

**A.D.M. COLLEGE FOR WOMEN (AUTONOMOUS),
NAGAPATTINAM**

(Nationally Re-accredited with “A” grade by NAAC – 3rd Cycle)
(Affiliated to Bharathidasan University, Tiruchirappalli)

DEPARTMENT OF BUSINESS ADMINISTRATION

(for the candidates admitted from the academic year 2021-2022 onwards)



**BBA
SYLLABUS
2021-2024**

A.D.M.COLLEGE FOR WOMEN (AUTONOMOUS)
(Nationally Accredited with 'A' Grade by NAAC 3rd Cycle)
NAGAPATTINAM – 611001.

UG Programme - BBA
(For the candidates admitted from 2021 -2022onwards)

Bloom's Taxonomy Based Assessment Pattern

Knowledge Level

K1 – Acquire/Remember	K2 – Understanding	K3 – Apply	K4 – Analyze	K5 – Evaluate	K6 – Create
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1. Part I, II and III

Theory (External + Internal = 75 + 25 = 100 marks)

External/Internal					
Knowledge Level	Section	Marks	Hrs.	Total	Passing Mark
K1-K3	A (Answer all)	$10 \times 2 = 20$	3	75	38
K3-K6	B (Either or pattern)	$5 \times 5 = 25$			
K3-K6	C (Answer 3 out of 5)	$3 \times 10 = 30$			

DEPARTMENT OF BUSINESS ADMINISTRATION

(For students admitted from the academic year 2021-2022 onwards)

Programme Educational Objectives (PEO)

PEO 1:	To provide knowledge regarding the basic concepts, principles and functions of management.
PEO 2:	To develop business and entrepreneurial aptitude among the students.
PEO 3:	To provide knowledge and requisite skills in different areas of management like human resource, finance, operations and marketing to give a holistic understanding of a business system.
PEO 4:	To prepare students to enter Master Programme like M.B.A., M.Com., and pursue professional programmes like C.A.,ICWA., etc.
PEO 5:	To prepare the students to deliver effective oral business presentations using a variety of appropriate technologies and achieve excellence in written communications.

Programme Outcomes (POs)

On completion of the course the learner will be able

PO 1:	To enable students to apply knowledge of management theories and practices to solve business problems.
PO 2:	To encourages analytical and critical thinking abilities for business decisions making.
PO 3:	To promotes ethical and value – based leadership ability and helps to pre pare students for managerial rules and as entrepreneurs.
PO 4:	To provides a wide knowledge of all discipline of the course and training in management of both animate and inanimate entities and develops leadership skills.
PO 5:	To enables students to effectively communicate business issues, management concepts, plans and decisions both in oral and written form using appropriate supportive technologies.

Programme Specific Outcomes (PSO)

On completion of the course the learner will be able

PSO 1:	To acquiring Conceptual clarity of Various functional areas of Management.
PSO 2:	To ability to analyze various functional issues affecting the organization.
PSO 3:	To provides verbal, reasoning, Data Interpretation, Quantitative and communication skill to solve specific business problems and decision making.
PSO 4:	To function effectively as a member, leader, individual or group in diverse environment.
PSO 5:	To promotes entrepreneurship by providing understanding of the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.

DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE STRUCTURE OF THE PROGRAMME

Part	Title of the Part	No. of Courses	Hours	Credit
I	LC -Language Course	4	24	12
II	ELC – English Language Course	4	24	12
III	CC - Core Course	15	84	75
	AC - Allied Course	4	16	12
	MBE - Major Based Elective	3	15	11
IV	NME - Non-Major Elective	2	4	4
	SBE - Skill Based Elective	3	6	6
	SSD - Soft-Skill Development	1	2	2
V	VE - Value Education	1	2	2
	ES - Environmental Studies	1	2	2
	EA - Extension Activities	0	0	1
	GS - Gender Studies	1	1	1
	Total		39	180

Extra Credit Courses:

- Semester I - Front Office Management I
- Semester II- Front Office Management II

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DEPARTMENT OF BUSINESS ADMINISTRATION

Course Structure under CBCS

(For the candidate admitted from the Academic year 2021-2022 onwards)

Sem	Part	Course Code	COURSE	Inst Hours/ Week	Credit	Exam Hours	Marks		Total Marks
							CIA	SE	
I	I	LCTA	Language Course I (LC) Tamil – I	6	3	3	25	75	100
	II	LCFA	English Language Course – I (ELC) English – I	6	3	3	25	75	100
	III	AUA	Core Course I (CC) Principles of Management	6	6	3	25	75	100
		AUB	Core Course II (CC) Marketing Management	6	5	3	25	75	100
		AUA1	Allied Course I (AC) Managerial Economics	4	3	3	25	75	100
	IV	VE	Value Education	2	2	3	25	75	100
	Total				30	22	-	-	-
II	I	LCTB	Language Course I (LC) Tamil – II	6	3	3	25	75	100
	II	LCEB	English Language Course – I (ELC) English – II	6	3	3	25	75	100
	III	AUC	Core Course III (CC) Organizational Behaviour	6	5	3	25	75	100
		AUD	Core Course IV (CC) Business Communication	6	5	3	25	75	100
		AUA2	Allied Course II (AC) Business Statistics for Managers	4	3	3	25	75	100
	IV	ES	Environmental Studies	2	2	3	25	75	100
	Total				30	21	-	-	-

Sem	Part	Course Code	Course	Inst Hours/ Week	Credit	Exam Hours	Marks		Total Marks
							CIA	SE	
III	I	LCTC	Language Course III (LC) Tamil – III	6	3	3	25	75	100
	II	LCEC	English Language Course – III (ELC) English – III	6	3	3	25	75	100
	III	AUE	Core Course V (CC) Financial Accounting	6	5	3	25	75	100
		AUF	Core Course VI (CC) Business Law	6	5	3	25	75	100
		AUA3	Allied Course III (AC) Introduction to Computers and MIS	4	2	3	25	75	100
	IV	AUE1	Non-Major Elective - I (NME) Personality Development	2	2	3	25	75	100
	Total				30	20	-	-	-
IV	I	LCTD	Language Course IV (LC) Tamil – IV	6	3	3	25	75	100
	II	LCED	English Language Course – IV (ELC) English – IV	6	3	3	25	75	100
	III	AUG	Core Course VII (CC) Human Resources Management	5	5	3	25	75	100
		AUH	Core Course VIII (CC) Cost Accounting	5	5	3	25	75	100
		AUA4	Allied Course IV (AC) Company Law and Secretarial Practice	4	4	3	25	75	100
	IV	AUS1	Non-Major Elective II Managerial Skills	2	2	3	25	75	100
		AUS2	Skill Based Course I (SBC) Front Office Management	2	2	3	25	75	100
Total				30	24	-	-	-	700

Sem	Part	Course Code	Course	Inst Hours /Week	Credit	Exam Hours	Marks		Total Marks
							CIA	SE	
V	III	AUI	Core Course IX (CC) Production and Material Management	5	5	3	25	75	100
		AUJ	Core Course – X (CC) Operation’s Research	5	5	3	25	75	100
		AUK	Core Course XI (CC) Research Methodology	4	4	3	25	75	100
		AUL	Core Course XII (CC) Management Accounting	6	5	3	25	75	100
		AUE3	Major Based Elective I(MBE) Advertising and Sales Management / Financial Services	4	3	3	25	75	100
	IV	AUS2	Skill Based Course II (SBC) E-Business	2	2	3	25	75	100
		AUS3	Skill Based Course III (SBC) Office Management (Practical)	2	2	3	25	75	100
		SSD	Soft Skill Development	2	2	3	25	75	100
			Total	30	28	-	-	-	800
	VI	III	AUM	Core Course XIII (CC) Business Policy and Strategic Management	6	5	3	25	75
AUN			Core Course – XIV (CC) Enterprise Resource Planning	6	5	3	25	75	100
AUO			Core Course XV (CC) Financial Management	6	5	3	25	75	100
AUE4			Major Based Elective II (MBE) Entrepreneurial Development / Capacity Building for Employment	5	4	3	25	75	100
AUE5			Major Based Elective III(MBE) Retail Marketing Management / Training and Development	6	4	3	25	75	100
			Extension Activities	-	1	-	-	-	-
V		GS	General Studies	1	1	2	25	75	100
			Total	30	25	-	-	-	600
			Grand Total	180	140	-	-	-	3900

Semester – I/ Core Course – I	PRINCIPLES OF MANAGEMENT	Course Code : AUA
Instruction Hours : 6	Credits: 6	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To impart knowledge about the basic concepts and principles of management. • To enable the students to gain knowledge about Planning and Decision making. • To provide knowledge about the concept and process of Organisation. • To educate the Students about Staffing, Training and Direction. • To inculcate knowledge about Controlling Principles and Methods. 	
UNIT	CONTENT	HOURS
I	Introduction to Management: Nature and Scope of Management –Management as a Science, an Art or a Profession – Process – Levels of management – F.W.Taylor’s Scientific Management – Fayol’s Theory of Management.	18
II	Planning: Planning – Process – Types of Plans – Objectives, Policies, Procedures, Rules, Strategies, Programmes and Budgets - Decision making - Process of decision making – Types of decision – Problems involved in decision making.	18
III	Organizing: Organizing – Concept – Organization as a process – Elements of Organization process – Types of organization – Centralization – Decentralization.	18
IV	Staffing: Staffing – Functions – Process – Selection – Recruitment – Training.	18

	Direction – Concept, Elements of Directing – Principles of Direction – Process of Directing.	
V	Controlling: Controlling- Concept of Control- Methods of Controlling- Coordinating- Need-Principles-Approaches to achieve Effective Coordination- Process of Control.	18
VI	Motivation: Motivation – Meaning –Definitions of Motivation – Nature and Characteristics of Motivation – Motivation Theory.	-

Text Books:

L.M. Prasad, Principle of Management, Sultan Chand & Sons, Revised 9th Edition

Reference Books:

1. V.S.P. Rao&P.S.Narayana, Principle of Management, Konark Publication 1987
2. Dinkar and Pagare, Principle of Management, Sultan Chand & Sons, 6th Edition Tripathi and Reddy, Principle of Management, McGraw - Hill India, 6th Edition, 2017.

Web-Resources:

<https://www.principlesofmanagement.com>

<https://www.aallnet.org>criv.tools>

Course Outcomes:

On completion of the course the learner will be able

- CO 1: To understand the basic concepts and principle of management.
- CO 2: To understand the Planning and Decision making process.
- CO 3: To understand the concept and process of Organisation.
- CO 4: To understand the Concepts of Planning and Decision making process.
- CO 5:To acquire knowledge about controlling activities.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	S	S	M	S	S
CO2	S	S	S	S	S	S	M	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
C04	S	S	S	M	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – I / Core Course – II	MARKETING MANAGEMENT	Course Code : AUB
Instruction Hours : 6	Credits: 5	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To expose the students about marketing concepts and trends in the market. • To provide information about market segmentation. • To educate the students about Marketing Mix • To impart knowledge about various channel of Distribution. • To inculcate the students about the role Advertising, Virtual Marketing, Tele Marketing. 	
UNIT	CONTENT	HOURS
I	Introduction to Marketing: Market and Marketing – Definition – Distinction between Marketing and Selling- Types of market – Marketing - Scope – Function – Importance - Marketing Environment.	18
II	Marketing Segmentation: Marketing Segmentation – Basis- Pre-Requisites, Factors influencing Consumer Behaviour - Buying Process.	18
III	Marketing Mix: Marketing Mix - Elements –Product - Classifications of Product- New Product Development - Product Life Cycle – Pricing Meaning and factors affecting pricing- Types of Pricing.	18
IV	Channel of Distribution:	18

	Channel of Distribution – Factors - Kinds of Middle Man – Types of Channels - Promotion Mix Advertising –Personal Selling - Sales Promotion - Publicity.	
V	Advertising Agency, E-Business, Telemarketing: Advertising Effectiveness – Appropriation – Agency – Selection & Operation of Sale Forces – Recent Trend in Marketing – E.Business – Tele Marketing – Relationship Marketing – Virtual Marketing.	18
VI	Sales Forecast: Meaning of Sales Forecast –Importance of Sales Forecast – Methods of Sales Forecasting.	-

Text Books:

1. Pillai Baghavathi, Sultan Chand & Sons, 14th Edition.

Reference Books:

1. C.B. Gupta and Rajan Nair, Marketing Management, Sulthan Chand, 13th Edition
2. S.A.Sherlekar, Marketing Management, Himalaya Publication ,14th Edition.
3. Philip Kotler, Marketing Management, Pentice Hall business publishing (2001) 15th Edition.

Web Resources:

- <https://www.marketingmanagement.com>
<https://www.researchgate.net.com>

Course Outcomes:

On completion of the course the learner will be able

- | |
|---|
| <p>CO 1: To understand the basic concepts and trends in the market.
 CO 2: To assess about Consumer behavior, product and brand strategies.
 CO 3: To understand the concept of Marketing Mix, Product life cycle etc.
 CO 4: To acquire knowledge about the channel of Distribution.
 CO 5: To learn about the role of Advertising, Virtual Marketing, and Tele Marketing etc.</p> |
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Mapping of Course outcomes with Programme Outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	S	S	M	S	S
CO2	S	S	M	S	S	S	S	S	S	S
CO3	S	S	S	M	S	S	S	M	S	S
C04	S	S	S	S	S	S	S	S	S	S
CO5	S	M	S	S	S	S	M	S	S	S

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W – Weakly Correlating

N – No Correlation

Semester – I / Allied Course – I	MANAGERIAL ECONOMICS	Course Code : AUA1
Instruction Hours : 4	Credits: 3	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To study the relationship between the Economics and Management. • To inculcate the concept of cost, Role of Supply and Demand etc. • To impart knowledge about monopolistic and oligopolistic competition. • To educate the students about National Income, price control etc. • To provide knowledge about profit management, Planning, Supply of Money etc. 	
UNIT	CONTENT	HOURS
I	Introduction: Meaning of Managerial Economics – Nature - Scope - Limitations of Economics Analysis to Business Decision Making – Significance of Managerial Economics – Characteristics of Managerial Economics.	12
II	Cost Concept: Cost Concept- Theory of firm – The Problem of Price Fixation - The Role of Supply And Demand- Concept of Normal Profit- Sales Maximization Principle.	12
III	Monopoly, Oligopoly: Competition - Monopoly - Monopolistic Competition - Perfect Competition - Imperfect Competition, Oligopoly.	12

IV	National Income: National Income – Circular Flow of Income - Measurement And Difficulties in The Measurement - Theory of Price Control.	12
V	Profit Management: Profit Management –Profit- Policies- Profit Planning and Forecasting-RBI Functions –Supply of Money.	12

Text Books:

1. Dr. S. Sankararan. Managerial Economics, Margham Publication.

Reference Books:

1. R.L.Varshhey&K.L.Maheswari, Managerial Economics, Sulthan Chand & Sons, 22nd Revised Edition, 2014.
2. P.L.Mehta, Managerial Economics, Sulthan Chand & Sons.

Web Resources:

- <https://www.managerialeconomics.com>
<https://www.mbacystalball.com>

Course Outcomes:

On completion of the course the learner will be able

- CO 1: To understand the Relationship between the Economics and Management.
CO 2: To understand the concept of Cost, Role of Supply and Demand etc.
CO 3: To gain knowledge about monopolistic and oligopolistic competition.
CO 4: To understand the concept national Income, Price control etc.
CO 5: To acquire knowledge about profit management, Planning, Supply of Money etc.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	S	M	S	S	S	S	M	S	S
CO3	S	S	M	S	S	S	M	S	S	S
CO4	S	M	S	S	S	S	S	S	M	S
CO5	S	S	S	S	M	S	S	S	S	M

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Semester – I / Value Education	VALUE EDUCATION	Course Code : VE
Instruction Hours : 2	Credits: 2	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

UNIT	CONTENT	HOURS
I	<p>Philosophy Of Life:</p> <p>Human life on Earth (Kural 629) – Purpose of Life (Kural 46) – Meaning and Philosophy of Life (Kural 131, 226) – The law of Nature (Kural 374) –Glorifying all form of Life in this Universe (Kural 322, 327) – Protecting nature/Universe (Kural 16,20,1038)</p>	6
II	<p>Individual Qualities:</p> <p>Basic Culture (Kural 72,431) – Thought Analysis (Kural 282,467,666) –Regulating Desire (Kural 327) – Guarding Against Anger (Kural158,305,306,314) – To get rid of Anxiety (Kural 629) – Rewards of Blessing (Kural 3) – Benevolence of Friendship (Kural 786) – Love and Charity (Kural 76) Self - tranquility / peace (Kural 318)</p>	6
III	<p>Social Values (Individual Social Welfare):</p> <p>Family (Kural 45) Peace in family (Kural 1025) – Society (Kural 446) – The Lawof Life (Kural 952) – Brotherhood (Kural 807) – the Pride of Womanhood (Kural 56) – Five Responsibilities / Duties of man: - a) to himself, b) to his family,c) to his environment, d) to his Society, e) to the universe in his lives (Kural 43,983) – Thriftness (Thrift) / Economics (Kural 754) – Health (Kural 298) – Education (Kural 400) – Governance (Kural 691) – Peoples’ Responsibility / Duties of the Community (Kural 37)– World Peace (Kural 572).</p>	6
IV	<p>Mind Culture:</p> <p>Mind Culture (Kural 457) – Life and mind – Bio-Magnetism,</p>	6

	Universal Magnetism(God – Realization and Self Realization) – Genetic Center – Thought Action – Short term Memory – Expansiveness – Thought – Waves, Channelizing the Mind, Stages – Meditation (Kural 261,266,270) – Spiritual Value (Kural 423)	
V	<p>Tending Personal Health:</p> <p>Structure of the body, the three forces of the body, Life body relation, Nature Causes and Unnatural causes for Diseases (Kural 941) – Methods in curing diseases (Kural 948, 949) The control over the basic five needs of life through simple physical exercises.</p>	6

Reference Books:

1. Thirukkural with English Translation of Rev. Dr.G.U.Pope, Uma Publication, 156, Serfojinagar, Medical College Road, Thanjavur. 613 004 (for All Units)
2. Value Education, The World Community Service Center Vethathiri, Publications, 156, Gandhiji Road, Erode. 638001, (www.Vethathiri.org) First Edition 2009.

Semester – II / Core Course – III	ORGANIZATIONAL BEHAVIOUR	Course Code : AUC
Instruction Hours : 6	Credits: 5	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To understanding of organizational behavior concepts in the workplace from an individual groups and organizational perspective. • To identify the individual behavior in organizations including personality, values, perception, decision making and theories of learning. • To enable group behavior in organizations including leadership, communications and leadership styles. • To study of group dynamics, and theories in relation to group guidance. • To apply motivational theories to everyday business. 	
UNIT	CONTENT	HOURS
I	Introduction to Organizational Behaviour: Nature and Scope of Organization and Types of Organization. The Concept of Organizational Behaviour- Models of Organizational Behaviour –S.O.B.C Model of Organizational Behaviour Human Relation.	18
II	Individual Behaviour: Individual Behaviour – Individual Differences, Factor influencing Individual Behaviour, Behavioural Model, Decision making mechanism –Process of perception , Factors influencing selection of Stimuli, Determinations of Perception –Personality, Determinants of Personality, Personality Development, Personality Theory, Psychoanalytical theory – Learning, theories of learning.	18

III	Leadership: Leadership – Characteristics - Function – Successful Qualities of Leader – Styles of Leadership – Theories of leadership – Trait, Behaviour, Fielder’s Contingency Model, Path Goal Theory.	18
IV	Group Dynamics: Group Dynamics –Groups at Work –Group Cohesiveness- Group Pressure –Group Norms –Types and Function of Formal and Informal Groups.	18
V	Motivation: Motivation – Importance of Motivation in Industry , Theory of Motivation Malsow’s Model-Herberg’s Two Factors Theory - Morale- Importance of Morale in Industry - Organizational Changes- Resistance for Change- Overcome to change, concept of Organizational Development.	18
VI	Organisational Change: Organisational Change – Approaches – Resistance to Change, Manager as a Change Agent.	-

Text Books:

L.M.Prasath, OrganisationBehavior ,Sulthan Chand & Sons Publication.

Reference Books:

1. V.S.P. RAO, Organization Theory and Behaviour, Vikas Publishing House.
2. Aswathappa, Organization Behaviour, Himalaya Publishing House, 12th Revised Edition.
3. N.S.Gupta, Organization Behaviour, Himalaya Publishing House.

Web Resources:

<https://www.organisationalbehaviour.com>

<http://www.ddegiust.ac.in>

Course Outcomes:

On completion of the course the learner will be able

CO 1: To develop the concept of organizational behavior to understand the behavior of people in the organization.
CO 2: To understand the applicability of analyzing the complexities associated with management of individual behavior in the organization.
CO 3: To analyze the complexities associated with management of the group behavior in the organization.
CO 4: To know how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.
CO 5: To evaluate the developments of basic conflict resolutions.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	M	S	S	M	S	S	S
CO2	S	M	S	S	S	S	S	S	M	S
CO3	S	S	M	S	S	S	S	M	S	S
CO4	S	S	S	S	S	S	S	S	S	M
CO5	S	S	S	S	M	S	S	S	S	S

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N – No Correlation

Semester – II / Core Course – IV	BUSINESS COMMUNICATION	Course Code : AUD
Instruction Hours : 6	Credits: 5	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To impart knowledge about the importance and types of communication. • To enable the students to know the Medias, Barriers and Principles of Communication. • To educate the students to write Business Letters. • To provide knowledge to the students about Import – Export Correspondence. • To inculcate the students to Listening and Communication, Internet, Multimedia, Video Conferencing etc. 	
UNIT	CONTENT	HOURS
I	Introduction Communication: Introducing Communication – Meaning – Need – Importance - Types of Communication – Internal communication – External communication - Commercial Terms and Abbreviations.	18
II	Media of Communication: Media of Communication – Verbal and Non-verbal Communication – Principles of Effective Communication- Barriers to Communication.	18
III	Business Letters: Kinds of Business Letters –Enquiries And Reply- Quotations – Sales Letters- Compliance Letter- Claims and Adjustments - Collection	18

	Letters- Circular Letters – Application Letters.	
IV	Import , Export Correspondence: Import- Export Correspondence- Correspondence of a Company Secretary – Memos and Other forms of Messages – Business Report and Business Proposals.	18
V	Listening, Internet, Video Conferencing: Importance of Listening and Communication – Principles of Effective Listening Modern Technology – Internet –Multimedia – Video Conferencing – FAX –E-MAIL	18
VI	BPO: BPO – Importance of Business Process Outsourcing – General tips for BPO.	-

Text Books:

1. Rajendrapal& J.S. Korlahalli, Essential of Business Communication, Sulthan Chand & Sons, 13th Edition.

Reference Books:

1. Lesikar, Pettit, Business Communication Theory and Practice, Himalaya Publication, 7th Edition.
2. V.K. Global, Business Communication Theory and Practice, Sudha Publications, 10th Edition, 1998.

Web Resources:

<https://www.businesscommunication.com>

<https://www.mbacystalball.com>

Course Outcomes:

On completion of the course the learner will be able

CO 1: To understand the importance and types of communication.

CO 2: To gain Knowledge about the Medias, Barriers and Principles of Communication.

CO 3: To write Business Letters.

CO 4: To acquire knowledge about Import – Export Correspondence.

CO 5: To learn about Listening and Communication, Internet, Multimedia, Video Conferencing etc.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	M	S	S	S	S	S	S	M
CO2	S	S	S	S	M	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	M	S
C04	S	S	M	S	S	S	S	S	S	M
CO5	S	S	S	S	S	S	S	S	S	S

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – II / Allied Course – II	BUSINESS STATISTICS FOR MANAGERS (30% Theory and 70% Problems)	Course Code : AUA2
Instruction Hours : 4	Credits: 3	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To develop the students ability to deal with Frequency Distribution and Cumulative Distribution. • To learn Statistical Techniques and their implementation using Comprehensive SPSS . • To identify the purpose of Measuring Central Tendency, Variation, Skewness and Kurtosis. • To the Concept of Correlation, Various Correlation Coefficients – Pearson’s Correlation Co-Efficient, Spearman’s rank Correlation Coefficient. • To understand and Compute various Statistical Measures of Regression. 	
UNIT	CONTENT	HOURS
I	Introduction of Statistics: Definition of statistics - Characteristics _ uses of statistics in commerce and business. Primary and secondary data – definition. Methods of collecting primary data – characteristics of questionnaire – sources of secondary data. Classification of data: objectives – types of classification – formation of frequency distribution (one way classification) problems onl	12
II	Measures of Central Tendency : Measures of central tendency – characteristics of a good average –	12

	arithmetic mean, median, mode, geometric mean, harmonic mean – Simple problems. SPSS – packages, operations and uses.	
III	Measures of Dispersion: Measures of dispersion – range, Q.D, M.D, S.D and their coefficients – Simple problems only. Skewness – types and methods – Karl person’s and Bowley’s coefficient of skewness. Kurtosis – definition – types.	12
IV	Simple Correlation: Simple correlation – definition – types of correlation – methods of correlation: Scatter diagram, Karl Pearson’s coefficient of correlation and Spearman’s rank correlation coefficient (repeated and not repeated ranks) – Properties of correlation coefficient (no proof) – Simple Problems.	12
V	Linear regression: Linear regression – definition – regression lines X on Y and Y on X – properties of regression coefficients (without proof) – Simple Problems.	12

Text Books:

1. S.P.Gupta, Statistical methods – Sultan Chand and Sons.

Reference Books:

1. R.S.N. Pillai& V. Bagavathi, Statistics – S. Chand & Company LTD.
2. Beresons M.L and Levine D.M. – Business Statistics, 12th Edition,1996.

Web Resources:

<https://www.businessstaticsformanagers.com>

<https://www.textbooks.com>

Course Outcomes:

On completion of the course the learner will be able

- CO 1: To analyze Statistical data graphically using frequency distributions and Cumulative frequency distributions.
- CO 2: To compute descriptive statistics using SPSS.
- CO 3: To numerical descriptions of data, measures of Skewness and Kurtosis.
- CO 4: To identify the principles of correlation Predicting a particular value of Y for a given Value of X and Significance of the Correlation Coefficient.
- CO 5: To demonstrate the knowledge of regression Analysis.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	M	S	M	S	S	S
CO2	S	S	S	S	S	S	S	M	S	S
CO3	S	S	S	M	S	S	S	S	M	S
C04	S	M	S	S	S	S	S	S	S	S
CO5	S	S	M	S	S	S	S	S	S	M

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – II / Environmental Studies	ENVIRONMENTAL STUDIES	Course Code : ES
Instruction Hours : 2	Credits: 2	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

UNIT	CONTENT	HOURS
I	<p>Introduction of Environmental Studies:</p> <p>The Multidisciplinary nature of environmental studies Definition, scope and importance. Need for public awareness.</p>	2
II	<p>Natural Resources:</p> <p>Renewable and non-renewable resources: Natural resources and associated problems.</p> <p>a) Forest resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.</p> <p>b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.</p> <p>c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.</p> <p>d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity. Case studies.</p> <p>e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.</p> <p>f) Land resources: Land as a resource, land degradation, man induced Landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.</p>	8

III	<p>Ecosystems:</p> <p>Concept of an ecosystem -Structure and function of an ecosystem – Producers - consumers and decomposers - Energy flow in the ecosystem - Ecological succession - Food chains - Food webs and ecological pyramids – Introduction –types - characteristic features - structure and function of the following ecosystem:-</p> <ol style="list-style-type: none"> a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems, (ponds, streams, lakes, rivers, oceans, estuaries) 	6
IV	<p>Biodiversity And Its Conservation:</p> <p>Introduction – Definition - Genetic, species and ecosystem diversity</p> <p>Biogeographical classification of India - Value of biodiversity : consumptive use - productive use – social – ethical – aesthetic and option values - Biodiversity at global- National and local levels India as a mega-diversity nation Hot-spots of biodiversity -Threats to biodiversity : habitat loss- poaching of wildlife - man-wildlife conflicts. Endangered and endemic species of India Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity</p>	8
V	<p>Environmental Pollution:</p> <p>Definition – Causes- effects and control measures of Air Pollution - Water Pollution - Soil Pollution - Marine Pollution - Noise pollution - Thermal Pollution - Nuclear hazards - Solid waste Management: Causes - effects and control measures of urban and Industrial wastes. Role of an individual in prevention of pollution - Pollution case studies - Disaster management: floods – earthquake - cyclone and landslides - Effects of Fireworks: Firework and Celebrations - Health Hazards - Types of Fire - Firework and Safety.</p>	8

VI	<p>Social Issues And The Environment :</p> <p>From Unsustainable to Sustainable development - Urban problems related to energy - Water conservation - rain water harvesting - watershed management- Resettlement and rehabilitation of people- its problems and concerns. Case studies -Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies-Wasteland reclamation - Consumerism and waste products - Environment Protection Act - Air (Prevention and Control of Pollution) Act - Water (Prevention and Control of Pollution) Act - Wildlife Protection Act - Forest Conservation Act- Issues involved in enforcement of environmental legislation - Public awareness.</p>	7
VII	<p>Human Population And The Environment:</p> <p>Population growth - variation among nations -Population explosion – Family Welfare Programmes - Environment and human health - Human Rights - Value Education HIV/ AIDS - Women and Child Welfare - Role of Information Technology in Environment and human health .Case studies.</p>	
VIII	<p>Field Work:</p> <p>Visit to a local area to document environmental assets-river / forest/ grassland/ hill / mountain.</p>	

References:

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Public Ltd Bikaner.
2. BharuchaErach, The Biodiversity of India, Mapin Publishing Pvt ltd, Ahamedabad – 380013, India, E-mail: mapin@icenet.net(R)
3. Brunner R.C. 1989, Hazardous Waste Incineration, McGraw Hill Inc 480 p
4. Clark R.S. Marine Pollution, Clanderson Press Oxford (TB)
5. Cunningham, W.P.Cooper, T.H.Gorhani E & Hepworth, M.T. 2001.
6. De A.K. Environmental Chemistry, Wiley Eastern Ltd

Semester – III / Core Course – V	FINANCIAL ACCOUNTING	Course Code : AUE
Instruction Hours : 6	Credits: 5	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To impart knowledge on basics of Accounting. • To make the students to understand different types of accounts Journal, Ledger, and Trial Balance. • To educate the students to learn Final Accounts. • To enable the students to understand the Receipts & Payment Account and Income & Expenditure Account. • To gain knowledge about the methods of Depreciations. 	
UNIT	CONTENT	HOURS
I	Introduction to Accounting: Definition of Accounting- The Nature, Objective and Utility of Accounting –Books of Accounting- Accounting Concept and Conventions.	18
II	Journal, Ledger, Subsidiary Books: The theory of Double Entry – Book Keeping , Journal – Ledger- Subsidiary Books and Trial Balance – Rectification of Errors.	18
III	Final Accounts: Statement of Final Accounts – Manufacturing Account – Trading Account – Profit And Loss Account and Balance Sheet – With Adjustment.	18
IV	Final Accounts of Non- Trading Concerns: Capital and Revenue Statement for Non Profit Organizations –	18

	Receipts and Payments – Income and Expenditure Account.	
V	Depreciation Accounting: Depreciation Methods –Fixed Installment Method –Diminishing Balancing Method – Sums of Digit Method – Annuity Method – Depreciation Fund Method– Insurance Policy Method.	18
VI	Bills of Exchange: Bills of Exchange – Features and Advantages.	-

Text Books:

1. S.P. Jain and K.L. Nagang, Advanced Accounting, Kalyani Publishers, 11th Edition 2002.
2. S.N. Maheswari, Financial Accounting, Sulthan Chand & Sons Publishers, 6th Edition 2018.

Reference Books:

1. R.L. Gupta and V.K. Gupta Advanced Accounting, Sulthan Chand & Sons Publishers, 6th Edition 2018.
2. S.N. Maheswari, Vikas Pvt., Ltd., Financial Accounting, Sulthan Chand & Sons Publishers, 6th Edition 2018.

Web Resources:

<https://www.studynama.com>>

<https://www.academia.edu>>

Course Outcomes:

On completion of the course the learner will be able

- | |
|--|
| <p>CO 1: To formulate the basics of accounting.</p> <p>CO 2: To outline the types of accounting, Journal, Ledger and Trial Balance.</p> <p>CO 3: To assess the knowledge on Final Accounts.</p> <p>CO 4: To plan to gain knowledge on Receipts & Payment Account and Income & Expenditure Account.</p> <p>CO5: To create an understanding of Depreciations accounting.</p> |
|--|

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	M	S	S	S	M	S	S
CO2	S	S	S	M	S	S	S	M	S	S
CO3	S	S	S	S	M	S	S	S	M	S
C04	S	S	S	M	S	S	S	S	M	S
CO5	S	S	S	M	S	S	S	S	S	M

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – III / Core Course – VI	BUSINESS LAW	Course Code : AUF
Instruction Hours : 6	Credits: 5	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To impart knowledge about the basic concepts and kinds of contract in Business Law. • To enable the students to gain knowledge on Quasi Contracts, Performance of Contract. • To provide knowledge to the students regarding the Law of Sale of Goods, Types and Transfer of goods etc. • To educate the students about Creation of Agency, Duties and Right of an Agent. • To inculcate knowledge on Consumer Protection Act. 	
UNIT	CONTENT	HOURS
I	Introduction: Introduction – Definition – Nature and kinds of Contract – Offer and Acceptance – Consideration- Capacity of Parties – Free Consent – Legality of Object and Consideration – Void Agreements – Contingent Contracts.	18
II	Quasi Contracts: Quasi Contracts – Performance of Contracts – Discharge of Contracts – Remedies for Breach of Contracts.	18
III	Law of Sale of Goods: Law of Sale of Goods, Sale and agreement to sell , their Distinctions – Types of Goods – Conditions and Warranties – Caveat Emptor – Transfer of Property , Sale by Non owners – Performance – Remedies of Breach – Unpaid Seller – Auction Sales.	18

IV	Law of Agencies: Law of Agencies – Creation of Agency – Classification of Agent – Duties and Right of an Agent and Principal Debtor – Termination of Agency.	18
V	Consumer Protection Act: The Consumer Protection Act, 1986 - Consumer Protection – Introduction – Definition – Consumerism – Consumer Protection Councils – Consumer Disputes – Redressal Agencies – Their Jurisdiction – Procedure – Finality of Orders – Limitation – Enforcement of Orders – Dismissal of Frivolous or Vexatious Complaints.	18
VI	Law of Partnership: Law of partnership – Definition of Partnership - Nature of partnership.	-

Text Books:

1. N.D. Kapoor, Elements of Mercantile Law, Sulthan Chand & Sons Publishers, 34th Edition 2014.
2. Robert W. Emerson, Barron's Educational series publishers, 6th Edition 2009.

Reference Books:

1. Ewan Macintyre, Business Law, Pearson Education Publishers, 8th Edition 2016.
2. Mc.Kuchhal & Vivek Kuchhal, Business Law, Vikhas Publications, 6th Edition.
3. Mc.Kuchhal & Vivek Kuchhal, Mercantile Law, Vikhas Publications, 8th Edition.

Web Resources:

[https:// www.americanbar.org](https://www.americanbar.org)

<https://www.panolacollegestore.com>

Course Outcomes:

On completion of the course the learner will be able

CO 1: To outline the basic concepts and kinds of contract in Business Law
CO 2: To plan to gain knowledge on Quasi Contracts, Performance of Contract.
CO 3: To learn about the Law of Sale of Goods, Types and Transfer of goods etc.
CO 4: To create an understanding of Agency Creation, Duties and Right of an Agent.
CO 5: To assess the knowledge on Consumer Protection Act.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	M	S	S	S	S	M	S	S
CO2	S	S	S	M	S	S	S	S	M	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	M
CO5	S	S	S	S	S	S	SS	S	M	S

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – III / Allied Course – III	INTRODUCTION TO COMPUTER AND MIS	Course Code : AUA3
Instruction Hours : 4	Credits: 2	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To expose the students about basic concepts, role of components of computer System. • To impart knowledge about Hardware and Software Features, Application, System software etc. • To provide knowledge about Concepts of MIS Data, Information System Activities Cycle. • To inculcate the students about system, Approach cycle, Data Base Management System. • To educate the students about social Dimension of Computerization, Legal Dimensions etc. 	
UNIT	CONTENT	HOURS
I	Introduction to Computer's & MIS: Evolution of Computers – Generations and Types of Computers – The Role of Computers in MIS – Components of Computer System.	12
II	Hardware and Software: Hardware Features – Input and Output Devices – Significance – Software Features – Types of Software – Application , System Software – Significance – Storage Devices – Concept of MIS	12
III	Information System and Decision Making: Concept for MIS Data – Types of Information System –	12

	Information System Activities- Components – Value and Quality of Information – Concept of Decision Making - Criteria for Decision Making – Decision Making Process.	
IV	System Concept and Approach: System Concepts and System Approach Cycle to Problem Solving – Transaction Processing System – Data Base Management System.	12
V	Dimensions of Computerization: Social Dimensions of Computerization – Computer Viruses – Legal Dimensions of Computerization- Cyber Crime, Cyber theft, Cyber Law and Hackers.	12

Text Books:

1. Dr. S. Rajagoplan, Management Information System, Margham Publications, 2nd Edition 2005.
2. James O Brien & George M , Management Information System, McGraw Hill Publications, 16th Edition 2013.

Reference Books:

1. Kenneth E. Kendall, Julie E. Kendall, System Analysis and Design, Prentice Hall Publications, 6th Edition 2005.
2. James O’Brien, Management Information System, McGraw Hill Publications, 9th Edition 2009.

Web Resources:

<http://www.ucj.edu.sa>>

<http://www.open.umn.edu>>

Course Outcomes:

On Completion of the Course, Students Will be able to

CO1: Apply Modern tools, techniques and technology in a fundamental and productive manner in the professional activities.

CO2 : Analyze, design, manipulate and implement, relational database on which most information systems are built upon.

CO3: Plan, Co ordinate, monitor and control information system development projects.

CO4: Appreciate the use of information system for effective management.

CO5: Employ effective communication skills consistent with the professional environment.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	M	S	S	S	M	S
CO2	S	S	S	S	S	S	S	S	S	M
CO3	S	S	M	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	M	S	S
CO5	S	S	S	S	M	S	S	S	S	M

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – III / Non-Major Elective – I	PERSONALITY DEVELOPMENT	Course Code : AUE1
Instruction Hours : 2	Credits: 2	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To make student groom the Personality and prove themselves as good Samaritans of the society. • To help the students in building in interpersonal skills. • To develop skill to communicate clearly. • To enhance teambuilding and time Management skill. • To learn active listening and responding skills. 	
UNIT	CONTENT	HOURS
I	Winning Personality: Personality Defined – Determinates of Personality- How Personality is Developed – Corporate Theories on Personality Development – The Development Process – What makes a Winner	6
II	Building Self – Esteem and Self confidence: Indicators of Positive Self – Image – Indicators of a Negative Self – Image – The Development of Self – Image and Self – Therapy for Wholeness and Wholesome Self – Esteem	6
III	Positive Social Image: Looking Great and Attractive – Dressing and Make – Up – Hair Care Inner Glow-Poise and Posture – Eye Contact and Body Language – Physical Fitness – Projecting a Professional Image – Social Graces and Table Manners in conversations .	6
IV	Developing a Win-Win Attitude:	6

	Fruits of a win – win Attitude - Differentiating Assertive From Aggressive and Passive Behaviour - Interview Skills.	
V	Becoming a Pro-Active and Responsibility Adult: Psychological Games - Difference Between reactive and Pro-Active response - Learning to accept responsibility for one’s Actions – Learning from one’s mistakes – Putting order in one’s life – Discipline in problem solving.	6

Text Books:

1. Sanjaykumar and Pushpalatha, Communication Skills, Oxford University Press Publication, 2nd Edition 2015.

Reference Books:

1. Krishnamohan and Meerabanerji, Developing Communication Skill, Trinity Publication, 2nd Edition 2005.
2. Barun K. Mitra, Personality Development and Soft skills, Oxford University Press Publication, 2nd Edition 2016.

Web Resources:

<http://www.trinitypress.in>>getbibilio

<http://www.india.oup.com>>

Course Outcomes:

On completion of the course the learner will be able

CO 1: To develop and exhibit an accurate sense of self.

CO 2: To develop and nurture a deep understanding of personal motivation.

CO 3: To develop an understanding of and practice personal and professional responsibility.

CO 4: To demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and re- assessment.

CO 5: To learn to balance confidence with humility.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	M	S	S	S	M	S
CO2	S	S	S	S	S	S	S	S	S	M
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	S	S	M	S	S
CO5	S	S	S	M	S	S	S	S	S	S

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – IV / Core Course – VII	HUMAN RESOURCE MANAGEMENT	Course Code : AUG
Instruction Hours : 5	Credits: 5	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To make the students to understand the basic elements of HRM. • To provide knowledge to the Students about Job Analysis, Job Description, Job Specification etc. • To acquire knowledge about Training methods and Performance Appraisal. • To enable the students to learn about Promotion methods, Transfer etc. • To inculcate the students about the methods of Job Evaluation, Wage Payments, Incentives etc. 	
UNIT	CONTENT	HOURS
I	Introduction to HRM: Introduction - Processes and Functions of Human Resource Management - Human Resource Department Structure - Role of Human Resource Manager in the Organization.	15
II	Job Analysis: Job Analysis – Job Description, Job Specification – Human Resource Planning - Recruitment, Selection Process and Interview.	15
III	Training: Training - Definitions, Need and Importance, Steps – Different Training Methods –Performance Appraisal and Review.	15
IV	Promotion: Promotion - Definition , Advantages , Disadvantages - Methods - Basis of Promotion -Demotion - Transfer- Definition ,Types and	15

	Purpose of Transfer.	
V	Job Evaluation Method: Job Evaluation Method - Wages – Different Patterns of Wage Payments - Time Rate and Piece Rate - Wage Incentives - Cost of Living Index – Bonus.	15
VI	Career Planning & Development: Career Planning & Development -Stages in Career Planning – Meaning and Sources of Employee Grievance.	-

Text Books:

1. L.M. Prasath, Human Resource Management, Sulthan Chand &sons Publisher, 3rd Edition 2010.
2. K.Aswhathappa, Human Resource Management, Tata McGraw Hill Publishers, 8th Edition 2005.

Reference Books:

1. C.N. Gupta, Human Resource Management, Himalaya Publishing House, 3rd Edition 2008.
2. Gupta K Shashi& Joshi Rosy, Human Resource Management, Kalyani Publications, 3rd Edition 2007.

Web Resources:

<https://www.hrsethu.org.com>>.

<https://www.coursera.org.com>>.

Course Outcomes:

On completion of the course the learner will be able

- CO1: To acquire knowledge about basic elements of HRM.
- CO2: To understand the Job Analysis, Job Description, Job Specification etc.
- CO3: To gain Knowledge about Training methods and Performance Appraisal.
- CO4: To learn about Promotion methods, Transfer etc.
- CO5: To know about Job Evaluation, Wage Payments, Incentives etc.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	M	S	S	S	S	S	S	M
CO2	S	S	S	M	S	S	S	S	S	S
CO3	S	S	S	M	S	S	S	M	S	S
CO4	S	S	S	S	M	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	S	S

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – IV/ Core Course –VIII	COST ACCOUNTING	Course Code : AUH
Instruction Hours : 5	Credits: 5	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To impart knowledge about the basic concept of cost accounting • To enable the students to gain knowledge about material control and pricing of issues. • To educate the students about methods of wages payment, labour turnover, overtime and idle time. • To provide knowledge about overhead apportionment and absorption of overheads. • To inculcate knowledge on job costing, contract costing and process costing. 	
UNIT	CONTENT	HOURS
I	Introduction: Definition of cost accounting - Objective and Advantages - Costing System, Methods and Techniques - Cost units - Cost centre - Classification of cost - Costs Sheet.	15
II	Materials, EOQ and Pricing of issues: Materials - Meaning and Objectives of Material Control – Levels of Stock EOQ – Just in Time – ABC Analysis -Perpetual Inventory System - Pricing of issues - FIFO,LIFO, Simple Average and Weighted Average.	15
III	Labour Cost: Labour Cost -Method of Wage Payments and Incentive Plans -	15

	Time Rate, Piece rate - Taylor's Differential Piece rate system - Merricks Multiple Piece Rate System - Halsey plan - Halsey Weir plan - Rowan Plan - Over time and Idle time.	
IV	Overhead: Overhead - Classification, Allocation, Apportionment and absorption of overheads - Labor hour rate - Machine Hour Rate.	15
V	Job, Contract and Process Costing: Methods - Job costing - Contract Costing - Process Costing - Normal Loss - Abnormal loss and gain.	15
VI	Marginal Costing: Marginal Costing- Definition – Features and Advantages.	-

Text Books:

1. S.P.Jain&k.C.Narang, Accounting Principles and Practice, Kalyani Publishers,25th Edition 2016.
2. M.N.Arora, Cost Accounting, Vikas Publications, 10th Edition 2004.

Reference Books:

1. P.T.PattenShetty,DR.Palekar,V.A.Patlil, Cost Accounting, R Chand & Company, 20th Edition 2001.
2. R.S.N.Pillai and Bagavathi,CostingAccounting,S.Chand& Company Ltd., 4th Edition 2006.

Web Resources:

<https://www.paruluniversity.ac.in>

<https://www.oss.unist.hr>

Course Outcomes:

On completion of the course the learner will be able

CO1: To explain the basic concepts of cost accounting.

CO2: To discuss about material control and pricing of issues.

CO3: To compute the wages of workers under different methods, labour turnover rate, Overtime and idle time wages.

CO4: To apply the methods in overhead apportionment and absorption of overheads.

CO5: To prepare relevant accounts related to job costing, contract costing and process costing.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	S	S	S	S	M
CO2	S	S	S	S	M	S	S	M	S	S
CO3	S	S	M	S	S	S	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	S
CO5	S	S	S	M	S	S	S	S	S	M

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – IV / Allied Course – IV	COMPANY LAW AND SECRETARIAL PRACTICE	Course Code : AUA4
Instruction Hours : 4	Credits: 4	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To understand the procedure for incorporation of the Company. • To acquaint the detailed conceptual analysis on memorandum of Association and Articles of Association. • To study the knowledge about the prospectus of the company. • To educate the students about the shares, transfer and transmission of shares. • To provide the knowledge about the secretary and their legal position. 	
UNIT	CONTENT	HOURS
I	Introduction: Company –Definition – Kinds – Incorporation – Registration – Duties of Secretary – Memorandum of association - Doctrine of Ultravires.	12
II	Memorandum of Association and Articles of Association: Articles of Association - Procedure for Alteration – Constructive Notice and Indoor Management – Distinction between Memorandum and Articles	12
III	Prospectus: Prospectus – Definition - Issue - Contents – Statement in lieu of Prospectus – Misleading and its Consequences – Remedies – Self Prospectus – Information Memorandum – Stock Exchange	12

	requirements relating to Prospectus - Listing of Securities.	
IV	Application and allotment of shares: Application and allotment of shares and debentures – Shares – Definition – Stock – Share Capital – Kinds of Shares – Equity Shares – Share Certificate - Share Warrant – Transfer and Transmission of shares and debentures - Blank Transfer – Forget Transfer –Board Meetings- General meetings – Law, Practice and Procedure - Agenda - Quorum - Resolutions – Minutes.	12
V	Company Secretary: The Company Secretary - Definition - Appointment – Legal Position – Duties of Secretary – Rights –Liabilities – Qualification.	12

Text Books:

1. N.D. Kapoor, Company Law and secretarial Practice, Sulthan Chand & Sons Publications, 5th Edition 2014.
2. Dr.M.R.Sreenivasan, Company Law and secretarial Practice, Margham Publications, 3rd Edition 2017.

Reference Books:

1. Dr.P.N.Reddy& H.R. Appanaiah, , Company Law and secretarial Practice, Sulthan Chand & Sons Publications, 3rd Edition 2014.
2. M.C.Bhandari, Company Law and secretarial Practice, Sulthan Chand & Sons Publications, 6th Edition 2013.

Web Resources:

<https://www.gurukpo.com>>.

<https://www.icsi.edu>.

Course Outcomes:

On Completion of the Course, Students will be able to

CO1: To know about the major legal provisions governing general principles of Incorporation of a company.

CO2: To acquire knowledge about Articles of Association and Memorandum of Association.

CO3: To understand about statutory provisions regarding Prospectus of the Company.

CO4: To plan to gain knowledge on shares, Transfer & Transmission of shares.

CO5: To gain knowledge about the secretary and their legal position

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	M	S	S	S	S	S	S	M
CO2	S	S	S	S	M	S	S	S	M	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	M	S	S	S	M	S	S
CO5	S	S	S	S	S	S	S	S	S	M

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – IV/ Non Major Elective – II	MANAGERIAL SKILLS	Course Code : AUE2
Instruction Hours : 2	Credits: 2	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To introduce the basic concepts of Management. • To make students learn and practice the steps involved in Creative Thinking. • To impart the knowledge about Leadership Skills. • Help them to examine the Time Management Skills. • To develop a better understanding of Problem Solving Skills. 	
UNIT	CONTENT	HOURS
I	Introduction to Management: Introduction, Management: Meaning - Nature and concept of Management - Importance of Management - Development of Management thought - Principles of Management.	6
II	Creative Thinking Skills: Introduction - Concept of Creativity - Importance of Creative Thinking - Process of Creative Thinking - Techniques for Creative Thinking – Brainstorming.	6
III	Leadership Skills: Introduction- Concept of leadership – Qualities of a Good Leader – Leadership Styles.	6
IV	Time Management Skills: Introduction – concept of Time Management – Importance of time Management – Analysis and Diagnosis of the Use of Time, Steps in Time Management – Techniques of Time Management – Hurdles to effective Time Management.	6

V	<p>Problem Solving Skills:</p> <p>Introduction – concept of problem solving – Importance of Problem solving - Problem solving skills for managers – Process of problem solving – Techniques for problem solving – challenges in Generating Creative ideas.</p>	6
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Text Books:

1. E.H.McGrath, SJ, Basic Managerial Skills For All, PHI Learning Publishers,9th edition.

Reference Books:

1. Robbins S.P, Organisational Behaviour, New Delhi: Pearson Education (2009).
2. Flatly M.E. &Lesikar R, Basic Business Communication, Irwon Professional Publication (2004).
3. Lussier R.N. &Achua C.F., Effective Leadership, Thomson South-Western (2007).

Web –Resources:

<https://www.open.edu/openlearn>.

<https://www.upes.ac.in>

Course Outcomes:

On completion of the course the learner will be able

CO1: To understand the concepts related to Management.

CO2: To demonstrate the Creative Thinking Skills.

CO3: To analyze the effective leadership Skills.

CO4: To develop the complexities associated with Time Management Skills.

CO5: To gain the knowledge about Problem Solving Skills.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	M	S	S	S	S	S
CO2	S	S	M	S	S	S	S	S	M	S
CO3	S	S	S	S	S	S	S	S	S	M
C04	S	S	S	M	S	S	S	M	S	S
CO5	S	S	S	S	S	S	S	S	S	M

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – IV/ Skill Based Course – I	FRONT OFFICE MANAGEMENT	Course Code : AUS1
Instruction Hours : 2	Credits: 2	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To impart the knowledge about the basic of Front Office Systems. • To educate the responsibilities of front office in inter-departmental communications and security functions. • To understand the knowledge about front office management Functions and operations. • To explain the concept and elements of yield management. • To enumerate the night audit functions and process. 	
UNIT	CONTENT	HOURS
I	Front Office Operation: The guest cycle – Front Office Systems – Front Office Forms – The Front Desk – Front Office Equipments – Front office Computer Application.	6
II	Front Office Responsibilities: Front Office Communication – Inter departmental communications – Guest Relations – Front Office Security functions.	6
III	Front Office Management: Management Functions – Establishing Room rates – Forecasting Room Availability – Budgeting for operations – Evaluating Front Office Operation.	6

IV	Yield Management: The Concept of yield and Management – Measuring yield – Elements of Yield Management – Using Yield Management.	6
V	Night Audit: Functions – Operation modes – Night audit process – Verifying night audit – Automated system update.	6

Text Books:

1. Sudhir Andrews, Hotel Front Office Training manual.
2. Sue Baker, P.Bradley, J. Huyton, Principles of Hotel Front Office Operations.
3. JatashankarR.Tewari, Hotel Front Office Operation and Mangement, Oxford University Press, 2020.

Reference Books:

1. Peter Renner, Basic Hotel Office Procedures.
2. Peter Abbott & sue lewry, Front Office Procedures.

Web Resources:

<http://cbseacademic.nic.in>
<https://nios.ac.in>
<https://collegedunia.com>

Course Outcomes:

On completion of the course the learner will be able

- CO 1:To acquire the knowledge about the basic of Front Office System.
- CO 2:To learn about the responsibilities of front office in inter-departmental communication and security functions.
- CO 3:To gain the knowledge about front office management Functions and operations.
- CO 4:To understand the concept and elements of yield management.
- CO 5:To assess the night audit functions and process.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	M	S	S	S	S	S	M
CO2	S	S	M	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	M	S
CO4	S	S	S	S	S	S	S	S	S	M
CO5	S	S	S	M	S	S	S	S	S	S

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – V/ Core Course – IX	PRODUCTION AND MATERIAL MANAGEMENT	Course Code : AUI
Instruction Hours : 5	Credits: 5	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To impart the knowledge about production Material Management • To educate the Students about Production System. • To understand the knowledge about production Planning and Control. • To enable the students Inspection and Quality Control. • To help the Students to develop Inventor Management. 	
UNIT	CONTENT	HOURS
I	Introduction to Production Management: Introduction to Production Manager and Over View- Meaning of Production, Nature of Production- Production Function and Responsibilities of Production Managers - Objectives of Production Management .	15
II	Production Systems: Production Systems- Types, Plant Layout- Factors for Plant Locations - Plant Layout- Types of Layouts and their Suitability -Work Study- Definition, Objective, Scope. Method Study- Work Measurement- Normal Time, Standard Times.	15

III	Production Planning and Control: Production Planning and Control -Classification of Production Planning and Control, Factors Determining Production Planning Procedures. Scheduling- Capacity Planning- Aggregate Planning.	15
IV	Inspection and Quality Control: Inspection and Quality Control -Nature of Inspection , Objectives, Scopes, Process-Quality - Control Benefits, Ensuring Quality, SQC, Control Charts, Acceptance Sampling Technique.	15
V	Inventory Management: Inventory Management - Nature and Importance of Inventory, Classification, Functions, EOQ Model, ABC Analysis, VED Analysis, FSN Analysis- Material Handling Equipments -Objectives Principles, Types.	15
VI	TQM: Total Quality Management – Meaning – Definition of TQM – Quality Measurements – Total Quality Control.	-

Text Books:

1. K.ShridharaBhat, Production and Materials Management, Himalaya Publishing House 2nd Edition 2017.

Reference Books:

1. K.Aswhathappa&K.ShridharaBhat, Production and Materials Management, Himalaya Publishing House, Edition 2015.

Web Resources:

<https://www.gurukpo.com>

[https:// www.biyanicolleges.org](https://www.biyanicolleges.org)

Course Outcomes:

On completion of the course the learner will be able

CO 1:To acquire the knowledge about production material management

CO 2:To learn about production system.

CO 3:To gain the knowledge about production planning and control.

CO 4:To understand the Concepts of inspection and quality control.

CO 5:To assess the knowledge about Inventory management.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	M	S	S	S	M	S	S
CO2	S	S	S	S	M	S	S	S	M	S
CO3	S	S	S	S	S	S	S	S	S	S
C04	S	S	M	S	S	S	S	S	S	M
CO5	S	S	S	S	S	S	S	S	M	S

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – V / Core Course – X	OPERATIONS RESEARCH	Course Code : AUJ
Instruction Hours : 5	Credits: 5	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To impart knowledge in Concepts of Linear Programming Problems. • To understand the Knowledge about Transportation Problem. • To apply the concept of Games and Strategies. • To solve network models like PERT / CPM, Stimulation and Investment Analysis. • To develop Mathematical skills to analyze and solve Replacement models arising from a wide range of applications. 	
UNIT	CONTENT	HOURS
I	Linear Programming Problem and Simplex Method: Linear Programming Problem – Graphical Solution method – Simplex method Simple Problems (2.1-2.5, 3.3)	15
II	Transportation and Assignment problem: Transportation: Problem North West Corner Rule, Least Cost Method,- Vogel’s Approximation Method-Assignment problem-sequencing Problem Simple Problems (6.1,6.2,6.5,7.1,7.2,7.3 10.1-10.4).	15
III	Games and Strategies: Games and Strategies- Introduction: Two person Zero Sum Game	15

	– The Maximini-Minimax Principal Games Without Saddle Points Mixed Strategies ,Solution of 2x2 rectangular games –Graphical Method- Simple Problems (9.1-9.3,9.5-9.6).	
IV	Networking: Network Scheduling by PERT / CPM – Network and Basic Components – Rules of Network Construction – Time Calculations in Networks – Critical Path Method – PERT: Pert Calculations.- Simple Problems (Sections 21.1 to 21.7).	15
V	Replacement of Equipment: Replacement of Equipment or asset that deteriorates gradually: Introduction – replacement of equipment that fails suddenly- Simple Problems (19.1-19.2).	15
VI	Queuing Theory: Basis of Queuing theory – Elements of Queuing Theory – Characteristics of Queuing System.	-

Text Books:

1. KantiSwarup, P. K. Gupta and Man Mohan, Operations Research,Sultan Chand & Sons,
2nd Edition.

Reference Books :

1. J.K.Sharma, Operations Research Theory and Applications,Macmillan Publishers, 3rd
Edition.
2. V.K. Kapoor, *Operations Research* Quantitative Techniques for Management, 9th edition
2014

Web Resources:

http://myopm.net/courses/common/dt_module/tp_tutorial

<http://www.gvpce.ac.in/syllabi/Operations Research>

Course Outcomes:

On completion of the course the learner will be able

CO 1:To formulate a Linear Programming Problems
CO 2:To solve Transportation and Assignment Problems
CO 3:To understand the usage of Games and Strategies for Solving Business Problems
CO 4:To demonstrate the concept of Game theory, PERT / CPM, simulation, Investment analysis with real life applications.
CO 5:To decide an Optimal Replacement Models / Equipment / Machine

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	M	S	S	S	S	S	M	S
CO2	S	S	S	M	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	M
CO4	S	S	S	S	S	S	S	M	S	S
CO5	S	S	S	S	S	S	S	S	S	S

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – V/ Core Course – XI	RESEARCH METHODOLOGY	Course Code : AUK
Instruction Hours : 4	Credits: 4	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objective	<ul style="list-style-type: none"> • To familiarize students with basic of research and the Research Process. • To identify the concepts and procedures of Sampling and Sampling errors. • To discuss the concept of Data Collection Methods. • To basic concepts in Testing of Hypothesis. • To develop and understanding of Research Reports. 	
UNIT	CONTENT	HOURS
I	Introduction to Research: Research – Definition – Importance - Advantages and Limitations. The Research Process -Problem Identification-Design of Research-Types of Design.	12
II	Sampling Process: Sampling Process and Selection -Sample Types-Sample Size And Sampling Errors.	12
III	Data Collection Methods and Tools : Data Collection-Methods-Tools - Questionnaire-Interview Schedule - Kinds of Data-Attitude Measurement of Scaling Technique-Editing, Coding, Tabulation.	12
IV	Statistical Data Analysis: Statistical Data Analysis-Hypothesis-Its sources-Formulation and Testing of Hypothesis-T - Test-Chi Square Test.	12
V	Report Writing: Interpretation and Report Writing-Steps in writing reports-Layout	12

	of report , Types and Principles of Report Writing-Graphical representation of results.	
VI	Review of Literature: Review of Literature – Procedure for Preparing Review of Literature.	-

Text Books:

- 1.C.R.Kothari, Research Methodology, New Age 2nd Edition 2014.
- 2.P.Saravanvel, Research Methodology, KitabMahal Year of publishing, 3rd Edition 2014.

Reference Books:

- 1.C.T.Kurein, Research Methodology, Himalaya Publishing House, , 2nd Edition

Web Resources:

<https://www.researchgate.net/>

<https://www.cusb.ac.in/>

Course Outcomes:

On completion of the course the learner will be able

- | |
|---|
| CO 1:To develop understanding on various kinds of Research and the Research Process |
| CO 2:To apply the need for Sampling and Sampling errors. |
| CO 3:To gain the knowledge about Data Collection methods. |
| CO 4:To demonstrate knowledge and understanding of testing of hypothesis. |
| CO 5:To identify the overall process of designing a Research Reports. |

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	M	S	S	S	M	S	S
CO2	S	S	S	S	S	S	S	S	S	M
CO3	S	S	S	S	M	S	S	S	M	S
C04	S	S	M	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	M

S – Strongly Correlating
M – Moderately Correlating
W – Weakly Correlating
N – No Correlation

Semester – V/ Core Course – XII	MANAGEMENT ACCOUNTING	Course Code : AUL
Instruction Hours : 6	Credits: 5	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To enable the student to know the importance of management Accounting and its concepts. • To acquire knowledge about the financial statement analysis. • To make the students to understand the fund flow. • To make the students to understand the Cash flow. • To provide knowledge on Marginal costing and Break Even Analysis. 	
UNIT	CONTENT	HOURS
I	Introduction to Management Accounting: Management Accounting - Meaning- Objectives- Scope of Management Accounting- Financial Accounting- Management and Cost Accounting - Utility and Limitation of Management Accounting.	18
II	Financial Statement Analysis: Analysis of Financial Statements - Tools for Analysis - Comparative Financial Statements - Common Size Statement - Accounting Ratios - Analysis for Liquidity, Solvency and Profitability -Significance of various Ratios and their Computation -Uses and Limitations of Ratio.	18
III	Fund Flow Analysis: Fund Flow Analysis - Concept of Funds - Source and Uses of	18

	Funds- Concepts of flow of funds – Managerial Uses of Fund Flow Analysis – Construction of Fund Flow Statement.	
IV	Cash Flow Analysis: Cash Flow Analysis- Distinction of Cash Flow From Funds Flow - Construction of Cash Flow Statement - Working Capital Management- Meaning and Importance.	18
V	Marginal Costing and Profit Planning: Marginal Costing and Profit Planning - Distinction between Absorption Costing and Marginal Costing - Break Even Analysis-Cost Volume Profit Analysis.	18
VI	Working Capital Management: Working Capital Management – Principles and Factors.	

Text Books:

1. Shashi K Gupta,RkSharma,Neeti Gupta, Managment Accounting,Kalyani Publishers, Edition 2012.

Reference Books:

1. S.N.Maheswari, Management Accounting ,Vikas Publishing House, Edition2012
2. Jain, S.P and Narang, K.L., Cost&Management Accounting, Kalyani Publishers,Edition2019

Web Resources:

<https://www.rccmindore.com>

<https://www.icsi.edu>

Course Outcomes:

On Completion of the Course, Students Will be able to

- CO 1:To acquire knowledge about the basics of Management Accounting.
- CO 2:To gain knowledge on financial statement Analysis.
- CO 3:To learn to prepare Fund Flow.
- CO 4:To learn to prepare Cash Flow
- CO 5:To familiarize the concepts of Marginal costing and Break Even Analysis.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	S	S	S	M	S
CO2	S	S	S	S	M	S	S	S	S	M
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	M	S	S	S	M	S	S

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – V / Major Based Elective – I	ADVERTISING AND SALES MANAGEMENT	Course Code : AUE3
Instruction Hours : 4	Credits: 3	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To impart knowledge about the important function and Role and Importance of Advertising. • To provide information about Advertising Copy, Kinds, Advertising Budget, etc., • To inculcate knowledge on Advertising Agency, Mobile and Online Advertising. • To educate the students about remuneration of Sales force, Kinds and Qualities of salesman. • To expose the Students about sales promotion, objectives, tools and objectives. 	
UNIT	CONTENT	HOURS
I	Introduction: Advertising -Advertising on Element of Marketing Mix- Objectives -Advertising and Salesmanship-Role and Important -Planning for Advertisement Communication Process-Formal and Informal.	12
II	Advertisement Copy and Budget: Advertisement Copy-Kinds-Appeals-Advertising Mix-Advertising Budget and Relevant Decision.	12
III	Advertising Agency and Types of Advertising: Advertising and their Role-Types of Advertising -Measuring the	12

	effectiveness of Advertisement -Advertising Agency-Online Advertising and Mobile Advertising.	
IV	Salesmanship: Kinds of Salesman-Sales Force for Services-Qualities of Successful Salesman-Training-Promotion-Remuneration to Sales Force-Motivation of Sales Force-Methods of Motivation.	12
V	Sales Promotion: Sales Promotion-Objectives-Advantages-Tools and their effectiveness-Aggressive Selling-Personal Selling-Measuring the effectiveness of Sales	12

Text Books:

1. MukeshTrehan,Advertising and Sales Management,VK Global Publications, May 28, 2014.
2. CN Sontakki ,Advertising and Sales Management,KalyaniPublication, Edition 2010.

Reference Books:

1. KirandeepKaur, N K Sahni, Meenu Gupta, Advertising and Sales Management, KalyaniPublishers,4th Edition.

Web Resources:

<https://www.amitbookdepot.com>

<http://www.himpub.com>

Course Outcomes:

On completion of the course the learner will be able

- CO 1:To identify the importance of role and functions of Advertising.
- CO 2:To understand the different kinds of Advertising copy, Advertising Budget etc.,
- CO 3:To develop knowledge on Advertising Agency, Mobile and Online Advertising.
- CO 4:To assess the different qualities and kinds of salesman.
- CO 5:To formulate the tools and objectives of Sales Promotion.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	M	S	S	M	S	S
CO2	S	S	S	S	S	S	S	S	M	S
CO3	S	S	S	M	S	S	S	S	M	S
C04	S	S	S	S	S	S	S	S	S	M
CO5	S	S	M	S	S	S	S	S	S	S

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – V/ Major Based Elective – I	FINANCIAL SERVICES	Course Code : AUE3
Instruction Hours : 4	Credits: 3	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To provide basic knowledge about the finance concept a market services. • To impart knowledge on the essential features of lease financing, hire purchase and installment purchase. • To inculcate knowledge about the role of intermediaries and its regulating bodies. • To acquire knowledge about the prevailing financial system in India. • To educate the students about various financial services and its implication. 	
UNIT	CONTENT	HOURS
I	Introduction: Financial Services – Meaning – Classification – Financial products and services – challenges facing the financial service sector – Merchant banking – Meaning – Functions – SEBI Guidelines – Scope of merchant banking in India. NBFCs – RBI guidelines.	12
II	Hire Purchase and Lease Financing: Hire purchase – Meaning – Features – process – Hire purchase and credit sales – Hire purchase vs Installment purchase – banks and hire purchase business – Hire purchase and transport industry – lasing – concept – steps involved in leasing – Lease vs Hire purchase – types	12

	of lease – Problems and prospects of leasing in India.	
III	Mutual funds : Mutual funds – Meaning – Types – Functions – Advantages – Institutions involved – UTI, LIC, Commercial banks – Entry of private sector – growth of mutual funds in India – SEBI Guidelines – AMC.	12
IV	Venture Capital: Venture capital – Meaning – Features – Methods of venture capital financing – Modes of Venture financing – Venture capital investment process – Factors determining venture investment – Exit mechanism – Advantages of venture capital – Issues of Indian venture capital industry.	12
V	Factoring: Factoring – Concepts – Significance – Types – Factoring mechanism – Factoring vs bills Discounting – Factoring in India – Forfeiting – Meaning – Forfeiting vs Export factoring – problems of Forfeiting and factoring.	12

Text Books:

1. E.Gordon and K.Natarajan – Financial markets & services, Himalaya publishing house, Chennai.
2. E.Dharmaraj – Financial services, S.Chand& Co., New Delhi-2.

Reference Books:

1. S.Mohan and R.Elangovan – Financial Services, Deep and Deep Publications.
2. S.Gurusamy – Financial Services, Vijay Nicole Imprints (P) Ltd.
3. Vinod Kothari – Lease Financing and Hire Purchase, Wadhaw and Co., Nagpur.

Web Resources:

www.goldeneraedcation.com
www.bdu.ac.in
www.jmc.edu

Course Outcomes:

On completion of the course the learner will be able

CO 1:To evaluate and create strategies to promote financial products and services.
CO 2:To identify about lease and hire purchase.
CO 3:To explain about different financial instrument.
CO 4:To assess new venture opportunities.
CO 5:To evaluate recent developments regarding factoring in India.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	S	S	S	M	S
CO2	S	S	S	S	M	S	S	S	S	M
CO3	S	S	S	M	S	S	S	S	S	S
C04	S	S	S	S	M	S	S	M	S	S
CO5	S	S	S	S	S	S	S	S	M	S

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – V / Skill Based Elective –II	e- BUSINESS	Course Code : AUS2
Instruction Hours : 2	Credits: 2	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To make the students to understand about the concepts of e- business. • To educate the students to learn e –CRM software. • To give in-depth knowledge of documentation through MS word. • To gain the knowledge about an electronic Market. • To inculcate the knowledge on Internet. 	
UNIT	CONTENT	HOURS
I	Introduction: Basic Internet fundamentals: Overview of the Internet, Browsing the world wide web, Electronic Mail, Basics of using FTP, Newsgroups, Searching the web to gain Market Intelligence, Internet Technology.	6
II	e-CRM Software: E-CRM - Meaning - Difference between CRM & e CRM - Features of e –CRM – e-CRM Software.	6
III	MS-office overview: MS-office overview - Data Entry - Graphs - Aggregate Functions - Formulas &Function Different No System & Conversion.	6
IV	Electronic Market: An Electronic Market place of buyers & Sellers - Collaborating on a distribution chain -online Catalog.	6

V	Internet: Lab Practical CIA - 10 Marks (Overview of the Internet, Browsing the world wide web, Electronic Mail).	6
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Text Book:

1. David Edmundson – Bird, Digital Business and e- Commerce management, Pearson Publishers, 7th Edition 2019.
2. Davi Chaffey, E- Business and E- Commerce Management, Prentice Hall Publishers, 5th Edition 2011.

Reference Books:

1. SyamalesMaiti&SweetySadhukhan, E- Commerce and E –Business Communication McGraw Hill Publishers, 1st Edition 2019.
2. Harvey M.Deitel, E- Business and E-Commerce for Managers, Prentice Hall Publishers, 1st Edition 2001.

Web Resources:

www.goldeneraedcation.com
www.bdu.ac.in
www.jmc.edu

Course Outcomes:

On completion of the course the learner will be able

CO 1:To understand the various aspects of e-business. CO 2:To outline the evolution of e-CRM software.. CO 3:To assess the knowledge about MS Word. CO 4:To gain the knowledge on Electronic market. CO 5:To create an understanding of internet.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	M	S	S	S	S	S	S	S
CO2	S	S	S	M	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
C04	S	S	S	S	S	S	S	S	S	S
CO5	S	S	M	S	S	S	S	S	S	S

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – V/ Skill Based Course – III	OFFICE MANAGEMENT (PRACTICAL)	Course Code : AUS3
Instruction Hours : 2	Credits: 2	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To impart the knowledge about Ms Word Document. • To give in depth knowledge of documentation through MS Excel. • To prepare a slides in attractive background using a MS Power Point. • To provide the Internet for send an email with or without attachments. • To help them to apply various accounting procedures through Tally Software. 	
UNIT	CONTENT	HOURS
I	Ms Word: Over View :Exercises: 1. Typewrite an application for a suitable post for yourself in proper format. 2. Prepare a bio data in standard format without using a table.	6
II	MS Excel: Over View:Exercises: 1. Create a mark list for 5/10 students and show their total and % of mark. 2. Create a chart for the table given.	6
III	MS Power point:Exercises: 1. Create a title slides and 2 more slides to give presentation. 2. Choose a proper layout and an attractive back ground using a template.	6

IV	Internet browsing :Exercises: 1. Send an email to friend of yours with an attachment and mark a copy of the email to yourself. 2. Browse the World Wide Web and obtain useful information on Peter F. Drucker the Father of Modern Management. His Early Life, His achievement, His contributions in Management Thought.	6
V	Tally: Exercise: 1. Introduction to basics of Accounting Software.	6

Course Outcomes:

On completion of the course the learner will be able to

- CO 1:To familiarize with MS word document.
- CO 2:To understand the knowledge about MS Excel.
- CO 3:To design and develop the Slides in MS Power Point.
- CO 4:To send e mail messages (with or without attachments) using Internet.
- CO 5: To gain the practical knowledge on Accounting Software Tally.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	M	S	S	M	S	S
CO2	S	S	S	M	S	S	S	S	S	M
CO3	S	S	S	S	M	S	S	S	S	S
C04	S	S	M	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	M

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – V / Soft Skill	Soft Skill Development	Course Code : SSD
Instruction Hours : 2	Credits: 2	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> To impart knowledge Self development through inter personal relation, Communication and self presentation. 	
UNIT	CONTENT	HOURS
I	Know Thyself / Understanding Self Introduction to self Skill Skills – Self discovery – Developing Positive attitude – Improving perception – Forming values.	6
II	Interpersonal Skills / Working with Others Developing interpersonal relationship – Team building – group dynamics – Net Working – improving work relationship.	6
III	Communication Skills / Working with Others Art of listening – Art of reading – Art of speaking – Art of writing – Art of Writing E- mails – E mail etiquette.	6
IV	Corporate Skills / Working with Others Developing body language – Practising etiquette and mannerism – Time Management – Stress Management.	6
V	Selling Self / Job Hunting Writing resume / - interview skills – discussed – Mock interview – Mock GD – Goal setting – Career planning.	6

Text Book:

1. Dr. K. Meena& Dr. V. Ayothi – A book on development of Soft Skills.
2. Dr. k. Alex – Soft Skills, S.Chand& Company Ltd, Ram Nagar, New Delhi – 110055.

Reference Books:

1. Developing the leader within you john C Maxwell
2. Good to Great by jim Collins.
3. The seven habit of highly effective people Stephen Covey
4. Emotional Intelligence Daniel Goleman.
5. You can win shiveKhera
6. Principal centred leadership Stepheen

Semester – VI / Core Course – XIII	BUISNESS POLICY AND STRATEGIC MANAGEMENT	Course Code :AUM
Instruction Hours : 6	Credits: 5	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To impart the knowledge about the Business Policy and its objectives • To provide formulation process and frameworks, tools and techniques of SWOT & ETOP Analysis. • To develop the students knowledge in Organisational Appaisal. • To enable the students knowledge about Leadership Implementation Strategy. • To identify the Strategic Evaluation and Control. 	
UNIT	CONTENT	HOURS
I	Introduction to Business Policy: Business Policy-Meaning -Features-Classification-Process of Policy making - Objectives of Business Policy.	18
II	Business Strategies: Business Strategies -Meaning -Features-Importance-Strategic Management Process-SWOT Analysis-ETOP Analysis - TOWS Matrix - BCG Matrix -7's approach to Quality-Motorola Quality Concept-Six Sigma.	18
III	Organizational Appraisal: Organizational Appraisal- Factors- Factors Affecting Organizational Appraisal –Approaches, Methods & Techniques.	18

IV	Leadership Implementation: Strategy Implementation - Organizational Design - Leadership Implementation - Strategists Style and Strategy - Personal Values, Business Ethics - Social Responsibility of Business - Operational Implementation.	18
V	Strategic Evaluation and Control: Strategic Evaluation and Control- Strategic Evaluation - Importance, Barriers , Requirement for effective evaluation - Types of Strategic Control - Process of Evaluation - Measurement of Performance.	18
VI	Corporate Appraisal: Corporate Appraisal – Methods – Techniques.	-

Text Books:

1. AzharKazmi ,Business Policy and Strategic Management,TataMcgrwl Hill Publications,3rd Edition 2008.

Reference Books:

1. *L.M.Prasad ,Business Policyand Strategic Management, Sultan Chand & sons , Edition2002.*
2. P.SubbaRao, Business Policy and Strategic Management, Himalaya Publishing House, edition 2007.

Web Resources:

<http://www.himpub.com>

<https://silo.tips>

Course Outcomes:

On completion of the course the learner will be able

CO 1:To describe the students knowledge about Business Policy and its Objectives.
 CO 2:To demonstrate a clear understanding of the concepts, tools & techniques used by SWOT and ETOP Analysis.
 CO 3:To effective application of concepts in Organisational Appraisal
 CO 4:To demonstrate capability of making their Leadership Implementation Strategies.
 CO 5:To develop their capacity to think and execute Strategic Evaluation and Control.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	M	S	S	S	S	M	S
CO2	S	S	S	S	M	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	M
C04	S	S	S	S	M	S	S	M	S	S
CO5	S	S	M	S	S	S	S	S	M	S

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester –VI / Core Course – XIV	ENTERPRISE RESOURCE PLANNING	Course Code : AUN
Instruction Hours : 6	Credits: 5	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To impart the knowledge about Enterprise Resource Planning. • To develop the students ability to ERP Systems and Software. • To enable the students to gain the knowledge about Business Process Re-engineering. • To provide knowledge about Supply Chain Management. • To gain the knowledge about ERP Implementation Life Cycle and Functional Modules. 	
UNIT	CONTENT	HOURS
I	Introduction to ERP : Meaning and Definition of ERP – History and Evolution of ERP – Components of ERP – Need – Functions – Role of ERP – Characteristics – Importance – Features.	18
II	ERP systems and Software: Meaning – Benefits of ERP software – ERP software selection criteria – players in the ERP market – Procurement process for ERP package.	18
III	Business Process Re-engineering: Introduction to BPR – Objectives – Elements – Challenges.	18

IV	Supply chain Management: Meaning – Objectives – process – Challenges – Benefits.	18
V	ERP: Implementation Life Cycle & Functional Modules : Introduction – Objectives – Different phases of ERP Implementation – Function Modules of ERP Software.	18
VI	Emerging Trends on ERP: Emerging Trends on ERP – Supply Chain management – Customer Relationship Management.	-

Text Books:

Dr. P. RizwanAhamed – Margham Publications, 2016.

Reference Books:

1. Alexis leon, ERP Dernystified, Tata McGraw Hill, New Delhi, 2006.
2. Mary Sumner, ERP, Pearson education, New Delhi, 2006.
3. Jagan Nathan Varman, ERP in Practice, Tata McGraw Hill, New Delhi, 2007.

Web-Resources:

www.kluniversity.in

www.coursera.org

www.algonquincollege.com

Course Outcomes:

On completion of the course the learner will be able

CO 1:To understand the concepts of Enterprise Resource Planning.

CO 2:To acquire knowledge about ERP Systems and Software.

CO 3:To learn about Business Process Re-engineering.

CO 4:To assess about Supply Chain Management.

CO 5:To identify the ERP Implementation Life Cycle and Functional Modules.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	M	S	S	M	S	S
CO2	S	S	S	S	S	S	S	S	M	S
CO3	S	S	M	S	S	S	S	S	S	S
C04	S	S	S	S	S	S	S	S	S	M
CO5	S	S	M	S	S	S	S	S	S	S

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – VI / Core Course – XV	FINANCIAL MANAGEMENT (60% THEORY, 40%PROBLEMS)	Course Code : AUO
Instruction Hours : 6	Credits: 5	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To impart knowledge about basic concept of financial management. • To educate the students on leverages and Cost of Capital. • To provide knowledge on Capital Structure. • To inculcate knowledge about Capital Budgeting Methods. • To make the students to understand Financial Planning and Forecasting 	
UNIT	CONTENT	HOURS
I	Introduction to Financial Management: Nature of Financial Management - Meaning and Scope of Finance Function - Financial Management and its Functions- Importance of Financial Management-Organization of Financial Department-Goals of Financial Management: Profit Maximization and Wealth Maximization.	18
II	Cost of Capital: Cost of Capital-Concept-Importance and types of Cost of Capital-MM Theory-Weighted Average Cost of Capital-Operating and Financial Leverages.	18
III	Capital Structure: Capital Structure – Meaning -Factors affecting Capital Structure-Capital Gearing, High and Low Gearing, Significance, Meaning of	18

	Trading on Equity, Limitations of Trading on Equity.	
IV	Capital Budgeting: Capital Budgeting - Nature of Capital Expenditure - Concept of Capital Budgeting -Capital Budgeting Procedures - Methods of Ranking Investment Proposals-Payback Method-Return on Investment Method - Present Value Method.	18
V	Financial Planning: Financial Planning and Forecasting - Concepts-Characteristics and Factors affecting Financial Planning - Necessity and Limitations-Cash Forecasting.	18
VI	Management Reporting: Management Reporting – Methods of reporting – Requirements of a Good Report.	-

Text Books:

1. S.N Maheswari, Elements of Financial Management, Sultan Chand & Sons,Publishing , Edition2019.

Reference Books:

1. M. Y. Khan, P. K. Jain,Financial Management, Tata McGraw-Hill Publishers, 1982.
2. Dr. PardeepKumar,Management, Principles and Applications,Sultan Chand & Sons. Publishing Year Edition 2020.

Web Resouces

<https://www.sultanchandandsons.com>

<https://www.mheducation.co.in>

Course Outcomes:

On completion of the course the learner will be able

CO 1:To assess the basic concepts of financial management.

CO 2:To compute leverages and Cost of Capital.

CO 3:To prepare capital structure under different approaches.

CO 4:To identify the methods of Capital Budgeting.

CO 5:To formulate the Financial Planning and Forecasting.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	M	S	S	S	S	S
CO2	S	S	S	S	M	S	S	S	S	M
CO3	S	S	S	M	S	S	S	S	S	M
C04	S	S	M	S	S	S	S	S	M	S
CO5	S	S	S	S	S	S	S	M	S	S

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – VI/ Major Based Elective – II	ENTREPRENEURIAL DEVELOPMENT	Course Code : AUE4
Instruction Hours : 5	Credits: 4	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To expose the students about the various aspects related to entrepreneurial Development. • To understand the knowledge about Entrepreneurship Development Programme. • To enable the students to know the classification of project. • To acquire the knowledge on role of management consultant in India. • To educate the students about Financial Institutions of Entrepreneurs. 	
UNIT	CONTENT	HOURS
I	Introduction to Entrepreneurial Development: Concept of Entrepreneurship-Definition - Characteristics-Functions - Classification s of Entrepreneur-Importance- Achievement Motivation- Sociological and Psychological factors of Entrepreneurial Development.	15
II	Entrepreneurship Development Programme: Content of Entrepreneurship Development Programme - Measures - Objectives of Entrepreneurial Training - EDP Institute -NIESBUD New Delhi - SIET Hyderabad – MSME and NSIC- SIPCOT in Tamilnadu.	15
III	Classification of Project: Project Identification-Classification of Project- Project Formulation.	15
IV	Role of Management Consultant in India:	15

	Role of Management Consultant in India-Different Types of Organisation - Partnership Company - Seed Capital - Fixed Capital – Working Capital – Leasing.	
V	Financial Institutions of Entrepreneurs: Problem faced by Women Entrepreneur’s –Institutions Finance of Entrepreneurs-IDBI-IFCI-ICICI-SFC of Tamil Nadu.	15

Text Books:

1. C.B. Gupta and N.P Srinivasan, Entrepreneurial Development, Sultan Chand, and Sons, 1st year of Edition 2019.
2. *Dr. Jayshree Suresh*, Entrepreneurial Development, published by Margham Publications, 4th Edition 2012.

Reference Book :

1. E. Gordon, K. Natarajan, Entrepreneurship Development, Himalaya Publishing House, 6th Edition.

Web Resources:

1. <https://educationleaves.com>
2. <http://sim.edu.in>

Course Outcomes:

On completion of the course the learner will be able

- | |
|---|
| <p>CO 1: To understand the aspects of Entrepreneurial Development.</p> <p>CO 2: To formulate the various Entrepreneurial Development Programme.</p> <p>CO 3: To explore the knowledge about classification of project.</p> <p>CO 4: To plan to gain knowledge on Role of Management consultant in India.</p> <p>CO 5: To learn about Financial Institutions of Entrepreneurs.</p> |
|---|

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	M	S	S	S	S	S	M
CO2	S	S	S	S	M	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	M	S
CO4	S	S	S	S	S	S	S	M	S	S
CO5	S	S	S	M	S	S	S	S	S	M

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – VI/ Major Based Elective – I	CAPACITY BUILDING FOR EMPLOYMENT	Course Code : AUE4
Instruction Hours : 5	Credits: 4	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To impart the knowledge about the Communication, Listening, and Presentation Skills etc. • To educate the Students about Decision Making and Leadership. • To understand the knowledge about the Counseling and Competitive Exam. • To expose the students about Interview and prepare Bio – Data. • To enable the students to develop Self Help Groups and Schemes. 	
UNIT	CONTENT	HOURS
I	Communication, Listening and Presentation Skills: Communication Skill, Listening Skill, Presentation Skill, Creativity, Creativity Thinking, Positive Attitude, Self Image.	15
II	Women Entrepreneurship: Decision Making, Leadership, Confidence, Group Discussion, Interview Skills, Time Management, Team Work, Emotional Stability, and Entrepreneurship – Women Entrepreneurship – Government of Tamil Nadu Schemes for women entrepreneurship and SHG.	15
III	Counseling for choosing the right field: Counseling for choosing the right field, Preparation required for Competitive Exam -Collecting the Information.	15

IV	Interview: Interview-A concept of mutuality, How to Prepare Bio-Data/CV/Resume, Grooming for the Interview, Impression Management, Guidelines for facing Interview.	15
V	Self Help Groups: Self Help Groups- Schemes. Schemes Offered by District Industrial Centre.	15

Course Outcomes:

On completion of the course the learner will be able

CO 1:To acquire the knowledge about the Communication, Listening, and Presentation Skills etc.
CO 2:To understand the Students about Decision Making and Leadership.
CO 3:To gain the knowledge about the Counseling and Competitive Exam.
CO 4:To develop students about Interview and prepare Bio – Data.
CO 5:To learn about the students to develop Self Help Groups and Schemes.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	M
CO3	S	S	S	S	S	S	S	M	S	S
C04	S	S	S	M	S	S	S	S	M	S
CO5	S	S	S	S	M	S	S	S	S	S

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – VI/ Major Based Elective III (MBE)	RETAIL MARKETING MANAGEMENT	Course Code : AUE5
Instruction Hours : 6	Credits: 4	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To provide information about Retail Marketing. • To enable the students to learn about Buying, Assembling, Selling and Transporting. • To acquire the knowledge about Storage and warehousing. • To educate the students to learn Buyer Behaviour. • To express the students about New Product Development. 	
UNIT	CONTENT	HOURS
I	Introduction: Definition of Retail Marketing-Evolution of Retail Marketing- Features of Modern Retail Marketing- Importance of Retail Marketing- Retail Marketing mix.	18
II	Functions of Retail Marketing: Functions of Retail Marketing - Buying-Assembling-Selling- Transporting.	18
III	Storage and Warehousing: Storage and Warehousing - Risk Bearing - Retail market Information-Grading and Standardization-Retail market Function.	18
IV	Buyer Behavior: Buyer Behavior-Consumer Goods and Industrial Goods-Buyer Behavior Model-Factors Influencing Buyer Behavior-Market Segmentation - Need and Basis-Targeting-Positioning.	18

V	Sales Forecasting, New Product Development and Product Life Cycle: Retail Sales Forecasting – Methods -Analysis and Application- Products-Classifications-New Product Development Process-Product Life Cycle-Product Portfolio Analysis-Line and product mix decisions.	18
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Text Books:

1. David Gilbert, Retail Marketing Management, Pearson Education, 2nd Edition 2002.

Reference Books:

1. Warren J. Keejan, Global Marketing Management, Printice – Hall of India, 7th edition 2002.

Web Resources:

<https://www.pearsoned.co.in>

<https://www.researchgate.net>

Course Outcomes:

On completion of the course the learner will be able

CO 1: To acquire the knowledge about Retailing.

CO 2: To understand the concept of Buying, Selling, Assembling and Transporting

CO 3: To gain the knowledge about Storage and Warehousing.

CO 4: To develop the concept of Buyer Behaviour.

CO 5: To learn about New Product Development.

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	M	S	S	S	S	M	S
CO2	S	S	S	S	M	S	S	S	S	M
CO3	S	S	S	S	S	S	S	M	S	S
C04	S	S	S	S	S	S	S	S	M	S
CO5	S	S	S	S	M	S	S	S	S	S

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – VI/ Major Based Elective III (MBE)	TRAINING AND DEVELOPMENT	Course Code : AUE5
Instruction Hours : 6	Credits: 4	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To gain new knowledge or information that helps employees to do a job well. • To learn Physical Skills, like using physical machinery quickly and efficiently. • To influence employee attitudes and Perceptions towards learning or Organizational Change. • To realize the importance of Training and Development of employees. • To be able to develop and design a Training and Development Program. 	
UNIT	CONTENT	HOURS
I	Introduction and need analysis: Introduction to training design and implementation, Needs Analysis and needs assessment, performance Analysis, Job Analysis, Task Analysis, Learner Analysis, Context analysis and skill gap Analysis.	18
II	Training Design: Training Objectives, Training deliverables and Instruction strategies, Training design, Budgets and schedules, Training project management, Design blue prints and proto types.	18
III	Tools and Techniques: Drafting training materials, Developing tests/ Assessments, Quality control issues and fall scale production.	18
IV	Training Methods: Train the trainer programs, classroom delivering of training, non	18

	class room delivering techniques.	
V	Evaluation: Role of evaluation, evaluating reactions and learning, evaluating transfer of training, evaluating results of training, post and future analysis.	18

Text Books:

1. Dr. B. Janakiram, M.S.Ramaiah Institute of Technology, Bangalore. published by Biztantra

Reference Books:

1. Devendra Agochiya, “ Every Trainer’s Handbook” 2nd Edition, Sage publications.
2. Udai Pareek, ” Training and Development
3. “Training Handbook” Tata Megraw hill Publications.

Web Resources

www.sagepub.in/bhattacharyya

www.bhc.edu.in

Course Outcomes:

On completion of the course the learner will be able

- | |
|---|
| CO 1: To increased job satisfaction and morale among employees
CO 2: To increased employee motivation.
CO 3: To increased efficiencies in processes resulting in financial gain.
CO 4: To increased capacity to adopt new technologies and methods.
CO 5: To increased Innovation in Strategies and products. |
|---|

Mapping of Course outcomes with Programme outcomes / Programmes Specific outcomes:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	M	S	S	S	S	S	S	M
CO2	S	S	S	S	M	S	S	S	M	S
CO3	S	S	S	M	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	S	M

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – VI/ Gender Studies	GENDER STUDIES	Course Code : GS
Instruction Hours :1	Credits: 1	Exam Hours : 3
Internal Marks :25	External Marks :75	Total Marks : 100

Cognitive Level	K - 1 Acquire/Remember K - 2 Understand K - 3 Apply K - 4 Analyze K – 5 Evaluate K – 6 Create	
Course Objectives	<ul style="list-style-type: none"> • To make boys and girls aware of each other strengths and weakness. • To develop sensitivity towards both genders in order to lead an ethically enriched life. • To promote attitudinal change towards a gender balanced ambience and women empowerment. 	
UNIT	CONTENT	HOURS
I	Concepts of Gender : Sex-Gender-Biological Determinism-Patriarchy-Feminism-Gender Discrimination-Gender Division of Labour –Gender Stereotyping-Gender Sensitivity-Gender Equity-Equality-Gender Mainstreaming-Empowerment.	3
II	Women’s Studies Vs Gender Studies: UGC’s Guidelines-VII to XI Plans-Gender Studies: Beijing Conference and CEDAW-Exclusiveness and Inclusiveness.	3
III	Areas of Gender Discrimination: Family - Sex Ratio – Literacy – Health – Governance -Religion Work Vs Employment – Market – Media – Politics – Law – Domestic Violence – Sexual Harassment – State Policies and Planning.	3
IV	Women Development and Gender Empowerment :	3

	Initiatives – International Women’s Decade – International women’s Year – National Policy for Empowerment of Women – women Empowerment Year 2001 – Mainstreaming Global Policies.	
V	<p>Women’s Movements and Safeguarding Mechanism :</p> <p>In India National / State Commission for Women (NCW) – All Women Police Station- Family Court – Domestic Violence Act – Prevention of Sexual Harassment at Work Place Supreme Court Guidelines – Maternity Benefit Act – PNMT Act – Hindu Succession Act 2005 – Eve Teasing Prevention Act – Self Help Groups – 73rd and 74th Amendment for PRIS.</p>	3

References:

1. Bhasin Kamala, Understanding Gender : Gender Basics, New Delhi: women Unlimited, 2004
2. Bhasin Kamala, Exploring Masculinity: Gender Basics, New Delhi: women Unlimited, 2004
3. Bhasin Kamala, What is Patriarchy?: Gender Basics, New Delhi: women Unlimited, 1993
4. PernauMargrit, Ahmad Imtiaz, ReifeldHermet (ed.) Family and Gender : Changing Values in Germany and India, New Delhi : Sage Publications, 2003.
5. AgarwalBina, Humphries Jane and Robeyns Ingrid (ed.) Capabilities, Freedom, and Equality: AmartyaSen’s Work from a Gender Perspective, New Delhi : Oxford University Press, 2006.