilities of Managerial Economist.

#### UNIT II

Demand Analysis: Meaning-Kinds of Demand-Law of Demand - Exceptions-Determinants of Demand – Demand forecasting – Methods of Demand forecasting.

#### UNIT III

Production and Supply Analysis: Meaning of Production-Factors of Production-Production Function- Meaning of supply – Law of supply– Elasticity of supply – Factors influencing supply.

#### UNIT IV

Market Structure: Perfect Competition - Monopoly- Monopolistic Competition - Oligopoly- pricing Methods-Factors influencing Pricing Policy.

## UNIT V

Macro Economics: Business Cycle and Business policies – Demand recession in India (causes, indicators and prevention) – National Income Concepts - Fiscal policy and monetary policy.

### Textbook:

Varshney, R.L., & Maheswari, K.L., Managerial Economics, New Delhi: Sultan Chand & Sons, 2015

### References:

1. Joel Dean: Managerial Economics, New Delhi: McGraw Hill Publications Co. Ltd., 1979.
2. Seth, M.L.: Micro Economics: Agra: Lakshmi Narain Agarwal Educational publishers, 1990

### Course Outcomes

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand Managerial economics concepts and the role of an economist.	1,4	Understanding
CO-2	Analyze market demand conditions and forecast Demand –Supply equilibrium.	1,3	Analyzing
CO-3	Develop the functions of productions for effective supply.	1,3,4	Applying
CO-4	Explain the concepts of market structure and compare its price and output decisions	1,3,4	Applying
CO-5	Evaluate macro economic concepts to make crucial business decisions.	1,3,4	Analysing

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits		
III	21UCBA33	MANAGERIAL ECONOMICS					60	4		
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓		✓	✓		✓		✓	✓	
CO-2	✓		✓	✓		✓		✓	✓	
CO-3	✓		✓	✓		✓		✓	✓	
CO-4	✓		✓	✓		✓		✓	✓	
CO-5	✓		✓	✓		✓		✓	✓	
	Number of matches (✓) =30 Relationship = Medium									



### SEMESTER - III

<b>Course Title</b>	<b>FINANCIAL MANAGEMENT</b>
<b>Total Hrs.</b>	<b>60</b>
<b>Hrs./Week</b>	<b>4</b>
<b>Course Code</b>	<b>21UCBA34</b>
<b>Course Type</b>	<b>DSC-VIII</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

#### **General Objective:**

To occur knowledge on the allocation, management and funding of financial resources and Provide an in-depth view of the process in financial management of the firm

#### **Course Objectives:**

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	Understand the concepts and functions of financial management and its relations to other functional area
CO-2	Explain the different patterns of capital structure.
CO-3	Analysis the time value of money concept and the role of a financial manager in the current competitive business scenario.
CO-4	Examine the significance of working capital
CO-5	Compare the different Dividend policies and its impact on market share.

#### **UNIT I**

Meaning and scope of financial management - Nature of financial management — functions – goals – Financial decisions – sources of finance - relationship of Financial management with other areas.

#### **UNIT II**

Capital structure – Meaning – Definition – Determinants – Optimum structure - factors determining capital structure–theory–NI–NOI–Traditional and MMapproach

#### **UNIT III**

Capital budgeting –Nature – need – importance – methods –pay back methods – ARR – NPV – IRR

#### **UNIT IV**

Working capital – Meaning – Types – Need – Influencing factors – Simple problems in estimation of Working capital requirements

#### **UNIT V**

Dividend policy – determinants of dividend policy – dividend policy decision – dividend policy in practice – different dividend theories– MM model – Walter's Model – Gordon's Model.

**(Theory 40% and problems 60%)**

#### **Textbook:**

1. M.Y Khan and P.K Jain's, Financial Management , 6<sup>th</sup> Edition, Tata McGraw Hill, 2012.

**References:**

1. Chandra, Financial Management Theory and Practice, Tata Mc Graw Hill, 2010.
2. P. Periasamy, Financial Management, 2<sup>nd</sup> Edition, Tata Mc Graw Hill, 2007

**Course Outcomes**

<b>CO</b>	<b>Upon completion of the course, The students will be able to:</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Understand the functions of Financial management and relationship to other functional areas.	1,3,4	Understanding
CO-2	Assess the firms of optimum capital structure.	1,3,4	Evaluating
CO-3	Analysis the time value of money for effective investment decisions in business.	3,4	Creating
CO-4	Apply suitable working capital management policies to run a business successfully	1,3	Analysing
CO-5	Create suitable dividend policies to improve the market growth	1,3,4	Understanding

**Relationship Matrix**

Semester	Course Code	Title of the Course					Hours	Credits		
III	21UCBA34	FINANCIAL MANAGEMENT					60	4		
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓		✓	✓		✓		✓	✓	
CO-2	✓		✓	✓		✓		✓	✓	
CO-3	✓		✓	✓		✓		✓	✓	
CO-4	✓		✓	✓		✓		✓	✓	
CO-5	✓		✓	✓		✓		✓	✓	
	Number of matches (✓) = 30 Relationship = Medium									

### SEMESTER – III

<b>Course Title</b>	<b>MANAGEMENT INFORMATION SYSTEM</b>
<b>Total Hrs.</b>	<b>90</b>
<b>Hrs./Week</b>	<b>6</b>
<b>Course Code</b>	<b>21UABA31</b>
<b>Course Type</b>	<b>Allied-II/ 1</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

#### **General Objectives:**

The general objectives of the course are designed to concoct the BBA students:

1. To understand the concepts of information system along with its impact in a business organisation
2. To identify the need for team work and collaboration for an organisation
3. To analyze the various methods of securing information against cybercrimes

#### **Course Objectives:**

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	To understand the different types of information system used in different levels of management
CO-2	To realize the impact of critical thinking in taking decisions
CO-3	To analyze the significance of teamwork and collaboration for information interchange
CO-4	To assess the tools and technologies used for team work and collaboration
CO-5	To construct a robust system design for securing information

#### **Unit - I Introduction to Information Systems**

Information systems - Data V/s Information – Information system process – Role of information system – New in management information system – business drivers in information system – Dimensions of IS – Organization, People and technology.

#### **Unit – II - Understand problem solving approach**

Problem solving – Model of problem solving process – Role of critical thinking in problem solving – Impact of information system on business – Marketing, Accounting, finance, management.

### **Unit – III - E-Business**

Components of a business – Role of Information system in business – Types of business information system – Transaction processing system, management information system, decision support system, executive support system – Enterprise application architecture – Supply chain management, Customer relationship management, knowledge management system.

### **Unit – IV - Systems for Collaboration and team work**

Collaboration - Importance - Collaboration and team work – Benefits of collaboration – Requirements of successful collaboration – Tools and technologies for collaboration and team work.

### **Unit – V - Securing information system**

System vulnerability and abuse – security and control – contemporary security challenges and vulnerabilities – Malicious software – virus, worms, Trojan horses and spyware – Hackers and computer crimes – technologies and tools for protecting information resources.

#### **Textbook:**

1. Kenneth C. Laudon & Jane P Laudon, Essentials of management information systems, Pearson 10th Edition.

#### **Reference Books:**

1. James O'brien: Management Information System. Tata McGraw Hill, 9<sup>th</sup> Edition, 2009.
2. Lawrence S. Orilla: Computer Information – An Introduction, New York: John Wiley & Sons. Inc., 1980.
3. Raymond Mcleouir: Management Information System. New York: Wiley and Sons Inc., 1967.

#### **Course Outcomes**

<b>CO</b>	<b>Upon completion of the course, The students will be able to:</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Categorize the various types of information system in different levels of management	1,2,3,5	Understanding
CO-2	Determine the role of critical thinking in arriving at a decision	1,2,3,4	Applying
CO-3	Illustrate the need of teamwork and collaboration in information interchange.	1,2,3,4	Analyzing
CO-4	Assess the tools and technologies to be used in team work and collaboration	1,2,3,5	Evaluating
CO-5	Adapt the various methods of securing an information system against cybercrimes.	1,2,4,5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
III	21UABA31	Management Information System				90	4			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓	✓	✓		✓
CO-2	✓	✓	✓	✓		✓	✓	✓	✓	
CO-3	✓	✓		✓		✓	✓	✓	✓	
CO-4	✓	✓	✓			✓	✓	✓		✓
CO-5	✓	✓	✓		✓	✓	✓		✓	✓
	Number of matches (✓) = 39 Relationship = High									

### SEMESTER – III

<b>Course Title</b>	<b>FUNDAMENTALS OF COMPUTING AND SECURITY</b>
<b>Total Hrs.</b>	<b>30</b>
<b>Hrs./Week</b>	<b>2</b>
<b>Course Code</b>	<b>21USFC31</b>
<b>Course Type</b>	<b>SEC-I</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

#### **General Objectives:**

Introduce the fundamentals of computing devices and particularly with respect to personal use of computer hardware and software, the Internet, Cyber Crime and Cyber Security.

#### **UNIT I Fundamental of Computers**

The Role of Computers in Modern Society - Block Diagram of Digital Computer - Working Principle of Computer - Hardware-Software- Types of Software - Operating system-Definition-Single user and multi-user operating system-Time sharing-multitasking-multiprogramming-Batch Processing-on-line processing-spooling.

#### **UNIT II Microsoft Office Package**

Basics of Office Automation Tools - Microsoft Word: Create Documents – Edit and Format Documents - Microsoft Excel: Create Worksheet – Edit and Filter - Microsoft PowerPoint: Create Presentation – Edit and format Presentation – Microsoft Access: Create Database and Table – Designing database.

#### **UNIT III Networks**

Components of a Communication System - Types of Networks : Local Area Network - Metropolitan Area Network - Wide Area Network - Wireless and Wired Network – Network Topologies - World Wide Web (WWW) - Client - Server Computing.

#### **UNIT –IV Cyber Security for ICT**

Information and Communication Technology: Introduction-Basics of ICT-  
Ethical & Social Issues in ICT -Digital Citizenship-Elements of Digital  
Citizenship- Need for Cyber Security

#### **UNIT –V Cyber Crime & Cyber Security**

Cyber Crime: Introduction--Types of Cyber Crime-Security Issues:  
Threats-Attacks-Vulnerabilities - Cyber Space-Security Services - Cyber  
Security: Definition, Key Concepts, Fundamentals, Cyber Challenges and  
Ethics.

#### **Textbooks:**

1. Cyber Crime & Cyber Security – “Unit IV and V , Dr. S. Shajun  
Nisha,PG and Research Department of Computer Science “.

#### **Reference Book:**

1. Fundamentals of Computers, by V.Rajaraman, PHI, Fifth Edition,  
April 2010.
2. Microsoft Office – Complete Reference – BPB Publication
3. “Introduction to Data communication and networking” – Behrouz  
Forouzan- Tata McGraw Hill 2<sup>nd</sup> Edition, 2006.

### SEMESTER- III

<b>Course Title</b>	<b>SWAYAM-NPTEL Online Certification Course</b>
<b>Total Hrs.</b>	<b>30</b>
<b>Hrs./Week</b>	<b>2</b>
<b>Course Code</b>	<b>21USOC32</b>
<b>Course Type</b>	<b>SEC-II</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

### SWAYAM NPTEL ONLINE CERTIFICATION COURSES

#### GUIDELINES AND INSTRUCTIONS

1. National Programme on Technology Enhanced Learning (NPTEL) provides e-learning through online web and video courses in Engineering, Science and Humanities streams through its portal  
<https://swayam.gov.in/ncdetails/NPTEL>.
2. Enrollment to all the courses is FREE.
3. Enrollment to courses and Examination Registration can be done ONLINE only. The link is available on NPTEL Website <http://nptel.ac.in/>
4. SWAYAM – NPTEL Online Certification Courses are made optional for the students in the UG Programmes from the Academic year 2021-2022.
5. Any Eight – Week, Two-Credit Course in any discipline be chosen by the respective Departments in the Third Semester of the Undergraduate Programmes.
6. The SWAYAM–NPTEL Online Certification Courses offered during the December – April Semester be chosen by the Departments. The courses may be handled by the Department Mentor or by any teacher in the respective Departments.



7. Candidates must have completed Examination Registration and submitted assignments successfully within the prescribed time to receive hall tickets and to write examinations.
8. The allocation of marks for the online examination conducted by the respective IITs is 25:75 for each course.
9. A candidate should obtain a minimum of 40 marks on 100 marks (a minimum of 10 marks for Assignment and 30 marks in the final examination) to pass the Online Courses.
10. If a student fails in the Online Examination conducted by the respective IITs he/she would be permitted to write a Supplementary Examination for 75 marks by the Controller of Examinations of our College.
11. Those who registered for the Online Courses, obtained Assignment marks, appeared for the Online Examination and failed in the courses alone are eligible to apply for the Supplementary Examinations conducted by the College.
12. If a candidate fails in the Supplementary Examinations or does not appear for the Supplementary Examinations conducted by the College, the norms followed for taking an Arrear Examination will be adopted.
13. Course Completion Certificate will not be issued by the respective IITs for the candidates who clear the Online Courses through the Supplementary Examinations conducted by the College. The two credits the candidate earns, if passed in the Supplementary Examinations would be added in the Consolidated Statement of Marks issued by the Controller of Examinations.

### SEMESTER – III

<b>Course Title</b>	<b>CONSUMER BEHAVIOUR</b>
<b>Total Hrs.</b>	<b>30</b>
<b>Hrs./Week</b>	<b>2</b>
<b>Course Code</b>	<b>21USBA32</b>
<b>Course Type</b>	<b>SEC-II</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

#### **Objective**

To understand the behaviour of consumer such as perception, motivation and attitude formation on product and brand.

#### **Course Objectives:**

<b>CO No.</b>	<b>The general objectives of the course are designed to prepare the BBA students:</b>
<b>CO-1</b>	To understand the conceptual basics of behavior of the consumer
<b>CO-2</b>	To know the different determinants and perceptions of consumer behavior
<b>CO-3</b>	To analyze the stages of consumer buying process for the understanding the consumers.
<b>CO-4</b>	To assess the best marketing channels tools for the product and services to the end user.
<b>CO-5</b>	To determine a strong strategies for building and launching a product in the market.

#### **UNIT I**

Consumer Behaviour – Definition – Marketing Concepts – Customer value, Satisfaction, Retention-Consumer Decision Making - Process of Consumer Decision Making.

#### **UNIT II**

Consumer Motivation – Needs – Goals –Positive and Negative Motivation - Rational Vs Emotional Motives. Measurement of Motives.

#### **UNIT III**

Consumer Perception – Elements of Perception – Dynamics - Consumer Imagery – Perceived risk – Ethics and consumer perception.

## **UNITIV**

Reference groups and family influences –Selected Consumer related reference group-Socialization of family members–Family Life Cycle.

## **UNITV**

Consumer Influence and Diffusion of Innovations-Diffusion of Innovation Process – Opinion Leader–Measurement of Opinion Leader. Profile of Consumer Innovator–Consumerism

### **TextBook:**

1. Leon G. Schiffman and Leslie Lasar Kanuk, Consumer.

### **ReferenceBooks:**

2. Paul Peteretal., Consumer Behavior and Marketing Strategy, Tata McGraw Hill, Indian Edition, 7<sup>th</sup> Edition 2005.
3. Frank R. Kardes, Consumer Behaviour and Managerial Decision Making, 2<sup>nd</sup> Edition.

### **Course Outcomes**

<b>CO No.</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO No.</b>	<b>Cognitive Level</b>
<b>CO-1</b>	Understand the necessary for maintaining customer relationship and customer in Satisfaction all possible ways.	1	Understanding
<b>CO-2</b>	Familiarise themselves with the factors enabling favorable Consumer Behavior.	3,4	Applying
<b>CO-3</b>	Be knowledgeable about Consumers' perception towards products and brands.	3,5	Understanding
<b>CO-4</b>	Support Reference groups in influencing consumers in their decisions.	2,3	Applying
<b>CO-5</b>	Analyze the behaviour of customers and segment the Target Market.	1,2,5	Analyzing

### Relationship Matrix

Semester	Course Code		Title of the Course			Hours		Credits		
III	CONSUMER BEHAVIOUR		Case Analysis			4		4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓				✓	✓			
CO-2	✓	✓	✓	✓		✓	✓	✓	✓	
CO-3	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO-4	✓	✓	✓	✓		✓	✓	✓	✓	✓
CO-5	✓	✓		✓		✓	✓			
	Number of matches (✓) = 35 Relationship = High									

### SEMESTER – III

<b>Course Title</b>	<b>MANAGEMENT PRINCIPLES AND BEHAVIOR</b>
<b>Total Hrs.</b>	<b>30</b>
<b>Hrs./Week</b>	<b>2</b>
<b>Course Code</b>	<b>21UNBA31</b>
<b>Course Type</b>	<b>NME-I</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

#### **General Objective:**

To give on management knowledge on the strategy related to management practices and behaviour. To know the theories and techniques of organizational behavior, Culture and Organization Development.

#### **Course Objectives:**

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	To provide a knowledge to the fundamental theories and practice in management.
CO-2	To understand the functions and scope of planning and decision making
CO-3	To Explain the concept of Managerial communication and process
CO-4	To propose the theories of organisational behaviour and culture.
CO-5	To examine the process of leadership and motivation process.

#### **Unit-I: Introduction to Management and Organization**

Definition -Nature – Purpose – Functions of Management - Science or an art or Profession - recent contribution of management thought- manager vs entrepreneur-types of manager-managerial role and skills - Challenges of managing 21st century corporations/organization

#### **Unit-II: Managerial Functions and Decision Making**

Planning – nature-concept- significance- steps in planning-Organizing - concept, principles, types of organizations, authority, responsibility, power,

delegation-Decentralization-Staffing- Directing – Coordinating- Control - nature, process, and techniques-decision making-importance of decision.

### **Unit-III Managerial Communication**

Managerial functions at different organizational level -system approach to management— supervision level- Principles, Features – Objectives– Communication –purpose of communication-communication process- communication in organization- communication flow in the organization

### **Unit-IV: Organizational Behaviour and Culture**

Organisational behaviour -concept and significance- relationship between management and organisational behavior - key elements of organizational behavior-challenges and opportunities for organizational behavior- organizational culture - Attitudes, Perception; Learning, Personality and values, emotions-

### **Unit-V: Leadership and Motivation**

Leadership- concept of leadership – difference between leadership and management - leadership styles - Managerial grid; Likert's four systems of leadership – leadership styles in Indian organization -Motivation- concept - nature- process of motivation- Importance of motivation- motivation and behavior.

### **Text and References Books:**

1. Stephen P. Robbins, David A. DeCenzo and Mary Coulter, Fundamentals of management, Prentice Hall of India, 2012.
2. Don Hellriegel, Susan E. Jackson and John W. Slocum, Management- A competency based approach, Thompson South Western, 11th edition, 2008.

### Course Outcomes

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Practice the basic theories and practices in management	1,2,3,4	Understanding
CO-2	Understand the basic functions of management	1,2,3,4	Understanding
CO-3	System approach in Direct, Motivate and communicate effectively in all levels of management	1,2,3,4	Applying
CO-4	Evaluate the modern organisational behaviour and culture	1	Evaluating
CO-5	To apply the course concept of leadership styles in organisation and to adopt the process of motivation	1,2	Applying / Analyzing

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
III	21UNBA31	MANAGEMENT PRINCIPLES AND BEHAVIOR				30	2			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO-2	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO-3	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO-4	✓	✓	✓	✓	✓	✓				
CO-5	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	Number of matches (✓) = 42 Relationship = High									

#### SEMESTER IV

<b>Course Title</b>	<b>HUMAN RESOURCE MANAGEMENT</b>
<b>Total Hrs</b>	<b>75</b>
<b>Hrs/Week</b>	<b>5</b>
<b>Course Code</b>	<b>21UCBA41</b>
<b>Course Type</b>	<b>DSC-X</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

#### General Objective:

The general objectives of the course are designed to prepare the BBA students:

1. To understand the transformation of human resource management & it's functions
2. To associate the concepts of Job analysis with job evaluation
3. To explain the nuances of recruitment, selection, training & performance appraisal

#### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	To understand the concept of job analysis along with components.
CO-2	To examine the various ways of job evaluation in fixing wages for each job.
CO-3	To apply the different sources of recruitment in selecting the human resource.
CO-4	To assess the various methods of trainings used in enhancing the performance of human resource
CO-5	To develop a suitable method of performance appraisal for promotion & career planning .

#### Unit - I

Human Resource Management – Meaning – Definition – Scope – Objectives - Functions – Managerial functions - Operative functions - Human Resource Management Vs Personnel Management – Role of HR Manager in an Organization.



**Unit - II**

Job Analysis – Concepts – Definition – Importance – Purpose – Elements – Job Description – Specification – Techniques for data collection in job analysis – Job Evaluation – Job Evaluation Methods.

**Unit - III**

Recruitment – Definition – Process – Factors affecting Recruitment – Sources of Recruitment – Internal sources – external sources – Selection – Definition – Selection Process – Psychological Tests for Selection.

**Unit - IV**

Training – Induction Vs Training – Importance of Training – Types of Training – Performance appraisal – Objectives of Performance appraisal – Importance of Performance appraisal – Types of Performance appraisal – HR audit – Balance score card.

**Unit - V**

Career planning – Features – Objectives – Need – Process of career planning – Career planning V/s Human resource planning – benefits of career planning – Different stages of career planning.

**Textbook:**

1. VSP. Rao, Human Resource Management, Excel Books Publication, 3rd Edition, 2013.

**Reference Books:**

1. Personnel management – Fillippa – Mc Graw Hill.
2. Personnel management – Ahuja Kalyani Publishing
3. Personnel management – P.C. Tripathi.

### Course Outcomes

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the components of job analysis for human resource planning	1,2,3,5	Understanding
CO-2	Evaluate the methods of job evaluation in wage fixation	1,2,3,4,5	Evaluating
CO-3	Illustrate the different methods of recruitment for human resource selection	1,2,3,4	Applying
CO-4	Choose the appropriate method of training in enhancing employee performance	1,2,3,5	Applying
CO-5	Design a suitable performance appraisal method for career planning and advancement.	1,2,3,4,5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
IV	21UCBA41	Human Resource Management				75	4			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓	✓	✓		✓
CO-2	✓	✓	✓	✓		✓	✓	✓	✓	✓
CO-3	✓	✓	✓	✓		✓	✓	✓	✓	
CO-4	✓	✓	✓	✓		✓	✓	✓		✓
CO-5	✓	✓	✓		✓	✓	✓	✓	✓	✓
	Number of matches (✓) = 42 Relationship = High									

## SEMESTER IV

<b>Course Title</b>	<b>LOGISTICS MANAGEMENT</b>
<b>Total Hrs</b>	<b>60</b>
<b>Hrs/Week</b>	<b>4</b>
<b>Course Code</b>	<b>21UCBA42</b>
<b>Course Type</b>	<b>DSC-X</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### Objectives:

- The students are expected to show a basic understanding of logistics management
- They are expected to understand the relationship between customer service and logistics.
- The need to be able to play the role of a logistics management efficiently.

### Course Objectives:

<b>CO No.</b>	<b>The learner will be able to:</b>
<b>CO-1</b>	Understand the concept of logistic and supply chain management
<b>CO-2</b>	develop Customer service quality through proper logistic management
<b>CO-3</b>	Creating different logistic strategies based on product characterization.
<b>CO-4</b>	Develop logistic process design with proper Tools and techniques
<b>CO-5</b>	Extend the logistic supports to other core functions of Business.

### UNIT-I - CONCEPTS OF LOGISTICS AND DISTRIBUTION

Introduction - Definition and Scope – Key components of Distribution and Logistics – Importance of logistics and distribution – Structure of Logistics and supply chain – Logistics and Supply chain Management.

## **UNIT-II - CUSTOMER SERVICE AND LOGISTICS**

The Importance of customer service – The seven ‘rights’ of customer service – The components of customer service – Pre-transaction elements, Transaction elements and Post- transaction elements – Conceptual Models of Service Quality – Basic and Extended service model – Measuring customer service.

## **UNIT- III - PLANNING FRAMEWORK FOR LOGISTICS**

Introduction – Pressures for change – pressures for influencing logistics systems – Logistics design strategy – Impact of product characteristics – Volume to weight ratio, value to weight ratio, substitutability and high risk products.

## **UNIT-IV - LOGISTICS PROCESSES**

The Importance of Logistics processes – Problems – Functional process problems and Cross functional process problems – Logistics process types and categories – Basic, Benchmark and Competitive process – Approach to process design – Tools and techniques.

## **UNIT-V- LOGISTIC MANAGEMENT AND ORGANISATION**

Introduction – Relationships with other corporate functions – Production, Marketing and Finance – Logistics organizational structure – Role of Logistics manager.

### **Reference Books:**

1. Rushton, A., Croucher, P., & Baker, P. (2014). *The handbook of logistics and distribution management: Understanding the supply chain*. Kogan Page Publishers.
2. Waters, C. D. J. (2019). *Logistics: an introduction to supply chain management*. Red Globe Press.
3. Balakrishnan, N. (1991). *Handbook of the logistic distribution*. CRC Press.
4. Buurman, J. (2002). *Supply chain logistics management*. McGraw-Hill 2002.

### Course Outcomes

<b>CO No.</b>	<b>Upon completion of the course, The students will be able to:</b>	<b>PSO No.</b>	<b>Cognitive Level</b>
<b>CO-1</b>	Define the basics of logistics and supply chain management	1,2,3,4	Remembering
<b>CO-2</b>	Choosing the appropriate logistic management and increasing customer service quality.	1,2,3,4	Applying
<b>CO-3</b>	Analyze every product and create distinct logistic strategies accordingly.	1,2,3,4,5	Analyzing
<b>CO-4</b>	Assess the appropriate tools and methods, and developing an efficient logistics process.	1,2,3,4,5	Evaluating
<b>CO-5</b>	Devise the suitable logistic assistance to other critical activities of business in order to expand the business	2,3,4,5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours			Credits	
IV	21UCBA42	Logistics Management				60			4	
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO1	PLO2	PLO3	PLO4	PLO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO-1	✓	✓				✓	✓	✓	✓	
CO-2	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO-3	✓	✓	✓	✓		✓	✓	✓	✓	✓
CO-4	✓	✓	✓	✓		✓	✓	✓	✓	✓
CO-5		✓	✓	✓	✓		✓	✓	✓	✓
	Number of matches (✓) = 41 Relationship = High									

## SEMESTER - IV

<b>Course Title</b>	<b>PRODUCTION MANAGEMENT</b>
<b>Total Hrs.</b>	<b>60</b>
<b>Hrs./Week</b>	<b>4</b>
<b>Course Code</b>	<b>21UCBA43</b>
<b>Course Type</b>	<b>DSC-XI</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objective:

To enable students to choose and apply analytical models, frameworks, tools and techniques relevant to production management

### Course Objectives:

<b>CO No.</b>	<b>The learner will be able to:</b>
CO-1	Understand the basic concepts and various types of production systems
CO-2	Consider the factors to start up a plant and explain the various types of plant layout
CO-3	Apply various analytical models to check product quality
CO-4	List the techniques of inventory management in minimizing production cost.
CO-5	Explain the significance of ISO policies & benefits

### UNIT I

An overview of production management –Functions – Importance – Relationship of Production Management with other areas – Production systems – Types–factors affecting Production system.

### UNIT II

Plant location – Factors of Plant location –Plant layout – Types of Plant layout and their suitability – production planning and scheduling.

**UNIT III**

Inspection and Quality Control – Objectives – Nature –Statistical Quality Control – Acceptance Sampling –Advantages.

**UNIT IV**

Value analysis – Importance – Techniques - Advantages – Inventory Management – EOQ –ABC analysis

**UNIT V**

TQM – Objectives – Principles – Elements – ISO 9000 – ISO 14000 – Benefits – Universal Standards of quality benefit of ISO certification.

**Textbook:**

1. Aswathappa K and ShridharaBhat K, Production and Operations Management, Himalaya Publishing House, 8th Edition,2016

**Reference Book:**

1. William J Stevenson, Operations Management, Tata McGraw Hill, 9th Edition,2009.
2. Pannerselvam R, Production and Operations Management, Prentice Hall India, Second Edition,2008.

**Course Outcomes**

<b>CO</b>	<b>Course Outcomes Upon completion of the course, The students will be able to:</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Understand the function and types of production management system.	1,3,4	Understanding
CO-2	Design suitable plant layout and factors considered while selecting plant location	1,3,4	Applying
CO-3	Explain the benefits of statistical quality control in product conformance.	3,4	Analysing
CO-4	Assess inventory management techniques to control cost of production	1,3,4	Applying
CO-5	Create suitable quality certifications for improve the business performance	3,4	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
IV	21UCBA43	PRODUCTION MANAGEMENT				60	4			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓		✓	✓		✓		✓	✓	
CO-2	✓		✓	✓		✓		✓	✓	
CO-3	✓		✓	✓		✓		✓	✓	
CO-4	✓		✓	✓		✓		✓	✓	
CO-5	✓		✓	✓		✓		✓	✓	
	Number of matches (✓) = 30 Relationship = Medium									



#### SEMESTER IV

<b>Course Title</b>	<b>BUSINESS STATISTICS</b>
<b>Total Hrs</b>	<b>60</b>
<b>Hrs/Week</b>	<b>4</b>
<b>Course Code</b>	<b>21UCBA44</b>
<b>Course Type</b>	<b>DSC-XII</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

#### General Objectives:

- To make the students understand the role of statistics in business
- To enable to them to evaluate and understand the data clearly
- To make the students to analyze and take decisions based on the data available.

#### Course Objectives:

<b>CO No.</b>	<b>The learner will be able to:</b>
<b>CO-1</b>	Gather knowledge about statistics and its role in business
<b>CO-2</b>	Study the different central tendency techniques to measure the data
<b>CO-3</b>	Identify the variability of data for business decisions
<b>CO-4</b>	Solve the hypothetical questions using data
<b>CO-5</b>	Identify the relationship between different business data

**UNIT I:** Statistics - Meaning and Scope of Business Statistics - Roles of Statistics for Business Decisions - Importance - Limitations – Theoretical Distribution – Binomial, Poisson, and Normal Distribution.

**UNIT II:** Measure of central Tendency – arithmetic mean, discrete series, continuous series – Median, Discrete series, continuous series – Deciles-Percentile – Mode, Discrete series, continuous series – Harmonic mean, discrete series, continuous series – Geometric mean discrete series, continuous series

**UNIT III:** Measure of Dispersion – Range – Inter quartile range and quartile deviation – mean deviation – standard deviation, discrete series, continuous series – Co- efficient of Variation.

**UNIT IV:** Hypothesis – types – Level of significance – Chi Square test – degrees of freedom – test of goodness of fit – Test of independence.

**UNIT V :** Measure of Relation –Correlation Analysis - Meaning - Types - Methods - Karl Pearson's Coefficient of Correlation - Rank Correlation – Simple Linear Regression – Meaning – Significance – Co-efficient of regression

**TEXT BOOK:**

1. Pillai, R. S. N., Bagavathi, V., & Pillai, R. S. N. (2003). *Practical Statistics*. S. Chand Publishing.

**Course Outcomes**

CO No.	Upon completion of the course, The students will be able to:	PSO No.	Cognitive Level
CO-1	Define the role of statistics for business decisions	1,2,4,5	Remembering
CO-2	Determine the central tendency of the data with proper techniques	1,2,4,5	Applying
CO-3	Experiment the nature of data through its variability	1,2,3,5	Applying
CO-4	Appraise the technical decisions for analyzing the hypothetical questions	1,2,3,4,5	Analyzing
CO-5	Assess the data using various relationship statistical techniques	1,2,3,4,5	Evaluating

**Relationship Matrix**

Semester	Course Code		Title of the Course			Hours		Credits		
IV	21UCBA44		Business Statistics			60		4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO1	PLO2	PLO3	PLO4	PLO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO-1	✓	✓	✓			✓	✓		✓	✓
CO-2		✓	✓			✓	✓		✓	✓
CO-3	✓	✓	✓			✓	✓	✓		✓
CO-4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO-5	✓	✓	✓	✓		✓	✓	✓	✓	✓
	Number of matches (✓) = 39 Relationship = High									

## SEMESTER – IV

<b>Course Title</b>	<b>BUSINESS ENVIRONMENT</b>
<b>Total Hrs.</b>	<b>90</b>
<b>Hrs./Week</b>	<b>6</b>
<b>Course Code</b>	<b>18UABA41</b>
<b>Course Type</b>	<b>ALLIED-II/2</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objective:

This course provides an understanding the prevailing business environment is a key to taking right decision of business continuation. The political, legal, regulatory and trading environment in which firms operate will be examined. Students will explore the operation of businesses and understanding the prevailing business environment in the Indian and global economy and assess challenges and opportunities presented by environmental factors.

### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	To understand the operating concept in business environment.
CO-2	To analyse the nature and significance of social and cultural environment of Indian business environment.
CO-3	To compute the creation of business in the context of economic policies and systems in India
CO-4	To discuss the dynamic forces and their impact on Political and Legal Environment business practices in India.
CO-5	To design new policies in relation to Impact of Technology on business operations

### UNIT - I: Introduction

The Concept of Business Environment - Nature and Significance - Components of Business Environment – Environment and Organisation relationship - Impact of environment on business and strategic decisions.

### UNIT - II: Social and Cultural Environment:

Social environment – Importance and impact in business –Population, effects in business- Urbanization, reasons and effects in Business –

Importance and impact in business - Culture Environment – Culture as Applied to Business - Impact of Foreign Culture on Business

**UNIT - III: Economic Environment:**

Economic environment of Business – types of Economic systems – Economic development - Macroeconomic indicators and their impact of business - Economic policies - Five Year Plans in India.

**UNIT - IV: Political and Legal Environment:**

Political environment – Effect of political ideologies - Role of Government in Business - Legal Environment – Indian Constitutions –Consumer Protection Act .

**UNIT - V: Technological and Natural Environment:**

Features of Technological Environment - Factors - Impact of Technology on business operations – Natural Environment – Various aspects of Natural Environment - Environmental Pollution- Impact of the natural environment in Business

**REFERENCE BOOKS:**

1. Business Environment- Dr. S. Sankaran, Margham Publications
2. Business Environment – NamitaGopal – The McGraw –Hill Companies

**Course Outcomes**

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the Environmental Components and its Importance to create Business Strategy.	1,2,3,4	Understanding
CO-2	Analyze the Socio – Cultural environmental impact on business.	1,2,3,4	Analyzing
CO-3	Analyze the Economic and Legal environmental issues in Business.	1,2,3,4	Analyzing
CO-4	To assess the Corporate Social Responsibility Concepts and its importance to business success.	1,2,3,4	Evaluating
CO-5	To Create awareness on Current Business Issues such as Patents, Trademarks and insurance.	1,3,4	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits				
IV	18UABA41	BUSINESS ENVIRONMENT				90	4				
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)					
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
	CO-1	✓	✓	✓	✓	✓	✓	✓	✓		
	CO-2	✓	✓	✓	✓	✓	✓	✓	✓		
	CO-3	✓	✓	✓	✓	✓	✓	✓	✓		
	CO-4	✓	✓	✓	✓	✓	✓	✓	✓		
	CO-5	✓	✓	✓	✓	✓					
	Number of matches (✓) = 41 Relationship = High										

## SEMESTER – IV

<b>Course Title</b>	<b>SOFT SKILLS</b>
<b>Total Hrs.</b>	<b>30</b>
<b>Hrs./Week</b>	<b>2</b>
<b>Course Code</b>	<b>21USSS41</b>
<b>Course Type</b>	<b>SEC-III</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

### Unit – I - Introduction to Soft skills:

Soft skills – Meaning and definition – Importance of soft skills – Soft Skills Vs Hard Skills – Components of Soft skills – Life skills, Communication Skills , Employability Skills and Corporate Skills – Ways to develop soft skills – Applications of Soft skills.

### Unit – II - Life Skills:

Life Skills – Meaning and Significance – Elements of Life skills – **Attitude** – Types of Attitude – Developing positive attitude – **Self development** – self awareness – benefits – Motivation – Types – Intrinsic and Extrinsic - Self Assessment through SWOT – **Emotional Intelligence** – Need of E.I - Goleman's EQ model – Methods of EI Development.

### Unit – III - Communication skills

Communication skills - Types of communication - Barriers of communication - Overcoming barriers of communication – **Listening Skills** – Process of listening – Types of listening – Barriers to effective listening – Effective listening Strategies - **Reading Skills** – Essential of Reading - Methods of Reading – **Speaking Skills** - benefits of speaking - Self development through speaking skills - **Writing skills** - purpose - Importance of styles in writing skills - **Non verbal Communication** – Importance – Types.

#### **Unit – IV - Employability Skills:**

Internet Skills – Job web portals – Roles and Significance of Job portals – Registration process in Job Portals – **Resume Building** – Resume Content – Resume designs and Layouts – Job Application letter – Format and writing Tips of Application Letter – **Interview Skills** – Types of Job Interview – Interview preparation techniques – Group Discussion – Roles to play in Group discussion.

#### **Unit – V - Corporate Skills:**

Leadership skills - Manager Vs Leader – Mintzberg's Managerial roles – Traits of Good leader – **Time Management** – Major Blocks to Time Management – Covey's Time Management Matrix – Time Management tips – **Negotiation Skills** – Approaches of Negotiation – **Avoid , Compete, Accommodate, Compromise and Collaborate** – **Stages of Negotiation** – **Stress Management** – **Causes and Consequences of stress** – **Stress Coping Strategies.**

#### **REFERENCE BOOKS:**

1. Suresh, K. E. (2010). *Communication Skills and Soft Skills: An Integrated Approach (With Cd)*. Pearson Education India.
2. S. Hariharan, S. Sundararajan and SP. Shanmughapriya, *Soft skills*, MJP publishers, Chennai, 2010.

## SEMESTER - IV

<b>Course Title</b>	<b>STRESS MANAGEMENT</b>
<b>Total Hrs.</b>	<b>30</b>
<b>Hrs./Week</b>	<b>2</b>
<b>Course Code</b>	<b>21USBA42</b>
<b>Course Type</b>	<b>SEC-IV</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

### General Objective:

To enhance coping strategies and to develop proactive responses to stressful situation.

### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	Understand the causes and consequences of stress
CO-2	Identify the relation between stress and performance
CO-3	Examine the relation between stress and its effects on human body
CO-4	Analyse the sources of stress at work place
CO-5	Create stress management training programs to reduce stress

### UNIT I

Stress – Definition – The Nature of Stress– Types of Stress – Causes of Stress –Consequences of stress.

### UNIT II

Stress and Emotions–Types of Emotions – Functions – Nature – Core Relational Themes – Facial Expressions – The Brain and Emotion – Emotion at Work.

### UNIT III

Stressor – Signs of Distress and Eustress – Stress and Performance – Effects of Stress in Industry – Contrasting Strategies to Optimists and Pessimists for Coping with Stress.

### UNIT IV

Occupational Stress – The Cost of Stress – Cost of Workplace – Physical and Behavioral Symptoms of stress – Sources of stress at work.

### UNIT V

Stress Management – Employee Assistance Programmes (EAPs) – Stress



Management Training – Changing the sources of Workplace stress – Problem Solving Framework.

**Text book:**

1. P.K .Dutta, *Stress Management*, Himalaya Publishing House, 2016.

**Reference Books:**

1. Waltschafer, *Stress Management*, Cengage Learning, 4th Edition 2009.
2. Jeff Davidson, *Managing Stress*, Prentice Hall of India, New Delhi, 2012.

**Course Outcomes**

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the causes and consequences of stress in human behavior.	1,3,4	Understanding
CO-2	Illustrate the types of emotions and their effects at work-place.	1,3,4	Understanding
CO-3	Identify the signs of stress and apply different coping strategies to avoid stress.	3,4	Applying
CO-4	Explain the sources of occupational stress at workplace.	3,4,5	Evaluating
CO-5	Conduct a stress management training programs to reduce employee's stress.	3,4	Creating

**Relationship Matrix**

Semester	Course Code	Title of the Course				Hours	Credits			
IV	21USBA42	STRESS MANAGEMENT				30	2			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓		✓	✓		✓		✓	✓	
CO-2	✓		✓	✓		✓		✓	✓	
CO-3	✓		✓	✓		✓		✓	✓	
CO-4	✓		✓	✓		✓		✓	✓	
CO-5	✓		✓	✓		✓		✓	✓	
	Number of matches (✓) = 30 Relationship = Medium									

### Semester – IV

<b>Course Title</b>	<b>OFFICE MANAGEMENT</b>
<b>Total Hrs.</b>	<b>30</b>
<b>Hrs./Week</b>	<b>2</b>
<b>Course Code</b>	<b>21UNBA41</b>
<b>Course Type</b>	<b>NME-II</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

#### General Objective:

To give on hand knowledge on the issues related to office environment. The students should become familiar with modern office mechanism for conducting business transactions through electronic office appliances.

#### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	Demonstrate the fundamentals of office functions and office management
CO-2	Show the features of office accommodation and environment
CO-3	Identify the concepts of office appliances and office maintenance
CO-4	Analyse ethics in report writing and report maintenance
CO-5	Develop system enabled solutions for Office Service and Supervision

#### Unit I: Office and Office Management

Office- Meaning – Features – Importance – Functions of office - Modern office-Principles of modern office management and organization- Office Management – Nature, Functions and Scope – Office Manager – Functions and Qualification – Centralization vs. decentralization of office services.

#### Unit II: Office Accommodation and Environment

Office Accommodation – Principles – Location of an office – office Layout – Office furniture – Office Environment working conditions - Requirements Selection of site-Qualifications and qualities of office manager-The status of office manager in total organization- The authorities and responsibilities of an office manager.

### **Unit III: Office Appliances and Office Maintenance**

Office appliances-types of commonly used appliances- office Machines and Equipments- objectives of using machines- types of machines -office stationary and Supplies- Office Safety and Security – Meaning- importance of office Safety-safety hazards and steps to improve office safety.

### **Unit IV: Office Records Management**

Records –classification of records-principles of record keeping-Meaning, importance of record keeping management-types of records kept in a business organization Filing – Essentials of a good filing system-Classification of filing system - Indexing – Meaning – objects – Indexing types.

### **Unit V: Office Service and Supervision**

Office service- centralization and decentralization- advantages – disadvantages- modern office department -measurement of office work – importance- purpose - difficulty in measuring office work- different ways of measurement - setting of work standards - benefits of work standards. Office supervision and Control –characteristics of supervision -effective supervision.

#### **Text & Reference Books:**

1. B.N.Tandan, Manual of Office Management and Correspondence, S.Chand & Co., New Delhi
2. R. K. Chopra, Office Organisation and Management, Himalaya Publishing House, Mumbai

#### **Course Outcomes**

<b>CO</b>	<b>Upon completion of the course, The students will be able to:</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Understand the modern office and office management and get aware of the duties to the office manager	1,2,3	Understanding
CO-2	Experiment with the Office Environment and Illustrate the working conditions	1,2,3	Applying
CO-3	Examine the different measures of office maintenances and office appliances and the steps to improve office safety.	1,2,3	Analyzing
CO-4	Perceive an idea about proper filing and indexing of office documents	1,2,3	Evaluating
CO-5	Develop different methods to measure the office Service and Supervision	1,2,3	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
IV	21UNBA41	OFFICE MANAGEMENT				30	2			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO1	PLO2	PLO3	PLO4	PLO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO-1	✓	✓	✓	✓	✓	✓	✓	✓		
CO-2	✓	✓	✓	✓	✓	✓	✓	✓		
CO-3	✓	✓	✓	✓	✓	✓	✓	✓		
CO-4	✓	✓	✓	✓	✓	✓	✓	✓		
CO-5	✓	✓	✓	✓	✓	✓	✓	✓		
	Number of matches (✓) =40 Relationship = High									

## SEMESTER – IV

<b>Course Title</b>	<b>FIELDWORK / INTERNSHIP</b>
<b>Course Code</b>	<b>21UFBA41</b>
<b>Course Type</b>	<b>FW/I</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

The following guidelines have been framed for the courses titled Fieldwork and Internship for all the U.G. Programmes.

- Fieldwork/Internship shall be in the fourth semester of each programme.
- A Department can opt for either Fieldwork or Internship.
- Fieldwork may be done individually or in groups not exceeding five per group.
- The minimum length of the Fieldwork report should be 15 to 20 pages in A4 size.
- Marks for the Fieldwork Report will be 100 divided as 60% for the Fieldwork and 40% for Viva-Voce Examination. 2 Credits will be awarded to the students who complete Internships and produce Internship Completion Certificate duly signed by the authority concerned.
- Fieldwork / Internship shall be allotted outside the working hours for a maximum of six days.

### **Scheme of Evaluation:**

<b>Fieldwork</b>	<b>Internal</b>	<b>External</b>
Word of title / Topic	5	5
Objectives / Formulation including Hypothesis	5	5
Methodology / Techniques / Procedures adopted	15	15
Chapterization of the Fieldwork Report	15	15
Summary / Findings / Summation	5	5
Works Cited / Work Consulted / References / Annexures / Footnotes	10	10
Relevance of the Fieldwork to social needs	5	5
	<b>60</b>	<b>60</b>

## SEMESTER - V

<b>Course Title</b>	<b>BUSINESS LAW</b>
<b>Total Hrs.</b>	<b>75</b>
<b>Hrs./Week</b>	<b>5</b>
<b>Course Code</b>	<b>21UCBA51</b>
<b>Course Type</b>	<b>DSC-XII</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objective:

To provide in-depth knowledge of the law of contracts and the legal framework influencing Business Operations

### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	Understand the concepts and classification of contracts
CO-2	Enlighten the students on the valid contract and legal aspects of business
CO-3	Acquire knowledge on the performance, discharge and remedies of breach of contract
CO-4	Explain the law of agency ,the rights and duties of an agent
CO-5	Create knowledge on the legal aspects in bailment

### UNIT – I

Introduction – Contract– Essential elements – Kinds of Contracts – Void, Voidable and Valid Agreement –Contingent Contract – Offer and Acceptance.

### UNIT – II

Consideration – Capacity of Parties – Free Consent – Legality of Object – Void Contracts.

### UNIT –III

Performance of Contracts – Discharge of contracts – Remedies for Breach of contract.

### UNIT – IV

Law of Agency– Modes of creation – Rights and Duties of an Agent – Agency by Ratification – Sub-Agent and Substituted Agent – Termination of Agency.

## UNIT – V

Bailment- Features - Rights, duties of Bailor and Bailee- fundamentals in Sale of Goods Act-Unpaid seller-caveatemptor.

### TEXTBOOK RECOMMENDED:

N.D. Kapoor – Elements of Mercantile Law, Sultan Chand & Sons.

### BOOKS FOR REFERENCE:

1. Davar – Mercantile Law, Progressive Corporation.
2. R.S.N.Pillai and Bhagavathi–Business Law, Sultan Chand & Sons.
3. M.C.Shukla–Mercantile Law, S.Chand & Co.

### Course Outcomes

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the concept and fundamentals of valid agreements	1,3,4	Understanding
CO-2	Analyse the capacity of parties and legality of objects	3,4	Analysing
CO-3	Asses the performance, discharge, and remedies breach of contracts.	3,4	Applying
CO-4	Develop the agency procedures and rights & duties of an agent.	3,4	Applying
CO-5	Create knowledge in bailment and sale of goods act	3,4	Creating

### Relationship Matrix

Semester	Course Code		Title of the Course			Hours	Credits			
V	21UCBA51		BUSINESS LAW			75	4			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓		✓	✓	✓	✓		✓		
CO-2	✓		✓	✓	✓	✓		✓	✓	
CO-3	✓		✓	✓	✓			✓	✓	
CO-4	✓		✓	✓				✓	✓	
CO-5	✓		✓	✓				✓	✓	
	Number of matches (✓) =29 Relationship = Medium									

## SEMESTER – V

<b>Course Title</b>	<b>E-COMMERCE</b>
<b>Total Hrs.</b>	<b>75</b>
<b>Hrs./Week</b>	<b>5</b>
<b>Course Code</b>	<b>21UCBA52</b>
<b>Course Type</b>	<b>DSC-XIV</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objective:

1. To describe the major themes underlying the study of e-commerce in the modern era.
2. To analyze the pros and cons of electronic based business environment.
3. To know the strong physical infrastructure for safety use of electronic devices

### Course Objectives:

<b>CO NO.</b>	<b>The learner will be able to:</b>
CO-1	Access the various modes of e-commerce and its benefits to the organization and the customers.
CO-2	Analyze the growth of Mobile Commerce and its application for the ease of doing the business.
CO-3	Realize the impact of various electronic data interchange tools and standards for smooth business transactions in the technological world.
CO-4	Assess the various risks involved in handling electronic based business environment in the modern era
CO-5	Summarize the legislative acts towards supporting e-commerce for the business and its environment.

### UNIT I

Welcome to Electronic Commerce – Introduction, Concepts of B2B, B2C, C2C, B2G; benefits of E-Commerce to Organization, Consumers. The Network infrastructure for E-Commerce–Electronic Payment Applications.



## **UNIT II**

M-Commerce(Mobile Commerce) – Growth of M-Commerce – Wireless Applications – Technologies for M-Commerce – GPRS – Wireless Technologies (CDMA & GSM) – Generations in Wireless Communication – Security Issues in CellularTechnology.

## **UNIT III**

Electronic Data Interchange-Definition - Benefits of EDI- EDI Application in Business –Un/EDIFACTS Standard.

## **UNIT IV**

Security on Internet – Network and WebsiteSecurity Risks – Security incidents on Internet – Security and Email – Firewall Conceptsand Constituents–Benefits–SecurePhysicalInfrastructure.

## **UNIT V**

E- Commerce in India- The Internet in India-Laws for E-Commerce inIndia.

### **Text Book:**

1. Kamlesh, B., &Debjani, N. (1999). E-commerce: the cutting edge of business.

### **Reference Books:**

1. S.Jaiswal: Doing Business on the Business on the Internet commerce, Galgotia Publication,2011.
2. David Whitely:E-Commerce, Tata McGraw Hill Publications Co. Ltd., New Delhi, 2010.
3. Jaffrey F.Rayport: E-Commerce, Tata McGraw Hill Publications Co. Ltd., New Delhi,2012

### Course Outcomes

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Identify the usage of E- Commerce and its modes in doing the business in the competitive technological world.	1,2,3,4	Remembering
CO-2	Infer about M-Commerce and its different technological advancements for the promotion of business.	1,2,5	Understanding
CO-3	Determine about the Electronic knowledge for the Interchange of business information and business applications among the customers.	1,2,3,4	Applying
CO-4	Appraise the safety and precautionary measure in the E-Commerce to avoid the risk and uncertainties in the business.	1,2,5	Analyzing
CO-5	Measuring the various legal provisions towards web – based E-Commerce in India.	1,2,3,4,5	Evaluating

### Relationship Matrix

Semester	Course Code		Title of the Course			Hours	Credits			
V	21UCBA52		E-Commerce			75	4			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓		✓		✓	✓	✓	✓	
CO-2	✓	✓		✓	✓	✓	✓			✓
CO-3	✓	✓		✓		✓	✓	✓	✓	
CO-4	✓	✓	✓		✓	✓	✓			✓
CO-5	✓		✓	✓	✓	✓	✓	✓	✓	✓
	Number of matches (✓) = 37 Relationship = High									

## SEMESTER – V

<b>Course Title</b>	<b>ENTREPRENEURIAL DEVELOPMENT</b>
<b>Total Hrs.</b>	<b>75</b>
<b>Hrs./Week</b>	<b>5</b>
<b>Course Code</b>	<b>21UCBA53</b>
<b>Course Type</b>	<b>DSC-XV</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objective:

1. Understand the basic concepts of entrepreneurship and government promotional schemes towards entrepreneurship.
2. Estimating the factors responsible for the growth of entrepreneurs and entrepreneurship business.
3. Understand the role, relevance and associated effectiveness of EDPs for the development of an entrepreneurs.

### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	Understand the concept of entrepreneurship and its importance in the competitive world.
CO-2	Access the several of supporting institutions for the initiation and expansion of the entrepreneurship business.
CO-3	Know the about of business plan and its inference towards business for the development in the future.
CO-4	Understand the various forms of business ownerships and also focuses on Micro, Small and Medium Industries undertakings by entrepreneurs
CO-5	Analyze and understand the concept of Women Entrepreneurship and Rural Entrepreneurship and the role of Self Help Groups in the Entrepreneurship

### UNIT-I

Entrepreneur -Definition – characteristics- functions of entrepreneur, types of entrepreneur-motivational factors- sociological and psychological factors

### UNIT-II

Institution supporting entrepreneurs - EDP, NIESBUD, New Delhi, ITCOT and SIPCOT in Tamil Nadu, Role of financial institutions in supporting entrepreneurs.

**UNIT-III**

Business plan – process of preparing a business plan – project report– Essential of a project report – format of a project report (sample project report)

**UNIT-IV**

Managerial skills required by entrepreneurs – sole proprietorship, partnership and company – MSME - SSI –Definition of small scale industrial undertakings- small and tiny enterprise – village industries

**UNIT-V**

Rural and women entrepreneurs - Opportunities for rural and women entrepreneur – problems faced by rural and women entrepreneur – role of SHG – reservation for small industries –prevention of industrial air and water pollution–cause and prevention of industrial sickness

**TEXT BOOK:**

1. Madhurimalall and Shikha Sahai, Entrepreneurship, Excel books, 2nd Edition, 2009.

**REFERENCE BOOKS:**

1. Vasant Desai: Dynamics of Entrepreneurial Development, New Delhi: Wiley Eastern Ltd., 1990.
2. S.B.Srivastav: A Practical Guide to Industrial Entrepreneurs: New Delhi. Wiley Eastern Ltd. 1990.
3. Gupta Srinivasan: Entrepreneurial Development – New Delhi: Sultan Chand & Sons 1990.
4. P. Saravanavel: Entrepreneurship Development – Principles, Policies and Programmes. New Delhi: Himalaya Publishing House, 1990.
5. T.V. Rao, and Udai Pareek; Developing Entrepreneurship – A Hand book, New Delhi: McGraw Hill Publications Co. Ltd., 1990.

### Course Outcomes

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Define the concept of entrepreneurship and its characteristics patterns in creation of entrepreneurs.	1,2,3,4,5	Remember
CO-2	Comment the importance of Central and state government incentives, grants and other supports for setting up entrepreneurship business	1,3,5	Understand
CO-3	Choose the successful business plan with the detailed procedures for preparation and its benefits in the future for the business.	1,2,3,4	Apply
CO-4	Categorize the parallel pros and cons of forms of business ownerships and also realizes the benefits and supports of small scale industries by the Government for the economic development	1,3,4,5	Analyze
CO-5	Measures the role of women in entrepreneurship in the growth of economic development and also the promotion of Rural based Entrepreneurship to develop the rural areas for making transformation in the Country.	1,3,4,5	Evaluate

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits		
V	21UCBA53	Entrepreneurial Development					75	4		
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO1	PLO2	PLO3	PLO4	PLO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO-1	✓	✓	✓	✓		✓	✓	✓	✓	✓
CO-2	✓	✓				✓		✓		✓
CO-3	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO-4	✓	✓	✓	✓	✓	✓		✓	✓	✓
CO-5	✓	✓	✓		✓	✓		✓	✓	✓
	Number of matches (✓) =40 Relationship = High									

## SEMESTER – V

<b>Course Title</b>	<b>TOTAL QUALITY MANAGEMENT</b>
<b>Total Hrs.</b>	<b>75</b>
<b>Hrs./Week</b>	<b>5</b>
<b>Course Code</b>	<b>21UCBA54</b>
<b>Course Type</b>	<b>DSC-XVI</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objective:

The learner will be able to understand the fundamentals of quality management with its principles and to gain an overview about the various tools of quality management. It helps to demonstrate the significance of quality management systems.

### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	Understand the principles of total quality management in enhancing customer satisfaction
CO-2	Analyze the various tools of quality used in enhancing product conformity
CO-3	Examine the concept of benchmarking in building the image of the organization..
CO-4	Design a suitable method of maintenance in ensuring continuous production
CO-5	Explain the need for quality management system in achieving standard products.

### Unit - I - Introduction

Quality - Definition, Dimensions – Performance, Features, Reliability, Durability, Responsiveness, Conformance, Aesthetics, Service, Reputation - Quality statements – Vision, Mission and Quality policy – Total Quality Management - concepts, Framework – Benefits – Obstacles.

### Unit – II - TQM Principles

Customer satisfaction – Types of customers – Internal Customers and External customers – Customer perception of quality – customer service and

its elements – Employee involvement – Motivation, Empowerment – Teams, Recognition and Reward, Continuous process improvement – Juran Trilogy, 5S Principles – Supplier Partnership – Principles of customer / Supplier relations.

### **Unit – III - Statistical Process Control**

Meaning and Significance of statistical process control – Pareto diagram – Fish born diagram – Scatter diagram – Check sheet – Histogram – Flow chart – Control chart – Variables and Attributes – Process Capability – Concept of Six Sigma.

### **Unit – IV - TQM Tools**

Benchmarking – Reasons to benchmark – Benefits – Benchmarking Process – Quality function deployment – House of Quality, Benefits, Quality function deployment process – Failure Mode Effect Analysis (FMEA) – Stages of FMEA – Total Productive Maintenance – Concepts, Types of maintenance.

### **Unit – V - Quality Systems**

Introduction to ISO – Need for ISO, ISO 9004:2000 – Quality Management Systems - Elements – Implementation of quality systems, Documentation – Quality Audits - ISO 14000 – Concept, Requirements and Benefits.

#### **Textbooks:**

1. Dale H.Besterfield, Carol Besterfield – Michna, Glen H.Besterfield, Mary Besterfield – Sacre, Hermant – Urdhwareshe, RashmiUrdhwareshe, Total Quality Mangement, Revised Third Edition, Pearson Education, 2011.

#### **Reference Books:**

1. ShridharaBhat K. Total Quality Management – Text and Cases, Himalaya Publishing House, II Edition 2010.

### Course Outcomes

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Summarize the various principles of quality management towards customer satisfaction	1,2,3,5	Understanding
CO-2	Choose the various quality tools used to promote product uniformity	1,2,4,5	Applying
CO-3	Determine the concept of benchmarking towards continuous improvement of the organisation	1,2,4,5	Applying
CO-4	Appraise a suitable maintenance method to avoid production bottlenecks	1,2,3,4,5	Analyzing
CO-5	Review the significance of quality management system in delivering products of good quality	1,2,5	Evaluating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits		
V	21UCBA54	Total Quality Management					75	4		
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓		✓	✓	✓	✓	✓		✓
CO-2	✓	✓		✓		✓	✓		✓	✓
CO-3	✓	✓	✓	✓	✓	✓	✓		✓	✓
CO-4	✓		✓	✓		✓	✓	✓	✓	✓
CO-5	✓	✓	✓		✓	✓	✓			✓
	Number of matches (✓) = 39 Relationship = High									



## SEMESTER – V

<b>Course Title</b>	<b>FINANCIAL SERVICES</b>
<b>Total Hrs.</b>	<b>60</b>
<b>Hrs./Week</b>	<b>4</b>
<b>Course Code</b>	<b>18UEBA51A</b>
<b>Course Type</b>	<b>DSE-IA</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objective:

The objective of the course is to impart basic knowledge of financial services along with relevant financial products and services. It makes the student familiar with the knowledge of merchant banking principles of financial services and their applications in business excluding corporate entities.

### Course Objectives:

<b>CO</b>	<b>The learner will be able to :</b>
CO-1	Orient the fundamental features of new financial products and services
CO-2	Analysis the merchant banking Services in India.
CO-3	Understand the importance of hire purchase and leasing
CO-4	Learn the concepts of factoring and discounting in financial service
CO-5	Create awareness on venture capital ad mutual funds in the society.

### UNIT I:Introduction financial products and services

Financial Services – Meaning – Concept - Objectives - Functions - Characteristics– importance – Scope – causes of financial innovation – New financial products and services - problems faced by financial servicessector-Growth of Financial Services in India.

### UNIT II: Merchant Banking in India

Merchant Banking – Definition – Origin –Merchant Bankers Code of Conduct- Merchant Banks Vs. Commercial Banks – Services of

Merchant Banks – Problems of Merchant Banks–Scope for Merchant Banking in India.

### **UNIT III:Hire Purchase and leasing methods**

Hire Purchase – Meaning – features –Characteristics - Types - Participants Hire Purchase Agreement – Rights of Hire – Accounts for Hire Purchase – Leasing -- Lease Financing -Features – Types of Lease drawbacks of leasing–Hire Purchase Vs.Leasing

### **UNIT IV:Factoring and Credits rating**

Factoring – Meaning – terms and conditions – functionsof a Factor - Mechanism - Factoring Players- Types - Operational Profile of Indian Factoring- Factoring Vs Discounting–benefits-Creditsrating- Credits Rating System-Credits Rating Process -features and methods

### **UNIT V: Venture Capital**

Venture Capital – concept – Definition – Features – importance –Origin and Growth of Venture Capital- mutual funds-- Portfolio Management Process in Mutual Funds and its types.

### **REFERENCE BOOKS :**

1. Financial Services, M.Y. Khan, McGraw Hill Education (India) Private Limited.
2. Essentialof Financial Services, Dr.S. Gurysamy, Tata McGraw-Hill Education.

### Course Outcomes

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	To learn financial services and relevant financial product and problem in financial service sector	1,2,3	Understanding
CO-2	To gain knowledge of merchant banking and to gain practical exposure and services of merchant banking in India	1,2,3	Understanding
CO-3	To acquire the practice of hire purchases and leasing and their accounting system in financial services	1,2,3	Applying
CO-4	To involve the practice of factoring and discounting methods and benefits as well as explain the Credits rating in financial services	1,2,3	Applying
CO-5	To explain and create the knowledge of venture capital and mutual funds in business	1,2,3	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
V	21UEBA51A	FINANCIAL SERVICES				60	4			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓			✓	✓	✓	✓		
CO-2	✓	✓			✓	✓	✓	✓		
CO-3	✓				✓	✓	✓	✓		
CO-4	✓				✓	✓	✓	✓		
CO-5	✓				✓	✓	✓	✓		
	Number of matches (✓) =27 Relationship = Medium									

## SEMESTER – V

<b>Course Title</b>	<b>MODERN BANKING</b>
<b>Total Hrs.</b>	<b>60</b>
<b>Hrs./Week</b>	<b>4</b>
<b>Course Code</b>	<b>18UEBA51B</b>
<b>Course Type</b>	<b>DSE-IB</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objective:

To impart knowledge about the basic principles of the banking services and Islamic commercial banking.

### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	Familiarize with the process of commercial Banks in Economic Development
CO-2	Understand the banking regulation act 1949 and banking aspects of new products
CO-3	Enhance the issues management for banker and different types of customer
CO-4	Know the various funds and their system using internet banking, mobile banking and telephone banking
CO-5	Analyze overall practices and application of funds of Islamic commercial Banking models

### UNIT I

Origin of Banking - Classification of Banks - Commercial Banks - Functions of Commercial Banks - Primary Functions & Secondary Functions - Role of Commercial Banks in Economic Development

### UNIT II

Reserve Bank of India - Functions - Management - Methods of Credits Control - Reserve Bank and Agricultural Credits - Banking Regulation Act 1949-Major Provisions of the Banking Regulation Act 1949.

### **UNIT III**

Banker - Customer - Banker Customer Relationship - Special Type of Customers - Minor - Married woman - Drunkard - Lunatics - Illiterate Persons - Partnership Firm - Joint Stock Company - Bank Accounts - Type of Accounts - Steps in Opening Accounts - Deposit Collection - Types of Deposits

### **UNIT IV**

E-Banking - Meaning - Services - Internet Banking - Mobile Banking - Telephone Banking - Electronic Funds Transfer System - ATM - Functions of ATM - Credits Cards - Debit Cards.

### **UNIT V**

Islamic commercial Banking – Islamic appraisals of conventional banking – operating structure of Islamic banks – models of Islamic banking - Sources and application of funds.

#### **Reference Books:**

1. Padmalatha Suresh and Justin Paul, “Management of Banking and Financial Services, Pearson, Delhi, 2012.
2. Muhammed Haneef, Islamic banking theory and practice, Create independent publisher.

#### **Course Outcomes**

<b>CO</b>	<b>Upon completion of the course, The students will be able to:</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Develop the knowledge of banking and commercial banks are impact of economic development	1,2,3	Understanding
CO-2	Understand the provisions and regulations act on banking and agricultural Credits their relevant act in 1949	1,2,3	Understanding
CO-3	Pursue the knowledge of types and element of the application in banking activities	1,2,3	Applying
CO-4	Performed effectively in E- Banking services and use modern tools and technologies in banking function like ATM, Credits Cards and Debit card.	1,2,3	Applying, Analyzing, and Creating
CO-5	Describe the knowledge of Islamic commercial banking function and application of funds.	1,2,3	Applying and Creating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
V	18UEBA51B	MODERN BANKING				60	4			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO1	PLO2	PLO3	PLO4	PLO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO-1	✓	✓	✓	✓	✓	✓	✓		✓	
CO-2	✓	✓	✓	✓	✓	✓	✓		✓	
CO-3	✓	✓		✓		✓	✓		✓	
CO-4	✓	✓		✓		✓	✓		✓	
CO-5	✓	✓		✓		✓	✓		✓	
	Number of matches (✓) = 34 Relationship = Medium									

## SEMESTER – V

<b>Course Title</b>	<b>INVESTMENT ANALYSIS</b>
<b>Total Hrs.</b>	<b>60</b>
<b>Hrs./Week</b>	<b>4</b>
<b>Course Code</b>	<b>21UEBA51C</b>
<b>Course Type</b>	<b>DSE-I-C</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objective:

The aim of the course is to impart knowledge about various investment categories and to familiarize the students with Indian investment companies and system along with tax saving system. Enhance the investment analysis skill is also very important aspect in an organization.

### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	To culminate investment related information and function in investment Process and growing popularity of investment
CO-2	To study the investment categories and types of funds
CO-3	To analysis thefundamental security analysis and financing Patterns of Indian companiesalong with the economic analysis
CO-4	To gain knowledge on the portfolio management and evaluation of portfolio performance.
CO-5	To understand the different standards for quality of Investment Companies in India

### Unit – I: Introduction of Investment

Nature and scope of investment -objectives of investment- importance of investment analysis basics of Investment- Characteristics of Speculation and Gambling –role and functions of investment /speculation/Gambling-Investment verses financing –Investment Process-growing popularity of investment

## **Unit – II: Investment Categories**

Investment Categories– Money Market Instruments – Bond/Debentures - Equity Shares – Mutual Funds– Financial Derivatives - Investment avenues – meaning-types of investment- investment alternatives -advantages – investing real estate-commodities – mutual funds- types of funds characteristics - sources of financial information.

## **Unit - III: Investment Analysis**

Fundamental Security Analysis – Economic Analysis – significance and Interpretation of the Economic Indicators – Industry Analysis –concept of industry – Industry Growth Cycle - Company analysis-changes in the financing Patterns of Indian companies- return and risk investment analysis

## **Unit – IV: Methods of Portfolio Analysis**

Technical Analysis – Basic technical assumption-Technical vs. Fundamental Analysis- Portfolio Analysis - Introduction – objectives- portfoliovaluation of securities - fixed income securities, preference shares and convertible securities - variable income securities-evaluation of portfolio performance

## **Unit – V: Investment Companies in India**

Investment by individuals - investments policies of individuals – investment companies-types of investment companies- open ended investment companies- closed ended investment companies Tax saving schemes in India.

## **References:**

1. Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publications Pvt. Ltd, New Delhi. 2001.
2. Bhalla V K, Investment Management: Security Analysis and Portfolio Management, S Chand, New Delhi, 2009



### Course Outcomes

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand and identifies the basics of investment and practice the investment analysis to the growing popularity of investment	1,2,5	Understanding
CO-2	Compares investment categories and evaluate sources of financial information.	1,2,5	Understanding
CO-3	Interpretation of the Economic Indicators combines with Economic, industry and company Analysis.	1,2,5	Applying
CO-4	Summarizes the methods of Portfolio Analysis and generates the technical vs. fundamental Analysis.	1,2,5	Evaluating
CO-5	Plan and Utilize the Investment companies in India and explains the tax saving schemes in India.	1,2,5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
V	21UEBA51C	INVESTMENT ANALYSIS				60	4			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO1	PLO2	PLO3	PLO4	PLO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO-1	✓	✓	✓		✓	✓	✓			✓
CO-2	✓	✓	✓		✓	✓	✓			✓
CO-3	✓	✓	✓		✓	✓	✓			✓
CO-4	✓	✓	✓		✓	✓	✓			✓
CO-5	✓	✓	✓		✓	✓	✓			✓
	Number of matches (✓) =35 Relationship = High									

## SEMESTER – V

<b>Course Title</b>	<b>INTEGRATED MARKETING COMMUNICATIONS</b>
<b>Total Hrs.</b>	<b>60</b>
<b>Hrs./Week</b>	<b>4</b>
<b>Course Code</b>	<b>21UEBA52A</b>
<b>Course Type</b>	<b>DSE-IIA</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objective:

1. To acquaint with essential concepts and techniques for the development and designing of an effective Integrated Marketing Communication in marketing.
2. To learn about the various forms of communication tools and its effectiveness, in such a way that fosters the creative ideas from the learners for development of effective marketing communication.
3. To measure and evaluate the communications effects that results about an Integrated Marketing Communication campaign to determine its success.

### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	Impart knowledge on promotion of the products and services by the sellers to their customers.
CO-2	Access and equip the AIDA model of advertising and its function towards the promotion of products or services.
CO-3	Develop an integrated media strategy, media plan and creative message towards the impact of advertisements.
CO-4	Analyze the impact of personal selling and sales promotion and techniques that contributes towards the societal, organizational and national development
CO-5	Focus on public relation process towards publicity on web based applications and social media in Marketing communication

### UNIT-I

Introduction to Integrated Marketing Communications – Definition – Impact of external factors on Marketing Communications – Driving forces of IMC – Benefits of IMC – The Process of achieving integration.

## **UNIT-II**

Advertising – Definition – Functions of Advertising – Advantages and Limitations of advertising – Types of Advertising – AIDA model of Advertising process – The Lavidge and Steiner Model of advertising process.

## **UNIT-III**

Media Plan – Media strategy and scheduling – Design and execution of advertisements – Message development – Types of Appeal – Print, Radio, TV and web advertisements – Measuring Impact of advertisements.

## **UNIT-IV**

Personal Selling – Meaning – Functions – Process – Evaluation – Compensation – Sales Promotion – Objectives of Sales promotion – Sales promotion techniques – Consumer oriented sales promotion – Trade oriented sales promotion – Sales force promotion.

## **UNIT-V**

Public Relations – Meaning – Definition – Functions – Process of Public relations – Advantages and Disadvantages – PR tools and techniques – Publicity - Publicity Vs Public relations – Social publicity – Web Publicity and Social media.

## **REFERENCE BOOKS:**

1. George E Belch and Michael A Belch, Advertising & Promotion, Tata McGraw Hill, 10<sup>th</sup> edition, 2014.
2. S.H.H. Kazmi and Sathish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 3<sup>rd</sup> Revised edition, 2008.

### Course Outcomes

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Identify functional skills and knowledge in the study of marketing as a core subject towards promotion	1,2,3,4,5	Remembering
CO-2	Articulate the use of marketing plan such as message development and its tools with the usage of AIDA model in marketing communication.	1,2,3,4,5	Applying
CO-3	Determine the awareness of the promotion in terms of consumer and sales towards selection of media and its functions.	1,2,3,4,5	Applying
CO-4	Explain the personal selling and sales promotion management and its tools and techniques for the promotion of the products and services.	1,3,4	Analyzing
CO-5	Facilitate the various factors of public relations towards the development of online promotion and social media communication in understanding the behaviour of the customers.	1,2,3,4,5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
V	21UEBA52A	Integrated Marketing Communications				60	4			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓		✓	✓	✓	✓	✓	✓
CO-2	✓	✓		✓		✓	✓	✓	✓	✓
CO-3	✓	✓	✓			✓	✓	✓	✓	✓
CO-4	✓	✓		✓		✓		✓	✓	
CO-5	✓		✓		✓	✓	✓	✓	✓	✓
	Number of matches (✓) = 39 Relationship = High									

## **SEMESTER – V**

<b>Course Title</b>	<b>RETAIL MANAGEMENT</b>
<b>Total Hrs.</b>	<b>60</b>
<b>Hrs./Week</b>	<b>4</b>
<b>Course Code</b>	<b>21UEBA52B</b>
<b>Course Type</b>	<b>DSE-IIB</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### **General Objective:**

It helps to understand the role of retailing and the various formats and theories and to promote the ability to relate consumer behaviour and retail market trends. It also helps to understand the relationship between marketing channels and corresponding strategies in retailing.

### **Course Objectives:**

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	Understand the impact of retailing on the economy to develop the retailing in the competitive environment.
CO-2	Comprehend the retail service and its levels towards different forms of retailers.
CO-3	Know the methodology of non-store retailing i.e., the automatic services for retail methods.
CO-4	Analyze the decision of major types of retail organizations for Retail Market towards corporate retailing.
CO-5	Realize the decisions towards marketing of various activities towards various activities which create the value in the organized retail industry.

### **UNIT I**

Retailing – Types of retailers – Levels of service offered by retailers  
–Selfservice–Selfselection–Limited service–Fullservice

### **UNIT II**

Major retailer types – Specialty store– Department Store – Supermarket–Convenient Store–Superstore–Catalog showroom

### **UNIT III**

Non store retailing – Direct selling – Direct Marketing – Automatic Vending – Buying Service

### **UNIT IV**

Corporate retailing - Major types of retail organization –

corporate chain store – voluntary chain – franchisee organization – Merchandising conglomerate

#### **UNIT V**

Decisions – Marketing Decisions – Target Market – Services – Store atmosphere – price decision – promotion decision – place decision

#### **Text Book:**

1. Michael Havy ,Baston, Aweitz and Ajay Pandit, Retail Management, Tata Mcgraw Hill, Sixth Edition, 2008.

#### **Reference Book:**

1. Patrick M. Dunne and Robert F Lusch, Retailing, Thomson Learning, 4<sup>th</sup> Edition 2008.

2. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007.

#### **Course Outcomes**

<b>CO</b>	<b>Upon completion of the course, The students will be able to:</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Outline the functions of retail business and various retail formats and retail channels in the real economy.	1,3,4	Remembering
CO-2	Identify the key drivers of retail service and finalizes the form of retail activity and also to select a best retail store location.	1,2,3,4,5	Remembering
CO-3	Examine the knowledge about merchandising conglomerate towards non-store retailing with the modes of the retailing activity.	1,3,4,5	Applying
CO-4	Integrate the decision by focusing the type of retail organization to collaborate and conglomerate with the merchandises	1,3,4,5	Analyzing
CO-5	Measure the operations-oriented, methods, and procedures used by successful retail by making the best decision for the retail activity.	1,2,3,4,5	Evaluating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
V	21UEBA52B	Retail Management				60	4			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO1	PLO2	PLO3	PLO4	PLO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO-1	✓	✓		✓		✓		✓	✓	
CO-2	✓	✓	✓		✓	✓	✓	✓	✓	✓
CO-3	✓			✓	✓	✓		✓	✓	✓
CO-4	✓	✓	✓	✓		✓		✓	✓	✓
CO-5	✓	✓	✓		✓	✓	✓	✓	✓	✓
	Number of matches (✓) = 39 Relationship = High									

## SEMESTER – V

<b>Course Title</b>	<b>BRAND MANAGEMENT</b>
<b>Total Hrs.</b>	<b>60</b>
<b>Hrs./Week</b>	<b>4</b>
<b>Course Code</b>	<b>21UEBA52C</b>
<b>Course Type</b>	<b>DSE-II-C</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objective:

To give brand knowledge on the strategy related to brand management. So that student should become familiar with mechanism for conducting business performance through brand equity.

### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	Examine the theory and practice of branding and brand value
CO-2	Exhibit ideas and concepts about brand image and brand positioning
CO-3	Exhibit technology of Brand Strategy and Brand Model
CO-4	Know the Factors influencing decision for brand communication and brand extension
CO-5	Explore techniques of brand performance and brand equity

### Unit – Introduction to Branding and Brand Value

Brand –definitions- Concepts-characteristics- Importance of brands - challenges and opportunities-Brand Management- brand management Process-principle element of branding-characteristics of good branding name - marketing advantages of strong brands-impact of brands in markets, society and business

### Unit – II Brand Image and Brand Positioning

Brand information - brand values – brand image –characteristics of a brand image-Product Labeling brand identity elements - Product Brand Identity-



corporate brand identity - brand system –role of brand system -brand loyalty- brand positioning-meaning- Positioning slot- Identifying and implementing brand positioning.

### **Unit – III Brand Strategy and Brand Model**

Brand strategy- service brand strategy-Designing and implementing brand Strategies-concepts of brand Strategy- need of the brand Strategy –brand strategy decision- brand strength- brand spectrum - advantages - disadvantages - Managing Brand Portfolios- Brand Reinforcement Strategies- importance of brand model-types of brands

### **Unit – IV Brand Communication and Brand Extension**

Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions-Brand Adoption Practices – brand Extensions -Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

### **Unit – V Brand Performance and Brand Equity**

Define the concepts of brand performance-e-brands- global brands - elements of global branding- brand equity - concepts of brand equity- customer based brand equity-brand knowledge-sources of brand equity-four steps of brand building-process and methods of measuring brand performance

### **Text & Reference Books:**

1. Chunawalla .S.A, Brand Management, Himalaya publishing house,2010.
2. Kapferer J.N, Strategic Brand Management, 4th edition, Kogan Press, 2008.

### Course Outcomes

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Introduction to Branding and Brand Value extends the impact of brands in markets, society and business	1,2,3,4	Understanding
CO-2	Infers the Brand Image and Identifying and implementing the brand positioning	1,2,3,4	Understanding
CO-3	Designing and implementing brand Strategies and compute types of brands	1,2,3,4	Applying
CO-4	Analyzes Brand Communication and Brand Extension	1,2,3,4	Analyzing
CO-5	Methods of measuring and plan brand performance and explains the sources of brand equity	1,2,3,4	Creating

### Relationship Matrix

Semester	Course Code		Title of the Course			Hours	Credits			
V	21UEBA52C		BRAND MANAGEMENT			60	4			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO1	PLO2	PLO3	PLO4	PLO5	PSO1	PSO2	PSO3	PSO4	PSO5
	CO-1	✓	✓	✓	✓	✓	✓	✓	✓	
	CO-2	✓	✓	✓	✓	✓	✓	✓	✓	
	CO-3	✓	✓		✓	✓	✓	✓	✓	
	CO-4	✓	✓	✓	✓	✓	✓	✓	✓	
	CO-5	✓	✓	✓	✓	✓	✓	✓	✓	
	Number of matches (✓) = 44 Relationship = High									

## SEMESTER V

<b>Course Title</b>	<b>BUSINESS ANALYTICS</b>
<b>Total Hrs</b>	<b>30</b>
<b>Hrs/Week</b>	<b>2</b>
<b>Course Code</b>	<b>21USBA51</b>
<b>Course Type</b>	<b>SEC-V</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

### Objectives:

The students will be able to: gather the basic concepts on business analytical techniques. They will be able to find out the interrelation among data, technology and decision making. They will be able to visualize and tabulate the business data to grasp the information clearly.

### Course Objectives:

<b>CO No.</b>	<b>The learner will be able to:</b>
<b>CO-1</b>	Understand the basics components of business analytics
<b>CO-2</b>	Develop knowledge about the business analytical practices in different functional areas in business
<b>CO-3</b>	Gather knowledge on big data analytics and data driven decision making
<b>CO-4</b>	Evaluate the different types of data and identify its nature
<b>CO-5</b>	Create different visualization techniques in order to better understand the data

### Unit – 1

Business Analytics – Introduction - Purpose – Components of Business Analytics – Business Context, Data Science and Technology – A categorization of analytical Methods and Models – Descriptive Analytics, Predictive analytics and Prescriptive analytics.

## **Unit – II**

Business Analytics in practice – Financial analytics, Human Resource analytics, Marketing Analytics, Health care analytics, Supply chain analytics, Sports analytics and Analytics for Government and Non profits.

## **Unit – III**

Big data Analytics – Web and Social media analytics – Machine learning Algorithms - types – Supervised learning Algorithm , Unsupervised learning Algorithm, Reinforcement learning Algorithm and Evolutionary learning Algorithm – Framework for data driven decision making – Analytics capacity building – Roadmap for Analytics capacity building.

## **Unit – IV**

Descriptive Analytics – Data types – Structured and Unstructured data – Cross sectional, Time series and Panel data – Types of Measurement scales – Nominal, Ordinal, Interval and ratio – Measures of Central tendency (Mean, Median and Mode) – Measures of Variation (Range , Inter quartile Distance, variance and Standard deviation) - Measures of shape (Skewness and Kurtosis).

## **Unit – V**

Data Visualization – Overview – Effective Design techniques – Tables – Table design principles and Cross -tabulation – Charts – types of charts – Advanced data visualization – Data dashboards – Applications of data dashboard.

## **Reference Books:**

1. Kumar, U. D. (2017). *Business analytics: The science of data-driven decision making*. Wiley.
2. Camm, J. D., Cochran, J. J., Fry, M. J., & Ohlmann, J. W. (2020). *Essentials of Business analytics*. Cengage Learning.
3. Márquez, F. P. G., & Lev, B. (Eds.). (2015). *Advanced business analytics*. Springer International Publishing.
4. Liebowitz, J. (Ed.). (2013). *Business analytics: An introduction*. CRC Press.

### Course Outcomes

<b>CO No.</b>	<b>Upon completion of the course, The students will be able to:</b>	<b>PSO No.</b>	<b>Cognitive Level</b>
<b>CO-1</b>	Define the type and component of business analytics	1,2,4,5	Remembering
<b>CO-2</b>	Predict the knowledge on data analytics with its application on different business functional areas.	1,2,4,5	Understanding
<b>CO-3</b>	Determine the capacity in Big data Analytics with Machine learning Algorithms.	1,2,3,5	Applying
<b>CO-4</b>	Analyze the data and find out its nature.	1,2,3,4,5	Analysing
<b>CO-5</b>	Assess the visualized charts and tables for better understanding.	1,2,3,4,5	Evaluating

### Relationship Matrix

Semester	Course Code			Title of the Course			Hours		Credits	
V	21USBA51			Business Analytics			30		2	
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO1	PLO2	PLO3	PLO4	PLO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO-1	✓	✓		✓		✓	✓		✓	✓
CO-2	✓	✓	✓	✓		✓	✓		✓	✓
CO-3	✓	✓	✓	✓		✓	✓	✓		✓
CO-4	✓	✓	✓	✓		✓	✓	✓	✓	✓
CO-5	✓	✓	✓	✓		✓	✓	✓	✓	✓
	Number of matches (✓) = 41 Relationship = High									

## SEMESTER - VI

<b>Course Title</b>	<b>STRATEGIC MANAGEMENT</b>
<b>Total Hrs</b>	<b>90</b>
<b>Hrs/Week</b>	<b>6</b>
<b>Course Code</b>	<b>21UCBA61</b>
<b>Course Type</b>	<b>DSC-XVII</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objectives:

The students will be able to: understand the strategic decision making process. They will be able to analyze the internal and external business environment. They can choose the best strategy and implement it in order to provide business solution.

### Course Objectives:

<b>CO No.</b>	<b>The learner will be able to:</b>
CO-1	Understand the overall strategic management process for the business review
CO-2	Analyze the internal and external environment of business
CO-3	Create the SWOT of the organization
CO-4	Identify the best strategy for business development
CO-5	Implement and controlling the strategy for the success of the business

### UNIT-I

Strategic management –Concept –Strategic decision making process  
– strategic intent - Vision– Mission– Strategies–Policies–Corporate governance and Social responsibility.

## **UNIT-II**

Environmental scanning – Characteristic of Environment – Types – Internal Environment– External Environment–SWOT Analysis.

## **UNIT-III**

Strategic Alternatives – Corporate level strategies – Business level strategies - Functional level strategies – Industry analysis – ETOP.

## **UNIT-IV**

Strategic choice – BCG Growth Share Matrix – GE Business screen – International portfolio Analysis – Corporate Value Chain Analysis.

## **UNIT-V**

Strategic Implementation & controlling– Programs – Budget – Procedures–Achieving Synergy–Strategic Evaluation Process and Control.

### **Text Book:**

1. Thomas L. Wheelen & J.David Hunger Strategic Management and Business Policy Towards Global Sustainability, Pearson Education, 13<sup>th</sup> Edition, 2015.

### **Reference Books:**

1. Dr.DharmaBir Singh, Strategic Management & Business Policy, KoGent Learning Solutions Inc., Wiley,2012.
2. John Pearce, Richard Robinson and Amitha Mittal, Strategic Management, McGraw Hill, 12<sup>th</sup> Edition,2012.

### Course Outcomes

CO No.	Upon completion of the course, The students will be able to:	PSO No.	Cognitive Level
<b>CO-1</b>	Define the various concepts associated with Strategic Decision Making Processes.	1,2,4,5	Remembering
<b>CO-2</b>	Categorize both Internal and External Environment of Business.	1,2,4	Understanding
<b>CO-3</b>	Choose the different Strategies and its uses.	1,2,3,4,5	Applying
<b>CO-4</b>	Appraise the Industry and market share to extract best Strategy.	1,2,4	Analyzing
<b>CO-5</b>	Compose the Strategy without deviation to compete competition.	1,3,4,5	Creating

### Relationship Matrix

Semester	Course Code		Title of the Course				Hours	Credits		
VI	21UCBA61		Strategic Management				90	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO1	PLO2	PLO3	PLO4	PLO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO-1	✓	✓			✓	✓	✓		✓	✓
CO-2	✓	✓	✓		✓	✓	✓		✓	
CO-3	✓	✓		✓		✓	✓	✓	✓	✓
CO-4	✓	✓	✓			✓	✓		✓	
CO-5	✓		✓	✓		✓		✓	✓	✓
	Number of matches (✓) = 35 Relationship = High									



## SEMESTER - VI

<b>Course Title</b>	<b>BUSINESS ETHICS</b>
<b>Total Hrs.</b>	<b>75</b>
<b>Hrs./Week</b>	<b>5</b>
<b>Course Code</b>	<b>21UCBA62</b>
<b>Course Type</b>	<b>DSC-XVIII</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objective:

Students will be able to analyse, interpret and apply the basic concepts of ethical practices that affect business & future decision making.

### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	Understand the significance of business ethics and ethical theories in the role of management.
CO-2	Analyse ethical and unethical issues in marketing and finance area.
CO-3	Analyse ethical and unethical issues in Human resource management.
CO-4	Assess the various ethical codes in corporate governance.
CO-5	Develop various corporate social responsibilities activities and their practices in professional life.

### UNIT 1:

Introduction to Business Ethics: Meaning - Definition and Characteristics –Principles- Importance of Ethics in Business- Approaches – Ethical theories – Cognitivism versus Non Cognitivism and Consequentialism versus non consequentialism - Ethical Performance in business.

### UNIT 2:

Marketing and Financial Ethics- Ethical dilemmas in marketing- Unethical Marketing Practices- Advertising Ethics – Ethics in finance – Code of Ethics in finance – Creative accounting – Importance and issues.

**UNIT 3:**

Work place ethics: Discrimination – Gender equality – Harassment- Whistle blowing Versus Organization Loyalty – Role of management in inculcating workplace ethics - Employee code of conduct – Importance – Ethical leadership.

**UNIT 4:**

Corporate Governance: Need - Principles - Important issues in Corporate Governance – Role of board of directors – Audit committees – Protection of stakeholders

**UNIT 5:**

Corporate social responsibility: Nature of CSR – Types of social responsibility – Company and its social responsibilities – CSR Principles and strategies – Important CSR activities in India- CSR obligations towards society.

**REFERENCE BOOKS:**

1. Nirmala, K., & REDDY, B. K. (2013). *BUSINESS ETHICS AND CORPORATE GOVERNANCE*. HIMALAYA Publishing House.
2. Weiss, J. W. (2014). *Business ethics: A stakeholder and issues management approach*. Berrett-Koehler Publishers.

**Course Outcomes**

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Identify and analyze an ethical issue in the subject matter under investigation or in a relevant field	1,3,5	Remembering
CO-2	Analyse ethical and unethical practices in marketing and finance functional areas	1,3,4,5	Analysing
CO-3	Analyse the role of management in workplace ethics	1,3,5	Analysing
CO-4	Develop ethical issues in corporate governance and to adhere to the ethical codes.	1,3,5	Applying
CO-5	Assess their own ethical values and the social context of problems	1,3,5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
VI	21UCBA62	BUSINESS ETHICS				75	4			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓			✓	✓	✓		✓	✓	✓
CO-2	✓			✓	✓	✓		✓	✓	✓
CO-3	✓			✓	✓	✓		✓		✓
CO-4	✓			✓	✓	✓		✓		✓
CO-5	✓			✓	✓	✓		✓		✓
	Number of matches (✓) = 32 Relationship = Medium									

## SEMESTER - VI

<b>Course Title</b>	<b>INTERNATIONAL BUSINESS</b>
<b>Total Hrs.</b>	<b>75</b>
<b>Hrs./Week</b>	<b>5</b>
<b>Course Code</b>	<b>21UCBA63</b>
<b>Course Type</b>	<b>DSC-XIX</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objective:

To get basic and broad knowledge in international business environment and its impact on business operations.

### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	Understand the goals and overview of international business
CO-2	Examine the various modes to enter international business
CO-3	Analyse various international trade blocks and business centres
CO-4	Generate the significance of various financing institutions
CO-5	To know the strategies adopted by the firms to expand globally and understand ethics in global business

### UNIT I

International Business an overview – Stages of internationalization – goal of international business–Theories of international Trade.

### UNIT II

International Marketing – International Business Environment - International Trade policy and procedures–Mode of entry.

### UNIT III

International Trade Blocks and Business Centers – North American Free Trade Agreement (NAFTA) – ASEAN – SAARC – ESCAP – APEC – SAPTA – Implications of Trade Blocks for Business.

### UNIT IV

International Financial institutions – International Monetary Fund – World Bank – UNCTAD – International Finance Corporations–Future of Global business

### UNIT V

Globalization – GATT- World Trade Organisation –World Trade

Organisation and India - global strategic Management – Ethics in Global business

**Textbook:**

1. P. Subba Rao, International Business, Himalaya Publishing House, 4<sup>th</sup> Revised Edition, 2015.

**Reference Books:**

1. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata McGraw Hill, New Delhi, 2010.
2. K. Aswathappa, International Business, 5<sup>th</sup> Edition, Tata McGraw Hill, New Delhi, 2012.

**Course Outcomes**

<b>CO</b>	<b>Upon completion of the course, The students will be able to:</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Understand the reasons for firms to go global.	1,3,4	Understanding
CO-2	Apply the International trade policies and procedure to enter the International market.	1,3,4	Applying
CO-3	Examine the significance of various International trade Blocks and Business centres.	1,3,4	Analysing
CO-4	Analyse and understand International Financial Institutions and enhance the magnitude and diversity of global business.	1,3,4	Analysing
CO-5	Create the firms globally and enhance the ethical behaviour in global business.	1,3,5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits				
VI	21UCBA63	INTERNATIONAL BUSINESS				75	4				
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)					
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
	CO-1	✓		✓	✓		✓		✓		✓
	CO-2	✓		✓	✓		✓		✓	✓	✓
	CO-3	✓		✓	✓		✓		✓	✓	✓
	CO-4	✓		✓	✓		✓		✓	✓	✓
	CO-5	✓		✓	✓	✓	✓		✓		✓
	Number of matches (✓) = 34 Relationship = High										

Prepared by  
Name:  
Signature:

Checked by  
Head of the Department

## SEMESTER – VI

<b>Course Title</b>	<b>PERFORMANCE MANAGEMENT</b>
<b>Total Hrs.</b>	<b>60</b>
<b>Hrs./Week</b>	<b>4</b>
<b>Course Code</b>	<b>21UEBA61A</b>
<b>Course Type</b>	<b>DSE –IIIA</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objectives:

The students will be able to: identify the components involved in performance management system and to gain an overview about the methods of performance appraisal. The course helps them to equip the skill sets required for performance management.

### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	Understand the system involved in performance management of an organization
CO-2	Analyze the concepts of performance planning and managing
CO-3	Examine the different methods of performance appraisal with merits & demerits
CO-4	Enhance the functional skills of performance management in assessing employees
CO-5	Explain the various methods of performance monitoring

### Unit - I

Introduction –Performance - Components of Performance – Performance Management – Definition-Aims of Performance Management-Essentials of Performance Management-Importance of Performance Management-Benefits of Performance Management-Performance Management Cycle.

### Unit - II

Performance Management System-Definition –Features of Performance Management System-Conceptual models of Performance Management System – Performance Counselling-Components of Performance

Counselling-Types of Performance Counselling-Conditions for Effective Counselling

### **Unit - III**

Performance Management process- Characteristics, Phases of Performance Management-Performance Planning- Objectives of Performance Planning at different levels-Key Concepts involved in Performance Planning-Performance Managing.

### **Unit - IV**

Performance Appraisal – Definition-Methods of Performance Appraisal- Checklist Method, Ranking Method, Essay method, Field Review method, Graphic rating scale method, Annual Confidential Report, BARS, MBO, Assessment Centers, 360-degree Appraisal.

### **Unit - V**

Mentoring – Functions of Mentoring -Skills required for Mentoring - Types of Mentoring - Stages of Mentoring – Coaching – Functions of a coach– Essentials of Coaching-Performance Monitoring – Objectives-Process of Performance Monitoring-Methods of Performance Monitoring.

### **Textbook:**

1. Fundamentals of Human Resource Management – David A.DeCenzo& Stephen P.Robbins. – Wiley 8th Edition.

### **Reference Book:**

1. Human Resource Managenent – BiswajeetPattanayak- PHI 3rd Edition.

### **Web Reference:**

1. Epgpathshala -  
<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1610>



### Course Outcomes

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the various models of performance management system of an organization	1,2,3,5	Understanding
CO-2	Examine the concepts of performance planning & managing in an organization	1,2,3,5	Applying
CO-3	Determine the various methods of performance appraisal with its relative merits & demerits	1,2,3,4	Applying
CO-4	Illustrate the suitable skills required for performance management in an organisation	1,2,4,5	Analyzing
CO-5	Assess the various methods of performance monitoring of an employee.	1,3,4	Evaluating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
VI	21UEBA61A	Performance Management				60	4			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓	✓	✓		✓
CO-2	✓	✓		✓		✓	✓	✓		✓
CO-3	✓	✓	✓	✓		✓	✓	✓	✓	
CO-4	✓	✓	✓	✓		✓	✓		✓	✓
CO-5	✓		✓	✓	✓	✓		✓	✓	
	Number of matches (✓) = 38 Relationship = High									

## SEMESTER – VI

<b>Course Title</b>	<b>COMPENSATION MANAGEMENT</b>
<b>Total Hrs.</b>	<b>60</b>
<b>Hrs./Week</b>	<b>4</b>
<b>Course Code</b>	<b>21UEBA61B</b>
<b>Course Type</b>	<b>DSE -IIIB</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objective:

The general objectives of the course are designed to prepare the BBA students to be familiar with the compensation rules and to understand the various theories of wage fixation. It also helps them to know about the benefits entitled to the workforce.

### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	Categorize the different theories of compensation in an organization
CO-2	Know about the different models of determining wages in organisation
CO-3	Examine the different methods of remunerating labour
CO-4	Identify the types of fringe benefits available to the employees
CO-5	Understand the benefits entitled to the workforce

### Unit - I

Introduction – Compensation – Compensation Management – Definition-Objectives of Compensation Management-Principles of Compensation Management-Stakeholders in Compensation Management-Process of Compensation Management

### Unit – II

Compensation Theories-Economic theories – Behavioural Theories-Factors influencing Compensation Management- – Equity in Compensation

Management-Concepts of Job Evaluation- Objectives of Job Evaluation-  
Process of Job Evaluation-Techniques of Job Evaluation

### **Unit – III**

Wage Determination Models-Internal Labour Market Model, Insider-  
Outsider Model, Human Capital Model, Matching Model, Competitive Model-  
Determinants of Compensation-Designing Compensation Structure-  
Compensation systems planning-Designing a Compensation System.

### **Unit - IV**

Meaning of Wages & Salaries -Methods of Remunerating Labor-Time  
rate System-Advantages & Disadvantages –Piece Rate System- Advantages &  
Disadvantages –Different Incentive Plans- Methods of Remunerating  
Employees-Factors affecting Wages & Salary structure.

### **Unit - V**

Fringe Benefits – Definition - Types of Fringe Benefits - Voluntary  
Benefits – Statutory Benefits– Stock Based Compensation-Kinds of Stock  
Based Compensation-Methods to measure Stock Based Compensation-  
Activities involved in Stock Based Compensation –Executive Compensation-  
Principles of Executive Compensation.

### **Textbook:**

1. Essentials of Human Resource Management & Industrial Relations –  
P.SubbaRao., Himalaya Publishing House.

### **Reference Book:**

1. A Text book of Human Resource Management – C.B.Mamoria.,  
S.V.Gankar., Himalaya Publishing.

### **Web Reference:**

1. Epgpathshala-  
<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1610>

### Course Outcomes

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Define the different theories of compensation in an organisation	1,2,3,5	Remembering
CO-2	Summarize the various models of wage determination followed in an organisation	1,2,3,5	Understanding
CO-3	Appraise the suitable method of remunerating an employee	1,2,3,4,5	Analyzing
CO-4	Categorize the kind of fringe benefits an employee receives	1,2,3,5	Analyzing
CO-5	Review the fundamental emoluments and perks the workforce is entitled too	1,2,4,5	Evaluating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
VI	21UEBA61B	Compensation Management				60	4			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓		✓	✓		✓	✓	✓		✓
CO-2	✓		✓	✓	✓	✓	✓	✓		✓
CO-3	✓	✓	✓	✓		✓	✓	✓	✓	✓
CO-4	✓		✓	✓		✓	✓	✓		✓
CO-5	✓		✓		✓	✓	✓		✓	✓
	Number of matches (✓) = 38 Relationship = High									

## SEMESTER – VI

<b>Course Title</b>	<b>ORGANISATION CHANGE AND DEVELOPMENT</b>
<b>Total Hrs.</b>	<b>60</b>
<b>Hrs./Week</b>	<b>4</b>
<b>Course Code</b>	<b>21UEBA61C</b>
<b>Course Type</b>	<b>DSE -IIIC</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### General Objective:

The general objectives of the course are designed to prepare the BBA students to understand the fundamentals of change & the impact of it and to identify the different levels of change in an organisation. The course helps the students to know about the significance of organizational development.

### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	To categorize the different levels of change in an organisation
CO-2	To Analyze the different models of organizational change
CO-3	To explain the fundamentals of development in an organization & it's components
CO-4	To appraise a suitable strategy towards the success of organizational development
CO-5	To classify the various techniques used in an organization towards development

### Unit - I

Introduction –Change –Types of Change – Forces to Change-Managing the Change process - Organizational Change - Change Agent - Role of Change Agent - Resistance to Change-Overcoming Resistance to Change.

### Unit - II

Levels of Organizational Change – Managing Change at Individual Level – Managing Change at System Level - Organizational Development Interventions at System level - Structural Intervention - Task Intervention.

### **Unit - III**

Organizational Change Models-Kurt Lewin Model-Kotter Model-System Model - Action Research Model-Blurke Litwin Model-Change in Unionized Workplace - Labour Management Co-operation to Change - Labour Management Partnership-Unions and Eight Step Change Model.

### **Unit - IV**

Meaning of Organizational Development –Definitions –Characteristics of Organizational Development – Essential Components of Organizational Development-Effective learning as a focal area in OD –Guidelines for the success of OD Strategy.

### **Unit - V**

OD Process – Meaning-OD process Management Model-Components of OD Process-Comprehensive OD technique –Meaning-Techniques of OD-Stream Analysis, Survey Feedback, Appreciative Inquiry, Grid Organization Development.

### **Textbook:**

1. Organizational Behaviour – L.M.Prasad., Sultan Chand & Sons

### **Reference Book:**

1. Organizational Behaviour – Stephen P.Robbins, Timothy A.Judge, NeharikaVohra., Pearson`s 14th Edition.

### **Web Reference:**

1. Eppgpathshala- <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1610>

### Course Outcomes

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Define the change in organization at individual level and system level in an organization	1,2,3,4	Remembering
CO-2	Categorize the various models of organizational change	1,2,3	Understanding
CO-3	Choose the various components of organizational development	1,2,3,4	Applying
CO-4	Explain a suitable strategy to the development of an organisation	1,3,4,5	Analyzing
CO-5	Built the various techniques of organizational development for efficient functioning	1,3,4,5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
VI	21UEBA61C	Organisation Change and Development				60	4			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓	✓	✓	✓	
CO-2	✓		✓	✓		✓	✓	✓		
CO-3	✓		✓	✓		✓	✓	✓	✓	
CO-4	✓	✓		✓	✓	✓		✓	✓	✓
CO-5	✓		✓	✓	✓	✓		✓	✓	✓
	Number of matches (✓) = 37 Relationship = High									

### SEMESTER - VI

<b>Course Title</b>	<b>PROJECT</b>
<b>Total Hrs</b>	<b>120</b>
<b>Hrs/Week</b>	<b>8</b>
<b>Course Code</b>	<b>21UEBA62</b>
<b>Course Type</b>	<b>DSE-IV</b>
<b>Credits</b>	<b>6</b>
<b>Marks</b>	<b>100</b>

#### GUIDELINES:

1. The project may be done individually or in groups not exceeding five per group.
2. The minimum length of the project should be 30 pages in A4 size.
3. Marks for the project report will be 100 divided as 60% for the project and 40% for Viva-Voce Examination.

#### EVALUATION SCHEME:

The Project will be evaluated by both the Internal and External Examiners. Each Examiner will evaluate for 100 marks. The average mark obtained by the candidate is considered marks for the Project Report. The allocation of marks for Project is as follows:

#### Scheme of Evaluation:

<b>Project</b>	<b>Internal</b>	<b>External</b>
Word of title / Topic	5	5
Objectives / Formulation including Hypothesis	5	5
Review of Literature	10	10
Methodology / Techniques / Procedures adopted	15	15
Summary / Findings / Summation	10	10
Works Cited / Work Consulted / References / Annexures / Footnotes	10	10
Relevance of project to social needs	5	5
	<b>60</b>	<b>60</b>



## SEMESTER - VI

<b>Course Title</b>	<b>RISK MANAGEMENT AND INSURANCE</b>
<b>Total Hrs.</b>	<b>30</b>
<b>Hrs./Week</b>	<b>2</b>
<b>Course Code</b>	<b>21USBA61</b>
<b>Course Type</b>	<b>SEC-VI</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

### General Objective:

To impart depth knowledge on risk and insurance management, and to familiarize student with insurance business and its environment in India.

### Course Objectives:

<b>CO</b>	<b>The learner will be able to:</b>
CO-1	Identify and categorize the various types of risks
CO-2	Understand the principles and various kinds of insurance
CO-3	Explain the features of insurance contracts and laws
CO-4	Acquaint knowledge on insurance company operations and its functions
CO-5	Evaluate the role of insurance in economy system and to know various insurance players in India

### UNIT I: INTRODUCTION OF RISK

Definition Of Risk – Concept Of Risk – Risk Vs Uncertainty –types of risk – pure risk and its management – financial risk and its management – rationale for risk management- risk management objectives - process

### UNIT II: INTRODUCTION OF INSURANCE

Insurance - Basic Characteristics – Comparison Between Insurance , Gambling and Hedging – Principles of Insurance - Cost And Benefits Of Insurance – Elements Of an Insurable Risk- Kinds of Insurance

### **UNIT III: INSURANCE CONTRACTS & LAWS**

Insurance Contracts – Important Features – Insurance Act 1938 – Life Insurance Corporation Act 1956 – General Insurance Business Act 1972 – IRDA Act 1999 – Schedules To the IRDA Act

### **UNIT IV: INSURANCE COMPANY OPERATIONS**

Insurance company operations – Rating and Rate making – Underwriting – Production – Claim Settlement – Reinsurance – Investments – Other insurance company functions

### **UNIT V: INSURANCE AND ECONOMY**

The Economic Importance Of Insurance – Contributions To Indian Economy – Role Of Insurance In The Economic System – Insurance Sector Reforms – Insurance Players In India

#### **Reference books:**

1. Rejda, G. E. (2011). *Principles of risk management and insurance*. Pearson Education India.
2. Skipper, H. D. (2008). *Risk management and insurance: perspectives in a global economy*. John Wiley & Sons.
3. Gupta, P. K. (2011). *Insurance and risk management*. Himalayan Books.

### Course Outcomes

CO	Upon completion of the course, The students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the concept of risk, how it can be measured and transferred.	1,3	Understanding
CO-2	Familiarize with fundamental legal principles of insurance	1,3,4	Understanding
CO-3	Examine the fundamentals of insurance contracts and Laws	1,3,4	Analysing
CO-4	Apply the insurance method to design a risk management program for a business	3,4	Applying
CO-5	Evaluate the role of public policy including social insurance in personal financial planning and risk management.	1,3,4	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
VI	21USBA61	RISK MANAGEMENT AND INSURANCE				30	2			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓		✓	✓		✓		✓	✓	
CO-2	✓		✓	✓		✓		✓	✓	
CO-3	✓		✓	✓		✓		✓	✓	
CO-4	✓		✓	✓		✓		✓	✓	
CO-5	✓		✓	✓		✓		✓	✓	
	Number of matches (✓) =30 Relationship = Medium									

## THE SCHEME OF EXAMINATIONS UNDER CHOICE BASED CREDIT SYSTEM

- The medium of instruction in all the UG and PG Programmes is English and Students shall write the CIA Tests and the Semester Examinations in English. Three CIA Tests for one hour each will be conducted. For the calculation of CIA Tests marks the average of the best two tests will be taken. The portion for each test can be 1.5 units of the unitized syllabi.
- Two assignments for the Undergraduate Programmes and one assignment and one seminar for the Postgraduate Programmes are compulsory.
- Two Practical Examinations will be conducted for CIA at the end of the semester and the average will be taken.

### Distribution of Marks for the Students admitted into the UG and PG Programmes from the academic year 2021-2022

#### CIA Tests and Semester Examinations

Undergraduate, Certificate, Diploma and Advanced Diploma Programmes						
Course Type	TOTAL MARKS	CIA TESTS MAX.MARKS	SEMESTER EXAMINATION Max. Marks	PASSING MINIMUM		
				CIA	SEM. EXAM	OVERALL
Theory	100	25	75	Nil	30	40
Practical (2Hrs.)	50	20	30	Nil	12	20
Practical (4Hrs.)	100	40	60	Nil	24	40
Project	100	Nil	Report- 60 Marks Viva-Voce- 40 Marks	Nil	Nil	100

Postgraduate Programmes						
Course Type	TOTAL MARKS	CIA MARKS	SEMESTER EXAM	PASSING MINIMUM		
				CIA	SEM. EXAM	OVERALL
Theory	100	40	60	Nil	30	50
Practical	50	20	30	Nil	15	25
Practical (for PG Maths only)	100	40	60	Nil	30	50
Project Report	150	Nil	Project Report- 90 Marks Viva-Voce Examination - 60 Marks	Nil	Nil	150

## CIA TESTS

### Distribution of Marks

Components	Tests (A)			Assignment (B)	Seminar (C)	Record Note (D)	Total (A+B+C+D)
	I	II	III				
UG-Theory	20	20	20	5	-	-	25
	The Average of the Best Two Tests:20						
PG-Theory	30	30	30	5	5	-	40
	The Average of the Best Two Tests:30						
UG- Practical (2 hrs)	15	15		-	-	5	20
	The Average of the Tests: 15						
UG- Practical (4 hrs)	30		30	-	-	10	40
	The Average of the Tests: 30						
PG- Practical	15	15		-	-	5	20
	The Average of the Tests: 15						
PG- Practical (Maths only)	30	30		-	-	10	40
	The Average of the Tests: 30						

### Question Pattern for CIA Test (Theory)

Programme	Question Paper Pattern			Total (A+B+C)
	Part-A	Part-B	Part-C	
UG	MCQs- 8x0.5=4 marks	Internal Choice (Either or type). 2x4=8 marks Answer should not exceed 250 words	Internal Choice (Either or type) 1x8=8 marks Answer should not exceed 500 words	20
PG	MCQs- 20x0.5=10 marks	Internal Choice (Either or type) 3x4=12 marks Answer should not exceed 250 words	Internal Choice (Either or type) 1x8=8 marks Answer should not exceed 500 words	30

### End Semester Examination (ESE)

The students who have put in the required number of days of attendance are eligible to appear for the End Semester Examinations irrespective of whether they have passed in the CIA Tests or not. They have to pay the examination fees for all the current courses and the arrear courses, if any, and submit the application form before the due date specified for the purpose. For any reason, the

dates will not be extended. Hall tickets will be issued only for those who have paid the fees. The question papers for the End Semester Examinations for all the theory courses of the UG and the PG Programmes will be set for 75 marks.

**Question Pattern for End Semester Examinations (Theory)**

<b>Programme</b>	<b>Question Paper Pattern</b>			<b>Total (A+B+C)</b>
	<b>Part-A</b>	<b>Part-B</b>	<b>Part-C</b>	
<b>UG</b>	MCQs- 30x0.5=15 marks	Internal Choice (Either or type) 5x4=20 marks Answer should not exceed 250 words	Internal Choice (Either or type) 5x8=40 marks Answer should not exceed 500 words	<b>75</b>
<b>PG</b>	MCQs- 30x0.5=15 marks	Internal Choice (Either or type) 5x4=20 marks Answer should not exceed 250 words	Internal Choice (Either or type) 5x8=40 marks Answer should not exceed 500 words	<b>(<math>\frac{x}{75} \times 60</math>) 60</b>

**The Question Paper Pattern for the End Semester Examinations (Practical)**

The Question Paper Pattern is designed by the respective departments.