

A.D.M. COLLEGE FOR WOMEN

(AUTONOMOUS)

Nationally Accredited with “A” Grade by NAAC - 3rd Cycle
(Affiliated to Bharathidasan University, Thiruchirappalli)
No.1, College Road, Velippalayam,
Nagapattinam – 611 001, Tamil Nadu, India

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 – Recalling	K2 – Understanding	K3 – Applying	K4 – Analyzing	K5 – Evaluating	K6 – Creating
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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 × 2 = 20	3	75	30
K3 – K6	B (Either or Pattern)	5 × 5 = 25			
K3 – K6	C (Answer 3 out of 5)	3 × 10 = 30			

DEPARTMENT OF BUSINESS ADMINISTRATION
(For students admitted from the academic year 2021-2022 onwards)

BBA

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) UG

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) BBA

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 - BBA

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
	VE - Value Education	1	2	2
	ES - Environmental Studies	1	2	2
V	EA - Extension Activities	0	0	1
	GS - Gender Studies	1	1	1
Total		39	180	140

Passing Minimum

A candidate shall be declared to have passed in each course if she secures not less than 40% marks out of 75 marks (i.e., 30 marks) in the End Semester Examination (SE) and 40% out of 25 marks (i.e., 10 marks) in the Continuous Internal Assessment. (CIA)

A.D.M COLLEGE FOR WOMEN (AUTONOMOUS), NAGAPATTINAM
DEPARTMENT OF BUSINESS ADMINISTRATION
BBA

Course Structure under CBCS

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

SEM	PART	COURSE	TITLE	INST HOURS/ WEEK	CREDIT	EXAM HOURS	MARKS		TOTAL MARKS
							CIA	SE	
I	I	Language Course I (LC)	Tamil – I	6	3	3	25	75	100
	II	English Language Course – I (ELC)	English – I	6	3	3	25	75	100
	III	Core Course I (CC)	Principles of Management	6	6	3	25	75	100
		Core Course II (CC)	Marketing Management	6	5	3	25	75	100
		Allied Course I (AC)	Managerial Economics	4	3	3	25	75	100
	IV	Value Education	Value Education	2	2	3	25	75	100
				Total	30	22	-	-	-
II	I	Language Course I (LC)	Tamil – II	6	3	3	25	75	100
	II	English Language Course – I (ELC)	English – II	6	3	3	25	75	100
	III	Core Course III (CC)	Organizational Behaviour	6	5	3	25	75	100
		Core Course IV (CC)	Business Communication	6	5	3	25	75	100
		Allied Course II (AC)	Business Statistics for Managers	4	3	3	25	75	100
	IV	Environmental Studies	Environmental Studies	2	2	3	25	75	100
				Total	30	21	-	-	-

SEM	PART	COURSE	TITLE	INST HOURS/ WEEK	CREDIT	EXAM HOURS	MARKS		TOTAL MARKS
							CIA	SE	
III	I	Language Course III (LC)	Tamil – III	6	3	3	25	75	100
	II	English Language Course – III (ELC)	English – III	6	3	3	25	75	100
	III	Core Course V (CC)	Financial Accounting	6	5	3	25	75	100
		Core Course VI (CC)	Business Law	6	5	3	25	75	100
		Allied Course III (AC)	Introduction to Computers and MIS	4	2	3	25	75	100
	IV	Non-Major Elective - I (NME)	Personality Development	2	2	3	25	75	100
				Total	30	20	-	-	-
IV	I	Language Course IV (LC)	Tamil – IV	6	3	3	25	75	100
	II	English Language Course – IV (ELC)	English – IV	6	3	3	25	75	100
	III	Core Course VII (CC)	Human Resources Management	5	5	3	25	75	100
		Core Course VIII (CC)	Cost Accounting	5	5	3	25	75	100
		Allied Course IV (AC)	Company Law and Secretarial Practice	4	4	3	25	75	100
	IV	Non-Major Elective II	Managerial Skills	2	2	3	25	75	100
		Skill Based Course I (SBC)	Front Office Management	2	2	3	25	75	100
			Total	30	24	-	-	-	700

SEM	PART	COURSE	TITLE	INST HOURS /WEEK	CREDIT	EXAM HOURS	MARKS		TOTAL MARKS	
							CIA	SE		
V	III	Core Course IX (CC)	Production and Material Management	5	5	3	25	75	100	
		Core Course – X (CC)	Operation's Research	5	5	3	25	75	100	
		Core Course XI (CC)	Research Methodology	4	4	3	25	75	100	
		Core Course XII (CC)	Management Accounting	6	5	3	25	75	100	
		Major Based Elective I(MBE)	Advertising and Sales Management /Financial Services	4	3	3	25	75	100	
	IV	Skill Based Course II (SBC)	E-Business	2	2	3	25	75	100	
		Skill Based Course III(SBC)	Office Management (Practical)	2	2	3	25	75	100	
		Soft Skill	Soft Skill Development	2	2	3	25	75	100	
				Total	30	28	-	-	-	800
	VI	III	Core Course XIII (CC)	Business Policy and Strategic Management	6	5	3	25	75	100
Core Course – XIV (CC)			Enterprise Resource Planning	6	5	3	25	75	100	
Core Course XV (CC)			Financial Management	6	5	3	25	75	100	
Major Based Elective II (MBE)			Entrepreneurial Development / Capacity Building for Employment	5	4	3	25	75	100	
Major Based Elective III(MBE)			Retail Marketing Management / Training and Development	6	4	3	25	75	100	
		Extension Activities	-	-	1	-	-	-	-	
V		General Studies	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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
Course Objectives	The Course aims <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	No. of 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 hrs
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 hrs
III	Organizing: Organizing – Concept – Organization as a process – Elements of Organization process – Types of organization – Centralization – Decentralization.	18 hrs
IV	Staffing: Staffing – Functions – Process – Selection – Recruitment – Training. Direction – Concept, Elements of Directing – Principles of Direction – Process of Directing.	18 hrs
V	Controlling: Controlling- Concept of Control- Methods of Controlling- Coordinating- Need- Principles-Approaches to achieve Effective Coordination- Process of Control.	18 hrs
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, Mc Graw - Hill India, 6th Edition, 2017.

Web-Resources:

1. <https://www.principlesofmanagement.com>
2. <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	6	1	2	3	4	5	6
CO1	S	S	S	S	S	M	S	S	M	S	S	S
CO2	S	S	S	S	S	M	S	M	S	S	S	S
CO3	S	S	S	S	S	M	S	S	S	S	S	M
C04	S	S	S	M	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	M	S	S	S	S	S	M

S – Strongly Correlating

N – 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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
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 affecting pricing- Types of Pricing.	18 Hrs
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. 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

Philip Kotler, 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	6	1	2	3	4	5	6
CO1	S	S	S	S	S	M	S	S	M	S	S	S
CO2	S	S	M	S	S	M	S	S	S	S	S	M
CO3	S	S	S	M	S	S	S	S	M	S	S	S
C04	S	S	S	S	S	M	S	S	S	S	S	M
CO5	S	M	S	S	S	S	S	M	S	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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
Course Objectives	The Course Aim <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	No. of 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 Hrs
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 Hrs
III	Monopoly, Oligopoly: Competition - Monopoly - Monopolistic Competition - Perfect Competition - Imperfect Competition, Oligopoly.	12 Hrs
IV	National Income: National Income – Circular Flow of Income - Measurement And Difficulties in The Measurement - Theory of Price Control.	12 Hrs
V	Profit Management: Profit Management –Profit- Policies- Profit Planning and Forecasting-RBI Functions –Supply of Money.	12 Hrs

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:

1. <https://www.managerialeconomics.com>
2. <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	6	1	2	3	4	5	6
CO1	S	S	S	S	S	M	S	S	S	S	S	M
CO2	S	S	M	S	S	S	S	S	M	S	S	S
CO3	S	S	M	S	S	S	S	M	S	S	S	S
C04	S	M	S	S	S	S	S	S	S	M	S	S
CO5	S	S	S	S	M	S	S	S	S	S	M	S

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N – No Correlation

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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
Course Objectives	The Course Aims <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	No. of 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 Hrs
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 Hrs
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 Hrs
IV	Group Dynamics: Group Dynamics – Groups at Work – Group Cohesiveness - Group Pressure – Group Norms –Types and Function of Formal and Informal Groups.	18 Hrs
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 Hrs
VI	Organisational Change: Organisational Change – Approaches – Resistance to Change, Manager as a Change Agent.	

Text Books:

1. L.M.Prasath, Organisation Behavior , 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:

1. <https://www.organisationalbehaviour.com>
2. <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	6	1	2	3	4	5	6
CO1	S	S	S	M	S	S	S	M	S	S	S	S
CO2	S	M	S	S	S	S	S	S	S	M	S	S
CO3	S	S	M	S	S	S	S	S	M	S	S	S
C04	S	S	S	S	S	S	S	S	S	S	M	S
CO5	S	S	S	S	M	M	S	S	S	S	S	M

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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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
Course Objectives	<p>The Course Aims</p> <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	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	S	S	S	S	M	S
CO2	S	S	S	S	M	S	S	S	S	S	S	M
CO3	S	S	S	S	M	S	S	S	S	M	S	S
C04	S	S	M	S	S	S	S	S	S	S	M	S
CO5	S	S	S	S	S	M	S	S	S	S	S	M

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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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
Course Objectives	The Course Aims <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. 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 Hrs
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	6	1	2	3	4	5	6
CO1	S	S	S	S	M	S	S	M	S	S	S	S
CO2	S	S	S	S	S	M	S	S	M	S	S	S
CO3	S	S	S	M	S	M	S	S	S	M	S	S
C04	S	M	S	S	S	S	S	S	S	S	S	M
CO5	S	S	M	S	S	S	S	S	S	S	M	S

S – Strongly Correlating

N – Moderately Correlating

W – Weakly Correlating

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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
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 Adjustment.	18 Hrs
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	5	6
CO1	S	S	S	M	S	S	S	S	M	S	S	S
CO2	S	S	S	M	S	S	S	S	M	S	S	S
CO3	S	S	S	S	M	S	S	S	S	M	S	S
C04	S	S	S	M	S	S	S	S	S	M	S	S
CO5	S	S	S	M	S	S	S	S	S	S	M	S

S – Strongly Correlating

N – 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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
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	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 Hrs
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 Hrs
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 Hrs
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:

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	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	S	S	M	S	S	S
CO2	S	S	S	M	S	S	S	S	S	M	S	S
CO3	S	S	S	S	M	S	S	S	S	S	S	M
C04	S	S	S	S	S	M	S	S	S	S	M	S
CO5	S	S	S	S	S	M	S	SS	S	M	S	S

S – Strongly Correlating

N – 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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
Course Objectives	The Course Aims <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	No. of 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 Hrs
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 Hrs
III	Information System and Decision Making: Concept for MIS Data – Types of Information System – Information System Activities- Components – Value and Quality of Information – Concept of Decision Making - Criteria for Decision Making – Decision Making Process.	12 Hrs
IV	System Concept and Approach: System Concepts and System Approach Cycle to Problem Solving – Transaction Processing System – Data Base Management System.	12 Hrs
V	Dimensions of Computerization: Social Dimensions of Computerization – Computer Viruses – Legal Dimensions of Computerization- Cyber Crime, Cyber theft, Cyber Law and Hackers.	12 Hrs

Text Books:

1. Dr. S. Rajagoplan, Management Information System, Margham Publications, 2nd Edition 2005.
2. James O'Brien & George M., Management Information System, Mc Graw 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, Mc Graw Hill Publications, 9th Edition 2009.

Web - Resources:

1. <http://www.ucj.edu.sa>>
2. <http://www.open.umn.edu>>

Course Outcomes:

On Completion of the Course, Students Will be able to

- Apply Modern tools, techniques and technology in a fundamental and productive manner in the professional activities.
- Analyze, design, manipulate and implement, relational database on which most information systems are built upon.
- Plan, Co ordinate, monitor and control information system development projects.
- Appreciate the use of information system for effective management.
- Employ effective communication skills consistent with the professional environment.

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

CO/PO	SPO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	S	S	M	S	S	S	S	M	S	S
CO2	S	S	S	S	S	M	S	S	S	S	M	S
CO3	S	S	M	S	S	S	S	S	S	S	S	M
C04	S	S	S	S	S	M	S	S	M	S	S	S
CO5	S	S	S	S	M	S	S	S	S	S	M	S

S – Strongly Correlating

N – 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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
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	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 Hrs
IV	Developing a Win-Win Attitude: Fruits of a win – win Attitude - Differentiating Assertive From Aggressive and Passive Behaviour - Interview Skills.	6 Hrs
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 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>>getbibilio
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	6	1	2	3	4	5	6
CO1	S	S	S	S	M	S	S	S	S	M	S	S
CO2	S	S	S	S	S	M	S	S	S	S	M	S
CO3	S	S	S	S	M	S	S	S	S	S	S	M
C04	S	S	M	S	S	S	S	S	M	S	S	S
CO5	S	S	S	M	S	S	S	S	S	S	S	M

S – Strongly Correlating

N – 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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
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.Aswathappa, Human Resource Management, Tata Mc Graw 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>>.
2. <https://www.coursera.org>>.

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	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	S	S	S	S	M	S
CO2	S	S	S	M	S	S	S	S	S	S	S	M
CO3	S	S	S	M	S	S	S	S	M	S	S	S
C04	S	S	S	S	M	S	S	S	S	M	S	S
CO5	S	S	S	S	S	M	S	S	S	S	S	M

S – Strongly Correlating

N – 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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
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.Patten Shetty, DR.Palekar, V.A.Patlil, Cost Accounting, R Chand & Company, 20th Edition 2001.
2. R.S.N.Pillai and Bagavathi, Costing Accounting, 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	6	1	2	3	4	5	6
CO1	S	S	S	S	S	M	S	S	S	S	M	S
CO2	S	S	S	S	M	S	S	S	M	S	S	S
CO3	S	S	M	S	S	S	S	S	S	M	S	S
C04	S	S	S	S	M	S	S	S	S	S	S	M
CO5	S	S	S	M	S	S	S	S	S	S	M	S

S – Strongly Correlating

N – 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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
Course Objectives	The Course Aims <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	No. of Hours
I	Introduction: Company –Definition – Kinds – Incorporation – Registration – Duties of Secretary – Memorandum of association - Doctrine of Ultravires.	12 Hrs
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 Hrs
III	Prospectus: Prospectus – Definition - Issue - Contents – Statement in lieu of Prospectus – Misleading and its Consequences – Remedies – Self Prospectus – Information Memorandum - Stock Exchange requirements relating to Prospectus - Listing of Securities.	12 Hrs
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 Hrs
V	Company Secretary: The Company Secretary - Definition - Appointment – Legal Position – Duties of Secretary – Rights –Liabilities – Qualification.	12 Hrs

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:

1. <https://www.gurukpo.com>.
2. <https://www.icsi.edu>.

Course Outcomes:

On Completion of the Course, Students will be able to

- To know about the major legal provisions governing general principles of Incorporation of a company.
- To acquire knowledge about Articles of Association and Memorandum of Association.
- To understand about statutory provisions regarding Prospectus of the Company.
- To plan to gain knowledge on shares, Transfer & Transmission of shares.
- 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	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	S	S	S	S	M	S
CO2	S	S	S	S	M	S	S	S	S	M	S	S
CO3	S	S	S	S	S	M	S	S	S	S	S	M
C04	S	S	S	M	S	S	S	S	M	S	S	S
CO5	S	S	S	S	S	M	S	S	S	S	M	S

S – Strongly Correlating

N – 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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
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 communication and security functions. • To understand the knowledge about front office management Functions 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. Jatashankar R.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	6	1	2	3	4	5	6
CO1	S	S	S	M	S	S	S	S	S	S	M	S
CO2	S	S	M	S	S	S	S	S	S	S	S	M
CO3	S	S	S	S	M	S	S	S	S	M	S	S
C04	S	S	S	S	S	M	S	S	S	S	M	S
CO5	S	S	S	M	S	S	S	S	S	S	S	M

S – Strongly Correlating

N – 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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
Course Objectives	The Course Aims <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	No. of Hours
I	Introduction to Management: Introduction, Management: Meaning - Nature and concept of Management - Importance of Management - Development of Management thought - Principles of Management.	6 Hrs
II	Creative Thinking Skills: Introduction - Concept of Creativity - Importance of Creative Thinking - Process of Creative Thinking - Techniques for Creative Thinking – Brainstorming.	6 Hrs
III	Leadership Skills: Introduction- Concept of leadership – Qualities of a Good Leader – Leadership Styles.	6 Hrs
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 Hrs
V	Problem Solving Skills: 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.	6 Hrs

Text Books:

1. E.H.Mc Grath, 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. Flately 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:

1. <https://www.open.edu/openlearn>.
2. <https://www.upes.ac.in>

Course Outcomes:

On completion of the course the learner will be able

- To understand the concepts related to Management.
- To demonstrate the Creative Thinking Skills.
- To analyze the effective leadership Skills.
- To develop the complexities associated with Time Management Skills.
- 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	6	1	2	3	4	5	6
CO1	S	S	S	S	M	S	S	S	S	S	S	M
CO2	S	S	M	S	S	S	S	S	S	M	S	S
CO3	S	S	S	S	S	M	S	S	S	S	M	S
C04	S	S	S	M	S	S	S	S	M	S	S	S
CO5	S	S	S	S	S	M	S	S	S	S	M	S

S – Strongly Correlating

N – 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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
Course Objectives	The Course Aims <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	No. of 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 Hrs
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 Hrs
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 Hrs
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 Hrs
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 Hrs
VI	TQM: Total Quality Management – Meaning – Definition of TQM – Quality Measurements – Total Quality Control.	

Text Books:

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

Reference Books:

1. K.Aswathappa & K.Shridhara Bhat, Production and Materials Management, Himalaya Publishing House, Edition 2015.

Web Resources:

1. <https://www.gurukpo.com>
2. <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	6	1	2	3	4	5	6
CO1	S	S	S	M	S	S	S	S	M	S	S	S
CO2	S	S	S	S	M	S	S	S	S	M	S	S
CO3	S	S	S	S	S	M	S	S	S	S	S	M
C04	S	S	M	S	S	S	S	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	S	M	S	S

S – Strongly Correlating

N – 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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
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	Games and Strategies: 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).	15 Hrs
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 Hrs
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 Hrs
VI	Queuing Theory: Basis of Queuing theory – Elements of Queuing Theory – Characteristics of Queuing System.	

Text Books:

1. Kanti Swarup, 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](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	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	S	S	S	M	S	S
CO2	S	S	S	M	S	S	S	S	S	S	S	M
CO3	S	S	S	S	M	S	S	S	S	S	M	S
C04	S	S	S	S	S	S	S	S	M	S	S	S
CO5	S	S	S	S	S	M	S	S	S	S	S	M

S – Strongly Correlating

N – 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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
Course Objective	The Course Aims <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	No. of Hours
I	Introduction to Research: Research – Definition – Importance - Advantages and Limitations. The Research Process -Problem Identification-Design of Research-Types of Design.	12Hrs
II	Sampling Process: Sampling Process and Selection -Sample Types-Sample Size And Sampling Errors.	12Hrs
III	Data Collection Methods and Tools : Data Collection-Methods-Tools - Questionnaire-Interview Schedule - Kinds of Data-Attitude Measurement of Scaling Technique-Editing, Coding, Tabulation.	12Hrs
IV	Statistical Data Analysis: Statistical Data Analysis-Hypothesis-Its sources-Formulation and Testing of Hypothesis-T - Test-Chi Square Test.	12Hrs
V	Report Writing: Interpretation and Report Writing-Steps in writing reports-Layout of report , Types and Principles of Report Writing-Graphical representation of results.	12Hrs
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, Kitab Mahal Year of publishing, 3rd Edition 2014.

Reference Books:

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

Web Resources:

1. <https://www.researchgate.net/>
2. <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	6	1	2	3	4	5	6
CO1	S	S	S	M	S	S	S	S	M	S	S	S
CO2	S	S	S	S	S	M	S	S	S	S	M	S
CO3	S	S	S	S	M	S	S	S	S	M	S	S
C04	S	S	M	S	S	S	S	S	S	S	S	M
CO5	S	S	S	S	S	S	S	S	S	S	M	S

S – Strongly Correlating

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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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
Course Objectives	The Course Aims <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	No. of 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 Hrs
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 Hrs
III	Fund Flow Analysis: Fund Flow Analysis - Concept of Funds - Source and Uses of Funds- Concepts of flow of funds – Managerial Uses of Fund Flow Analysis – Construction of Fund Flow Statement.	18 Hrs
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 Hrs
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 Hrs
VI	Working Capital Management: Working Capital Management – Principles and Factors.	

Text Books:

1. Shashi K Gupta, Rk Sharma, Neeti Gupta, Management Accounting, Kalyani Publishers, Edition 2012.

Reference Books:

1. S.N. Maheswari, Management Accounting, Vikas Publishing House, Edition 2012
2. Jain, S.P and Narang, K.L., Cost & Management Accounting, Kalyani Publishers, Edition 2019

Web Resources:

1. <https://www.rccmindore.com>
2. <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	6	1	2	3	4	5	6
CO1	S	S	S	S	S	M	S	S	S	M	S	S
CO2	S	S	S	S	M	S	S	S	S	S	M	S
CO3	S	S	S	S	M	S	S	S	S	S	S	M
CO4	S	S	S	S	S	M	S	S	S	S	S	M
CO5	S	S	S	M	S	S	S	S	M	S	S	S

S – Strongly Correlating

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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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
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. Mukesh Trehan, Advertising and Sales Management, VK Global Publications, May 28, 2014.
2. CN Sontakki ,Advertising and Sales Management, Kalyani Publication, Edition 2010.

Reference Books:

1. Kirandeep Kaur, N K Sahni, Meenu Gupta, Advertising and Sales Management, Kalyani Publishers,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	6	1	2	3	4	5	6
CO1	S	S	S	S	M	S	S	S	M	S	S	S
CO2	S	S	S	S	S	M	S	S	S	M	S	S
CO3	S	S	S	M	S	S	S	S	S	M	S	S
C04	S	S	S	S	S	M	S	S	S	S	M	S
CO5	S	S	M	S	S	S	S	S	S	S	S	M

S – Strongly Correlating

N – Moderately Correlating

W – Weakly Correlating

N – No Correlation

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

Cognitive Level	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
Course Objectives	The Course Aims <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	No. of 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 Hrs
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 of lease – Problems and prospects of leasing in India.	12 Hrs
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 Hrs
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 Hrs
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 Hrs

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:

1. www.goldeneraeducation.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 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	6	1	2	3	4	5	6
CO1	S	S	S	S	S	M	S	S	S	M	S	S
CO2	S	S	S	S	M	S	S	S	S	S	M	S
CO3	S	S	S	M	S	S	S	S	S	S	S	M
C04	S	S	S	S	M	S	S	S	M	S	S	S
CO5	S	S	S	S	S	M	S	S	S	M	S	S

S – Strongly Correlating

N – 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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
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. Syamales Maiti & Sweety Sadhukhan, E- Commerce and E –Business Communication Mc Graw 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.goldeneraeducation.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	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	S	S	S	S	S	S
CO2	S	S	S	M	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S	S	S
C04	S	S	S	S	S	M	S	S	S	S	S	S
CO5	S	S	M	S	S	S	S	S	S	S	S	S

S – Strongly Correlating

N – Moderately Correlating

W – Weakly Correlating

N – No Correlation

Semester – V/ Skill Based Course – III	OFFICE MANAGEMENT (PRACTICAL)	Course Code : AUS3Y
Instruction Hours : 2	Credits: 2	Exam Hours : 3
Internal Marks – 25	External Marks -75	Total Marks : 100

Course Objectives	<p>The Course Aims</p> <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	No .of Hours
UNIT- I	<p>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.</p>	6 Hrs
UNIT – II	<p>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.</p>	6 Hrs
UNIT – III	<p>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.</p>	6 Hrs
UNIT – IV	<p>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.</p>	6 Hrs
UNIT – V	<p>Tally: Exercise: 1. Introduction to basics of Accounting Software.</p>	6 Hrs

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	6	1	2	3	4	5	6
CO1	S	S	S	S	M	S	S	S	M	S	S	S
CO2	S	S	S	M	S	S	S	S	S	S	M	S
CO3	S	S	S	S	M	S	S	S	S	S	S	M
C04	S	S	M	S	S	S	S	S	S	S	S	M
CO5	S	S	S	S	S	M	S	S	S	S	M	S

S – Strongly Correlating

N – Moderately Correlating

W – Weakly Correlating

N – No Correlation

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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
Course Objectives	The Course Aims <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	No. of Hours
I	Introduction to Business Policy: Business Policy-Meaning -Features-Classification-Process of Policy making - Objectives of Business Policy.	18 Hrs
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 Hrs
III	Organizational Appraisal: Organizational Appraisal- Factors- Factors Affecting Organizational Appraisal –Approaches, Methods & Techniques.	18 Hrs
IV	Leadership Implementation: Strategy Implementation - Organizational Design - Leadership Implementation - Strategists Style and Strategy - Personal Values, Business Ethics - Social Responsibility of Business - Operational Implementation.	18 Hrs
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 Hrs
VI	Corporate Appraisal: Corporate Appraisal – Methods – Techniques.	

Text Books:

1. Azhar Kazmi ,Business Policy and Strategic Management, Tata Mcgrwl Hill Publications,3rd Edition 2008.

Reference Books:

L.M.Prasad ,Business Policy and Strategic Management, Sultan Chand & sons , Edition2002.

1. P.Subba Rao, Business Policy and Strategic Management, Himalaya Publishing House, edition 2007.

Web Resources:

- 1.<http://www.himpub.com>
- 2.<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	6	1	2	3	4	5	6
CO1	S	S	S	M	S	S	S	S	S	M	S	S
CO2	S	S	S	S	M	S	S	S	S	S	S	M
CO3	S	S	S	S	S	M	S	S	S	S	M	S
C04	S	S	S	S	M	S	S	S	M	S	S	S
CO5	S	S	M	S	S	S	S	S	S	M	S	S

S – Strongly Correlating

N – Moderately Correlating

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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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
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:

Dr. P. Rizwan Ahamed – 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.

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	6	1	2	3	4	5	6
CO1	S	S	S	S	M	S	S	S	M	S	S	S
CO2	S	S	S	S	S	M	S	S	S	M	S	S
CO3	S	S	M	S	S	S	S	S	S	S	S	M
C04	S	S	S	S	S	M	S	S	S	S	M	S
CO5	S	S	M	S	S	S	S	S	S	S	S	M

S – Strongly Correlating

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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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
Course Objectives	The Course Aims <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	No. of 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 Hrs
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 Hrs
III	Capital Structure: Capital Structure – Meaning -Factors affecting Capital Structure-Capital Gearing, High and Low Gearing, Significance, Meaning of Trading on Equity, Limitations of Trading on Equity.	18 Hrs
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 Hrs
V	Financial Planning: Financial Planning and Forecasting - Concepts-Characteristics and Factors affecting Financial Planning - Necessity and Limitations-Cash Forecasting.	18 Hrs
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. Pardeep Kumar,Management, Principles and Applications, Sultan Chand & Sons. Publishing Year Edition 2020.

Web Resources:

1. <https://www.sultanchandandsons.com>
2. <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	6	1	2	3	4	5	6
CO1	S	S	S	S	M	S	S	S	S	S	S	M
CO2	S	S	S	S	M	S	S	S	S	S	M	S
CO3	S	S	S	M	S	S	S	S	S	S	M	S
C04	S	S	M	S	S	S	S	S	S	M	S	S
CO5	S	S	S	S	S	M	S	S	M	S	S	S

S – Strongly Correlating

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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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
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 - Measures - Objectives of Entrepreneurial Training - EDP Institute -NIESBUD New Delhi - SIET Hyderabad – MSME and NSIC- SIPCOT in Tamilnadu.	15 Hrs
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	6	1	2	3	4	5	6
CO1	S	S	S	M	S	S	S	S	S	S	M	S
CO2	S	S	S	S	M	S	S	S	S	S	S	M
CO3	S	S	S	S	S	M	S	S	S	M	S	M
C04	S	S	S	S	S	M	S	S	M	S	S	S
CO5	S	S	S	M	S	S	S	S	S	S	M	S

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N – No Correlation

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

Cognitive Level	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
Course Objectives	The Course Aims <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	No. of Hours
I	Communication, Listening and Presentation Skills: Communication Skill, Listening Skill, Presentation Skill, Creativity, Creativity Thinking, Positive Attitude, Self Image.	15 Hrs
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 Hrs
III	Counseling for choosing the right field: Counseling for choosing the right field, Preparation required for Competitive Exam -Collecting the Information.	15 Hrs
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 Hrs
V	Self Help Groups: Self Help Groups- Schemes. Schemes Offered by District Industrial Centre.	15 Hrs

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	6	1	2	3	4	5	6
CO1	S	S	S	M	S	S	S	S	S	S	S	M
CO2	S	S	S	S	S	M	S	S	S	S	M	S
CO3	S	S	S	S	S	M	S	S	M	S	S	S
C04	S	S	S	M	S	S	S	S	S	M	S	S
CO5	S	S	S	S	M	S	S	S	S	S	S	M

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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	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
Course Objectives	The Course Aims <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	No. of Hours
I	Introduction: Definition of Retail Marketing-Evolution of Retail Marketing- Features of Modern Retail Marketing- Importance of Retail Marketing-Retail Marketing mix.	18 Hrs
II	Functions of Retail Marketing: Functions of Retail Marketing - Buying-Assembling-Selling-Transporting.	18 Hrs
III	Storage and Warehousing: Storage and Warehousing - Risk Bearing - Retail market Information-Grading and Standardization-Retail market Function.	18 Hrs
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 Hrs
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 Hrs

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:

1. <https://www.pearsoned.co.in>
2. <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	6	1	2	3	4	5	6
CO1	S	S	S	M	S	S	S	S	S	M	S	S
CO2	S	S	S	S	M	S	S	S	S	S	M	S
CO3	S	S	S	S	S	M	S	S	M	S	S	S
C04	S	S	S	S	S	M	S	S	S	M	S	S
CO5	S	S	S	S	M	S	S	S	S	S	S	M

S – Strongly Correlating

N – Moderately Correlating

W – Weakly Correlating

N – No Correlation

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

Cognitive Level	K1 -Recalling K2 -Understanding K3 -Applying K4 - Analyzing K5 - Evaluating K6 - Creating	
Course Objectives	The Course Aims <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	No. of 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 Hrs
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 Hrs
III	Tools and Techniques: Drafting training materials, Developing tests/ Assessments, Quality control issues and fall scale production.	18 Hrs
IV	Training Methods: Train the trainer programs, classroom delivering of training, non class room delivering techniques.	18 Hrs
V	Evaluation: Role of evaluation, evaluating reactions and learning, evaluating transfer of training, evaluating results of training, post and future analysis.	18 Hrs

Text Books:

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

Reference Books:

1. DevendraAgochiya, “Every Trainer’s Handbook” 2nd Edition, Sage publications.
2. UdaiPareek,” Training and Development
3. “Training Handbook” Tata Megraw hill Publications.

Web Resources:

1. www.sagepub.in/bhatta_charyya
2. 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	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	S	S	S	S	M	S
CO2	S	S	S	S	M	S	S	S	S	M	S	S
CO3	S	S	S	M	S	S	S	S	S	S	S	M
C04	S	S	S	S	S	M	S	S	S	M	S	S
CO5	S	S	S	S	S	M	S	S	S	S	M	S

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