


2023-

RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS)
(Reaccredited with "A" Grade by NAAC)
Thanjavur - 613 005

**LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF) SYLLABUS &
THE SYLLABUS OF TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION, CHENNAI
WITH CHOICE-BASED CREDIT SYSTEM (CBCS)**

DEPARTMENT OF BUSINESS ADMINISTRATION

BOARD OF STUDIES 2023

Date: 24.07.2023

(Applicable to the candidates admitted from the academic year 2023-2024 onwards)

CHOICE BASED CREDIT SYSTEM (CBCS) UNDER GRADUATE COURSES

Rajah Serfoji govt College (Autonomous), strives to maintain and uphold the academic excellence. Students experience or enjoy their choice of courses and credits for their horizontal mobility. The existing curricular structure as specified by TANSICHE and other higher educational institutions facilitate the credit-transfer across the disciplines, a uniqueness of the Choice-Based Credit System (CBCS). In the CBCS weightage to a course is given in relation to the hours assigned for the course. The credits and hours of each course of a programme is given in the table of Programme Pattern. However, there could be some flexibility because of practical, field visits, tutorials, and nature of project work. For UG courses, a student must earn a minimum of 140 credits as mentioned in the programme pattern table. The total number of minimum courses offered by the Department is given in the Programme Structure.

OUTCOME-BASED EDUCATION (OBE)

Outcome-Based Education is an educational theory that bases each part of an educational system around goals. By the end of the educational experience, each student should have achieved the goal. There is no single specified style of teaching or assessment in OBE; instead, classes, opportunities and assessments should all help the students achieve the specific outcomes

Outcome Based Education depends on Outcomes and not Inputs. The outcomes in OBE are expected to be measurable. The ultimate goal is to ensure that there is a correlation between education and employability.

OBE is a student-centric teaching and learning methodology in which the course delivery, assessment is planned to achieve, stated objectives and outcomes. It focuses on measuring student performance i.e., outcomes at different levels.

Some important aspects of the Outcome Based Education

1. **Course:** is defined as a theory, practical or theory cum practical subject studied in a semester.
2. **Course Outcomes (COs):** are statements that describe significant and essential learning that learners have achieved and can reliably demonstrate at the end of a course. Generally, three or more course outcomes may be specified for each course based on its weightage.
3. **Programme:** is defined as the specialization or discipline of a degree.
4. **Programme Outcomes (POs):** Programme outcomes are narrower statements that describe what students are expected to be able to do by the time of graduation. POs are expected to be aligned closely with Graduate Attributes.

5. **Programme Specific Outcomes (PSOs):** PSOs are what the students should be able to do at the time of graduation with reference to a specific discipline.
6. **Programme Educational Objectives (PEOs):** The PEOs of a programme are the statements that describe the expected achievement of graduates in their career, and also in particular, what the graduates are expected to perform and achieve during the first few years after Graduation.
7. **Core Courses (CC):** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course. These are the courses which provide basic understanding of their main discipline. In order to maintain a requisite standard certain core courses must be included in an academic program. This helps in providing a universal recognition to the concerned academic program.
8. **Discipline Specific Elective Courses (DSE):** Elective course may be offered by the main discipline of study is referred to as Discipline Specific Elective (DSE). These courses offer the flexibility of selection of options from a pool of courses. These are considered specialized or advanced to that particular programme and provide extensive exposure in the area chosen.
9. **Generic Elective Courses:** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective. Generic Elective courses are designed for the students of other disciplines. Thus, as per the CBCS policy, the students pursuing particular disciplines would have to opt Generic Elective courses offered by other disciplines, as per the basket of courses offered by the college. The scope of the Generic Elective (GE) Courses is positively related to the diversity of disciplines in which programmes are being offered by the college.
10. **Skill Enhancement Elective Courses (SECs):** These courses focus on developing skills or proficiencies in the student and aim at providing hands-on training. These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.
11. **Self-paced Learning Courses:** It is a course for two credits. It is offered to promote the habit of independent/self- learning of Students. Since it is a two-credit course, syllabus is framed to complete within 45 hours.
12. **Field Study/Industrial Visit/Case Study:** It has to be completed during the fifth semester of the degree programme.
13. **Internship:** Students must complete internship during summer holidays after the fourth semester. They have to submit a report of internship training with the necessary documents and have to appear for a viva-voce examination during fifth semester.

14. Extra Credit Online Courses: In order to facilitate the students, gaining knowledge/skills by attending online courses MOOC, credits are awarded as extra credits, after verifying the course completion certificates. According to the guidelines of UGC, the students are encouraged to avail this option of enriching their knowledge by enrolling themselves in the Massive Open Online Courses (MOOC) provided by various portals such as SWAYAM, NPTEL and etc.

Highlights of the Revamped Curriculum:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Mathematics based problem solving skills are included as mandatory components in the 'Training for Competitive Examinations' course at the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
- The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in

conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.

- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

VALUE ADDITIONS IN THE REVAMPED CURRICULUM

Semester	Newly introduced Components	Outcome / Benefits
I	Foundation Course: To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analyzing the world through the literary lens gives rise to a new perspective.	Instill confidence among students & Create interest for the subject
I, II, III, IV	Skill Enhancement papers (Discipline centric / Generic / Entrepreneurial)	Industry ready graduates Skilled human resource Students are equipped with essential skills to make them employable Training on language and communication skills enable the students gain knowledge and exposure in the competitive world. Discipline centric skill will improve the Technical knowhow of solving real life problems.
III, IV, V & VI	Elective papers	Strengthening the domain knowledge: Introducing the stakeholder to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature Emerging topics in higher education/ industry/ communication network / health sector etc. are introduced with hands-on-training.
IV	Elective Papers	Exposure to industry moulds students into solution providers Generates Industry ready graduates Employment opportunities enhanced
V	Elective papers	Self-learning is enhanced & Application of the concept to real situations conceived resulting in tangible outcome
VI	Elective papers	Enriches the study beyond the course. Developing a research framework and presenting their independent and intellectual ideas effectively.
Extra Credits: For Advanced Learners / Honors degree		To cater to the needs of peer learners / research aspirants
Skills acquired from the Courses		Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferable Skill

CREDIT DISTRIBUTION FOR UG PROGRAMMES

Sem I	Credit	H	Sem II	Credit	H	Sem III	Credit	H	Sem IV	Credit	H	Sem V	Credit	H	Sem VI	Credit	H
Part 1. Language - Tamil	3	6	Part.1. Language - Tamil	3	6	Part.1. Language - Tamil	3	6	Part.1. Language - Tamil	3	6	5.1 Core Course - CC IX	4	5	6.1 Core Course - CC XIII	4	6
Part.2 English	3	6	Part.2 English	3	6	Part.2 English	3	6	Part.2 English	3	6	5.2 Core Course - CC X	4	5	6.2 Core Course - CC XIV	4	6
1.3 Core Course - CC I	5	5	2..3 Core Course - CC III	5	5	3.3 Core Course - CC V	5	5	4.3 Core Course - CC VII Core Industry Module	5	5	5.3.Core Course CC - XI	4	5	6.3 Core Course - CC XV	4	6
1.4 Core Course - CC II	5	5	2.4 Core Course - CC IV	5	5	3.4 Core Course - CC VI	5	5	4.4 Core Course - CC VIII	5	5	5. 4.Core Course -/ Project with viva-voce CC -XII	4	5	6.4 Elective - VII Generic/ Discipline Specific	3	5
1.5 Elective I Generic/ Discipline Specific	3	4	2.5 Elective II Generic/ Discipline Specific	3	4	3.5 Elective III Generic/ Discipline Specific	3	4	4.5 Elective IV Generic/ Discipline Specific	3	3	5.5 Elective V Generic/ Discipline Specific	3	4	6.5 Elective VIII Generic/ Discipline Specific	3	5
1.6 Skill Enhancement Course SEC-1	2	2	2.6 Skill Enhancement Course SEC-2	2	2	3.6 Skill Enhancement Course SEC-4, (Entrepreneurial Skill)	1	1	4.6 Skill Enhancement Course SEC-6	2	2	5.6 Elective VI Generic/ Discipline Specific	3	4	6.6 Extension Activity	1	-
1.7 Skill Enhancement -(Foundation Course)	2	2	2.7 Skill Enhancement Course -SEC-3	2	2	3.7 Skill Enhancement Course SEC-5	2	2	4.7 Skill Enhancement Course SEC-7	2	2	5.7 Value Education	2	2	6.7 Professional Competency Skill	2	2
			3.8 E.V.S.	-	1	4.8 E.V.S	2	1	5.8 Summer Internship /Industrial Training	2	1						
	23	30		23	30		22	30		25	30		26	30		21	30
Total - 140 Credits																	

COURSE CODING

The following system is adopted for coding the various courses in the different Programmes. The Course Code for UG Course is set as follows:

A (SEMESTER NUMBER) (PRG/COURSE IDENTIFIER) (NUMBER OF THE COURSE).

Semester number ranges from 1 to 6 for UG and 1 to 4 for PG, programme identifier and course identifier are followed as found below:

PROGRAMME IDENTIFIER	
TL	B.Lit. Tamil Literature
EL	B.A. English
BC	B.Sc. Bio-Chemistry
BT	B.Sc. Bio-Technology
CH	B.Sc. Chemistry
CS	B.Sc. Computer Science
M	B.Sc. Mathematics
PH	B.Sc. Physics
ST	B.Sc. Statistics
Z	B.Sc. Zoology
BA	BBA Business Administration
CO	B.Com. Commerce
EC	B.A. Economics
PTL	M.A. Tamil Literature
PEL	M.A. English
PBC	M.Sc. Bio-Chemistry
PCH	M.Sc. Chemistry
PCS	M.Sc. Computer Science
PM	M.Sc. Mathematics
PH	M.Sc. Physics
PST	M.Sc. Statistics
PZ	M.Sc. Zoology
PEC	M.Sc. Economics
PCO	M.Com. Commerce
COURSE IDENTIFIER	
T	Tamil
E	English
CC	Core Course
SB	Skill Enhancement Elective Course
VE	Value Education
GS	Gender Studies
ES	Environmental Studies
SSD	Skill Enhancement Compulsory Course
PW	Project Work

EL	Discipline Specific Elective Course
ELO	Generic Elective
A	Allied Course

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES/ PROGRAMME SPECIFIC OUTCOMES

The Programme Outcomes (POs)/Programme Specific Outcomes (PSOs) are the qualities that must be imbibed in the graduates by the time of completion of their programme. At the end of each programme the PO/PSO assessment is done from the CO attainment of all curriculum components. The POs/PSOs are framed based on the guidelines of LOCF. There are five POs for UG programme, and five POs for PG programs framed by the Heads of the concerned Programme collectively. PSOs are framed by the departments, and they are five in number. For each Course, there are five Course Outcomes to be achieved at the end of the course. These Course outcomes are framed to achieve the POs/PSOs. All course outcomes shall have linkage to POs/PSOs in such a way that the strongest relation has the weight 3 and the weakest is 1. This relation is defined by using the following table.

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = Sum of values / Total No. of POs& PSOs

Mean Overall Score = Sum of Mean Scores / Total No. of COs

Result for Mean Overall Score:

- If < 1.2, it is of low relationship
- If ≥ 1.2 and < 2.2, it is of medium relationship
- If ≥ 2.2, it is of high relationship

If the relationship is found low, the course-in-charge has to redesign the Particular course content so as to achieve High level.

Knowledge levels for assessment of Outcomes based on Blooms Taxonomy

S. No.	Level	Parameter	Description
1	K1	Knowledge/Remembering	It is the ability to remember the previously learned
2	K2	Comprehension/ Understanding	The learner explains ideas or concepts
3	K3	Application/Applying	The learner uses information in a new way

4	K4	Analysis/Analyzing	The learner distinguishes among different parts
5	K5	Evaluation/Evaluating	The learner justifies a stand or decision
6	K6	Synthesis /Creating	The learner creates a new product or point of view

METHODS OF EVALUATION

METHODS OF EVALUATION			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		75 Marks
Total			100 Marks
METHODS OF ASSESSMENT			
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions		
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview		
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain		
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge		
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons		
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations		

Passing Minimum

- In UG courses, the passing minimum for CIA & Semester Examination shall be 40%. For all theory courses of all the programs ratio between CIA and End Semester Examination will be 25:75 and 40:60 for all Practical Courses.
- In PG and M.Phil., Programmes also, the passing minimum for CIA & Semester Examination shall be 50%. Passing minimum for PG / M.Phil. Project work also will be 50% -each for evaluation and Viva-Voce.

Passing Minimum for the UG/PG/M.Phil. Programmes

Nature of the Course	CIA	ESE	Aggregate
FOR UG PROGRAMMES			
Theory	40% of 25 Marks (i.e., 10 Marks)	40% of 75 Marks (i.e., 30 Marks)	40% of 100 Marks (i.e., 40 Marks)
Practical	40% of 40 Marks (i.e., 16 Marks)	40% of 60 Marks (i.e., 24 Marks)	40% of 100 Marks (i.e., 40 Marks)

FOR PG/ M.PHIL. PROGRAMMES			
Theory	50% of 25 Marks (i.e., 12 Marks)	50% of 75 Marks (i.e., 38 Marks)	50% of 100 Marks (i.e., 50 Marks)
Practical	50% of 40 Marks (i.e., 20 Marks)	50% of 60 Marks (i.e., 30 Marks)	50% of 100 Marks (i.e., 50 Marks)

WEIGHTAGE of K*- LEVELS IN QUESTION PAPER

(Cognitive Level) K- LEVELS →	Lower Order Thinking			Higher Order Thinking			Total %
	K1	K2	K3	K4	K5	K6	
Proportion of Marks in %	27	33			4	0	100

Grading System

BLUE PRINT OF QUESTION PAPER				FOR SEMESTER EXAMINATION			
DURATION: 3.00 Hours				Max Mark : 75			
K- LEVELS	K1	K2	K3	K4	K5	K6	Total Marks
SECTIONS							
SECTION-A (One Mark, No choice) (10x2 =20)	10Q						20
SECTION- B (5- Marks) (Either/or type) (5x5=25)		5Q	5Q				25
SECTION-D (10 Marks) (3 out of 5)(3x10=30) Courses having only K4 levels				10Q			30
Courses having K4 and K5 levels One K5 level question is compulsory				6Q	4Q		
(Courses having all the 6 cognitive levels One K5 and K6 level questions can be compulsory				5Q	3Q	2Q	
Total							75

The total marks will be calculated by adding both CIA and end-semester examinations for each of the courses. The total marks thus obtained will then be graded. From the second semester onwards the total performance within a semester and the continuous performance starting from the first semester are indicated by Semester Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA), respectively. These two are calculated by the following formulae:

$$\text{Grade Point Average (GPA)} = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i}$$

$$\text{WAM (Weighted) Average Marks} = \frac{\sum_{i=1}^n C_i M_i}{\sum_{i=1}^n C_i}$$

Where

- C_i is the Credit earned for the Course i ;
- G_i is the Grade Point obtained by the student for the Course i .
- M is the Marks obtained for the course i and
- n is the number of Courses **passed** in that semester.
- CGPA is Average GPA of all the Courses starting from the first semester to the current semester.

The GPA and the CGPA shall be calculated separately for the following three parts:

- Part I: LCs
- Part II: ELCs and
- Part III: CCs, DSECs, and Allied.

When a student completes his / her UG/ PG programmes after the fixed duration of the course, the maximum Division will be only First Class with the respective grade. They cannot be considered for award of Distinction/ Outstanding categories. Once the marks of the CIA and semester examinations for each course are available, they will be added. The marks thus obtained will then be graded. From the second semester onwards the total performance within a semester and continuous performance starting from the first semester are indicated by Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA).

Classification of Final Results

For each of the three parts, there shall be separate classification on the basis of the CGPA. For the purpose of declaring a candidate to have qualified for the Degree of Bachelor of Arts/Science/Commerce/Management/Literature as Outstanding/ Excellent/ Very Good/ Good/ Above Average/ Average, the marks and the corresponding CGPA earned by the candidate in Part III alone will be the criterion, provided he / she has secured the prescribed passing minimum in the LCs and the ELCs.

Grade in Part IV and Part V shall be shown separately, and it shall not be taken into account for classification.

Grading of the Courses (UG)

Marks Range	Grade Point	Corresponding Grade
90 and above	10	O
80 and above but below 90	9	A+
70 and above but below 80	8	A
60 and above but below	7	B+
50 and above but below	6	B
40 and above but below	5	C
Below 40	N.A.	R.A.

Final Result (UG)

CGPA	Corresponding Grade	Classification of Final Results
9.00 and above	O	Outstanding
8.00 to 8.99	A+	Excellent
7.00 to 7.99	A	Very Good
6.00 to 6.99	B+	Good
5.00 to 5.99	B	Above Average
4.00 to 4.99	C	Average
Below 4.00	R.A.	Re-Appearence

Grading of the Courses (PG)

Marks Range	Grade Point	Corresponding Grade
90 and above	10	O
80 and above but below 90	9	A+
70 and above but below 80	8	A
60 and above but below	7	B+
50 and above but below	6	B
Below 50	N.A.	R.A.

Final Result (PG)

CGPA	Corresponding Grade	Classification of Final Results
9.00 and above	O	Outstanding
8.00 to 8.99	A+	Excellent
7.00 to 7.99	A	Very Good
6.00 to 6.99	B+	Good
5.00 to 5.99	B	Above Average
Below 5.00	R.A.	Re- Appearance

CREDIT STRUCTURE FOR UNDER GRADUATE PROGRAMMES

The following is the credit structure for B.B.A., Programme W.E.F. 2023-24

CHOICE BASED CREDIT SYSTEM (CBCS), LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (LOCF) GUIDELINE BASED CREDIT AND HOURS DISTRIBUTION SYSTEM FOR ALL UG COURSES INCLUDING LAB HOURS

FIRST YEAR

Semester-I

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses [in Total]	13	14
Part-4	Skill Enhancement Course SEC-1	2	2
	Foundation Course	2	2
		23	30

Semester-II

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-2	2	2
	Skill Enhancement Course -SEC-3 (Discipline / Subject Specific)	2	2
		23	30

SECOND YEAR

Semester-III

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-4 (Entrepreneurial Based)	1	1
	Skill Enhancement Course -SEC-5 (Discipline / Subject Specific)	2	2
	E.V.S	-	1
		22	30

Semester-IV

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	13
Part-4	Skill Enhancement Course -SEC-6 (Discipline / Subject Specific)	2	2
	Skill Enhancement Course -SEC-7 (Discipline / Subject Specific)	2	2
	E.V.S	2	1
		25	30

THIRD YEAR**Semester-V**

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based	22	26
Part-4	Value Education	2	2
	Internship / Industrial Visit / Field Visit	2	2
		26	30

Semester-VI

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based & LAB	18	28
Part-4	Extension Activity	1	-
	Professional Competency Skill	2	2
		21	30

Consolidated Semester wise and Component wise Credit distribution

Parts	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	13	13	13	13	22	18	92
Part IV	4	4	3	6	4	1	22
Part V	-	-	-	-	-	2	2
Total	23	23	22	25	26	21	140

*Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.

RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS)
(Reaccredited with "A" Grade by NAAC)
Thanjavur – 613 005

DEPARTMENT OF BUSINESS ADMINISTRATION

BOARD OF STUDIES 2023

Date: 24.07.2023

AGENDA

The meeting of the Board of Studies in Business Administration, for the Academic Year 2023-2024, will be held on 24th July 2023 at 10:00 AM at Department of Business Administration, Rajah Serfoji Government College, Thanjavur – 613 005.

The following agenda will be discussed in the meeting:

- 1) To discuss and propose the new curriculum for B.B.A., and Syllabi for the students admitted from 2023-2024 onwards.
- 2) To discuss and approve the Program Specific Outcomes and Course Outcomes
- 3) To discuss and approve the feedback form on Curriculum from stakeholders
- 4) Any other academic affairs.

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DEPARTMENT OF BUSINESS ADMINISTRATION

BOARD OF STUDIES 2020 HELD ON 24.07.2023

MINUTES

The meeting of the Board of Studies in Business Administration, for the Academic Year 2023-2024, was held on 24th July 2022 at 10:00 AM at Department of Business Administration, Rajah Serfoji Government College, Thanjavur – 613 005.

The following members attended the meeting:

1	Dr.V.SURESH KUMAR, Head of the Department Department of Business Administration, Rajah Serfoji Government College (Autonomous), Thanjavur - 5	Chairman
2	Dr.M.BABU, Associate Professor, Bharathidasan School of Management, Bharathidasan University, Trichy - 620 024	University Nominee and Subject Expert
3	Dr. S. CHRISTINA SHEELA Associate Professor of Management Studies Gnanam School of Business (Affiliated to Anna University), Sengi Patti - 613402, Thanjavur	Subject Expert
4	Dr.V.SURESH KUMAR, Associate Professor PG and Research Department of Management, Nallamuthu Gounder Mahalingam College, Pollachi - 642 001, Coimbatore.	Subject Expert
5	Dr.S.VENKATESAN, Chief Executive Officer Adaikalamatha Group of Institutions, Vallam, Arun Nagar, Thanjavur - 613 403	Industrialist
6	Dr.A.MANONMANI, Asst. Professor, PG Department of Management and Research Adaikalamatha College, Vallam, Arun Nagar, Thanjavur - 613 403	Alumni Member

7	Dr.S.SASI KUMAR, Asst. Professor, Department of Business Administration, Rajah Serfoji Government College (Autonomous), Thanjavur - 5	Member
8	Dr.T.NEDUMARAN, Guest Lecturer, Department of Business Administration Rajah Serfoji Govt. College (Autonomous), Thanjavur - 613 005	Member
9	Dr.P.MAHESHWARI, Guest Lecturer, Department of Business Administration Rajah Serfoji Govt. College (Autonomous), Thanjavur - 613 005	Member
10	Dr. G.RAMESH KUMAR, Guest Lecturer, Department of Business Administration Rajah Serfoji Govt. College (Autonomous), Thanjavur - 613 005	
11	Dr.S. VIMALA, Guest Lecturer, Department of Business Administration Rajah Serfoji Govt. College (Autonomous), Thanjavur - 613 005	
12	Dr.S. SURESH, Guest Lecturer, Department of Business Administration Rajah Serfoji Govt. College (Autonomous), Thanjavur - 613 005	

Dr.V.SURESH KUMAR, Chairperson, Board of Studies and Head, Department of Business Administration, Rajah Serfoji Government College, called the meeting to order and the following business was transacted.

- 1) Detailed discussions were held on the proposed Curriculum for B.B.A., and Syllabi for B.B.A., if accepted.

RESOLUTION: Unanimously resolved to give approval for the new Curriculum for B.B.A., and syllabi for B.B.A., Degree.

- 2) Discussions were made on the proposed Program Specific Outcomes (PSO) and Course Outcomes (PO).

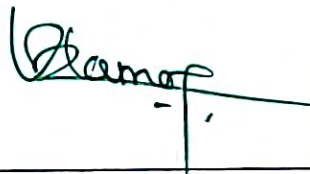
RESOLUTION: Unanimously resolved to give approval for the Program Specific Outcomes and Course Outcomes prepared and presented by the Chairperson.

3) Detailed discussions were held on the PO Matrix along with cognitive level specifications proposed by the chairperson.


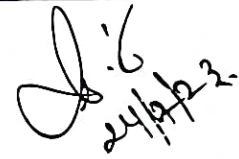
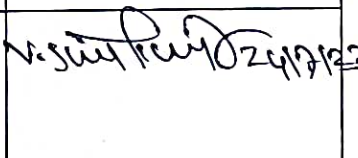
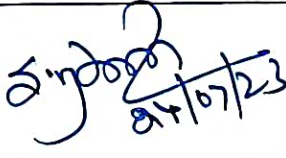
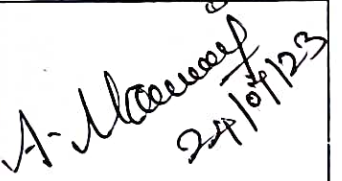
RESOLUTION: Unanimously resolved to give approval to PO Matrix along with cognitive level specifications proposed.

The presentations of the proposals are enclosed.

1. Brief
2. Title of courses proposed for B.B.A., (Annexure -1)
3. Syllabus for 1st Year B.B.A., (Annexure -2)





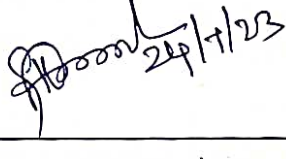

1	Dr.V.SURESH KUMAR, Head of the Department Department of Business Administration, Rajah Serfoji Government College (Autonomous), Thanjavur - 5	
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RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS), THANJAVUR – 613 005.

Course: BACHELOR OF BUSINESS ADMINISTRATION (BBA)

VISION

"To be a world leader in business education, research and engagement, helping to create a better knowledge society."

MISSION

- 1. To emphasize on highest quality education with a strong foundation of management concepts for students to excel and enhance their skills.*
- 2. To develop a strong bond with industry for project-based learning, internships, and placements.*
- 3. To create academic excellence, international exposure to students to make them globally competitive managers.*
- 4. To stimulate innovative learning processes for disseminating knowledge by utilizing state-of-the-art facilities.*

PROGRAM EDUCATIONAL OBJECTIVES (PEOS)

Objective of BBA program at Rajah Serfoji Govt. College (Autonomous) is to equip students with the ability to integrate the knowledge from various disciplines, develop logical & critical thinking wherein they can recognize and solve problems, weigh & understand ethical issues and communicate effectively. Within this broad framework following program educational objectives are stated:

- 1. To develop students professionally to handle business issues.*
- 2. To develop students to be a better team worker.*
- 3. To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.*
- 4. To develop socially, ethically responsible business leaders.*
- 5. To sharpen soft and hard skills among the students.*
- 6. To promote entrepreneurial skills among students.*

PROGRAMME OUTCOMES (POs)

Upon completion of the BBA Degree Programme, students will be able to

- PO1: Disciplinary knowledge:** Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study.
- PO2: Communication Skills:** Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
- PO3: Critical thinking:** Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
- PO4: Problem solving:** Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.
- PO5: Analytical reasoning:** Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples and addressing opposing viewpoints.
- PO6: Research-related skills:** A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesizing and articulating; Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.
- PO7: Cooperation/Team work:** Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.
- PO8: Scientific reasoning:** Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.

PO9: Reflective thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.

PO10 Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

PO 11 Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

PO 12 Multicultural competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

PO 13: Moral and ethical awareness/reasoning: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

PO 14: Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

PO 15: Lifelong learning: Ability to acquire knowledge and skills, including „learning how to learn“, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.

RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS), THANJAVUR – 613 005.

Course: BACHELOR OF BUSINESS ADMINISTRATION (BBA)

PROGRAMME SPECIFIC OUTCOMES (PSOs):

Upon completion of the B.B.A., Degree Programmes, Students will be able to

- **PSO1:** To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.
- **PSO 2:** To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.
- **PSO 3:** To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.
- **PSO 4:** Evaluate various social and economic problems in society and develop answer to the problems as global citizens.
- **PSO 5:** Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.

RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS), THANJAVUR - 613 005.

COURSE STRUCTURE FOR B.B.A., UNDER CBCS

SUBJECT: BUSINESS ADMINISTRATION

(Applicable to the candidates admitted from the academic year 2023-2024 onwards)

FIRST YEAR

Semester-I

Part	Course	Subject Code	List of Courses	Credit	Hours per week (L/T/P)	Exam Hours	Marks		Total
							Int.	Ext.	
I	LT1	T1T1	Language -Tamil	3	6	3	25	75	100
II	LE1	T1E1 T1E1P	English (Written Exam)	2	4	2	15	45	100
			English (Practical)	1	2	1	10	30	
III	CC1	T1BA1	Principles of Management	5	5	3	25	75	100
III	CC2	T1BA2	Accounting for Managers I	5	5	3	25	75	100
III	EC1		Elective Course - I	3	4	3	25	75	100
IV	SEC1	T1BASE1	Basics of Event Management	2	2	3	25	75	100
IV	FC	BAFC	Managerial Communication	2	2	3	25	75	100
Total				23	30				

Semester-II

Part	Course	Subject Code	List of Courses	Credit	Hours per week (L/T/P)	Exam Hours	Marks		Total
							Int.	Ext.	
I	LT2	T2T2	Language -Tamil	3	6	3	25	75	100
II	LE2	T2E2 T2E2P	English (Written Exam)	2	4	2	15	45	100
			English (Practical)	1	2	1	10	30	
III	CC3	T2BA3	Marketing Management	5	5	3	25	75	100
III	CC4	T2BA4	Accounting for Managers II	5	5	3	25	75	100
III	EC2		Elective Course - II	3	4	3	25	75	100
IV	SEC2	T2BASE2	Managerial Skill Development	2	2	3	25	75	100
IV	SEC3	T2BASE3	Business Etiquette and Corporate Grooming	2	2	3	25	75	100
Total				23	30				

SECOND YEAR

Semester-III

Part	Course	Subject Code	List of Courses	Credit	Hours per week (L/T/P)	Exam Hours	Marks		Total
							Int.	Ext.	
I	LT3	T3T3	Language -Tamil	3	6	3	25	75	100
II	LE3	T3E3 T3E3P	English (Written Exam)	2	4	2	15	45	100
			English (Practical)	1	2	1	10	30	
III	CC5	T3BA5	Organisational Behaviour	5	5	3	25	75	100
III	CC6	T3BA6	Financial Management	5	5	3	25	75	100
III	EC3		Elective Course - III	3	4	3	25	75	100
IV	SEC4	T3BASE4	Computer Applications in Business	1	1	2	25	75	100
IV	SEC5	T3BASE5	New Venture Management	2	2	2	25	75	100
IV	EVS	T4ES	Environmental Studies	-	1	-	-	-	-
Total				22	30				

Semester-IV

Part	Course	Subject Code	List of Courses	Credit	Hours per week (L/T/P)	Exam Hours	Marks		Total
							Int.	Ext.	
I	LT4	T4T4	Language -Tamil	3	6	3	25	75	100
II	LE4	T4E4 T4E4P	English (Written Exam)	2	4	2	15	45	100
			English (Practical)	1	2	1	10	30	
III	CC7	T4BA7	Business Environment	5	5	3	25	75	100
III	CC8	T4BA8	Business Regulatory Frame Work	5	5	3	25	75	100
III	EC4		Elective Course - IV	3	3	3	25	75	100
IV	SEC6	T4BASE6	Introduction to office Management	2	2	2	25	75	100
IV	SEC7	T4BASE7	Intellectual Property Rights	2	2	2	25	75	100
IV	EVS	T4ES	Environmental Studies	2	1	2	25	75	100
Total				25	30				

THIRD YEAR

Semester-V

Part	Course	Subject Code	List of Courses	Credit	Hours per week (L/T/P)	Exam Hours	Marks		Total
							Int.	Ext.	
III	CC9	T5BA9	Human Resource Management	4	5	3	25	75	100
III	CC10	T5BA10	Strategic Management	4	5	3	25	75	100
III	CC11	T5BA11	Business Taxation	4	5	3	25	75	100
III	CC12	T5BA12	Management Information system	4	5	3	25	75	100
III	EC5		Elective Course - V	3	4	3	25	75	100
III	EC6		Elective Course - VI	3	4	3	25	75	100
IV	VE	T5VE	Value Education	2	2	2	25	75	100
IV			Internship / Industrial Training	2	-	-	-	-	-
Total				26	30				

Semester-VI

Part	Course	Subject Code	List of Courses	Credit	Hours per week (L/T/P)	Exam Hours	Marks		Total
							Int.	Ext.	
III	CC13	T6BA13	Entrepreneurship Development	4	6	3	25	75	100
III	CC14	T6BA14	Services Marketing	4	6	3	25	75	100
III	CC15	T6BA15	Production and Materials Management	4	6	3	25	75	100
III	EC7		Elective Course - VII	3	5	3	25	75	100
III	EC8		Elective Course - VIII	3	5	3	25	75	100
IV	PCS	T6BAPC	Tourism and Travel Management	2	2	2	25	75	100
V			Extension Activity	1	-	-	-	-	-
Total				21	30				

Total Credits : 140

ELECTIVES

Discipline Electives

1. Managerial Economics - TBAECA
2. International Business - TBAECB
3. Business Statistics - TBAECC
4. Operations Research - TBAECD
5. Digital Marketing - TBAECE
6. Industrial relations - TBAECF
7. Financial Services - TBAECG
8. Consumer Behaviour - TBAECH
9. Innovation Management - TBAECI
10. Security Analysis & Portfolio Management - TBAECJ
11. E-business - TBAECK

Generic Electives

1. Fundamentals of Logistics Management – TBAGCA
2. Advertising and Sales Promotions – TBAGCB
3. Research Methodology - TBAGCC
4. Professional Ethics – TBAGCD
5. Total Quality Management – TBAGCE
6. Project with Viva Voce - TBAGCF
7. Working of Indian Constitutions (Syllabus prepared by History Department) – TGHI1
8. Panchayatraj System in India (Syllabus prepared by History Department) – TGHI2

CONSOLIDATED SEMESTER WISE AND COMPONENT WISE CREDIT DISTRIBUTION

Parts	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	13	13	13	13	22	18	92
Part IV	4	4	3	6	4	2	23
Part V	-	-	-	-	-	1	1
Total	23	23	22	25	26	21	140

*Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.

Separate Passing Minimum is prescribed for Internal and External

1. The passing minimum for CIA shall be 40% out of 25 Marks (i.e., 10 Marks)
2. The passing minimum for autonomous examinations shall be 40% out of 75 Marks (i.e., 30 Marks)


Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
T1BA1	Principles of Management	Core	Y	-	-	-	4	5	25	75	100	
Learning Objectives												
CL01	To impart knowledge about evolution of management											
CL02	To provide understanding on planning process and importance of decision making in organization											
CL03	To learn the application of principles in organization											
CL04	To study the process of effective controlling in organization											
CL05	To familiarize students about significance of ethics in business and its implications.											
UNIT	Details							No. of Hours	Learning Objectives			
I	Management: Importance - Definition - Nature and Scope of Management - Process - Role and Functions of a Manager - Levels of Management - Development of Scientific Management and other Schools of thought and approaches.							15	CL01			
II	Planning: Nature - Importance - Forms - Types - Steps in Planning - Objectives - Policies - Procedures and Methods - Natures and Types of Policies - Decision -making - Process of Decision - making - Types of Decision.							15	CL02			
III	Organizing: Types of Organizations - Organization Structure - Span of Control and Committees - Departmentalization - Informal Organization-Authority - Delegation - Decentralization - Difference between Authority and Power - Responsibility.							15	CL03			
IV	Direction - Nature and Purpose. Co- ordination - Need, Type and Techniques and requisites for excellent Co-ordination - Controlling - Meaning and Importance - Control Process.							15	CL04			
V	Definition of Business ethics - Types of Ethical issues - Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business							15	CL05			
Total							75					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Describe nature, scope, role, levels, functions and approaches of management							PO5				
CO2	Apply planning and decision making in management							PO2, PO5, PO6, PO8				
CO3	Identify organization structure and various organizing techniques							PO1, PO4				


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C04	Understand Direction, Co-ordination & Control mechanisms	PO2,PO6
C05	Relate and infer ethical practices of organisation.	PO3, PO8
Reading list		
1.	JAF Stoner, Freeman R.E and Daniel R Gilbert "Management", 6th Edition, Pearson Education, 2004.	
2.	Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.	
3	.Stephen A. Robbins & David A. Decenzo & Mary Coulter, "Fundamentals of Management" 7th Edition, Pearson Education, 2011	
4	Stoner, Freeman, Gilbert, Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India	
5	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.	
Reference Books		
1.	P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017	
2.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.	
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017	
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.	
5.	Harold Koontz, Hienz Wehrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015	
Web Resources		
1	https://www.toolshero.com/management/14-principles-of-management/	
2	https://open.umn.edu/opentextbooks/textbooks/693	
3	https://open.umn.edu/opentextbooks/textbooks/34	
4	https://openstax.org/subjects/business	
5	https://blog.hubspot.com/marketing/management-principles	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	


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Mapping with program outcomes

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

S -Strong M-Medium L-Low

**CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's**

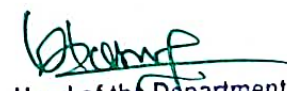
CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
T1BA2	ACCOUNTING FOR MANAGERS I	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	To impart knowledge about basic concepts of accounting its applications										
CLO2	To analyze and interpret financial reports of a company										
CLO3	To understand the gross profit and net profit earned by organization										
CLO4	To foster knowledge on Hire Purchase system										
CLO5	To understand the procedures of Accounting under Single entry system.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance							15	CLO1		
II	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account							15	CLO2		
III	Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.							15	CLO3		
IV	Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.							15	CLO4		
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method							15	CLO5		
	Total							75			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
C01	Prepare Journal, ledger, trial balance and cash book							PO2, PO1			
C02	Classify errors and making rectification entries							PO1			
C03	Prepare final accounts with adjustments							PO2, PO6			
C04	To understand Hire Purchase system							PO2, PO6			
C05	Prepare single and double entry system of accounting.							PO6			
Reading List											
1.	Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.										
2.	Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition										
3.	Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition.										
4.	Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi, 15th edition.										
5.	Tulsian P.C., 2006, Financial Accounting, Pearson Education										


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References Books

1.	Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai
2.	TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019
3.	David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017
4.	M N Arora; Accounting for Management- Himalaya Publications House 2019.
5.	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
6.	T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.

Web Resources

1.	https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf
2.	https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf
3.	https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles
4.	https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
5.	https://www.profitbooks.net/what-is-depreciation

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment


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

Mapping with program outcomes

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

S-Strong M-Medium L-Low


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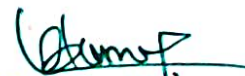

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CO-PO Mapping with program specific outcomes (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

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



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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
T1BASE1	BASICS OF EVENT MANAGEMENT	SEC	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To know the basic of event management its concepts										
CLO2	To make an event design										
CLO3	To make feasibility analysis for event.										
CLO4	To understand the 5 Ps of Event Marketing										
CLO5	To know the financial aspects of event management and its promotion										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction: Event Management - Definition, Need, Importance, Activities.							6	CLO1		
II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept - Event Design							6	CLO2		
III	Event Feasibility: Resources - Feasibility, SWOT Analysis							6	CLO3		
IV	Event Planning & Promotion - Marketing & Promotion - 5Ps of Event Marketing - Product, Price, Place, Promotion, Public Relations							6	CLO4		
V	Event Budget - Financial Analysis - Event Cost - Event Sponsorship							6	CLO5		
Total							30				
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
C01	To understand basics of event management							PO1, PO6			
C02	To design events							PO5, PO6			
C03	To study feasibility of organising an event							PO2, PO6			
C04	To gain Familiarity with marketing & promotion of event							PO6			
C05	To develop event budget							PO6, PO8			
Reading List											
1.	Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.										
2.	Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009										
3.	Event Management & Public Relations by Savita Mohan - Enkay Publishing House										
4.	Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross										
5.	Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers										
References Books											
1.	Event Management By Chaudhary, Krishna, Bio-Green Publishers										
2.	Successful Event Management By Anton Shone & Bryn Parry										
3.	Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid										
4.	Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen, Wiley Publishers										
5.	Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik CreateSpace Independent Publishing Platform, 2015										


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Web Resources		
1.	https://ebooks.lpude.in/management/bba/term 5/DMGT304 EVENT MANAGEMEN T.pdf	
2	https://www.inderscience.com/jhome.php?jcode=ijhem International Journal of Hospitality & Event Management	
3	https://www.emeraldgrouppublishing.com/journal/ijefm International Journal of Event and Festival Management	
4	https://www.eventbrite.com/blog/?s=roundup	
5	https://www.eventindustrynews.com/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
Total		100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BAFC	MANAGERIAL COMMUNICATION	FC	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	To educate students role & importance of communication skills										
CLO2	To build their listening, reading, writing & speaking communication skills.										
CLO3	To introduce the modern communication for managers.										
CLO4	To understand the skills required for facing interview										
CLO5	To facilitate the students to understand the concept of Communication.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Definition - Methods - Types - Principles of effective Communication - Barriers to Communication - Communication etiquette.							6	CLO1		
II	Business Letter - Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters - Enquiry, replies, Order, Sales, circulars, Grievances.							6	CLO2		
III	Interviews- Direct, telephonic & Virtual interviews- Group discussion - Presentation skills - body language							6	CLO3		
IV	Communication through Reports - Agenda- Minutes of Meeting - Resume Writing							6	CLO4		
V	Modern Forms of Communication: podcasts, Email, virtual meetings - Websites and their use in Business - social media- Professional Networking sites							6	CLO5		
Total							30				
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
C01	Understand communication process and its barriers.							PO1,PO2,PO3,PO4, PO8			
C02	Develop business letters in different scenarios							PO1,PO2,PO3,PO4, PO5,PO6			
C03	Develop oral communication skills & conducting interviews							PO2,PO3,PO4,PO5, PO6,PO7			
C04	Use managerial writing for business communication							PO1,PO2,PO4,PO5, PO6,PO8			
C05	Identify usage of modern communication tools & its significance for managers							PO3,PO4,PO5,PO6, PO7,PO8			
Reading List											
1.	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008										
2.	Mallika Nawal -Business Communication - CENGAGE										
3.	Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.										


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4	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008	
5	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.	
References Books		
1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017	
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017	
3.	R C Sharma & Krishan Mohan, Business Correspondence and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006	
4.	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010	
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015	
Web Resources		
1.	https://www.managementstudyguide.com/business-communication.html	
2	https://studiousguy.com/business-communication/	
3	https://www.oercommons.org/curated-collections/469	
4	https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/	
5	https://open.umn.edu/opentextbooks/textbooks/8	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
Total		100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	


Mapping with program outcomes

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

S-

Strong M-Medium L-Low


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

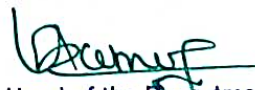
CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s			
									CIA	External	Total	
T2BA3	MARKETING MANAGEMENT	Core	Y	-	-	-	4	5	25	75	100	
Learning Objectives												
CLO1	To understand the marketplace.											
CLO2	To identify the market segmentation and the Product mix											
CLO3	To select the different pricing methods and channels of distribution.											
CLO4	To know the communication mix and sales promotion tools											
CLO5	To prepare according to the latest trends in market.											
UNIT	Details							No. of Hours	Learning Objectives			
I	Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.							15	CLO1			
II	Segmentation – Need And Basis of Segmentation - Targeting – Positioning - Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.							15	CLO2			
III	Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market. Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.							15	CLO3			
IV	A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.							15	CLO4			
V	Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force – Digital Marketing: Introduction- Applications & Benefits .							15	CLO5			
								75				
Course Outcomes	On Completion of the course the students will							Program Outcomes				
CO1	To list and identify the core concepts of Marketing and its mix.							PO1, PO2, PO3				
CO2	To sketch the market segmentation, nature of product, PLC							PO1, PO2, PO3, PO6, PO8				
CO3	To analyze the appropriate pricing methods							PO1 PO2, PO3, PO4, PO8				


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CO4	To determine the importance of various media	PO1, PO2, PO6
CO5	To assess the sales force and applications of digital marketing	PO1, PO2, PO7
Reading List		
1.	Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.	
2.	Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.	
3.	L.Natarajan, Marketing, Margham Publications, 2017.	
4.	J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.	
5.	K Karunakaran, Marketing Management, Himalaya Publishing House, 2017.	
References Books		
1.	C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand & Son 2020	
2.	V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,	
3.	Cranfield, Marketing Management, Palgrave Macmillan.	
4.	Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.	
5.	Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana. 2016	
Web Resources		
1.	http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip Kotler%5D Marketing Management 14th Edition%28BookFi%29.pdf	
2.	https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf	
3.	https://www.enotesmba.com/2013/01/marketing-management-notes.html	
4.	Industrial Marketing Management Journal ScienceDirect.com by Elsevier	
5.	Journal of Marketing Management Taylor & Francis Online (tandfonline.com)	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	


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Mapping with program outcomes

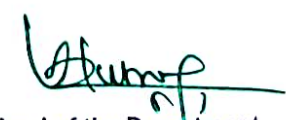
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	M	M
CO 2	S	S	M	S	M	S	M	S
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	M	S	M	M
CO 5	S	S	M	M	M	S	M	S

S-Strong M-Medium L-Low

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

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


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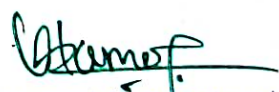
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s		
									CIA	External	Total
T2BA4	ACCOUNTING FOR MANAGERS II	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CL01	To provide basic understanding of cost concepts and classification.										
CL02	To develop skills in tools & techniques and critically evaluate decision making in business.										
CL03	To understand various ratios and cash flow related to finance										
CL04	To recognize the role of budgets and variance as a tool of planning and control.										
CL05	To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios										
UNIT	Details							No. of Hours	Learning Objectives		
I	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation							12	CL01		
II	Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.							12	CL02		
III	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.							12	CL03		
IV	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget.							12	CL04		
V	Marginal Costing – CVP analysis – Break even analysis							12	CL05		
	Total							60			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Interpret cost sheet & write comments.							PO1, PO2, PO4			
CO2	Compare cost, management & financial accounting							PO6			
CO3	Analyze the various ratio and compare it with standards to assess deviations							PO2, PO6			
CO4	Estimate budget and use budgetary control							PO1, PO2, PO8			
CO5	Evaluate marginal costing and its components							PO2, PO6			
Reading List											
1.	Gupta, R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016.										
2.	T. S. and A .Murthy. Management Accounting. Chennai: Margham, 2007.										
3.	Jain S.P and K.L Narang. Advanced Accountancy (Part II).Kalyani, 2007.										
4	Maheshwari S.N, Advanced Accountancy (Part1I). Vikas, 2007.										
5	Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: Sahitya Shawan, 2017.										


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References Books		
1.	Dr.K.Ganesan & S. Ushena Begam, Accounting for Managers – Volume II, Charulatha Publications, Chennai	
2.	T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016	
3.	Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015.	
4.	Horngren Sunderu Stratton, Introduction to Management Accounting, Pearson Education,2013.	
5.	Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting ,2019	
6.	Colin Drury, Management and Cost Accounting (with Course Mate and eBook Access), Cengage, 2015.	
Web Resources		
1	https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/	
2	https://efinancemanagement.com/financial-accounting/management-accounting	
3	http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859	
4	https://www.wallstreetmojo.com/ratio-analysis/	
5	http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	


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Mapping with program outcomes

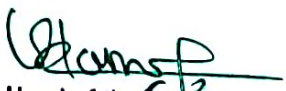
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	M	S	L	M
CO 2	S	M	M	M	M	S	L	S
CO 3	S	M	M	M	M	S	L	S
CO 4	S	M	M	M	M	S	L	M
CO 5	S	M	M	M	M	S	L	M

S-Strong M-Medium L-Low

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

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


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


Mapping with program outcomes


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

S-Strong M-Medium L-Low

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

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


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Methods of Assessment	
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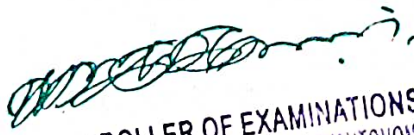
Mapping with program outcomes

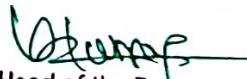
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	S	S	S	M	M	S
CO 2	M	M	S	S	S	S	S	M
CO 3	S	S	S	S	S	S	S	S
CO 4	S	S	S	S	S	S	M	S
CO 5	M	M	S	S	S	M	S	S

S-Strong M-Medium L-Low

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

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


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
T2BASE3	BUSINESS ETIQUETTE AND CORPORATE GROOMING	SEC	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To impart knowledge about basic etiquettes in professional conduct										
CLO2	To provide understanding about the workplace courtesy and ethical issues involved										
CLO3	To suggest on guidelines in managing rude and impatient clients										
CLO4	To familiarize students about significance of cultural sensitivity and the relative business attire										
CLO5	To stress on the importance of attire										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting and greeting scenarios - principles of exceptional work behavior -role of good manners in business-professional conduct and personal spacing.							6	CLO1		
II	Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace- Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment - conflict resolution strategies Choosing appropriate gift in the business environment- real life work place scenarios -company policy for business etiquette							6	CLO2		
III	Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the work place, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices							6	CLO3		
IV	Diversity and Cultural Awareness at Work place Impact of diversity -Cultural Sensitivity-Taboos and Practices -Inter-Cultural Communication							6	CLO4		
V	Business Attire and Professionalism Business style and professional image- dress code -guidelines for appropriate business attire - grooming for success.							6	CLO5		
Total							30				
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Describe basic concepts of business etiquette and corporate grooming.							PO5, PO6,			
CO2	Outline the etiquette and grooming standards followed in business environment and the significance of communication							PO4, PO2, PO5, PO6			

C03	Create cultural awareness and moral practices in real life workplace scenarios	P08, P06
C04	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success	P01, P03, P08, P06
C05	Apply the professionalism in the workplace considering diversity and courtesy	P03, P08, P06

Reading List

1.	Journal of Computer Mediated Communication By ICA
2.	Business and Professional Communication by Sage Journals
3.	Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse
4.	Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow
5.	Shital Kakkar Mehra, "Business Etiquette: A guide for the Indian Professional", Harper Collins Publisher (2012)

REFERENCES BOOKS

1.	Indian Business Etiquette, Raghu Palat, JAICO Publishers
2.	Nina Kochhar, "At Ease with Etiquette", B. Jain Publisher, 2011
3.	Nimeran Sahukar, Prem P. Bhalla, "The Book of Etiquette and manners", Pustak Mahi publishers, 2004
4.	Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.
5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter, Mc Graw Hill Education

Web Resources


1.	http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf
2.	https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf
3.	https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf
4.	https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm
5.	https://wikieducator.org/Business_etiquette_and_grooming


Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge


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Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations


Mapping with program outcomes

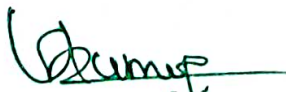
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	S	S	S	M	M	S
CO 2	M	M	S	S	S	M	M	S
CO 3	M	M	S	S	S	M	M	S
CO 4	M	M	S	S	S	S	M	S
CO 5	M	M	M	S	S	S	M	S

S-Strong M-Medium L-Low


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

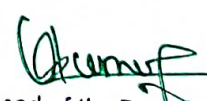
CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
T3BA5	ORGANIZATIONAL BEHAVIOUR	Core	Y	-	-	-	4	4	25	75	100
Learning Objectives											
CLO1	To have extensive knowledge on OB and the scope of OB.										
CLO2	To create awareness of Individual Behavior.										
CLO3	To enhance the understanding of Group Behaviour										
CLO4	To know the basics of Organizational Culture and Organisational Structure										
CLO5	To understand Organisational Change, Conflict and Power										
UNIT	Details							No. of Hours	Learning Objectives		
I	INTRODUCTION : Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)							10	CLO1		
II	INDIVIDUAL BEHAVIOUR: 1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace. 2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs, 3. Personality and Values : Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit) 4. Perception, Decision Making : Perception and Judgements; Factors; Linking perception to individual decision making;							18	CLO2		
III	GROUP BEHAVIOUR : 1. Groups and Work Teams : Concept : Five Stage model of group development; Group norms, cohesiveness ; Group think and shift ; Teams; types of teams; Creating team players from individuals and team based work(TBW) 2. Leadership : Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard,'Path-Goal)							17	CLO3		
IV	ORGANISATIONAL CULTURE AND STRUCTURE : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options							15	CLO4		
V	ORGANISATIONAL CHANGE, CONFLICT AND POWER: Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organisational development);. Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics.							15	CLO5		
								75			

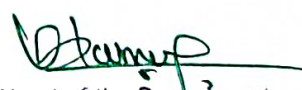

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Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	To define Organisational Behaviour, Understand the opportunity through OB.	PO1, PO2, PO6, PO7
CO2	To apply self-awareness, motivation, leadership and learning theories at workplace.	PO2, PO4, PO5, PO6
CO3	To analyze the complexities and solutions of group behaviour.	PO1, PO2, PO4, PO5, PO6
CO4	To impact and bring positive change in the culture of the organization.	PO2, PO3, PO4, PO5, PO8
CO5	To create a congenial climate in the organization.	PO1, PO2, PO5, PO6, PO8
Reading List		
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge, <i>Organizational Behaviour</i> , Pearson Education, 18 th Edition, 2022.	
2.	Fred Luthans, <i>Organizational Behaviour</i> , Tata Mc Graw Hill, 2017.	
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, <i>Organizational Behaviour</i> , John Wiley & Sons, 2011	
4.	Louis Bevoc, Allison Shearsett, Rachael Collinson, <i>Organizational Behaviour Reference</i> , Nutri Niche System LLC (28 April 2017)	
5.	Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, <i>Organizational Behaviour: A Skill-Building Approach</i> , SAGE Publications, Inc; 2nd edition (29 November 2018).	
References Books		
1.	Uma Sekaran, <i>Organizational Behaviour Text & cases</i> , 2 nd edition, Tata McGraw Hill Publishing CO. Ltd	
2.	Gangadhar Rao, Narayana, V.S.P Rao, <i>Organizational Behaviour</i> 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1 st edition	
3.	S.S. Khanka, <i>Organizational Behaviour</i> , S. Chand & Co, New Delhi.	
4.	J. Jayasankar, <i>Organizational Behaviour</i> , Margham Publications, Chennai, 2017.	
5.	John Newstrom, <i>Organizational Behaviour: Human Behaviour at Work</i> , McGraw Hill Education; 12th edition (1 July 2017)	
Web Resources		
1	https://www.iedunote.com/organizational-behavior	
2	https://www.london.edu/faculty-and-research/organisational-behaviour	
3	Journal of Organizational Behavior on JSTOR	
4	International Journal of Organization Theory & Behavior Emerald Publishing	
5	https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf	

Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		75 Marks
	Total		100 Marks


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Mapping with program outcomes

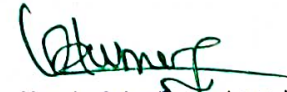
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	M	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	M	M	M	S	S	M	S
CO 4	S	S	M	M	S	S	M	M
CO 5	S	S	M	M	S	S	M	M

S-Strong M-Medium L-Low

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

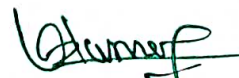
CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s		
									CIA	External	Total
T3BA6	FINANCIAL MANAGEMENT	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	Understand the basics of finance and roles of finance manager										
CLO2	Evaluate Capital structure & Cost of capital										
CLO3	Evaluate Capital budgeting										
CLO4	Assess dividends										
CLO5	Appraise Working Capital										
UNIT	Details							No. of Hours	Learning Objectives		
I	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.							15	CLO1		
II	Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)							15	CLO2		
III	Capital Budgeting: ARR, Pay back period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.							15	CLO3		
IV	Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment -Various Dividend Models (Walter's Gordon's –M.M. Hypothesis)							15	CLO4		
V	Working capital – Components of working capital –operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.							15	C5		
	Total							75			
Course Outcomes											
Course Outcomes	On Completion of this course, the students will							Program Outcomes			
CO1	Understand the basics of finance and roles of finance manager							PO1, PO5,PO6			
CO2	Evaluate Capital structure & Cost of capital							PO1,PO2,PO6			
CO3	Evaluate Capital budgeting							PO1, PO6			
CO4	Assessing dividends							PO1, PO6			
CO5	Appraise Working Capital							PO1, PO6			
Reading List											
1.	Dr.Kulkarni and Dr. Sathya Prasad, Financial Management, 13 th Edition 2011										
2.	Advanced Financial Management kohok, M A, Everest Publishing House										
3.	Financial Management Kishore R M, Taxman Allied Service										
4.	Strategic Financial Management Jakhotiya										
5.	Financial Management & Policy Srivastava, R M Himalaya										


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References Books		
1.	Dr. K. Ganesan & S.Ushena Begam, Financial Management, Charulatha Publications, Chennai	
2.	Financial Management - I.M.Pandey, 2009 Vikas Publishing	
3.	Financial Management – Prasanna Chandra, 2008, Tata McGraw Hill, New Delhi	
4.	Financial Management – S.N.Maheswari	
5.	Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons	
6.	Financial Management – A. Murthy	
Web Resources		
1.	https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/	
2.	https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf	
3.	Journal of Financial Management (esciencepress.net)	
4.	Financial Management on JSTOR	
5.	Financial Management Wiley online library	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	25 Marks
	Total	75 Marks
		100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
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Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

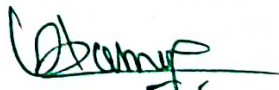
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	L	M
CO 2	S	S	M	M	M	S	L	S
CO 3	S	S	M	M	M	S	L	S
CO 4	S	S	M	M	M	S	L	M
CO 5	S	S	M	M	M	S	L	M

S-Strong

M-Medium

L-Low

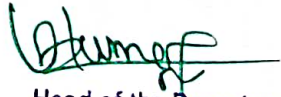

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CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

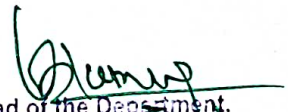
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to POs	3.0	3.0	2.8	3.0	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
T3BASE4	COMPUTER APPLICATION IN BUSINESS	SEC	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To build skills in Ms-Word										
CLO2	To build skills in Ms-Excel,										
CLO3	To build skills in Ms- Power Point										
CLO4	To understand the basics of tally										
CLO5	To familiarize students with google forms for students with relevance in business scenario and its applications.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .							6	CLO1		
II	Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization							6	CLO2		
III	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation-Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.							6	CLO3		


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IV	Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing, Reports - Profit and Loss A/C, Balance Sheet	6	CLO4
V	Use Google forms to develop & share questionnaire.	6	CLO5
Total		30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
C01	Demonstrate hands on experience with Ms-word for business activities	PO1, PO2, PO6, PO7	
C02	Demonstrate hands on experience with Ms-Excel for business activities	PO1, PO2, PO6, PO7	
C03	Demonstrate hands on experience with Ms-power point for business activities	PO1, PO2, PO6, PO7	
C04	Demonstrate hands on experience with Tally for business activities	PO1, PO2, PO6, PO7	
C05	Demonstrate hands on experience with Tally for reporting in business	PO1, PO2, PO6, PO7	
Reading List			
1.	International Journal of Computer Applications in Technology		
2.	International Journal of Computer Applications - IJCA		
3.	P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.		
4.	Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran		
5.	Taxmann's Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .		
References Books			
1.	P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.		
2.	Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman		
3.	Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.		
4.	Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.		
5.	S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.		
Web Resources			
1.	https://www.microsoft.com/en-us/microsoft-365/blog/		
2	https://www.injugaad.com/syllabus/egsip-university-bba-1st-semester-computer-applications-syllabus/18		
3	https://byjus.com/govt-exams/microsoft-word/		
4	https://edu.gcfglobal.org/en/google-forms/		
5	https://www.tutorialkart.com/tally/tally-tutorial/		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminar		
	Attendance and Class Participation		


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


Mapping with program outcomes

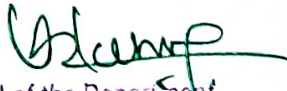
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	M	S	M	M
CO 2	S	M	M	M	M	S	S	M
CO 3	M	M	M	S	M	S	M	M
CO 4	S	S	M	M	M	S	S	M
CO 5	S	S	M	S	M	S	S	M

S-Strong M-Medium L-Low


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

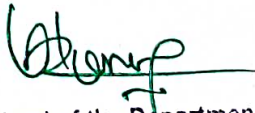
CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	-	3	3
CO 2	3	3	-	3	3
CO 3	3	3	-	3	3
CO 4	3	3	-	3	3
CO 5	3	3	-	3	3
Weightage	15	15	-	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	-	3.0	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
T3BASE5	NEW VENTURE DEVELOPMENT	SEC	Y	-	-	-	1	2	25	75	100
Learning Objectives											
CLO1	To learn to generate and evaluate new business ideas										
CLO2	To learn about a business model that generates money										
CLO3	To understand how to find, evaluate and buy a business										
CLO4	To evaluate the feasibility of idea into a Venture										
CLO5	To understand sources who lend for new ventures										
UNIT	Details							No. of Hours	Learning Objectives		
I	Concept of Entrepreneurship - Evolution - importance - Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.							3	CLO1		
II	Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas - Entry strategies: New Product - Franchising - Buying an existing firm.							3	CLO2		
III	Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis- assessing a New Venture's Financial Strength and Viability							3	CLO3		
IV	Moving from an Idea to a New Venture: Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team - Leadership - Corporate Entrepreneurship, Social Entrepreneurship.							3	CLO4		
V	Financing the New Venture: Financing entrepreneurial ventures - Managing growth; Valuation of a new company - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions.							3	CLO5		
Total							15				
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
C01	Understand the concept of entrepreneurship and skill sets of an entrepreneur.							PO2,PO6			
C02	Assess new venture opportunities & analyze strategic choices in relation to new ventures							PO2, PO6			
C03	Develop a credible business plan for real life situations.							PO1, PO2, PO5, PO6			
C04	Coordinate a team to develop and launch and manage the new venture through the effective leadership							PO4, PO5			
C05	Evaluate different sources for financing new venture							PO2, PO6			


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Reading List		
1.	Journal of Business Venturing – Elsevier	
2.	Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald	
3.	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,	
4.	Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)	
5.	Entrepreneurship ,11 th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill	
References Books		
1.	New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)	
2.	Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.	
3.	Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.	
4.	The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise	
5.	Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication	
Web Resources		
1.	https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217	
2.	https://core.ac.uk/download/pdf/98660713.pdf	
3.	https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf	
4.	https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm	
5.	https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcome

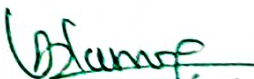
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	S	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	S	M	S	S	S	S	S
CO 4	S	S	M	S	S	M	S	S
CO 5	M	S	M	S	M	S	M	M

S-Strong M-Medium L-Low


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

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


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s		
									CIA	External	Total
T4BA7	BUSINESS ENVIRONMENT	Core	Y	-	-	-	4	4	25	75	100
Learning Objectives											
CLO1	To impart knowledge on the concept of business environment & its significance										
CLO2	To know the political environmental factors and its impact on business.										
CLO3	To know the Economic environmental factors and its impact on business										
CLO4	To throw light on importance of the types of Social Organization.										
CLO5	To create awareness of industrial-technological advancements.										
UNIT	Details							No. of Hours	Learning Objectives		
I	The concept of Business Environment: its nature and significance A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions							12	CLO1		
II	Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention							12	CLO2		
III	Economic Environment: Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions Five-year planning; establishment of NITI Aayog (National Institution for Transforming India); 1991 New Economic Policy; business liberalization, privatization, and globalization							12	CLO3		
IV	Social environment; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups; types of social organisation							12	CLO4		
V	Technology environment - Industry 4.0-Meaning-Features-basic Applications and Uses- Blockchain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics							12	CLO5		
	Total							60			
Course Outcomes											
Course Outcomes	On Completion of this course, the students will							Program Outcomes			
C01	To understand the concepts of Business Environment.							PO1,PO2			
C02	To apply knowledge in the business and strategic decisions.							PO1, PO2,PO3			
C03	To analyze the importance of business in various social groups.							PO2,PO4, PO5,PO6, PO8			
C04	To evaluate the types of economic environment and its impact on business.							PO3,PO4, PO5, PO6			
C05	To construct and assess the environment for real-time business							PO1,PO2,PO3, PO8			


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Reading List		
1.	Sankaran.S (Reprint 2016) Business Environment, Margham Publishing House, hid Revised Edition	
2.	Gupta C B (Reprint 2018) ,Business Environment, Sultan Chand & Sons. Eleventh Revised Edition	
3.	K.Ashwathappa, (Reprint 2016) Essentials of Business Environment, Himalaya Publishing House, 6 th Edition, India	
4.	Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana	
References Books		
1.	Business Environment : A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan	
2.	Business Environment Ruchi Goyal Publisher: Neelkanth Publishers Pvt. Ltd.2019	
3.	Business Environment, Fourth Edition, By Pearson	
4.	Business Environment Indian And Global Perspective 3Rd Edition by AHMED, FAISAL ALAM, M. ABSAR, PHI Learning	
Web Resources		
1.	https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/	
2.	https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences	
3.	Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11 th Revised Edition,India.	
4.	https://pestleanalysis.com/political-factors-affecting-business/	
5.	https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	


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Mapping with program outcomes


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

S-Strong M-Medium L-Low


**CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's**

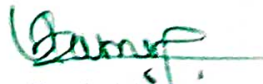
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	2	3	3
CO 3	3	3	3	3	3
CO 4	2	3	3	3	3
CO 5	3	3	3	3	3
Weightage	14	15	14	15	15
Weighted percentage of Course Contribution to POs	2.8	3.0	2.8	3	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
T4BA8	BUSINESS REGULATORY FRAME WORK	Core	Y	-	-	-	4	5	25	75	100
Course Objectives											
CLO1	Explain Indian Contracts Act										
CLO2	Understand Sales of goods act& contract of agency										
CLO3	Understand Indian Companies Act 1956										
CLO4	Understand Consumer Protection Act – RTI										
CLO5	Understand Cyber law										
UNIT	Details							No. of Hours	Learning Objectives		
I	Brief outline of Indian Contracts Act - Special contracts Act							15	CLO1		
II	Sale of goods Act - Contract of Agency							15	CLO2		
III	Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resolutions-Winding up.							15	CLO3		
IV	Consumer Protection Act – RTI							15	CLO4		
V	Brief outline of Cyberlaws – IT Act 2000 & 2008							15	CLO5		
								75			
Course Outcomes	On Completion of the course the students will							Program Outcomes			
C01	Explain Indian Contracts Act							PO1,PO3,PO6,PO8			
C02	Understand Sales of goods act and Contract of Agency							PO1,PO2,PO3,PO4,PO5, PO8			
C03	Understand Indian Companies Act 1956							PO3,PO4,PO6,PO8			
C04	Understand Consumer Protection Act – RTI							PO1,PO2,PO3,PO6,PO7, PO8			
C05	Understand Cyber law							PO1,PO3,PO6,PO7,PO8			
Reading List											
1	Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications										
2	Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand										
3	N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons										
4	Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni										
5	Business Law (Commercial Law) – Dr. M.R. Sreenivasan										
References Books											
1	Business Regulatory Framework, Sahitya Bhawan Publications. Revised, 2022.										
2	Business Regulatory Framework, Garg K.C., Sareen V.K., Sharma Mukesh, 2013										
3	Business Regulatory Framework Pearson Education India, 2011										
4	Bare Acts- RTI, Consumer Protection Act										
5	Business Regulatory Framework , Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015										


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Web Resources		
1	https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---l.html	
2	http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/	
3	https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661	
4	International Journal of Law (lawjournals.org)	
5	https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

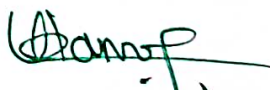
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	13	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.6	3.0	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
T4BASEC6	INTRODUCTION TO OFFICE MANAGEMENT	SEC	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	Understand principles of office management.										
CLO2	Enhance office organization and efficiency.										
CLO3	Develop effective communication skills.										
CLO4	Learn time and task management techniques.										
CLO5	Acquire record-keeping and technology proficiency										
UNIT	Details							No. of Hours	Learning Objectives		
I	Office management – Meaning – Elements of office management – Functions of office management.							6	CLO1		
II	Office organization – Definition, Characteristics and Steps – Types of Organization – Functions of an Office administrator.							6	CLO2		
III	Office record management – Importance – Filing essentials – Classification and arrangement of files-Modern methods of filing-Modern filing devices.							6	CLO3		
IV	Office Communication – Correspondence and Report writing –Meaning of office communication & mailing.							6	CLO4		
V	Form letters –Meaning, Principles, and Factors to be considered in designing office forms – Types of report writing.							6	CLO5		
Total							30				
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
C01	Understand principles of office management.							PO1, PO2, PO6, PO7			
C02	Enhance office organization and efficiency.							PO1, PO2, PO6, PO7			
C03	Develop effective communication skills.							PO1, PO2, PO6, PO7			
C04	Learn time and task management techniques.							PO1, PO2, PO6, PO7			
C05	Acquire record-keeping and technology proficiency							PO1, PO2, PO6, PO7			
Reading List											
1.	Fundamentals of Office Management – by J.P.Mahajan,										
2.	Office Management by S.P.Arrora										
3.	Office Management – R.S.N.Pillai & Bagavathi- S.Chand.										
4.	Office Management - Dr I.M Sahai										
5.	Office Management – R.K.Chopra										
References Books											
1.	Principles of Office Management (New) - by Dr. R.C. Bhatia										
2.	Office Organisation and Management - M.E. Thukaram Rao										
3.	Modern Office Management – R.C.Bhatia										
4.	Office Management and Secretarial Practice - Divya Rajni, Dr. ; Sharma										
5.	21 Office Situations - And How To Deal With Them - Anil Karamchandani										


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Web Resources		
1.	Galloway, Lee (1922). Office Management, Its Principles and Practice: Covering Organization, Arrangement, and Operation with Special Consideration of the Employment, Training, and Payment of Office Workers. Ronald Press.	
2	https://www.himpub.com/documents/chapter871.pdf	
3	https://books.google.co.in/books/about/Office_Management.html?id=MV40AgAACAAJ&redir_esc=y	
4	https://books.google.co.in/books/about/Administrative_Office_Management.html?id=Nfn3AAAACAAJ&redir_esc=y	
5	https://www.amaindia.org/product/office-management-in-the-21st-century/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes


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

S-Strong M-Medium L-Low


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

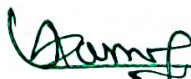
CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	-	3	3
CO 2	3	3	-	3	3
CO 3	3	3	-	3	3
CO 4	3	3	-	3	3
CO 5	3	3	-	3	3
Weightage	15	15	-	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	-	3.0	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
T4BASE7	INTELLECTUAL PROPERTY RIGHTS	SEC	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To learn aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.										
CLO2	To disseminate knowledge on patents, patent regime in India and a broad and registration aspects										
CLO3	To evaluate the copyright law										
CLO4	To disseminate knowledge on copyrights and its related rights and registration aspects										
CLO5	To understand about Geographical Indicators										
UNIT	Details							No. of Hours	Learning Objectives		
I	IPR Introduction: and the need for intellectual property right - IPR in India -Different Classifications -Important Principles of IP Management -Commercialization of Intellectual Property Rights by Licensing-Intellectual Property Rights in the Cyber World.							6	CLO1		
II	Introduction-Classification - Importance - Types of Patent Applications in India - Patent able Invention- Inventions Not Patentable.							6	CLO2		
III	Introduction-Fundamentals -Concept-Purpose-Functions-Characteristics-Guidelines - For Registration of Trade Mark - Kinds of TM - Protection - Non-Registrable Trademarks- Industrial Designs -Need for Protection of Industrial Designs.							6	CLO3		
IV	Introduction to Copyright- Conceptual Basis -Copyright and Related Rights-Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration - Transfer - Infringement- Copyright pertaining to Software/Internet and other Digital media.							6	CLO4		
V	GEOGRAPHICAL INDICATIONS: Concept, Protection & Significance							6	CLO5		
Total							30				
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Imbibe the knowledge of IPR through various laws							PO1, PO6			
CO2	Apply the knowledge of patents							PO5, PO6			
CO3	Understand the process of acquiring a trademark							PO2, PO6			
CO4	Create an awareness about copyrights							PO6, PO8			
CO5	Understand geographical indicators							PO6, PO8			


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Reading List		
1.	Journal of Intellectual Property Rights	
2.	Intellectual Property Rights Text and Cases: DR.R.Radhakrishnan, DR.S. Balasubramanian	
3.	Intellectual Property Patents, Trade Marks, And Copy Rights-Richard Stim	
4.	Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalie, Wiley	
5.	Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS	
References Books		
1.	Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing	
2.	Intellectual Property Rights In India by V.k.Ahuja, Lexis Nexis	
3.	Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House	
4.	Introduction To Intellectual Property Rights by Chawkam H.S, Oxford & Ibh	
5.	Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain	
Web Resources		
1.	https://nptel.ac.in/courses/110/105/110105139/	
2.	https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf	
3.	https://ipindia.gov.in/	
4.	https://www.tutorialspoint.com/explain-the-intellectual-property-rights	
5.	https://www.icsl.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
Total		100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	


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Mapping with program outcome

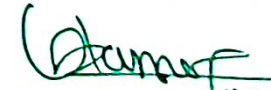
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	S	M	M	M	M
CO 2	M	S	M	M	S	M	S	M
CO 3	M	S	S	S	M	S	S	M
CO 4	M	M	M	M	M	M	M	M
CO 5	M	M	M	M	S	M	S	M

S-Strong M-Medium L-Low

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


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


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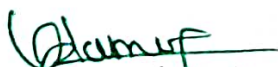
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
T5BA9	HUMAN RESOURCE MANAGEMENT	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	Explain the concepts, functions and process of HRM										
CLO2	Examine the selection and placement process										
CLO3	Evaluate the training and performance										
CLO4	Understand the importance of employee engagement and compensation										
CLO5	Understand the recent trends in HR										
UNIT	Details	No. of Hours		Learning Objectives							
I	Nature and scope of Human Resources Management – Roles & responsibilities of HR manager-HR Policies & procedures-Differences between personnel management and HRM -Environment of HRM - Concept & scope of Strategic Human resource management (SHRM) -HRM as a competitive advantage in the VUCA world	15		CLO1							
II	Human Resource Planning- Job Evaluation-methods-Job analysis-Job description, Job specification .Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement,	15		CLO2							
III	Training and Development, Training Process, Methods, Training Need Assessment , Career Development . Transfer and Promotion. Performance Management – Meaning- Process- Performance appraisal methods-Performance Monitoring and review.	15		CLO3							
IV	Employee Engagement- Meaning- Importance-evaluation- measuring employee engagement-Employee Compensation- components- incentives-benefits- welfare and social security measures	15		CLO4							
V	Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices, Understanding People Analytics, Multigenerational workforce. Global HRM	15		CLO5							
		75									
Course Outcomes	On Completion of the course the students will	Program Outcomes									
C01	Explain the concepts, functions and process of HRM	PO1,PO2,PO4,PO6									
C02	Examine the selection and placement process	PO1,PO2,PO4,PO6,PO7,PO8									
C03	Evaluate the training and performance appraisal	PO2,PO 3, PO5,PO6,PO8									
C04	Understand the employee engagement and compensation	PO1 PO2,PO3,PO4,PO5,PO6									
C05	Understand the recent trends in HR	PO2,PO3,PO6,PO7, PO8									


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Reading List		
1.	Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018	
2.	Steve Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1st Edition, 2017	
3	Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1st Edition, 2018	
4	Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015	
5	Srinivas R Kandula, Competency Based Human Resource Management, PHI Learning , 1st Edition, 2013	
References Books		
1.	V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3rd Edition, 2010	
2.	K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6th Edition	
3.	Garry Deseler, Human Resource Management, Pearson, 15th Edition, 2017	
4.	L M Prasad , Human Resource Management , Sultan Chand and Sons 3rd Edition , 2014	
5.	Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010	
Web Resources		
1	https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf	
2	http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf	
3	https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf	
4	https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835	
5	http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	


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Mapping with program outcomes


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

S-Strong M-Medium L-Low


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

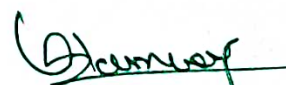
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s			
									CIA	External	Total	
T5BA10	STRATEGIC MANAGEMENT	Core	Y	-	-	-	3	5	25	75	100	
Learning Objectives												
CLO1	To understand the concept of strategy and strategic management process.											
CLO2	To create awareness of evolving business environment.											
CLO3	To understand strategic alternatives and make appropriate strategic choice											
CLO4	To know the basics of strategic implementation											
CLO5	To understand recent trends for competitive advantage											
UNIT	Details							No. of Hours	Learning Objectives			
I	Introduction to Strategic Management -Overview of Strategic Management Process Levels of Strategy Strategic Intent-Vision and Mission Business Definition							12	CLO1			
II	External Environment Appraisal using PESTEL Competitor Analysis using Porter's 5-Forces model Environmental Threat and Opportunity Profile (ETOP) Value chain Analysis. Strategic Advantage Profile(SAP) Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis							16	CLO2			
III	Strategic alternatives at corporate level: concept of grand strategies -Strategic choice models - BCG, GE Nine Cell Matrix , Hofer's matrix-Strategic alternatives at business level: Michael Porter's Generic competitive strategies							16	CLO3			
IV	Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards Structural Implementation: an overview of Structural Considerations Behavioural Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control							16	CLO4			
V	Concept of Balanced Scorecard approach. Use of Big data for Balanced score card Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate Sustainability							15	CLO5			
								75				
Course Outcomes	On Completion of the course the students will							Program Outcomes				
C01	To develop an understanding of the strategic management process and the complexities of business environment.							P01, P02, P05, P06				
C02	To analyze the external environmental and internal organizational factors influencing strategy formulation.							P01, P02, P06, P07				
C03	To demonstrate the skills required for selection of the most suitable strategies for a business organization.							P01, P02, P04, P05, P06				
C04	To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies.							P01, P02, P04 P05, P08				
C05	To familiarize with current developments							P01, P03, P04,P08				


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Reading List		
1.	Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. - 14th Edition (2017)	
2.	Azhar Kazmi, Strategic Management and Business Policy, McGraw Hill - Third Edition(2012)	
3.	Jauch, Glueck & Gupta, Business Policy and Strategic Management, (Frank Brothers), (7th Edition)	
4.	Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12th Edition)	
5.	Hitt, Ireland, Hoskisson & Manikutty (2009), Strategic Management - A South Asian Perspective, Cengage Learning- Ninth Edition(2012)	
References Books		
1.	Thomson & Strickland,(2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011)	
2.	N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press - First Edition - Second Impression (2012)	
3.	Ireland, Hoskisson & Manikutty (2009), Strategic Management - A South Asian Perspective, Cengage Learning- Ninth Edition(2012)	
4.	Dr.LM.Prasad, Strategic Management, Sultan Chand & Sons	
5.	Kenneth Carrig,Scott A Snell.Strategic Execution:Driving Breakthrough performance in business, Stanford University Press(2019)	
Web Resources		
1	Strategic management journal https://onlinelibrary.wiley.com/journal/10970266	
2	https://str.aom.org/teaching/all-levels	
3	https://online.hbs.edu/courses/business-strategy/	
4	https://study.sagepub.com/parnell4e	
5	https://www.strategicmanagement.net/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest Idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various Ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge In specific or offbeat situations, Discussion, Debating or Presentations	


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Mapping with program outcomes


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

S-Strong M-Medium L-Low


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

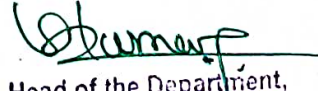
CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0


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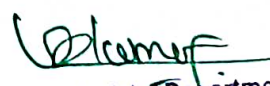
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s			
									CIA	External	Total	
T5BA11	BUSINESS TAXATION	Core	Y	-	-	-	4	5	25	75	100	
Learning Objectives												
CLO1	To understand the basic concepts of Taxes.											
CLO2	To provide insights on the Income Tax Act.											
CLO3	To evaluate the procedure for assessment and methods of valuation for customs.											
CLO4	To discuss on GST.											
CLO5	To analyze and apply the returns, Tax payment and Penalties under GST											
UNIT	Details							No. of Hours	Learning Objectives			
I	Objectives Of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.							15	CLO1			
II	Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure							15	CLO2			
III	Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback.							15	CLO3			
IV	Definitions of GST – business related person's capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration- VAT.							15	CLO4			
V	Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions.							15	CLO5			
	Total							75				
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
C01	To define and understand the basic concepts of tax.							PO2, PO6				
C02	To Examine and apply GST rules in real-time business situations.							PO2, PO5, PO6				
C03	To analyze the elements of GST mechanism in India.							PO6, PO7, PO8				


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CO4	To evaluate the rules of Income Tax and methods of valuation for customs.	PO2, PO4
CO5	To prepare the needed documents under GST Compliance.	PO1, PO2, PO4, PO8
Reading List		
1.	V.S. Datey, Central Excise , JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.	
2.	Business Taxation (Goods & Services TAX - GST) , Margam Publication, Edition 2019.	
3.	Srinivasan N.P and Priya Swami. M, Business Taxation , Kalyani publishers Edition 2013	
4.	Pagaredinkar, Business Taxation , Sultan Chand and Sons, 2012.	
5.	VISION: Journal of Indian Taxation	
References Books		
1.	Senthil and Senthil, Business Taxation , Himalaya Publication, 4 th Edition.	
2.	Vinodk. Singania, Indirect Tax , Sultan Chand and Sons, Edition 2013.	
3.	Dr. Rajani Bhat & Dr. Dhamodharan V, Indirect Taxation , TR Publications, Chennai, 2020	
4.	DR. Vandhana Bangar, Yogendra Bangar, Indirect tax laws , Aadhya Prakasam Allahabad 2018.	
5.	T.S. Reddy & Y. Hari Prasad Reddy, Business Taxation , Margham Publications, Chennai 2018.	
Web Resources		
1.	https://www.gst.gov.in/	
2.	https://gstcouncil.gov.in/	
3.	https://taxguru.in/custom-duty/types-duties-customs.html	
4.	https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901	
5.	https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	


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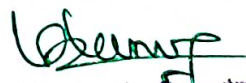
Mapping with program outcomes

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


**CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's**

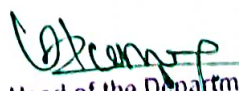
CO / PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s		
									CIA	External	Total
T5BA12	MANAGEMENT INFORMATION SYSTEM	Core	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Understand MIS in decision making										
CLO2	Explain MIS, its structure and role in management functions										
CLO3	Classify & discuss information system categories, Database Management systems										
CLO4	Discuss SDLC and functional information system categories										
CLO5	Outline functions of BPO, Data mining and the recent trends in information management										
UNIT	Details							No. of Hours	Learning Objectives		
I	Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. - Ethical issues							12	CLO1		
II	Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage							12	CLO2		
III	Computers and Information Processing - Classification of computer - Input Devices - Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.							12	CLO3		
IV	System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.							12	CLO4		
V	Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data.							12	CLO5		
								60			
Course Outcomes	On Completion of the course the students will							Program Outcomes			
C01	Understand MIS in decision making							PO1, PO4, PO5, PO7, PO8			
C02	Explain MIS, its structure and role in management functions							PO1, PO4, PO5, PO7			
C03	Classify & discuss information system categories, Database Management systems							PO2, PO5, PO6, PO7, PO8			
C04	Discuss SDLC and functional information system categories							PO1, PO4, PO5, PO7			
C05	Outline functions of BPO, Data mining and the recent trends in information management							PO2, PO3, PO4, PO6, PO7, PO8			
Reading List											
1.	Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India										
2.	Dr. S.P. Rajagopalan, "Management Information Systems and EDP", Margham Publications, Chennai.										
3	Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2nd Edition										


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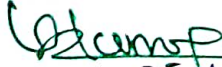
4	Management Information System by Ozz Effy	
5	Sadagopan, "Management Information Systems" - Prentice- Hall of India	
References Books		
1.	Mudrick & Ross, "Management Information Systems", Prentice - Hall of India.	
2.	Management Information System by Concise study by Kelkhar S A	
3.	CSV Murthy - "Management Information Systems" Himalaya publishing House.	
4.	Michael Alexander (2014) Business Intelligence Tools for Excel Analysts	
5	Management Information System by Oka MM	
Web Resources		
1.	https://www.tutorialspoint.com/management_information_system/management_information_system.htm	
2.	http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf	
3	JMIS - Journal of Management Information Systems (jmis-web.org)	
4	Management Information Systems Quarterly AIS Affiliated Journals Association for Information Systems (aisnet.org)	
5	https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

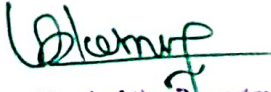

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CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

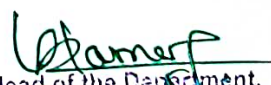
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	2	3	3
CO 3	3	3	3	3	3
CO 4	2	3	3	3	3
CO 5	3	3	3	3	3
Weightage	14	15	14	15	15
Weighted percentage of Course Contribution to Pos	2.8	3.0	2.8	3	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s			
									CIA	External	Total	
T6BA13	ENTREPRENEURSHIP DEVELOPMENT	Core	Y	-	-	-	4	6	25	75	100	
Course Objectives												
CLO1	To impart knowledge on the concept of Entrepreneur and Entrepreneurship.											
CLO2	To know the various ideas and implementation of business plan.											
CLO3	To throw light on importance of the Business analysis and evaluation.											
CLO4	To discuss the role of Government in developing entrepreneurship.											
CLO5	To understand the problems and remedies of Entrepreneurial failure.											
UNIT	Details							No. of Hours	Course Objectives			
I	Entrepreneur- Meaning & definition, Types of entrepreneurs, traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. Entrepreneurship- Meaning & definition, Factors affecting entrepreneurship, Difference between entrepreneur and entrepreneurship. Recent development in entrepreneurship.							15	CLO1			
II	Generating innovative ideas of business- Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Capital budgeting, Project profile preparation, matching entrepreneur with the project, Introduction of Patent and Trademarks.							15	CLO2			
III	Business Plan Development- Feasibility study and evaluation of projects -Market analysis, technical analysis, cost-benefit analysis,. Project formulation, assessment of business models-Dealing with basic and initial problems of setting up of enterprises.							15	CLO3			
IV	Awareness of various government schemes for start-up business- Start-up India, Stand-up India, Aatmanirbhar Bharat mission, 'Make in India' Program, ASPIRE, MUDRA. Role of Women Entrepreneurs in Economic development.- Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Sree Shakti scheme. Role of MSME, SSI, SIDO, EDI and MDI.							15	CLO4			
V	Problems and remedies of sick industries, Causes of Industrial sickness, Preventive and remedial measures of Sick industries. Preventive and rehabilitation of business. Case study discussions.							15	CLO5			
Total							75					
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
CO1	To understand the concepts of Entrepreneurship development.							PO1,PO2				


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CO2	To apply knowledge in the business plans and implementation.	PO1, PO2, PO3
CO3	To analyze the various analyses of business in setting up of enterprises.	PO2, PO4, PO5, PO8
CO4	To create the awareness about various schemes and subsidies of government for entrepreneurial development.	PO3, PO4, PO5, PO6, PO7
CO5	To evaluate and assess the various problems and remedies of entrepreneurship	PO1, PO2, PO3, PO8
Reading List		
1.	Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.	
2.	Kuratko/rao, Entrepreneurship: a south asian perspective.- Cengage, New Delhi.	
3.	Leach/Melicher, Entrepreneurial Finance - Cengage.	
4.	K.Sundar - Entrepreneurship Development - Vijay Nicole Imprints private Limited Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi, New Delhi.	
5.	Khanka S.S., Entrepreneurial Development, S.Chand & Co. Ltd., New Delhi, 2001.	
References Books		
1.	Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.	
2.	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries	
3.	http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/	
4.	Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker	
5.	Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.	
6.	Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010	
7.	Stokes, D., and Wilson, N., Small Business Management and entrepreneurship, 6th Edition, Cengage Learning, 2010	
Web Resources		
1	https://www.iare.ac.in/sites/default/files/lecture notes/IARE Entrepreneurial Development NOTES.pdf	
2	https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf	
3	https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20Sailaja.pdf	
4	http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes


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

S-Strong M-Medium L-Low

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


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


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C03	To analyze and design various strategies in the field of Services Marketing.	PO4, PO5, PO6
C04	To evaluate the role of delivering Quality Service.	PO2, PO7
C05	To design the tools of Marketing	PO1, PO3, PO5, PO8
Reading List		
1.	Reddy P.N. (2011)- Services Marketing - Himalaya Publication	
2.	Christopher Lovelock ,Jochen Wirtz (2016)- Services Marketing - World Scientific Publisher	
3.	The Journal Of Services Marketing	
4.	Valarie A Zeithmal and Mary JO Bitner,Services Marketing:Integrating Customer Focus across the firm,Tata Mc Graw Hill NewDelhi	
5	C.Bhattacharjee, Services Marketing ,Excel Books,NewDelhi	
References Books		
1.	Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.	
2.	S.M. Jha, Services marketing, Himalaya Publishers, India	
3.	Baron, Services Marketing, Second Edition. Palgrave Macmillan	
4.	Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.	
5.	Thakur.G.S. Sandhu supreet & Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna.	
Web Resources		
1	https://www.managementstudyguide.com/seven-p-of-services-marketing.htm	
2	https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875	
3	https://www.marketingtutor.net/service-marketing/	
4	https://www.marketing91.com/service-marketing/	
5	https://www.marketing91.com/service-marketing-mix/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	
	Assignments	
	Seminars	
	Attendance and Class Participation	
		25 Marks
External Evaluation	End Semester Examination	
		75 Marks
Total		100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
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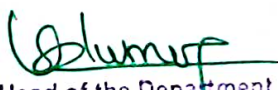
Mapping with program outcomes

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


**CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's**

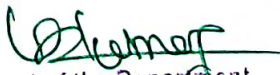
CO / PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
T6BA15	PRODUCTION & MATERIALS MANAGEMENT	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	To provide comprehensive outlook on basic concepts and practices of production.										
CLO2	To understand types of layout facilities										
CLO3	To analyse work study methods and quality control										
CLO4	To enable the students to gain knowledge on Inventory control and Vendor rating										
CLO5	To give an insight to Purchase management										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction - Meaning, scope and Functions of Production Management - Different types of Production Systems. Production design & Process planning: Plant location: Factors to be considered in Plant Location - Plant Location Trends.							15	CLO1		
II	Layout of manufacturing facilities: Principles of a Good Layout - Layout Factors - Basic Types of Layouts - Service Facilities.							15	CLO2		
III	Methods Analysis and Work Measurement: Methods Study Procedures - The Purpose of Time Study - Stop Watch Time Study - Performance Rating - Allowance Factors - Standard Time - Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control - Acceptance Sampling by Variables and Attributes - Control Charts.							15	CLO3		
IV	. Integrated materials management- the concept- service function advantages- Inventory Control- Function of Inventory - Importance-Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning - Stores Keeping and Materials Handling - objectives and Functions							15	CLO4		


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V	Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles - import substitution-, Vendor rating and Management	15	CLO5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Provide comprehensive outlook on basic concepts, and practices of production	PO1, PO2, PO6	
CO2	Identify right plant location and plant layout of factory	PO1, PO2, PO6	
CO3	Know work study & method study, its procedure & quality control techniques in production.	PO1, PO2, PO3, PO6	
CO4	Outline inventory control concepts and its replenishment to manage inventory	PO1, PO6, PO7	
CO5	Discuss purchase management procedure and identify vendor rating mechanisms	PO1, PO2, PO6, PO8	
Reading List			
1	P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015		
2	M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004		
3	P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.		
4	P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013.		
5	S.N.Chary, Production and Operations Management, JBA Publishers, Edition VI		
Text books			
1	K.Shridhara Bhat; Material Management; Himalaya Publishing House; Mumbai 2020		
2	R.B Khanna, Production and Operations management , Prentice Hall Publications, 2015		
3	Biswajit Banerjee, Operations Management and Control, S Chand, Revised Edition, 2010		
4	Anil Kumar S and N Suresh, Operation Management, New Age International 1st Edition, 2018		
Web Resources			
1	https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf		
2	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf		
3	https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf		
4	https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS MANAG EMENT.pdf		
5	https://examupdates.in/materials-management-notes/		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test	25 Marks	
	Assignments		
	Seminar		
	Attendance and Class Participation		
External Evaluation	End Semester Examination	75 Marks	
	Total	100 Marks	


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Methods of Assessment	
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Understand / Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
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Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations


Mapping with program outcomes

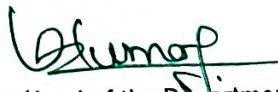
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	M	S
CO 2	S	S	M	M	S	S	M	S
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	M	S	M	S
CO 5	S	S	M	M	M	S	M	S

S-Strong M-Medium L-Low

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

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


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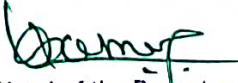
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
T6BAPC	TOURISM AND TRAVEL MANAGEMENT	PCS	Y	-	-	-	2	4	25	75	100	
Learning Objectives												
CLO1	To know the Tourism concepts											
CLO2	To explain demand and supply											
CLO3	To know the impacts of Tourism											
CLO4	Explain the sustainability,											
CLO5	To know the travel agency etc.,											
UNIT	Details							No. of Hours	Learning Objectives			
I	Definition of Tourism - Types of Tourism - Basic Components of Tourism Motivation for Tourism.							6	CLO1			
II	Different kinds of Accommodations: Star Hotels - Resort Groups - Coctages - Time share Hotels - Motels. Different kinds of Transport: Air Transport - Rail Transport - Sea way Transport and Road Transport.							6	CLO2			
III	Tourism Development in India: Sargent Committee - Ministry of Tourism - ITDC - TTDC - Trade Fair - Travel Agents Association of India (TAAI).							6	CLO3			
IV	Travel Intermediaries: Travel Agency - Tour Operator - Tourist Guides - International Air Transport Association (IATA) - Pacific Area Travel Association (PATA) - International Civil Aviation Organisation (ICAO) - World Tourism Organisations (WTO).							6	CLO4			
V	Documentation: Passport - Visa - Emigration and Immigration - Foreign Exchange - Balance of Payment - Insurance Cover - Overseas Tour Packages.							6	CLO5			
	Total							75				
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
CO1	know the Tourism concepts							PO1, PO2				
CO2	Explain demand and supply							PO1, PO2				
CO3	Know the impacts of Tourism							PO1, PO2				
CO4	To konw the sustainability,							PO1, PO2				
CO5	To know the travel agency etc.,							PO1, PO2				
Reading List												
1.	Ramachary, Tourism in India, 2001											
2.	A.K. Bhaattia, Tourism in India, 2001											
3.	Davison Rob, Toursim Pitman London 2004											
4.	G.K. Puri, Handbook of Tourism.											
5	Travel and Tourism Management - 2015 - Md. Abu Barkat Ali											

References Books		
1.	An International Handbook of Tourism Education by David Airey (Editor); John Tribe (Editor)	
2.	Knowledge, Service, Tourism and Hospitality by Ford Lumban Gaol (Editor); Fonny Hutagalung (Editor)	
3.	The Economics of Tourism Destinations by Norbert Vanhove	
4.	An International Handbook of Tourism Education by David Airey (Editor); John Tribe (Editor)	
5.	Tourism Crises by Joan C. Henderson	
Web Resources		
1	https://www.perlego.com/book/2193501/tourism-transport-and-travel-management-pdf	
2	https://books.google.co.in/books/about/Tourism_Transport_and_Travel_Management.html?id=OyP0swEACAAJ&redir_esc=y	
3	https://www.vikaspublishing.com/books/business-economics/management/tourism-travel-management/9788125905615/	
4	https://www.taylorfrancis.com/books/mono/10.4324/9781315151069/tourism-transport-travel-management-dileep	
5	https://www.treksoft.com/en/resources/ebooks/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

Mapping with program outcomes


	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
C01	S	S	M	M	S	S	M	M
C02	S	M	M	M	M	S	M	M
C03	S	S	M	M	M	S	M	M
C04	S	S	M	M	S	S	M	M
C05	S	M	M	M	M	S	M	M



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

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


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ELECTIVES

Discipline Electives

12. Managerial Economics - TBAECA
13. International Business - TBAECB
14. Business Statistics - TBAECC
15. Operations Research - TBAECD
16. Digital Marketing - TBAECE
17. Industrial relations - TBAECF
18. Financial Services - TBAECG
19. Consumer Behaviour - TBAECH
20. Innovation Management - TBAECI
21. Security Analysis & Portfolio Management - TBAECJ
22. E-business - TBAECK


Generic Electives

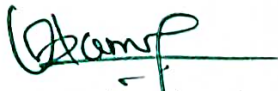
9. Fundamentals of Logistics Management – T1GBA1
10. Advertising and Sales Promotions – T2GBA2
11. Research Methodology - T2GBA3
12. Professional Ethics – T3GBA4
13. Total Quality Management – T4GBA5
14. Project with Viva Voce - T4GBA6
15. Working of Indian Constitutions (Syllabus prepared by History Department) – TGHI1
16. Panchayatraj System in India (Syllabus prepared by History Department) – TGHI2


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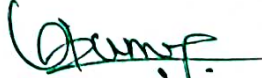
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
TBAECA	MANAGERIAL ECONOMICS	DEC	Y	-	-	-	3	4	25	75	100	
Learning Objectives												
CLO1	To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario											
CLO2	To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.											
CLO3	To Understand the optimal point of cost analysis and production factors of the firm											
CLO4	To describe the pricing methods and strategies that are consistent with evolving marketing needs											
CLO5	To Provide insights to the various market structures in an economy.											
UNIT	Details							No. of Hours	Learning Objectives			
I	Nature and scope of managerial economics - definition of economics - important concepts of economics - relationship between micro, macro and managerial economics - nature and scope - objectives of firm.							12	CLO1			
II	Demand analysis - Theory of consumer behavior - Marginal utility analysis - indifference curve analysis Meaning of demand - Law of demand - Types of demand-Determinants of demand - Elasticity of demand -Demand forecasting.							12	CLO2			
III	Production and cost analysis - Production - Factors of production - production function - Concept - Law of variable proportion - Law of return to scale and economics of scale - cost analysis - Different cost concepts - Cost output relationship short run and long run - Revenue curves of firms - Supply analysis.							12	CLO3			
IV	Pricing methods and strategies - Objectives - Factors - General consideration of pricing - methods of pricing - Dual pricing - Price discrimination							12	CLO4			
V	Market classification - Perfect competition - Monopoly - Monopolistic competition - Duopoly - Oligopoly							12	CLO5			
	Total							60				
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
C01	Analyze & apply the various managerial economic concepts in individual & business decisions.							P02, P06,P08				
C02	Explain demand concepts, underlying theories and identify demand forecasting techniques.							P06, P08				
C03	Employ production, cost and supply analysis for business decision making							P01, P02,P06				


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CO4	Identify pricing strategies	PO1, PO2, PO6
CO5	Classify market structures under competitive scenarios.	PO2, PO6, PO8
Reading List		
1.	Journal of Economic Literature – American Economic Association	
2.	Arthasastra Indian Journal of Economics & Research	
3.	Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai	
4.	Indian Economic Journal/Sage Publications	
5	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi	
References Books		
1.	Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019	
2.	Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.	
3.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.	
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition, 2017.	
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016	
Web Resources		
1	https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597	
2	https://www.intelligenteconomist.com/profit-maximization-rule	
3	http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134	
4	http://www.simplynotes.in/e-notes/mbabba/managerial-economics/	
5	https://businessjargons.com/determinants-of-elasticity-of-demand.html	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	


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Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
C01	M	S	M	M	M	S	L	M
C02	S	L	M	M		S		S
C03	S	S	M	M	M	S		M
C04	S	S	M	M		S		M
C05		S	M	M		S		S

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

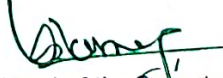
CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s		
									CIA	External	Total
TBAECB	INTERNATIONAL BUSINESS	DEC	-	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To familiarize students with basic concepts of International Business										
CLO2	To impart knowledge about theories of international trade										
CLO3	To know the concepts of foreign exchange market and foreign direct investment										
CLO4	To understand the global environment										
CLO5	To gain knowledge on the Contemporary Issues of International Business										
UNIT	Details						No. of Hours	Learning Objectives			
I	Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.						12	CLO1			
II	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.						12	CLO2			
III	Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.						12	CLO3			
IV	Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments-World trade and protectionism — Tariff and non-tariff barriers.						12	CLO4			
V	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.						12	CLO5			
Total							60				
Course Outcomes											
Course Outcomes	On completion of this course, students will;										
CO1	Discuss the modes of entry to International Business						PO1, PO5, PO6				
CO2	Explain international trade theories						PO3, PO4, PO5				
CO3	Understand Foreign exchange market and FDI						PO1, PO2				
CO4	Outline the Global Business Environment						PO4, PO5, PO6				


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C05	Identify the relevance of international institutions and trading blocs.	P07, P08
Reading List		
1.	Gupta CB, International Business, S Chand & Co. Ltd, 2014	
2.	Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.	
3.	Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.	
4.	Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010	
5.	Paul, J., International Business, 5th Edition, PHI Learning, 2010	
References Books		
1.	Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.	
2.	Griffin, R., International Business, 7th Edition, Pearson Education, 2012.	
3.	Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4 th edition, Pearson ,2017	
4.	Aswathappa K, International Business , 7th Edition, McGraw-Hill, 2020	
5.	Subba Rao P, International Business, (Text and Cases), Himalaya Publishing House, 2016	
Web Resources		
1	https://online.hbs.edu/blog/post/international-business-examples	
2	https://saylordotorg.github.io/text_international-business	
3	https://www.imf.org/en/home	
4	https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/	
5	http://www.simplynotes.in/e-notes/mbabba/international-business-management/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	
	Assignments	
	Seminars	
	Attendance and Class Participation	
		25 Marks
External Evaluation	End Semester Examination	
		75 Marks
Total		100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand / Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	


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Mapping with program outcomes


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

S-Strong M-Medium L-Low

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


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


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
T2GIBA2 TBAECC	BUSINESS STATISTICS	DEC	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Apply the Measures of Central Tendency In business										
CLO2	Understanding the Measures of Variation										
CLO3	Analyze of Time Series										
CLO4	Understand Index Numbers and Statistical quality control										
CLO5	Testing of hypothesis										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction - Meaning and Definition of Statistics - Collection and Tabulation of Statistical Data - Presentation of Statistical Data - Graphs and Diagrams- Measures of Central Tendency - Arithmetic Mean, Median and Mode - Harmonic Mean and Geometric Mean.							12	CLO1		
II	Measures of Variation - Standard Deviation - Mean deviation - Quartile deviation- Skewness and kurtosis - Lorenz Curve - Simple Correlation - Scatter Diagram - Karl Pearson's Correlation - Rank Correlation - Regression.							12	CLO2		
III	Analysis of Time Series - Methods of Measuring Trend and Seasonal Variations							12	CLO3		
IV	Index Numbers - Consumer Price Index - And Cost of Living Indices.							12	CLO4		
V	Testing of hypothesis - Chi-Square test, T Test, F Test, ANOVA.							12	CLO5		
Total							60				
Course Outcomes											
Course Outcomes	On Completion of the course the students will							Program Outcomes			
C01	Measures of Central Tendency							PO1,PO2,PO4,PO6			
C02	Measures of Variation							PO1,PO2,PO6			
C03	Analyze of Time Series							PO1,PO2,PO6			
C04	Understand Index Numbers							PO1,PO2,PO6			
C05	Test Hypothesis							PO2,PO8			
Reading List											
1.	P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai,2004.										
2.	S.P. Gupta, Statistical Methods, Sultan Chand & Sons, NewDelhi,2007.										
3.	S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, NewDelhi,2007.										
4.	J.K. Sharma, Business Statistics, Pearson Education, New Delhi,2007.										
5.	Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill										
References Books											
1.	David M. Levine, David F. Stephan et al. Business Statistics : A first Course, 7 th edition										
2.	Dina Nath Pandit, Statistics: A Modern Approach , Hindustan Publishing Corporation										
3.	Hazarika Padmalochan, A textbook of Business Statistics , S.Chand Publications										


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4.	Vohra ND, Business Statistics: Text and Problems – With Introduction to Business Analytics, Mc Graw Hill ,2021	
5.	Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics, 12 th Media Services, 2017	
Web Resources		
1	https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/	
2	https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf	
3	http://www.statisticshowto.com	
4	https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/	
5	https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	
	Assignments	
	Seminars	
	Attendance and Class Participation	
		25 Marks
External Evaluation	End Semester Examination	
		75 Marks
Total		100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

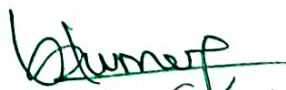
Mapping with program outcomes

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


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


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


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
TBAECD	OPERATIONS RESEARCH	DEC	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Introduction to Operations Research definition and concept Essential features of LPP.										
CLO2	Formulation of Transportation problem and finding an initial basic feasible solution.										
CLO3	Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem.										
CLO4	Analyse Network models and constructing network- critical path, various floats.										
CLO5	Analyse Game Theory and Decision Theory										
UNIT	Details							No. of Hours	Learning Objectives		
I	Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.							12	CLO1		
II	Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method- Vogel's approximation method to find the optimal solution.							12	CLO2		
III	Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.							12	CLO3		
IV	Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT							12	CLO4		
V	Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game. Decision Theory –statement of Baye's theorem application - decision trees.							12	CLO5		
								60			
Course Outcomes	On Completion of the course the students will							Program Outcomes			
C01	Analyse Linear Programming							PO1,PO2,PO6			
C02	Analyse Transportation problem							PO1,PO2,PO6			
C03	Analyse Assignment problem							PO1,PO2,PO6			
C04	Analyse Network models							PO1,PO2,PO6			
C05	Analyse Game Theory and Decision Theory							PO1,PO2,PO6			
Reading List											
1.	Operational Research Research.com										
2.	Operations Research PubsOnLine (informs.org)										
3.	Prabandhan : Journal of Management										
4.	International Journal of Operations research										


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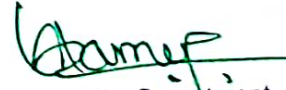

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5.	DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019	
References Books		
1.	P.R. Vittal & V. Malini, Operative Research – Margham Publications – Chennai – 17.	
2.	P.K. Gupta & Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi	
3.	V.K. Kapoor, Introduction to operational Research – Sultan Chand & sons – New Delhi	
4.	Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi	
5.	P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.	
Web Resources		
1	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf	
2	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf	
3	https://www.onlinemathlearning.com › linear-programming-example	
4	https://www.kellogg.northwestern.edu › weber › Notes_6_Decision_trees	
5	www.pondiuni.edu.in › sites › default › files	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	P01	P02	P03	P04	P05	P06	P07	P08
C01	S	S	M	M	M	S	M	S
C02	S	S	M	M	S	S	M	S
C03	S	S	M	M	S	S	M	S
C04	S	S	M	M	M	S	M	S
C05	S	S	M	M	M	S	M	S


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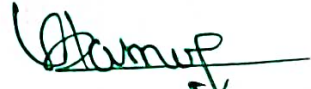
CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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



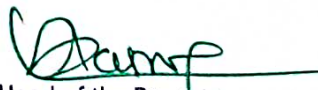
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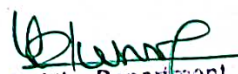
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
TBAECE	DIGITAL MARKETING	DSE	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To provide basic knowledge about digital marketing.										
CLO2	To understand and develop various digital marketing tools used for business.										
CLO3	To know the digital analytics and measurement tools used for digital marketing.										
CLO4	To familiarise online and Social media marketing										
CLO5	To Understand various data analytics and measurement tools in digital marketing										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Digital Marketing - Origin & Development of Digital Marketing - Traditional vs Digital Marketing - Opportunities & Challenges- Online Marketing Mix - Digital Advertising Market in India. 6M Framework - ASCOR & POEM Digital Marketing framework.							12	CLO1		
II	Content Marketing - Content creation process - Content pillar - Types - A/B Testing - Display Advertising - Search Engine Marketing -Search Engine Optimization (On page & Off page optimization) - Email Marketing, - Mobile Marketing.							12	CLO2		
III	Social Media Marketing: Building successful social media digital strategy - Piggy bank theory - Personal branding in social media - Crowdsourcing - Lead generation & sales in social media.							12	CLO4		
IV	Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content - Co-Marketing - Affiliate Marketing - Influencer Marketing.							12	CLO5		
V	Digital Analytics & Measurement: Importance of Analytics in digital space - Data capturing in online space - Types - Tracking Mechanism - Google Analytics structure - Conversion tracking - Digital Engagement funnel; Define - Key performance indicator(s) (KPIs) - Ad words & Display Networks. Overview - Applications of Sentiment analysis & Text Mining; Measuring 'campaign effectiveness - ROI (Return on Investment) & CLV (Customer life term value)							12	CLO3		
Total							60				
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
C01	Discuss digital marketing and its framework							PO1, PO2, PO7, PO8			
C02	Identify, use appropriately and explain digital marketing tools							PO1, PO2, PO4, PO6, PO7, PO8			
C03	Explain social media marketing and crowdsourcing							PO1, PO2, PO4, PO6, PO7, PO8			


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C04	Discuss online reputation management and its influence	PO1, PO2, PO6, PO7, PO8
C05	Identify the various data analytics and measurement tools in digital marketing	PO1, PO2, PO6, PO7, PO8
Reading List		
1.	Journal of Digital & Social Media Marketing	
2.	International Journal of Internet Marketing and Advertising	
3.	Understanding Digital Marketing, Damian ryan, 4 th Edition 2017 publisher:Korgan page limited USA	
4.	Digital Marketing current trends ,vandanahuja, 7 th edition 2015 Oxford University press ,Chennai	
5.	Digital Marketing essentials you always wanted to know, 7 th edition 2012, Vibrant publishers USA	
References Books		
1.	Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.	
2.	Nitin C Kamat & Chinmay Nitin Kamat, Digital Social Media Marketing, Himalaya Publishing House, 2018.	
3.	Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.	
4.	Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015.	
5.	Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.	
Web Resources		
1	.https://www.soravjain.com/ebook/ebook.pdf	
2	.https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners	
3	https://www.optron.in/blog/digital-marketing/	
4	. https://www.tutorialsduniya.com/notes/digital-marketing-notes	
5	https://digitalmarketinginstitute.com/resources/ebooks	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
Total		100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	


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Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes


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

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

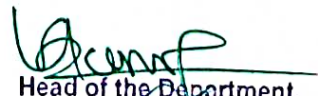
CO / PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
TBAECF	INDUSTRIAL RELATIONS	DEC	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To educate about the Industrial legislation in India.										
CLO2	To provide knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances etc.,										
CLO3	To know about Labor Legislation										
CLO4	To provide knowledge about the Councils and Collective Bargaining										
CLO5	To educate about Trade Unions										
UNIT	Details							No. of Hours	Learning Objectives		
I	Industrial Relations: 'Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India.							12	CLO1		
II	Industrial Dispute: Causes and Consequences, Strikes Lockouts, Lay Off, Retrenchment, Transfer & Closure Settlement of Disputes - Machinery - Negotiation Conciliation, Meditation, Arbitration and Adjudication Grievance: Causes & Redressal Procedure, Standing Orders							12	CLO2		
III	Labor Legislation: Factories Act 1948, Employee state insurance act 1948, Employee Compensation act 1923 ,Payment of wages act,1936, Payment of Bonus act,1965, Employee Provident Fund and Miscellaneous Provisions Act 1952 , Payment of Gratuity act,1972							12	CLO3		
IV	Workers' participation in management: Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. Collective Bargaining: Definition, Meaning, Types, Process & Importance.							12	CLO4		
V	Trade Unions - Growth - Economic, Social and Political Conditions - Objectives-Structures, Types and Functions, Social							12	CLO5		
Total							60				
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
C01	Understand the role and importance of Industrial Relations							PO1,PO2,P06.P08			
C02	Understanding the concepts of industrial Disputes and settlement.							PO1, PO2,PO4,PO5, PO6			
C03	Understanding the concepts of Labour legislation.							PO1, PO2, PO3,P06.P07			
C04	Identifying the concepts of Workers Participation in Management							PO1,PO2,PO4, PO5,PO6			
C05	Understanding the concepts of Trade Union							PO1, PO2, PO4, PO5			


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Reference Books			
1.	Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018		
2.	Gupta CB (Dr), Kapoor N.D, Tripathi PC; Industrial Relations and Labour Laws, Sultan Chand and Sons, 2020.		
3.	Chris Hall; Trade Union and its State, Princeton University, 2017		
4.	S C Shrivastava, Industrial Relations & Labour Laws, Vikas Publishing, 2022		
5.	R C Sharma; Industrial Relation and Labour Legislation, PHL learning Pvt ltd, 2016		
Text Books			
1	Dr.CB Mamoria, Satish Mamoria, P Subba Rao, Dynamics of Industrial Relations, Himalaya Publishing house, 16 e, 2022		
2	Arun Monappa, Industrial Relations & Labour laws, Tata McGraw Hill, 2012		
3	C S Venkata Ratnam, Manoranjan Dhal, Industrial Relations, Oxford, 2nd Edition		
4	A M Sharma, Industrial Relations and Labour Laws, HPH, Revised Edition		
5	P R N Sinha, Indu Bala Dinha, Seema Priyadarshini Shekhar, Industrial Relations, Trade Unions and Labour Legislation, Pearson, 3e		
Web Resources			
1.	https://labour.gov.in/industrial-relations		
2.	https://www.srcc.edu/e-resources?field_e_resources_tid=447		
3.	https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union		
4.	https://theintactone.com/2022/08/17/joint-management-councils/		
5.	https://labourlawreporter.com/		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminar		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		75 Marks
Total			100 Marks
Methods of Assessment			
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions		
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview		
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain		
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge		
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons		
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations		


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Mapping with program outcomes

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


S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)


Level of Correlation between PSO's and CO's

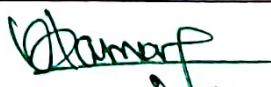
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
TBAECG	FINANCIAL SERVICES	DEC	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Understand the types of financial services and its environment										
CLO2	Recognize role and functions of merchant banker and capital market										
CLO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance										
CLO4	Understand Consumer Finance, Venture capital and credit rating										
CLO5	Understand mutual funds and its functions										
UNIT	Details							No. of Hours	Learning Objectives		
I	Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector. Financial Environment; Financial System-RBI, Commercial Banks; Financial Institutions-National Stock Exchange; Non-Banking Financial Companies (NBFCs)							12	CLO1		
II	Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI							12	CLO2		
III	Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor							12	CLO3		
IV	Venture Capital – Credit Rating – Consumer Finance							12	CLO4		
V	Mutual Funds: Meaning – Types – Functions – Advantages. Introduction to digital payments- crypto currency.							12	CLO5		
								60			
Course Outcomes	On Completion of the course the students will							Program Outcomes			
C01	List types of financial services and their role							PO1,PO2,PO6			
C02	Recognize role and functions of merchant banker and capital market							PO1, PO2, PO3, PO4, PO6			
C03	Compare and contrast factoring, leasing, hire purchase and consumer Finance							PO1, PO2, PO3 , PO6			
C04	Understand Consumer Finance, Venture capital and credit rating							PO2, PO6, PO8			
C05	Understand mutual funds and its functions							PO 2			
Reading List											
1.	Management of Banking and financial services by Padmalatha suresh and Justin Paul										
2.	Financial Services By Thmmuluri Siddaiah										
3.	Financial Services By Kevin D Peterson										
4.	Financial markets and services By E.Gordon and K.Natarajan										
5.	Financial services and Markets By Dr Punithavathy pandian										


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References Books			
1.	Financial Services –M.Y.Khan		
2.	Financial Services –B.Santhanam		
3.	Law of Insurance – Dr.M.N.Mishra		
4.	Indian Financial System – H.r.Machiraju		
5.	A Review of current Banking Theory and Practice – S.K.Basu.		
Web Resources			
1.	http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf		
2.	http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf		
3.	https://academyfinancial.org/journal		
4.	Financial Remedies Journal		
5.	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		75 Marks
Total			100 Marks
Methods of Assessment			
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions		
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview		
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Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge		
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons		
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations		

Mapping with program outcomes

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

S-Strong M-Medium L-Low



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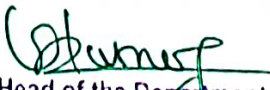

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CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's


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


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
TBAECH	CONSUMER BEHAVIOR	DEC	Y	-	-	-	3	5	25	75	100
Learning Objectives											
CLO1	Understand the different concepts relating to nature, scope and application of consumer behavior										
CLO2	Understand the various internal influences on consumer behavior										
CLO3	Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.										
CLO4	Learn about the various external influences on consumer behavior										
CLO5	Understand the process of human decision making in a marketing context.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Consumer Behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; Introduction to Industrial Buying Behavior; Market Segmentation, VALS 2 segmentation profile. E-Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer, Influences on E-Buying							15	CLO1		
II	Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory. Types of involvement.							15	CLO2		
III	Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process- selection, organization & interpretation. Learning & Consumer Involvement: learning theories- classical conditioning, instrumental conditioning, cognitive learning; involvement theory. Consumer Attitudes: Formation of attitudes; functions performed by attitudes; attitude towards advertisement model							15	CLO3		
IV	External Influences on Consumer Behavior: Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class & Consumer behavior: Determinants of social class; introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process.							15	CLO4		


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V	Consumer Decision Making: Diffusion of Innovation: Definition of innovation -resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation	15	CLO5
Total		75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Explain the concept of Consumer Behaviour & describe Consumer research process in detail.	PO4	
CO2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.	PO2, PO3, PO4, PO6	
CO3	Analyze the consumer decision process.	PO6, PO8, PO2	
CO4	Assess the impact of consumer's motivation, personality on the buying behaviour.	PO6, PO8	
CO5	Determine customer satisfaction and consequent post purchase behavior	PO3, PO1, PO2	
Text Books			
1.	Consumer Behaviour – Satish K Batra, S H H Kazmi		
2.	Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai		
3.	Consumer Behaviour- Suja Nair – Himalaya Publishers. Assael: Consumer Behaviour, 6e Thomson 2006		
4.	Henry Assael, Consumer Behaviour and Marketing Action (2001) Cengage Learning		
5.	Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015		
References Books			
1.	Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India.		
2.	Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited		
3.	Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi		
4.	Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi		
5.	David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.		
Web Resources			
1.	https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457		
2.	https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition		
3.	https://www.youtube.com/watch?v=ssexfXwoeuc&list=PLGqT-zAqOhjQ3NAgn9jcA18W5hPFeeuDr		
4.	https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf		
5.	https://www.iedunote.com/attitude-and-consumer-behavior		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminar		
	Attendance and Class Participation		


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

Mapping with program outcomes


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

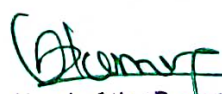
S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)


Level of Correlation between PSO's and CO's

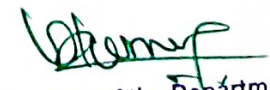
CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s			
									CIA	External	Total	
TBAECI	INNOVATION MANAGEMENT	DEC	Y	-	-	-	3	5	25	75	100	
Course Objectives												
CLO1	To have a broad understanding on the concept innovation management.											
CLO2	To familiarize the students about the creativity and innovation in product development.											
CLO3	To have a broad understanding of the innovation strategy and its competitive advantage.											
CLO4	To provide the knowledge about the technical innovation and its need and importance.											
CLO5	To understand the business strategy and objectives in current scenario.											
UNIT	Details							No. of Hours	Course Objectives			
I	Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation.							15	CLO1			
II	Tools for Innovation Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, & Creative Focus. Group Creative Techniques: Brain Storming, off The Wall Thinking & Thinking Hats Method.							15	CLO2			
III	Areas of Innovation Product Innovation :Concept, New product development, Packaging And Positioning Innovation Process Innovation: Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering							15	CLO3			
IV	Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.							15	CLO4			
V	Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.							15	CLO5			
Total							75					
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
CO1	To understand the concepts of Innovation management.							PO1,PO2				
CO2	To apply knowledge new business plans and strategy.							PO1, PO2,PO3				
CO3	To demonstrate the value of customers in increasing the profitability ratio.							PO2,PO4, PO5,PO8				
CO4	To impart knowledge about the need and importance of technical innovation							PO3,PO4, PO5, PO6,PO7				


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C05	In short the goal of this study is to understand the current state of your business.	PO1,PO2,PO3, PO8
Reading List		
1.	Innovation and Entrepreneurship, Peter F. Drucker	
2.	The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen	
3.	"Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis	
4.	"Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen	
5.	Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons	
References Books		
1.	Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House	
2.	James A Christiansen, "Competitive Innovation Management", published by Macmillan Business, 2000	
3.	Paul Trott, "Innovation Management & New Product Development", published by Pitman, 2000.	
4.	Kelley, Tom, Jonathn Littmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm. New York: Doubleday, 2001	
5.	Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.	
Web Resources		
1.	https://www.coursera.org/learn/innovation-management	
2.	https://sloanreview.mit.edu/tag/innovation-management/	
3.	https://www.worldscientific.com/worldscinet/ijim	
4.	https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf	
5.	https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain	


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Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes


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

S-Strong M-Medium L-Low

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


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


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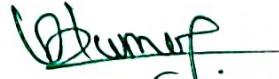
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
TBAECJ	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	DEC	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Understand the basic concepts and terminologies relating to stock market										
CLO2	Evaluate the value of different equity and debt instruments										
CLO3	Comprehend the different methods of performing fundamental and technical analysis										
CLO4	Evaluate portfolio based on different portfolio theories										
CLO5	Possess a basic knowledge of derivatives, its types and characteristics										
UNIT	Details							No. of Hours	Learning Objectives		
I	<p>Theory : Meaning, objectives, classification of investment. Investment versus speculation. security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY. Stock exchanges- BSE, NSE, OTCEI. SEBI -functions and structure. Financial intermediaries. Return and Risk - Meaning, types of risk.</p> <p>Problem: Measurement of risk and return</p>							15	CLO1		
II	<p>Equity and bond valuation</p> <p>Theory : Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity</p> <p>Problem: Equity valuation models -Walter model, Gordon's model, the p/e ratio or earnings multiplier approach, measuring bond yields- yield to maturity, holding period return</p>							15	CLO2		
III	<p>Security analysis</p> <p>Theory: Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels</p> <p>Problems : Relative Strength Analysis, Moving Averages, breadth of market</p>							15	CLO3		
IV	<p>Portfolio management</p> <p>Theory: steps in portfolio management, Portfolio Models - Capital Asset Pricing Model, Arbitrage Pricing Theory</p> <p>Problems: Evaluation of Portfolios; Sharpe Model, Jensen's Model, Treynor's model</p>							15	CLO4		
V	<p>Derivatives</p> <p>Theory: characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.</p>							15	CLO5		
Total							75				


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Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
C01	Recall the meaning of the basic terminologies used in stock market.	P01
C02	Explain and infer the final worth of various investment processes	P02, P06, P07
C03	Solve problems relating to various investment decisions	P02, P04, P08
C04	Analyze theories and problems relating to stock market	P08.P06
C05	Interpret the various investment models that aid in investment decision making	P06, P02
Text Books		
1.	Punithavathy Pandian (2012), Security Analysis & Portfolio Management, Vikas Publishing 2nd edition	
2	Prasanna Chandra, (2021) Investment Analysis & Portfolio Management, McGraw Hill 6 th edition	
3	E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini (2018) Security Analysis & Portfolio Management, Pearson 7 th edition	
4	S Kevin (2006) Portfolio Management, PHI publishing , 2nd Revised edition	
5	L.Natarajan, (2012), Investment Management, 1st Ed., MarghamPublicaitons, Chennai	
References Books		
1.	Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.	
2.	Bodi, Kane, Markus, Mohanty, Investments, 8 th edition, Tata McGraw Hill, 2011.	
3.	V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013.	
4.	V.K.Bhalla, Investment Management, S.Chand & Company Ltd., 2012	
5.	Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press	
Web Resources		
1.	www.stock-trading-infocentre.com	
2.	www.sebi.gov.in	
3.	https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/	
4.	https://www.investopedia.com/terms/t/technicalanalysis.asp	
5.	https://groww.in/p/portfolio-management	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	


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Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

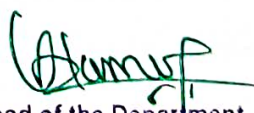
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	M	M	M
CO 2	M	S	M	M	M	S	S	M
CO 3	M	S	M	S	M	M	M	S
CO 4	M	M	M	M	M	S	M	S
CO 5	M	S	M	M	M	S	M	M

CO-PO Mapping (Course Articulation Matrix)


Level of Correlation between PSO's and CO's

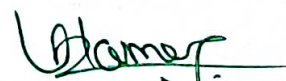
CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
TBAECK	E-BUSINESS	DEC	Y	-	-	-	3	4	25	75	100	
Learning Objectives												
CLO1	To understand the basic concepts of electronic business.											
CLO2	To identify web-based tools.											
CLO3	To examine the security threats to e-business.											
CLO4	To discuss the strategies on marketing.											
CLO5	To analyze the business plan for e-business.											
UNIT	Details							No. of Hours	Learning Objectives			
I	Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business							15	CLO1			
II	Web based tools for e - business - e - business software - overview of packages							15	CLO2			
III	Security threats to e - business - implementing security for e - commerce and electronic payment systems.							15	CLO3			
IV	Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals							15	CLO4			
V	The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business							15	CLO5			
	Total							75				
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
C01	To define and understand the basic concepts of business done through web							P02, P06, P07				
C02	To Examine and apply web tools in real-time business situations.							P02, P05, P06, P07				
C03	To analyze the security threats in e-business.							P06, P07, P08				
C04	To evaluate strategies for marketing.							P02, P04, P07				
C05	To prepare the environment for e-business.							P01, P02, P04, P07, P08				
Text Books												
1.	Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000											
2.	Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business											
3.	Kosivr, David - Understanding E-Commerce											
4.	Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.											
5.	C S Rayudu, E Commerce E Business, HPH											


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References Books

1.	Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
2.	Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
3.	Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.
4.	David Whitely, E Commerce Strategy, Technology and Applications, TMH
5.	J. Christopher Westle and Theodore H K Clarke, Global Electronic Commerce - Theory and Case Studies, University Press

Web Resources

1	https://www.tutorialspoint.com/e-commerce/e-commerce-tutorial.pdf
2	https://www.techtarget.com/searchcio/definition/e-business
3	https://www.britannica.com/technology/e-commerce
4	https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/
5	https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/Introduction-to-e-commerce.pdf

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

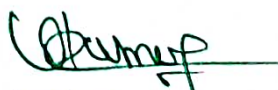
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
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Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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


S-Strong M-Medium L-Low

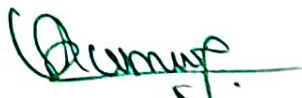

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CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

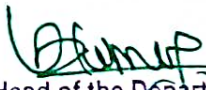
CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
TBAGCA	FUNDAMENTALS OF LOGISTICS MANAGEMENT	GEC	Y	-	-	-	3	4	25	75	100	
Learning Objectives												
CLO1	Understand the various basic concepts and terms relating to Logistics											
CLO2	Comprehend the importance of customer service and outsourcing relevant to logistics											
CLO3	Evaluate the importance and issues in global logistics											
CLO4	Possess an overall knowledge about the services and factors allied to logistics											
CLO5	Understand the technological impact of logistics											
UNIT	Details							No. of Hours	Learning Objectives			
I	Introduction to Logistics: History of Logistics-Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement. Basic concepts of national logistics policy							15	CLO1			
II	Customer Service and outsourcing Definition of Customer Service- Elements of Customer Service Phases in Customer Service. Customer Retention. Procurement and Outsourcing Definition of Procurement/Outsourcing Benefits of Logistics Outsourcing. Critical Issues in Logistics Outsourcing							15	CLO2			
III	Global Logistics Global Supply Chain. Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization Modes of Transportation in Global Logistics- Barriers to Global Logistics -Financial Issues in Logistics Performance Need for Integrated logistics- Role of 3PL&4PL. Brief overview of EXIM							15	CLO3			
IV	Key logistics activities: Warehousing: Meaning, Types, Benefits. Transportation: Meaning; Types of Transportations, efficient transportation system and its benefits. Courier/Express logistics Meaning, Categorization of consignments, Courier Guidelines, Pricing in Courier - Express service for international and domestic shipping.							15	CLO4			
V	Technology & Logistics :Informatics, using logistics system to support time-based competition- Bar coding, GPS, Point of sale data-Artificial Intelligence. Electronic data interchange-types-benefits							15	CLO5			
Total							75					
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
C01	Explain the basic concepts relating to logistics							PO4				
C02	Analyse the role of outsourcing and customer service in logistics							PO1,PO6, PO8				


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C03	Appraise the needs, modes and issues relating to global logistics	P01, P02, P04, P06, P08
C04	Describe about the different activities allied to logistics	P04, P06
C05	Identify the various areas of logistics where technology can be applied	P07, P06

Text Books

1.	Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited
2.	Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009
3.	Logistics and Supply Chain Management, Martin Christopher, Pearson Education Limited 2012
4.	Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011
5.	Paul Myerson, Lean Supply Chain and Logistics Management, Mc Graw Hill, 2012

References Books

1.	Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012.
2.	Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012.
3.	Fundamentals of Logistics Management (The Irwin/McGraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998
4.	Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.
5.	Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.

Web Resources


1	https://www.techtarget.com/searcherp/definition/logistics-management
2	https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/
3	https://www.track-pod.com/blog/functions-of-logistics/
4	https://www.projectmanager.com/blog/logistics-management-101
5	https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf

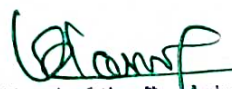
Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain


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Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes


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

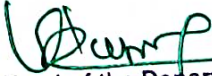
S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)


Level of Correlation between PSO's and CO's


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


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
TBAGCB	ADVERTISING AND SALES PROMOTION	GEC	Y	-	-	-	3	4	25	75	100	
Learning Objectives												
CLO1	To Understand advertising principles and strategies.											
CLO2	To Develop effective advertising campaigns.											
CLO3	Learn sales promotion techniques.											
CLO4	To Coordinate advertising and sales promotion efforts.											
CLO5	To Measure advertising and promotion effectiveness.											
UNIT	Details							No. of Hours	Learning Objectives			
I	Advertising - Meaning - Objectives - Benefits - Role of Advertising - Social effects of advertising.							15	CLO1			
II	Advertising MEDIA - Basic terms - Role of Media - Press - TV - Radio - Newspaper - Trade journals - Magazines - Outdoor advertising - Advertising appeals - Informational / Rational appeals - Emotional appeals.							15	CLO2			
III	Advertising Message - Communication objectives - General - Specific - Creative strategy - Forms - Promotion copy - Classification - Advertising layout - Function - Types - Copy preparation and Testing, Typography - Types - Radio message - Characteristics - Types - Television message - Techniques - Kinds.							15	CLO3			
IV	Sales promotion - Objectives - Importance - Growth and Role of sales promotion - Forms of sales promotion - Consumer promotion - Trade promotion, sales force promotion.							15	CLO4			
V	Sales promotion techniques - Demonstrations - Trade Fairs and Exhibition - Coupons - Premiums - Free offers - Price offs - Discounts - Exchange offer - Event marketing. Evaluation of results - Coordinating sales promotion and Advertising.							15	CLO5			
Total							75					
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
CO1	Understand advertising principles and strategies.							PO2, PO6, PO7				
CO2	Develop effective advertising campaigns.							PO2, PO5, PO6, PO7				
CO3	Learn sales promotion techniques.							PO6, PO7, PO8				
CO4	Coordinate advertising and sales promotion efforts.							PO2, PO4, PO7				
CO5	Measure advertising and promotion effectiveness.							PO1, PO2, PO4, PO7, PO8				
Text Books												
1.	S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2nd edition, 2008											
2.	George E Belch and Michel A Belch, Advertising & Promotion, McGraw Hill, Singapore, 7th edition, 2011.											


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3.	Julian Cummings, Sales Promotion, Kogan Page, London 2003.
4.	V.S.Padmanabhan, H.S.Murthy. Advertising and Sales Promotion (An Indian Perspective) Anes Books Pvt.Ltd -2011.
5.	Philip R Cateora and John L Graham, International Marketing, Irwin McGraw Hill 1999.

References Books

1.	Advertising Management 5/E 5th Edition (English, Paperback, David A. Aaker, John G. Myers, Rajeev Batra)
2.	Advertising Management: Concepts and Cases Manendra Mohan, Tata McGraw-Hill Education
3.	Advertising And Sales Promotion - S H HKazmi, Satish K Batra
4.	Jack Z Sissors and Jim Surmanek, Advertising Media Planning-crain books 1976
5.	George E. Belch, KeyoorPurani: Advertising and Promotion; Tata McGraw Hill

Web Resources

1	https://www.kopykitab.com/Advertising-And-Sales-Promotion-by-Dr-Shaila-Bootwala-Asst-Prof-Fazil-Mohammed-Shareef
2	https://www.amazon.in/ADVERTISING-PROMOTION-Mohammed-Shareef-Bootwala-ebook/dp/B07GJNZDNY
3	https://www.tppl.org.in/2020/fifth-sem/2311-advertising-sales-promotion-9789351638322.html
4	https://www.sahityabhawan.in/product/advertising-and-sales-promotion/
5	https://examupdates.in/advertising-and-sales-promotion/


Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
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Mapping with program outcomes

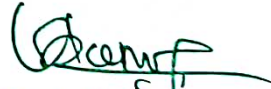
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	S	S	S	S
CO 2	M	S	S	M	S	S	S	M
CO 3	M	S	S	M	M	S	S	S
CO 4	M	M	S	S	M	M	S	M
CO 5	M	M	S	M	S	M	S	M

S-Strong M-Medium L-Low

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


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


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s			
									CLA	External	Total	
TBAGCC	RESEARCH METHODOLOGY	GEC		-	-	-	3	4	25	75	100	
Learning Objectives												
CLO1	To familiarize the students to the basic concepts of Research and operationalize research problem											
CLO2	To provide insights on research design and scaling											
CLO3	To throw light on data collection and presentation											
CLO4	To elucidate on Hypothesis Testing and other statistical Test											
CLO5	To summarize and present research results with focus on ethics and plagiarism											
UNIT	Details							No. of Hours	Learning Objectives			
I	Introduction to Business Research - Research In Business - Research Process- Research need, formulating the problem, designing, sampling, pilot testing.							15	CLO1			
II	Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement-characteristics of sound measurement tool, Scaling methods and sampling-characteristics- process-techniques.							15	CLO2			
III	Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires - schedules.							15	CLO3			
IV	Data Analysis and Preparation- Data entry, Data coding, editing, classification and tabulation & cross tabulation- presentation of data.							15	CLO4			
V	Presenting results and writing the report: - The written research Report & Research Ethics - Plagiarism.							15	CLO5			
	Total							75				
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
C01	Understand the concepts and principles of Research							PO1, PO2, PO6, PO7				
C02	Comprehend and decide the usage of design and formulate hypothesis							PO1, PO2, PO6				
C03	Analyze data collection sources and tools							PO1, PO2, PO7				
C04	Summarize and establish solutions through data analysis							PO1, PO2, PO6				
C05	Compare and justify the process of writing and organizing a research report.							PO1, PO2, PO3, PO4, PO6				
Reading List												
1	W.Lawrence Newman" Social Research Methods: Qualitative and Quantitative Approaches 7 th Edition, Pearson Education India 2014											
2	Mark Saunders, Phillip Lewis. Adrain Thornhill" Research Methods for Business Students" 5 th Edition Pearson India 2011											


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3	John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches, Sage, 4th Edition, 2014	
4	Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press, 6 th Edition, 2022	
5	Naresh K Malhotra, Marketing Research An applied Orientation, Pearson, 7th Edition, 2019	
Reference Books		
1.	C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.	
2.	Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill, 2018.	
3.	Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.	
4.	Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.	
5.	Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021	
Web Resources		
1.	https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODLOGY.pdf	
2.	https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf	
3.	https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf	
4.	https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf	
5.	https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEAR H_METHODODOLOGY.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
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Mapping with program outcomes


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

S-Strong M-Medium L-Low


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

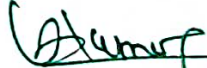
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s		
									CIA	External	Total
TBAGCD	PROFESSIONAL ETHICS	GEC		-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Understand the foundations of ethics, including personal and business ethics.										
CLO2	Develop ethical decision-making skills using various models.										
CLO3	Explore factors that influence ethical behavior, such as values and philosophies.										
CLO4	Examine professional principles like honesty and integrity.										
CLO5	Learn from ancient Indian ethical traditions and prominent philosophers for application in contemporary business and leadership contexts.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Concepts and theories of Business Ethics: Definitions of Ethics, Personal ethics and Business ethics, Morality and law, How are moral standards formed? Religion and Morality, Morality, Etiquette and Professional codes, Indian Ethical Traditions.							15	CLO1		
II	Business Ethics: Principles of personal Ethics, Principles of Professional ethics, Evolution of Ethics Over the years, Honesty, Integrity and Transparency are the touchstones of Business Ethics, Distinction Between Values and Ethics, Roots of unethical Behaviour, Ethical Decision - Making							15	CLO2		
III	Ethical Decision - marking in Business: Ethical Models that Guide Decision making, Which Approach to use, Ethical Decision Marking with Cross - holder conflicts and competition, Applying Moral Philosophy to Ethical Decision Making, Kohlberg's Model of Cognitive Moral Development, Influences on Ethical Decision Making, Personal values and Ethical Decision Marking							15	CLO3		
IV	Individual factors: Moral Philosophies and values - Moral Philosophy defined, Moral philosophies, Applying Moral Philosophy to Ethical decision Making, Cognitive moral Development, White - Collar Crime, Individual factors in Business Ethics							15	CLO4		
V	Human Values for Indian Managers, Lessons from Ancient Indian Education system, The law of Karma, Quality of Working life, Ethics of Vivekananda, Gandhiji, Aurobindo and Tagore.							15	CLO5		
	Total							75			
Course Outcomes											
Course Outcomes	On completion of this course, students will;										
CO1	Develop ethical awareness in personal and professional life.						PO1, PO2, PO6, PO7				
CO2	Acquire skills for ethical decision-making in complex business situations.						PO1, PO2, PO6				


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CO3	Enhance moral reasoning and ethical problem-solving abilities.	PO1, PO2,PO7
CO4	Embrace and demonstrate professional Integrity, including values like honesty.	PO1, PO2,PO6
CO5	Navigate ethical challenges effectively in diverse cultural and global business settings.	PO1,PO2,PO3, PO4, PO6

Reading List

1	Business Ethics by AC Fernando
2	Business Ethics by Ferrell, Fraedrich and Ferrell.
3	Ethics In Management and Indian Ethos by Blswanath Gosh
4	Mike W Martin and Roland Schinzinger, Ethics in Engineering,4th edition, Tata McGraw Hill Publishing Company Pvt Ltd, New Delhi,2014.
5	Charles D Fleddermann, Engineering Ethics, Pearson Education/ Prentice Hall of India, New Jersey,2004.

Reference Books

1.	Charles E Harris, Michael S Protchard and Michael J Rabins, Engineering Ethics- Concepts and cases, Wadsworth Thompson Learning, United states,2005.
2.	M Govindarajan, S Natarajan and V S Senthil Kumar, Engineering Ethics, PHI Learning Private Ltd, New Delhi,2012.
3.	R S Naagarazan, A text book on professional ethics and human values, New age international (P) limited ,New Delhi,2006.
4.	Business Ethics concepts & Cases: Manuel G Velasquez, 6e, PHI, 2008.
5.	Professional Ethics: R. Subramanian, Oxford University Press, 2015.

Web Resources


1.	http://www.slideword.org/slidestag.aspx/human-values-and-Professional-ethics.
2.	https://www.amazon.in/Professional-Ethics-Human-Values-Govindarajan-ebook/dp/B00K6GSSUW
3.	https://www.routledge.com/Professional-Ethics/book-series/SE0226
4.	https://www.phindia.com/Books/ShoweBooks/MT10Mg/Professional-Ethics-and-Indian-Constitution
5.	https://books.google.co.in/books/about/Professional_Ethics_and_Social_Responsib.html?id=aApoT4V9zU4C&redir_esc=y


Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
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Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes


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

S-Strong M-Medium L-Low


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

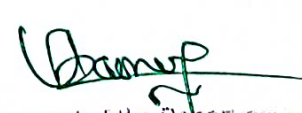
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CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0


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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s			
									CIA	Externa I	Total	
TBAGCE	TOTAL QUALITY MANAGEMENT	GEC		-	-	-	3	4	25	75	100	
Learning Objectives												
CLO1	To learn the basic concepts of quality and quality from organizational point of view.											
CLO2	To learn the concept of total quality management from western and Japanese approach.											
CLO3	To learn the internal politics, quality culture.											
CLO4	To learn the education and training of the organization.											
CLO5	To be aware of international/national Quality awards.											
UNIT	Details							No. of Hours	Learning Objectives			
I	Introduction - Evolution of quality, Definition, Concept and Features of TQM, Eight building blocks of TQM.							15	CLO1			
II	TQM thinkers and Thought:- Juran Trilogy, PDSA cycle, 5S, Kaizen, Crosby's theory on Quality Management, Quality Performance Excellence Award- Deming Application Award, European Quality Award, Malcolm Baldrige National Quality Award.							15	CLO2			
III	TQM tools- Benchmarking: Definition, concepts, benefits, elements, reasons for benchmarking, process of benchmarking, FMEA, Quality Function Deployment (QFD) - House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) - Concept and need.							15	CLO3			
IV	Six Sigma- Features of six sigma, Goals of six sigma, DMAIC, Six Sigma implementation.							15	CLO4			
V	Statistical Process Control- Central Tendency, The seven tools of quality, Normal curve, Control charts, Process Capability. Quality Systems- ISO 9000, ISO 9000:2000, ISO 14000, other quality systems.							15	CLO5			
	Total							75				
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
C01	Students should be able to Quality environment of the organization.							PO1, PO2, PO6, PO7				
C02	Student should be able to know the TQM approach for manufacturing/service organization in length.							PO1, PO2, PO6				
C03	Student should be able to know various Quality terms like Tolerance and Variability							PO1, PO2, PO7				
C04	To know PDCA cycle, Crosby's 10 points and Deming's 14 Points							PO1, PO2, PO6				
C05	Student should be able to know international/national Quality awards							PO1, PO2, PO3, PO4, PO6				


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 Thanjavur-05.

Reading List		
1	Total Quality Management by N.V.R Naidu, G. Rajendra New Age international, ,First Edition, Jan 2006	
2	Total Quality Management by R.S Naagarazan ,New Age international,3e, 2015	
3	Quality Control & Application by B. L. Hanson & P. M. Ghare, Prentice Hall of India, 2004.	
4	Total Quality Management by V.S Bagad Technical Publications, First Edition, Jan 2008	
5	Total Quality Management by S. Rajaram Dreamtech Press,First Edition, Jan 2008	
Reference Books		
1.	Quality Control & Application by B. L. Hanson & P. M. Ghare, Prentice Hall of India, 1998	
2.	Evans. J. R. & Lindsay. W,M "The Management and Control of Quality", (5thEdition),SouthWestern (Thomson Learning), 2002 (ISBN 0-324-06680-5).	
3.	Feigenbaum.A.V. "Total Quality Management", McGraw-Hill, 1991.	
4.	Oakland.J.S. "Total Quality Management", Butterworth Hcinemann Ltd., Oxford,1989	
5.	International 1996. 5. Zeiri. "Total Quality Management for Engineers", Wood Head Publishers, 1991	
Web Resources		
1.	https://rccmindore.com/wp-content/uploads/2015/06/Total-Quality-Management.pdf	
2.	https://bookauthority.org/books/best-total-quality-management-ebooks	
3.	http://www.uop.edu.pk/ocontents/Total%20Quality%20Management%20by%20Dale%20H.%20Besterfield,%20Carol%20Besterfield-Michna,%20Glen%20H.%20Besterfield,%20Mary%20Besterfield-Sacre,%20Hemant%20Urdhwareshe,%20Rashmi%20Urdhwarshe%20(z-lib.org).pdf	
4.	https://www.amazon.in/TOTAL-QUALITY-MANAGEMENT-RAMACHANDRAN-S-ebook/dp/B01M36JB7Q	
5.	https://books.google.co.in/books?id=RxQIWc28_AC&printsec=frontcover&redir_esc=y#v=onepage&q&f=false	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	


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Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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


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PROJECT WORK (GROUP) – TBAGCF

5 Hours, 4 Credits

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the university 15 days prior to the commencement of the University examination.

The project shall be evaluated externally. The external examiner shall be forming the panel of examiners suggested by the board of studies from to time.

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

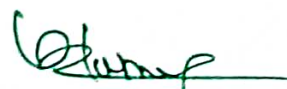
Course Outcome	On completion of this course, students will;	
CO1	Gain knowledge about Research Project	PO1
CO2	Increase knowledge on research problem	PO2
CO3	Improve practice in review of literature	PO3
CO4	Gain knowledge on Data Collection and Analysis	PO1,PO2
CO5	Be Proficient in Project Preparation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

PROJECT DESCRIPTION

GUIDELINES

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


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8. Each candidate should submit hardcopy (3 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	20Marks
	Review I	
	Review II	
External Evaluation	Project Report - Viva Voce	80 Marks
	Total	100 Marks

Method of Assessment	
Review I	Problem Identification and Review of Literature
Review II	Rough Draft
Final	Project Report - Viva Voce

CO-PO Mapping

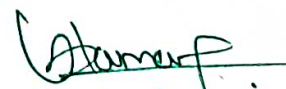
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	S	S
CO 2	S	S	M	M	M	S	S	S
CO 3	S	S	M	M	M	S	S	S
CO 4	S	S	M	M	M	S	S	S
CO 5	S	S	M	M	M	S	S	S

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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


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