



A.D.M College For Women (Autonomous)

Nationally Accredited with 'A' Grade by NAAC (Cycle-III)
Nagapattinam -611 001
TamilNadu.



B.B.A

 Employability

 Entrepreneurship

 Skill development

Name of the Programme	Course Code	Title of the course	Employability	Entrepreneurship	Skill development
B.B.A.,	AUB	Marketing Management			✓
	AUD	Business Communication			✓
	AUS1	Front Office Management	✓		
	AUA2	Business Statistics for Managers			✓
	AUE	Financial Accounting	✓		
	AUF	Business Law		✓	
	AUH	Cost Accounting	✓		
	AUG	Human Resource Management		✓	
	AUE1	Personality Development			✓
	AUE4	Entrepreneurial Development			✓
	AUN	Enterprise Resource Planning			✓
	AUJ	Operations Research	✓		
	AUS2	E-Business			✓

	AUE3	Advertising and Sales Management			✓
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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	The Course aims <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	No. of Hours
I	Introduction to Marketing: Market and Marketing – Definition – Distinction between Marketing and Selling- Types of market – Marketing - Scope – Function – Importance - Marketing Environment.	18 Hrs
II	Marketing Segmentation: Marketing Segmentation – Basis- Pre-Requisites, Factors influencing Consumer Behaviour - Buying Process.	18 Hrs
III	Marketing Mix: Marketing Mix - Elements –Product - Classifications of Product- New Product Development - Product Life Cycle – Pricing Meaning and factors	18 Hrs

	affecting pricing- Types of Pricing.	
IV	Channel of Distribution: Channel of Distribution – Factors - Kinds of Middle Man – Types of Channels - Promotion Mix Advertising – Personal Selling - Sales Promotion - Publicity.	18 Hrs
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 Hrs
VI	Sales Forecast: Meaning of Sales Forecast – Importance of Sales Forecast – Methods of Sales Forecasting.	

Text Books:

1. PillaiBaghavathi, 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.PhilipKotler, Marketing Management, Pentice Hall business publishing (2001) 15th Edition.

Web-Resources:

1. <https://www.marketingmanagement.com>
2. <https://www.researchgate.net.com>

Course Outcomes:

On completion of the course the learner will be able

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.

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

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
C01	S	S	S	S	S	S	S	M	S	S
C02	S	S	M	S	S	S	S	S	S	S
C03	S	S	S	M	S	S	S	M	S	S
C04	S	S	S	S	S	S	S	S	S	S
C05	S	M	S	S	S	S	M	S	S	S

S – Strongly Correlating

M – Moderately Correlating

W – Weakly Correlating

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	The Course Aims <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	No. of Hours
I	Introduction Communication: Introducing Communication – Meaning – Need – Importance - Types of Communication – Internal communication – External communication - Commercial Terms and Abbreviations.	18 Hrs
II	Media of Communication: Media of Communication – Verbal and Non-verbal Communication – Principles of Effective Communication- Barriers to Communication.	18 Hrs

III	Business Letters: Kinds of Business Letters –Enquiries And Reply- Quotations –Sales Letters- Compliance Letter- Claims and Adjustments - Collection Letters- Circular Letters – Application Letters.	18 Hrs
IV	Import , Export Correspondence: Import- Export Correspondence- Correspondence of a Company Secretary – Memos and Other forms of Messages – Business Report and Business Proposals.	18 Hrs
V	Listening, Internet, Video Conferencing: Importance of Listening and Communication – Principles of Effective Listening Modern Technology – Internet –Multimedia – Video Conferencing – FAX –E-MAIL	18 Hrs
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:

1. <https://www.businesscommunication.com>
2. <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
C01	S	S	M	S	S	S	S	S	S	M
C02	S	S	S	S	M	S	S	S	S	S
C03	S	S	S	S	M	S	S	S	M	S
C04	S	S	M	S	S	S	S	S	S	M
C05	S	S	S	S	S	S	S	S	S	S

S – Strongly Correlating

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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	The Course Aims <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	No. of 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 Hrs
II	Front Office Responsibilities: Front Office Communication – Inter departmental communications – Guest Relations – Front Office Security functions.	6 Hrs

III	Front Office Management: Management Functions – Establishing Room rates – Forecasting Room Availability – Budgeting for operations – Evaluating Front Office Operation.	6 Hrs
IV	Yield Management: The Concept of yield and Management – Measuring yield – Elements of Yield Management – Using Yield Management.	6 Hrs
V	Night Audit: Functions – Operation modes – Night audit process – Verifying night audit – Automated system update.	6 Hrs

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:

1. <http://cbseacademic.nic.in>
2. <https://nios.ac.in>
3. <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
C01	S	S	S	M	S	S	S	S	S	M
C02	S	S	M	S	S	S	S	S	S	S
C03	S	S	S	S	M	S	S	S	M	S
C04	S	S	S	S	S	S	S	S	S	M
C05	S	S	S	M	S	S	S	S	S	S

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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	<p>The Course Aims</p> <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	No. of Hours
I	Introduction of Statistics: Definition of statistics - Characteristics _ uses of statistics in commerce and business. Primary and secondary data – definition.	12 Hrs

	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	
II	Measures of Central Tendency : Measures of central tendency – characteristics of a good average – arithmetic mean, median, mode, geometric mean, harmonic mean – Simple problems. SPSS – packages, operations and uses.	12 Hrs
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 Hrs
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 Hrs
V	Linear regression: Linear regression – definition – regression lines X on Y and Y on X – properties of regression coefficients (without proof) – Simple Problems.	12 Hrs

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:

- 1. <https://www.businessstaticsformanagers.com>
- 2. <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
CO4	S	M	S	S	S	S	S	S	S	S
CO5	S	S	M	S	S	S	S	S	S	M

S – Strongly Correlating

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N – No Correlation

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	The Course Aims <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	No. of Hours
I	Introduction to Accounting: Definition of Accounting- The Nature, Objective and Utility of Accounting - Books of Accounting - Accounting Concept and Conventions.	18 Hrs
II	Journal, Ledger, Subsidiary Books: The theory of Double Entry – Book Keeping , Journal – Ledger- Subsidiary Books and Trial Balance – Rectification of Errors.	18 Hrs
III	Final Accounts: Statement of Final Accounts – Manufacturing Account – Trading Account – Profit And Loss Account and Balance Sheet – With	18 Hrs

	Adjustment.	
IV	Final Accounts of Non- Trading Concerns: Capital and Revenue Statement for Non Profit Organizations –Receipts and Payments – Income and Expenditure Account.	18 Hrs
V	Depreciation Accounting: Depreciation Methods –Fixed Installment Method – Diminishing Balancing Method – Sums of Digit Method – Annuity Method – Depreciation Fund Method– Insurance Policy Method.	18 Hrs
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:

1. <https://www.studynama.com>>
2. <https://www.academia.edu>>

Course Outcomes:

On completion of the course the learner will be able

CO 1: To formulate the basics of accounting.

CO 2: To outline the types of accounting, Journal, Ledger and Trial Balance.

CO 3: To assess the knowledge on Final Accounts.

CO 4: To plan to gain knowledge on Receipts & Payment Account and Income & Expenditure Account.

CO5: To create an understanding of Depreciations accounting.

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

CO/PO	PO						PSO				
	1	2	3	4	5		6	1	2	3	4
C01	S	S	S	M	S	S	S	S	M	S	S
C02	S	S	S	M	S	S	S	S	M	S	S
C03	S	S	S	S	M	S	S	S	S	M	S
C04	S	S	S	M	S	S	S	S	S	M	S
C05	S	S	S	M	S	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	The Course Aims <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	No. of 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 Hrs
II	Quasi Contracts: Quasi Contracts – Performance of Contracts – Discharge of Contracts – Remedies for Breach of Contracts.	18 Hrs

III	<p>Law of Sale of Goods:</p> <p>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.</p>	18 Hrs
IV	<p>Law of Agencies:</p> <p>Law of Agencies – Creation of Agency – Classification of Agent – Duties and Right of an Agent and Principal Debtor – Termination of Agency.</p>	18 Hrs
V	<p>Consumer Protection Act:</p> <p>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.</p>	18 Hrs
VI	<p>Law of Partnership:</p> <p>Law of partnership – Definition of Partnership - Nature of partnership.</p>	

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:

1. [https:// www.americanbar.org](https://www.americanbar.org)
2. <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 - 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	The Course Aims <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	No. of 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 Hrs

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 Hrs
III	Labour Cost: Labour Cost -Method of Wage Payments and Incentive Plans - 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.	15 Hrs
IV	Overhead: Overhead - Classification, Allocation, Apportionment and absorption of overheads - Labor hour rate - Machine Hour Rate.	15 Hrs
V	Job, Contract and Process Costing: Methods - Job costing - Contract Costing - Process Costing - Normal Loss - Abnormal loss and gain.	15 Hrs
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:

1. <https://www.paruluniversity.ac.in>
2. <https://www.oss.unist.hr>

Course Outcomes:

On completion of the course the learner will be able

- To explain the basic concepts of cost accounting.
- To discuss about material control and pricing of issues.
- To compute the wages of workers under different methods, labour turnover rate, Overtime and idle time wages.
- To apply the methods in overhead apportionment and absorption of overheads.
- 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
C01	S	S	S	S	S	S	S	S	S	M
C02	S	S	S	S	M	S	S	M	S	S
C03	S	S	M	S	S	S	S	S	M	S
C04	S	S	S	S	M	S	S	S	S	S
C05	S	S	S	M	S	S	S	S	S	M

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	The Course Aims <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	No. of 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 Hrs

II	Job Analysis: Job Analysis – Job Description, Job Specification – Human Resource Planning - Recruitment, Selection Process and Interview.	15 Hrs
III	Training: Training - Definitions, Need and Importance, Steps – Different Training Methods – Performance Appraisal and Review.	15 Hrs
IV	Promotion: Promotion - Definition , Advantages , Disadvantages - Methods - Basis of Promotion -Demotion - Transfer- Definition , Types and Purpose of Transfer.	15 Hrs
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 Hrs
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.Asathappa, 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:

1. <https://www.hrsethu.org.com>>.
2. <https://www.coursera.org.com>>.

Course Outcomes:

On completion of the course the learner will be able

- To acquire knowledge about basic elements of HRM.
- To understand the Job Analysis, Job Description, Job Specification etc.
- To gain Knowledge about Training methods and Performance Appraisal.
- To learn about Promotion methods, Transfer etc.
- 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
C01	S	S	M	S	S	S	S	S	S	M
C02	S	S	S	M	S	S	S	S	S	S
C03	S	S	S	M	S	S	S	M	S	S
C04	S	S	S	S	M	S	S	S	M	S
C05	S	S	S	S	S	S	S	S	S	S

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	The Course Aims <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	No. of 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 Hrs
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 Hrs

III	<p>Positive Social Image:</p> <p>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 .</p>	6 Hrs
IV	<p>Developing a Win-Win Attitude:</p> <p>Fruits of a win – win Attitude- Differentiating Assertive From Aggressive and Passive Behaviour - Interview Skills.</p>	6 Hrs
V	<p>Becoming a Pro-Active and Responsibility Adult:</p> <p>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.</p>	6 Hrs

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:

1. [http://www.trinitypress.in /getbiblio](http://www.trinitypress.in/getbiblio)
2. <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
C01	S	S	S	S	M	S	S	S	M	S
C02	S	S	S	S	S	S	S	S	S	M
C03	S	S	S	S	M	S	S	S	S	S
C04	S	S	M	S	S	S	S	M	S	S
C05	S	S	S	M	S	S	S	S	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	The Course Aims <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	No. of 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 Hrs
II	Entrepreneurship Development Programme: Content of Entrepreneurship Development Programme -	15 Hrs

	Measures - Objectives of Entrepreneurial Training - EDP Institute - NIESBUD New Delhi - SIET Hyderabad – MSME and NSIC- SIPCOT in Tamilnadu.	
III	Classification of Project: Project Identification-Classification of Project- Project Formulation.	15 Hrs
IV	Role of Management Consultant in India: Role of Management Consultant in India-Different Types of Organisation - Partnership Company - Seed Capital - Fixed Capital – Working Capital – Leasing.	15 Hrs
V	Financial Institutions of Entrepreneurs: Problem faced by Women Entrepreneur's –Institutions Finance of Entrepreneurs-IDBI-IFCI-ICICI-SFC of Tamil Nadu.	15 Hrs

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

CO 1: To understand the aspects of Entrepreneurial Development.

CO 2: To formulate the various Entrepreneurial Development Programme.

CO 3: To explore the knowledge about classification of project.

CO 4: To plan to gain knowledge on Role of Management consultant in India.

CO 5: To learn about Financial Institutions of Entrepreneurs.

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

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
C01	S	S	S	M	S	S	S	S	S	M
C02	S	S	S	S	M	S	S	S	S	S
C03	S	S	S	S	S	S	S	S	M	S
C04	S	S	S	S	S	S	S	M	S	S
C05	S	S	S	M	S	S	S	S	S	M

S – Strongly Correlating

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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	The Course Aims <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	No.of 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 Hrs
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 Hrs

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

Text Books:

1. 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:

1. www.kluniversity.in
2. www.coursera.org
3. 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
C01	S	S	S	S	M	S	S	M	S	S
C02	S	S	S	S	S	S	S	S	M	S
C03	S	S	M	S	S	S	S	S	S	S
C04	S	S	S	S	S	S	S	S	S	M
C05	S	S	M	S	S	S	S	S	S	S

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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	The Course Aims <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	No. of 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 Hrs
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 Hrs

III	<p>Games and Strategies:</p> <p>Games and Strategies- Introduction: Two person Zero Sum Game - 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).</p>	15 Hrs
IV	<p>Networking:</p> <p>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).</p>	15 Hrs
V	<p>Replacement of Equipment:</p> <p>Replacement of Equipment or asset that deteriorates gradually: Introduction – replacement of equipment that fails suddenly- Simple Problems (19.1-19.2).</p>	15 Hrs
VI	<p>Queuing Theory:</p> <p>Basis of Queuing theory – Elements of Queuing Theory – Characteristics of Queuing System.</p>	

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:

1. http://myopm.net/courses/common/dt_module/tp_tutorial
2. <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

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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	The Course Aims <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	No. of 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 Hrs
II	e-CRM Software: E-CRM - Meaning - Difference between CRM & e CRM - Features of e -CRM - e-CRM Software.	6 Hrs

III	MS-office overview: MS-office overview - Data Entry - Graphs - Aggregate Functions - Formulas & Function Different No System & Conversion.	6 Hrs
IV	Electronic Market: An Electronic Market place of buyers & Sellers - Collaborating on a distribution chain -online Catalog.	6 Hrs
V	Internet: Lab Practical CIA - 10 Marks (Overview of the Internet, Browsing the world wide web, Electronic Mail).	6 Hrs

Text Books:

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:

1. www.goldeneraedcation.com
2. www.bdu.ac.in
3. 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
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	M	S	S	S	S	S	S	S

S – Strongly Correlating

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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	The Course Aims <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	No. of 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 Hrs

II	Advertisement Copy and Budget: Advertisement Copy-Kinds-Appeals-Advertising Mix-Advertising Budget and Relevant Decision.	12 Hrs
III	Advertising Agency and Types of Advertising: Advertising and their Role-Types of Advertising -Measuring the effectiveness of Advertisement -Advertising Agency-Online Advertising and Mobile Advertising.	12 Hrs
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 Hrs
V	Sales Promotion: Sales Promotion-Objectives-Advantages-Tools and their effectiveness-Aggressive Selling-Personal Selling-Measuring the effectiveness of Sales	12 Hrs

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:

1. <https://www.amitbookdepot.com>
2. <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
C01	S	S	S	S	M	S	S	M	S	S
C02	S	S	S	S	S	S	S	S	M	S
C03	S	S	S	M	S	S	S	S	M	S
C04	S	S	S	S	S	S	S	S	S	M
C05	S	S	M	S	S	S	S	S	S	S

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