

# **A.D.M. COLLEGE FOR WOMEN**

**(AUTONOMOUS)**

Nationally Accredited with "A" Grade by NAAC - 4<sup>th</sup> 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 2024-2025)*



## **BUSINESS ADMINISTRATION**

### **SYLLABUS**

**2024-2027**

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**(For students admitted from the academic year 2024-2025 onwards)**

**BBA**

**Programme Educational Objectives (PEO)**

<b>PEO 1:</b>	To provide knowledge regarding the basic concepts, principles and functions of management.
<b>PEO 2:</b>	To develop business and entrepreneurial aptitude among the students.
<b>PEO 3:</b>	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.
<b>PEO 4:</b>	To prepare students to enter Master Programme like M.B.A., M.Com., and pursue professional programmes like C.A.,ICWA., etc.
<b>PEO 5:</b>	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**

<b>PO 1:</b>	To enable students to apply knowledge of management theories and practices to solve business problems.
<b>PO 2:</b>	To encourages analytical and critical thinking abilities for business decisions making.
<b>PO 3:</b>	To promotes ethical and value – based leadership ability and helps to pre pare students for managerial rules and as entrepreneurs.
<b>PO 4:</b>	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.
<b>PO 5:</b>	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**

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

**CURRICULUM STRUCTURE - 2024-2027**  
**BBA PROGRAMME**  
**BUSINESS ADMINISTRATION**

Part	Category of Courses	No. of Courses	Hrs	Total Credits
Part I	Language Courses (Tamil/Hindi/French/Arabic/ Sanskrit)	4	24	12
Part II	English Language Courses	4	24	12
Part III	Core Courses (CC)	14	75	61
	Minor Course (AC)	4	16	14
	Discipline Specific Courses (DSC)	3	13	10
	Project	1	3	3
Part IV	Skill Enhancement Courses (SEC)	4	8	8
	Ability Enhancement Courses (AEC)	3	6	6
	Multi Disciplinary Courses (NME)	2	4	4
	Environmental Studies	1	2	2
	Value Education	1	2	2
	Soft Skill Development	1	2	2
	Summer Internship/Industrial Activity	0	0	2
Part V	Gender Studies	1	1	1
	Extension Activity (NCC/NSS/Sports/Any Other Activities)	0	0	1
<b>Total</b>		<b>43</b>	<b>180</b>	<b>140</b>

**EXTRA CREDIT SCHEME STRUCTURE - 2024 - 2027**

Courses	Credits	Semester	Marks
<b>Extra Credit Courses I(Professional English)</b> ECPEB - ECC I - PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT <b>(Commerce &amp; BBA)</b>	2	I	100
Extra Credit Courses II (Skill Course I – Add on)	2	II	100
Extra Credit Courses III(Skill Course II- Add on)	2	III	100
Extra Credit Courses IV(Skill Course III- Add on)	2	IV	100
Value added course I (Multidisciplinary) EVENT MANAGEMENT	2	V	100
Value added Course II (Same disciplinary) SMALL BUSINESS MANAGEMENT	2	VI	100
<b>Total</b>	<b>12</b>		

**BBA PROGRAMME 2024-2027**

<b>SEMESTER – I</b>							
<b>PART</b>	<b>COURSE TYPE</b>	<b>COURSES</b>	<b>HOURS</b>	<b>CREDITS</b>	<b>EXAM DURATION</b>	<b>MAX. MARKS</b>	
						<b>CIA</b>	<b>EXT</b>
Part I	Language Course I	LC I – POTHU TAMIL I	6	3	3	25	75
Part II	English Course I	ELC I – GENERAL ENGLISH I	6	3	3	25	75
Part III	Core Course I	CC I - PRINCIPLES OF MANAGEMENT	5	4	3	25	75
	Core Course II	CC II - MARKETING MANAGEMENT	5	4	3	25	75
	Minor Course I	MC I - MANAGERIAL ECONOMICS	4	3	3	25	75
Part IV	Skill Enhancement Course I	SEC I - E-BUSINESS	2	2	3	25	75
	VE	Value Education	2	2	3	25	75
*Extra Credit 1	Extra Credit I	Extra Credit Course I – Professional English for Commerce and Management		2	-	0	100
		<b>No. of Courses – 7+1</b>	<b>30</b>	<b>21+2</b>			

<b>SEMESTER – II</b>							
<b>PART</b>	<b>COURSE TYPE</b>	<b>COURSES</b>	<b>HOURS</b>	<b>CREDITS</b>	<b>EXAM DURATION</b>	<b>MAX. MARKS</b>	
						<b>CIA</b>	<b>EXT</b>
Part I	Language Course II	LC II - POTHU TAMIL II	6	3	3	25	75
Part II	English Course II	ELC II – GENERAL ENGLISH II	6	3	3	25	75
Part III	Core Course III	CC III - ORGANISATIONAL BEHAVIOUR	5	4	3	25	75
	Core Course IV	CC IV - ENTERPRISE RESOURCE PLANNING	5	4	3	25	75
	Minor Course II	MC II - BUSINESS MATHEMATICS & STATISTICS	4	4	3	25	75
Part IV	Skill Enhancement Course II	SEC II - BUSINESS COMMUNICATION	2	2	3	25	75
	EVS	Environmental Studies	2	2	3	25	75
*Extra Credit II	Extra Credit II	Extra Credit Courses II (Skill Course I – Add on)		2	-	0	100
		<b>No. of Courses – 7+1</b>	<b>30</b>	<b>22+2</b>			

SEMESTER – III							
PART	COURSE TYPE	COURSES	HOURS	CREDITS	EXAM DURATION	MAX. MARKS	
						CIA	EXT
Part I	Language Course III	LC III - POTHU TAMIL III	6	3	3	25	75
Part II	English Course III	ELC III – GENERAL ENGLISH III	6	3	3	25	75
Part III	Core Course V	CC V - FINANCIAL ACCOUNTING	5	4	3	25	75
	Core Course VI	CC VI - BUSINESS LAW	5	4	3	25	75
	Minor Course III	MC III - INTERNATIONAL BUSINESS	4	4	3	25	75
Part IV	Multi Disciplinary Course I	NME I - MANAGERIAL SKILLS DEVELOPMENT	2	2	3	25	75
	Skill Enhancement Course III	SEC III- OFFICE MANAGEMENT (PRACTICAL)	2	2	3	25	75
*Extra Credit III	Extra Credit III	Extra Credit Courses III(Skill Course II- Add on)		2	-	0	100
		<b>No. of Courses – 7+1</b>	<b>30</b>	<b>22+2</b>			

SEMESTER – IV							
PART	COURSE TYPE	COURSES	HOURS	CREDITS	EXAM DURATION	MAX. MARKS	
						CIA	EXT
Part I	Language Course IV	LC IV - POTHU TAMIL IV	6	3	3	25	75
Part II	English Course IV	ELC IV – GENERAL ENGLISH IV	6	3	3	25	75
Part III	Core Course VII	CC VII - HUMAN RESOURCE MANAGEMENT	5	4	3	25	75
	Core Course VIII	CC VIII - COST ACCOUNTING	5	4	3	25	75
	Minor Course IV	MC IV - COMPANY LAW AND SECRETARIAL PRACTICE	4	3	3	25	75
Part IV	Multi Disciplinary Course II	NME II - PERSONALITY DEVELOPMENT	2	2	3	25	75
	Ability Enhancement Course I	AEC I - FRANCHISE MANAGEMENT	2	2	3	25	75
*Extra Credit IV	Extra Credit IV	Extra Credit Courses IV(Skill Course III- Add on)		2	-	0	100
		<b>No. of Courses – 7+1</b>	<b>30</b>	<b>21+2</b>			

SEMESTER – V							
PART	COURSE TYPE	COURSES	HOURS	CREDITS	EXAM DURATION	MAX. MARKS	
						CIA	EXT
Part III	Core Course IX	CC IX - PRODUCTION AND MATERIALS MANAGEMENT	6	5	3	25	75
	Core Course X	CC X - MANAGEMENT ACCOUNTING	6	5	3	25	75
	Core Course XI	CC XI - RESEARCH METHODOLOGY	6	5	3	25	75
	Core Course XII	CC XII - CONSUMER BEHAVIOUR	5	4	3	25	75
	Discipline Specific Elective I	DSE I - MANAGEMENT INFORMATION SYSTEM	3	3	3	25	75
Part IV	Ability Enhancement Course II	AEC II - BEHAVIOURAL FINANCE	2	2	3	25	75
	SSD	Soft Skill Development	2	2	3	25	75
	<b>Summer Internship/Ind. Training</b>	<b>Summer Internship/Industrial Training (during Second Year Vacation) (To be included in Semester V Mark Sheet)</b>	-	2			
*Extra Credit V	Extra Credit Courses V	Value added course I (Multidisciplinary) EVENT MANAGEMENT		2	-	0	100
		<b>No. of Courses – 7+1</b>	<b>30</b>	<b>28+2</b>			

SEMESTER – VI							
PART	COURSE TYPE	COURSES	HOURS	CREDITS	EXAM DURATION	MAX. MARKS	
						CIA	EXT
Part III	Core Course XIII	CC XIII - BUSINESS POLICY & STRATEGIC MANAGEMENT	6	5	3	25	75
	Core Course XIV	CC XIV - OPERATIONS RESEARCH	6	5	3	25	75
	Core Course XV	CC XV – Project	3	3	-	-	-
	Discipline Specific Elective II	DSE II - FINANCIAL MANAGEMENT	5	3	3	25	75
	Discipline Specific Elective III	DSE III - ENTREPRENEURIAL DEVELOPMENT	5	4	3	25	75
Part IV	Skill Enhancement Course IV	SEC IV - RETAIL MARKETING MANAGEMENT	2	2	3	25	75
	Ability Enhancement Course III	AEC III - ADVERTISING & SALES MANAGEMENT	2	2	3	25	75
Part V	GS	Gender Studies	1	1	3	25	75
	Extension Activities	(NCC/NSS/Sports/Any Other Activities)	0	1			
*Extra Credit VI	Extra Credit Courses VI	Value added Course II (Same disciplinary) SMALL BUSINESS MANAGEMENT		2	-	0	100
		<b>No. of Courses – 8</b>	<b>30</b>	<b>26+2</b>			

**Grand Total – Credit 140 & Extra Credit 12**

<b>Semester –I / Core Course-I</b>	<b>PRINCIPLES OF MANAGEMENT</b>	<b>Course Code:</b>
<b>Instruction Hours: 5</b>	<b>Credit:4</b>	<b>Exam Hours: 3</b>
<b>Internal Marks :25</b>	<b>External Marks:75</b>	<b>Total Marks: 100</b>
<b>Cognitive Level</b>	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 – Creating</b>	
<b>Course Objectives</b>	The Course aims <ul style="list-style-type: none"> <li>• To impart knowledge about evolution of management.</li> <li>• To provide understanding on planning process and importance of decision making in organization</li> <li>• To learn the application of principles in organization</li> <li>• To study the application of principles in organization</li> <li>• To familiarize students about significance of ethics in business and its implications.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>Management:</b> Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.	<b>15hrs</b>
<b>II</b>	<b>Planning:</b> Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.	<b>15hrs</b>
<b>III</b>	<b>Organizing:</b> Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.	<b>15hrs</b>
<b>IV</b>	<b>Direction</b> – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.	<b>15hrs</b>
<b>V</b>	<b>Definition of Business ethics</b> - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business <b>Business Communication:</b> Nature-Types-Process.	<b>15hrs</b>



### **Text Books**

1. Jayasankar. J (2015). Principles of Management, Margham Publication, 13<sup>th</sup> Edition.
2. Griffin, T.O, (2014). Management, Houghton Mifflin Company, Boston, USA.
3. Stephen A. Robbins & David A (2011). “Fundamentals of Management” Decenzo& Mary Coulter, 7th Edition, Pearson Education.
4. Stoner, Freeman, Gilbert Jr. (2014). Management, New Delhi: Prentice Hall India, (6th edition).
5. Robbins, S., Coulter, M., Sidani, D., and Jamali, D., 2014. Management, Arab World Edition, Pearson.

### **Reference Books:**

1. Tripathi P.C & Reddy P.N; (2017). Principles of Management, Sultan Chand & Sons, 6th Edition.
2. Prasad L.M. Principles & Practice of Management Sultan Chand & Sons, 8 th Edition.
3. P. Robbins & Mary Coulter; (2017). Management, Stephen Pearson Education, 13th Edition.
4. Gupta C.B. Principles of Management, Sultan Chand & Sons, 3 rd Edition.
5. Harold Koontz, Hienz Wehrich, Ramachandra Aryasri A, (2015). Principles of Management, McGraw Hill, 2nd edition.

### **Web-Resources:**

1. <https://www.toolshero.com/management/14-principles-of-management/>
2. <https://open.umn.edu/opentextbooks/textbooks/693>
3. <https://open.umn.edu/opentextbooks/textbooks/34>
4. <https://openstax.org/subjects/business>
5. <https://blog.hubspot.com/marketing/management-principles>

### **Course Outcomes**

On completion of this course, students will;

- CO1: Describe nature, scope, role, levels, functions and approaches of management
- CO2: Apply planning and decision making in management
- CO3: Identify organization structure and various organizing techniques
- CO4: Understand Direction, Co-ordination & Control mechanisms
- CO5: Relate and infer ethical practices of organization.

**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

**S–Strongly Correlating**

**N–Moderately Correlating**

**W – Weakly Correlating**

**N–No Correlation**

Semester–I/ Core Course– II	<b>MARKETING MANAGEMENT</b>	Course Code :
Instruction Hours: 5	Credits: 4	Exam Hours : 3
Internal Marks–25	ExternalMarks-75	TotalMarks:100

<b>Cognitive Level</b>	<b>K1 –Recalling</b> <b>K2-Understanding</b> <b>K3 -Applying</b> <b>K4-Analyzing</b> <b>K5-Evaluating</b> <b>K6 - Creating</b>	
<b>Course Objectives</b>	The Course aims <ul style="list-style-type: none"> <li>• To expose the students about marketing concepts and trends in the market.</li> <li>• To provide information about market segmentation.</li> <li>• To educate the students about Marketing Mix</li> <li>• To impart knowledge about various channel of Distribution.</li> <li>• To inculcate the students about the role Advertising, Virtual Marketing, Tele Marketing.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>Introduction to Marketing:</b> Market and Marketing – Definition – Distinction between Marketing and Selling- Types of market – Marketing - Scope – Function – Importance - Marketing Environment.	<b>15 Hrs</b>
<b>II</b>	<b>Marketing Segmentation:</b> Marketing Segmentation –Basis-Pre-Requisites, Factors influencing Consumer Behaviour - Buying Process.	<b>15 Hrs</b>
<b>III</b>	<b>Marketing Mix:</b> Marketing Mix - Elements –Product - Classifications of Product- New Product Development - Product Life Cycle – Pricing Meaning and factors affecting pricing- Types of Pricing.	<b>15 Hrs</b>
<b>IV</b>	<b>Channel of Distribution:</b> Channel of Distribution–Factors -Kinds of Middle Man –Types of Channels- Promotion Mix Advertising –Personal Selling - Sales Promotion - Publicity.	<b>15 Hrs</b>
<b>V</b>	<b>Advertising Agency, E-Business, Telemarketing:</b> Advertising Effectiveness – Appropriation – Agency – Selection & Operation of Sale Forces – Recent Trend in Marketing – E - Business – Tele Marketing – Relationship Marketing – Virtual Marketing. <b>Digital Marketing:</b> Meaning-Needs-Types of Digital Marketing	<b>15 Hrs</b>

**Text Books:**

1. Natarajan L (2019).Marketing, Margham Publications, 15<sup>th</sup> Edition.
2. Pillai Baghavathi, 2018 Marketing Management-Sultan Chand & Sons, 14<sup>th</sup> Edition.
3. Sarangi S.K. 2014, Marketing management, Asian Books Private Limited.

**Reference Books:**

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

**Web-Resources:**

1. <https://www.marketingmanagement.com>
2. <https://www.coursera.org/in/articles/marketing-management>
3. <https://www.projectmanager.com/blog/what-is-marketing-management>

**Course Outcomes:****On completion of the course the learner will be able**

CO1: To understand the basic concepts and trends in the market.

CO 2: To assess about Consumer behavior, product and brand strategies.

CO3: To understand the concept of Marketing Mix, Product life cycle etc.

CO 4: To acquire knowledge about the channel of Distribution.

CO5: To learn about the role of Advertising, Virtual Marketing, and Telemarketing 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

S–Strongly Correlating

N–Moderately Correlating

W – Weakly Correlating

N–No Correlation

<b>Semester –I / Minor Course I</b>	<b>MANAGERIAL ECONOMICS</b>	<b>Course Code:</b>
<b>Instruction Hours: 4</b>	<b>Credit:3</b>	<b>Exam Hours: 3</b>
<b>Internal Marks :25</b>	<b>External Marks:75</b>	<b>Total Marks: 100</b>
<b>Cognitive Level</b>	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 – Creating</b>	
<b>Course Objectives</b>	The Course aims <ul style="list-style-type: none"> <li>• To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario</li> <li>• To understand the applications &amp; implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.</li> <li>• To Understand the optimal point of cost analysis and production factors of the firm</li> <li>• To describe the pricing methods and strategies that are consistent with evolving marketing needs</li> <li>• To provide insights to the various market structures in an economy.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.	<b>12hrs</b>
<b>II</b>	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand- Determinants of demand – Elasticity of demand –Demand forecasting.	<b>12hrs</b>
<b>III</b>	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.	<b>12hrs</b>
<b>IV</b>	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination	<b>12hrs</b>
<b>V</b>	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly	<b>12hrs</b>

**Text Books:**

1. Journal of Economic Literature – American Economic Association
2. Arthasastra Indian Journal of Economics & Research
3. Mithani D.M. (2016) , Managerial Economics–Himalaya Publishing House – Mumbai
4. Indian Economic Journal/Sage Publications
5. Mehta P.L (2016) Managerial Economics– Sultan Chand & Sons – New Delhi

**References Books**

1. Sankaran S. 2019, Managerial Economics-Margham Publication, Chennai.
2. Dwivedi D N: 2015. Managerial Economics, Vikas Publishing House, 8 th edition.
3. Ahuja H L, Chand S., 2017. Managerial Economics, 9th Edition.
4. Dominick Salvatore, 2016. Managerial Economics; Principles and Worldwide Applications, Oxford University Press, Eighth edition.

**Web Resources**

- 1 <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
- 2 <https://www.intelligenteconomist.com/profit-maximization-rule>
- 3 <http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
- 4 <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>
- 5 <https://businessjargons.com/determinants-of-elasticity-of-demand.html>

**Course Outcomes**

On completion of this course, students will;

- CO1 Analyze & apply the various managerial economic concepts in individual & business decisions.
- CO2 Explain demand concepts, underlying theories and identify demand forecasting techniques.
- CO3 Employ production, cost and supply analysis for business decision making
- CO4 Identify pricing strategies
- CO5 Classify market structures under competitive scenarios.

**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
CO4	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

**S–Strongly Correlating**

**N–Moderately Correlating**

**W – Weakly Correlating**

**N–No Correlation**

<b>Semester –I / SEC I</b>	<b>E - BUSINESS</b>	<b>Course Code:</b>
<b>Instruction Hours: 2</b>	<b>Credit: 2</b>	<b>Exam Hours: 3</b>
<b>Internal Marks :25</b>	<b>External Marks:75</b>	<b>Total Marks: 100</b>
<b>Cognitive Level</b>	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 – Creating</b>	

<b>Course Objectives</b>	The Course aims <ul style="list-style-type: none"> <li>To familiarize the students on the web designing software tools.</li> <li>To provide insights on data warehousing and application of e-commerce in various sectors.</li> <li>To throw light on E-marketing and ERP tools &amp; modules</li> <li>To elucidate on E-security, internet governance and cyber law issues.</li> <li>To create awareness and importance of E-commerce in service sector.</li> </ul>	
<b>UNIT</b>	<b>Details</b>	<b>No. of Hours</b>
I	Introduction:IntroductiontoWorldWideWeb–IntelligentWebDesigning–SoftwareTools–IP,TCP, HTTP, HTML, Cryptography –Consumer Interface Technologies–OLAP and Data Mining	<b>6hrs</b>
II	Principles – Potential – Knowledge Management – Data Warehousing – Application of E-Commerce in Different Sector – Service, Industry, Domestic – Multidisciplinary Approach to E-Commerce, Customer Relation Management.	<b>6hrs</b>
III	BusinessModel–E-Marketing–IntelligentAgents–EconomicsinE-Commerce–EquilibriumPrice–Supply ChainManagement–ERPToolsandModules–OpportunitiesandChallenges–MobileCommerce	<b>6hrs</b>
IV	Online Payment – E-Security – Security Protocols – How sites are hacked–Internet Governance–Firewall Legal Issues: Software Intellectual Property Law–Contract Law for E-Business– Cyber Law Issues-Interpol	<b>6hrs</b>
V	E-Commerce Industries: Online Retail Sector – Online Financial Services–Online Travel Services–Online Career Services–Online Publishing–Online Entertainment Consumer Protection: Privacy and Information Rights –Warranties and New Products.	<b>6hrs</b>



**Text books:**

1. Springer, [Information Systems and e-Business Management](#), Electronic Commerce Research.
2. [DienD.Phan](#), E-Business Management Strategies: A Business-To-Business Case Study, Information Systems Management, Taylor& Francis
3. E-business model design, classification, and measurements, Thunder bird International Business Review, Wiley Online Review

**Reference Book:**

1. DavidWhiteley, 2017, E-Commerce:Strategy,Technologies and Applications”, IndianEdition, McGraw Hill Publications.
2. Jelassi, Tawfik, Martínez-López, Francisco J, “Strategies for e-Business - ConceptsandCasesonValueCreationandDigitalBusinessTransformation”,
3. Joseph P T, 2015. “E-Commerce: An Indian Perspective”, PHI Publications, 5th Edition.

**Web Resource:**

<https://www.toppr.com/guides/business-studies/emerging-modes-of-business/e-business/>  
<https://leverageedu.com/blog/ebusiness/>  
<https://istart.co.nz/nz-news-items/e-business-functions/>

**Course Outcomes**

On completion of this course, students will be able to

- CO1: To understand the various aspects of e-business.  
 CO2: To outline the evolution of e-CRM software.  
 CO3: To assess the knowledge about Ms word.  
 CO4: To gain the knowledge on electronic market.  
 CO5: 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	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

**S–Strongly Correlating**

**N–Moderately Correlating**

**W – Weakly Correlating**

**N–No Correlation**

Semester–II/ Core Course– III	<b>ORGANIZATIONAL BEHAVIOUR</b>	Course Code :
Instruction Hours: 5	Credits: 4	Exam Hours : 3
Internal Marks–25	ExternalMarks-75	TotalMarks:100
Cognitive Level	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 - Creating</b>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>Introduction to Organizational Behaviour:</b> Nature and Scope of Organization and Types of Organization. The Concept of Organizational Behaviour- Models of Organizational Behaviour.	<b>15 Hrs</b>
<b>II</b>	<b>Individual Behaviour:</b> 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.	<b>15 Hrs</b>
<b>III</b>	<b>Leadership:</b> Leadership – Characteristics - Function – Successful Qualities of Leader – Styles of Leadership – Theories of leadership – Trait, Behaviour, Fielder’s Contingency Model, Path Goal Theory.	<b>15 Hrs</b>
<b>IV</b>	<b>Group Dynamics:</b> Group Dynamics – Groups at Work – Group Cohesiveness - Group Pressure – Group Norms –Types and Function of Formal and Informal Groups.	<b>15 Hrs</b>
<b>V</b>	<b>Motivation:</b> 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.	<b>15 Hrs</b>

**Text Books:**

1. Prasath L.M, Organisation Behavior , Sulthan Chand & Sons Publication.

**Reference Books:**

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

**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

**S–Strongly Correlating**

**N–Moderately Correlating**

**W – Weakly Correlating**

**N–No Correlation**

<b>Semester–II/ Core Course– IV</b>	<b>ENTERPRISE RESOURCE PLANNING</b>	<b>Course Code :</b>
<b>Instruction Hours: 5</b>	<b>Credits: 4</b>	<b>Exam Hours : 3</b>
<b>Internal Marks–25</b>	<b>ExternalMarks-75</b>	<b>TotalMarks:100</b>
<b>Cognitive Level</b>	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 - Creating</b>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>Introduction to ERP:</b> Meaning and Definition of ERP – History and Evolution of ERP – Components of ERP–Need–Functions–Role of ERP–Characteristics– Importance– Features.	<b>15 Hrs</b>
<b>II</b>	<b>ERP systems and Software:</b> Meaning–Benefits of ERP software–ERP software selection criteria– players in the ERP market – Procurement process for ERP package.	<b>15 Hrs</b>
<b>III</b>	<b>Business Process Re-engineering:</b> Introduction to BPR–Objectives–Elements– Challenges.	<b>15 Hrs</b>
<b>IV</b>	<b>Supply chain Management:</b> Meaning–Objectives–process–Challenges– Benefits. <b>Emerging Trends on ERP:</b> Emerging Trends on ERP–Supply Chain management–Customer Relationship Management	<b>15 Hrs</b>
<b>V</b>	<b>ERP: Implementation Life Cycle &amp; Functional Modules:</b> Introduction – Objectives – Different phases of ERP Implementation – Function Modules of ERP Software.	<b>15 Hrs</b>

### **Text Books:**

Rizwan Ahamed P(2016)–MarghamPublications.

### **Reference Books:**

1. Alexisleon, (2006) ERP Dernystified, Tata McGraw Hill, NewDelhi.
2. MarySumner, (2006) ERP, Pearsoneducation, New Delhi.
3. Jagan Nathan Varman, (2007) ER Pin Practice, Tata Mc Graw Hill, NewDelhi.

### **Web-Resources:**

1. [www.kluniversity.in](http://www.kluniversity.in)
2. [www.coursera.org](http://www.coursera.org)
3. [www.algonquincollege.com](http://www.algonquincollege.com)

**Course Outcomes:**

On completion of the course the learner will be able

CO1: To understand the concepts of Enterprise Resource Planning.

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

CO3: To learn about Business Process Re-engineering. CO

4: To assess about Supply Chain Management.

CO5: 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
CO4	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**

<b>Semester –II / MINOR Course-II</b>	<b>BUSINESS MATHEMATICS AND STATISTICS</b>	<b>Course Code:</b>
<b>Instruction Hours: 4</b>	<b>Credit: 4</b>	<b>Exam Hours: 3</b>
<b>Internal Marks :25</b>	<b>External Marks:75</b>	<b>Total Marks: 100</b>
<b>Cognitive Level</b>	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 – Creating</b>	
<b>Course Objectives</b>	The course aim <ul style="list-style-type: none"> <li>• Apply the measures of central tendency in business</li> <li>• Understand the measures of variation</li> <li>• Analyze of time series</li> <li>• Understand index numbers and statistical quality control</li> <li>• Testing of hypothesis</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>Ratio</b> Ratio, Proportion and Variations, Indices and Logarithms.	<b>12hrs</b>
<b>II</b>	<b>Interest and Annuity</b> Banker’s Discount – Simple and Compound Interest - Arithmetic, Geometric and Harmonic Progressions. Annuity - Meaning - Types of Annuity Applications.	<b>12hrs</b>
<b>III</b>	<b>Average and Measures of Dispersion</b> Arithmetic Mean, Geometric Mean - Harmonic Mean - Mode and Median – Quartiles – Percentiles. Measures of Variation – Range - Quartile Deviation and Mean Deviation - Variance and Standard Deviation & Co-efficient.	<b>12hrs</b>
<b>IV</b>	<b>Correlation and Regression</b> Correlation - Karl Pearson’s Coefficient of Correlation – Spearman’s Rank Correlation – Regression Lines and Coefficients.	<b>12hrs</b>
<b>V</b>	<b>Time Series Analysis and Index Numbers</b> Time Series Analysis : Secular Trend – Seasonal Variation – Cyclical variations - Index Numbers – Aggregative and Relative Index – Chain and Fixed Index –Wholesale Index – Cost of Living Index.	<b>12hrs</b>

### Text Book

1. Pillai R.S.N. & Bagavathi V., 2014, Statistics –S.Chand & company LTD.
2. Navaneetham Pa.- 2014, Business tools for decision making – Jai publishers ,Trichy,
3. Kapoor V.K., 2014, Modern Approach to Fundamentals of Statistics for Business and Economics – Sultan Chand and Sons, New Delhi.
4. Sachdeva S., Business Mathematics & Statistics, Lakshmi Narain Agarwal, Agra
5. Vittal P.R, Business Mathematics & Statistics, Margham Publications, Chennai

## References Books

- 1.J.K. Sharma, Fundamentals of business statistics, Vikas publishing, Noida
- 2.Peter Waxman, Business Mathematics & Statistics, Prentice Hall, New York
- 3.Andre Francis, Business Mathematics & Statistics, Cengage Learning EMEA, Andover
- 4.Aggarwal B M, Business Mathematics & Statistics, Ane Book Pvt. Ltd., New Delhi
- 5.R.S. Bhardwaj, Business Mathematics & Statistics, Excel Books Publisher, New Delhi

## Web Resources

- 1 <https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/>
- 2 <https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf>
- 3 <http://www.statisticshowto.com>
- 4 <https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/>
- 5 <https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/>

## Course Outcomes

On Completion of the course the students will

- CO1 Measures of Central Tendency
- CO2 Measures of Variation
- CO3 Analyze of Time Series
- CO4 Understand Index Numbers
- CO5 Test Hypothesis

### Mapping with program outcomes

**S-Strong M-Medium L-Low**

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

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	M	S	S	S	M	S	S	S	S	S	S
CO2	S	S	M	M	M	S	M	S	S	S	S	S	S
CO3	S	S	M	M	S	S	M	S	S	S	S	S	S
CO4	S	S	M	M	M	S	M	S	S	S	S	S	S
CO5	S	S	M	S	S	S	M	S	S	S	S	S	S

Semester–II/ SEC - II	<b>BUSINESS COMMUNICATION</b>	Course Code :
Instruction Hours: 2	Credits: 2	Exam Hours : 3
Internal Marks–25	External Marks-75	TotalMarks:100
Cognitive Level	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 - Creating</b>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>Introduction Communication:</b> Introducing Communication – Meaning – Need – Importance - Types of Communication – Internal communication – External communication - Commercial Terms and Abbreviations.	<b>6 Hrs</b>
<b>II</b>	<b>Media of Communication:</b> Media of Communication–Verbal and Non-verbal Communication– Principles of Effective Communication–Barriers to Communication.	<b>6 Hrs</b>
<b>III</b>	<b>Business Letters:</b> Kinds of Business Letters –Enquiries And Reply-Quotations –Sales Letters- Compliance Letter-Claims and Adjustments-Collection Letters-Circular Letters–Application Letters.	<b>6 Hrs</b>
<b>IV</b>	<b>Import, Export Correspondence:</b> Import - Export Correspondence–Correspondence of a Company Secretary– Memos and Other forms of Messages–Business Report and Business Proposals.	<b>6 Hrs</b>
<b>V</b>	<b>Listening, Internet, Video Conferencing:</b> Importance of Listening and Communication–Principles of Effective Listening Modern Technology–Internet–Multimedia–Video Conferencing – FAX –E-MAIL	<b>6 Hrs</b>

### Text Books:

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



## ReferenceBooks:

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

## Web-Resources:

1. <https://www.businesscommunication.com>
2. <https://www.mbacystalball.com>

### Course Outcomes:

On completion of the course the learner will be able

CO1: To understand the importance and types of communication.

CO2: To gain Knowledge about the Medias, Barriers and Principles of Communication.

CO 3: To write Business Letters.

CO4: To acquire knowledge about Import–Export Correspondence.

CO5: 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

**S–Strongly Correlating**

**N–Moderately Correlating**

**W – Weakly Correlating**

**N–No Correlation**

Semester – III/ Core Course – V	<b>FINANCIAL ACCOUNTING</b> (Theory: 30% Problem: 70%)	Course Code:
Instruction Hours: 5	Credit:4	Exam Hours: 3
Internal Marks:25	External Marks:75	Total Marks: 100
Cognitive Level	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 - Creating</b>	
Course Objectives	The Course Aims <ul style="list-style-type: none"> <li>To impart knowledge on basics of Accounting.</li> <li>To make the students to understand different types of accounts Journal, Ledger, and Trial Balance.</li> <li>To educate the students to learn Final Accounts.</li> <li>To enable the students to understand the Receipts &amp; Payment Account and Income &amp; Expenditure Account.</li> <li>To gain knowledge about the methods of Depreciations.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>Introduction to Accounting:</b> Definition of Accounting- The Nature, Objective and Utility of Accounting –Books of Accounting- Accounting Concept and Conventions.	<b>15 hrs</b>
<b>II</b>	<b>Journal, Ledger, Subsidiary Books:</b> The theory of Double Entry – Book Keeping , Journal – Ledger- Subsidiary Books and Trial Balance – Rectification of Errors.	<b>15 hrs</b>
<b>III</b>	<b>Final Accounts:</b> Statement of Final Accounts – Manufacturing Account – Trading Account – Profit And Loss Account and Balance Sheet – With Adjustment.	<b>15 hrs</b>
<b>IV</b>	<b>Final Accounts of Non- Trading Concerns:</b> Capital and Revenue Statement for Non Profit Organizations – Receipts and Payments – Income and Expenditure Account.	<b>15 hrs</b>
<b>V</b>	<b>Depreciation Accounting:</b> Depreciation Methods –Fixed Installment Method –Diminishing Balancing Method – Sums of Digit Method – Annuity Method Depreciation Fund Method– Insurance Policy Method.	<b>15 hrs</b>

**Text Books:**

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

**Reference Books:**

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

**Web - Resources:**

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

**Course Outcomes:**

On completion of the course the learner will be able

CO1:To formulate the basics of accounting.

CO2:To outline the types of accounting, Journal, Ledger and Trial Balance.

CO 3: To assess the knowledge on Final Accounts.

CO4: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
CO4	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**

<b>Semester – III/ Core Course – VI</b>		<b>BUSINESS LAW</b>	<b>Course Code:</b>
<b>Instruction Hours: 5</b>		<b>Credit:4</b>	<b>Exam Hours: 3</b>
<b>Internal Marks:25</b>		<b>External Marks:75</b>	<b>Total Marks: 100</b>
<b>Cognitive Level</b>	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 - Creating</b>		
<b>Course Objectives</b>	The Course Aims <ul style="list-style-type: none"> <li>To impart knowledge about the basic concepts and kinds of contract in Business Law.</li> <li>To enable the students to gain knowledge on Quasi Contracts, Performance of Contract.</li> <li>To provide knowledge to the students regarding the Law of Sale of Goods, Types and Transfer of goods etc.</li> <li>To educate the students about Creation of Agency, Duties and Right of an Agent.</li> <li>To inculcate knowledge on Consumer Protection Act.</li> </ul>		
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>	
<b>I</b>	<b>Introduction:</b> 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.	<b>15 Hrs</b>	
<b>II</b>	<b>Quasi Contracts:</b> Quasi Contracts–Performance of Contracts–Discharge of Contracts– Remedies for Breach of Contracts.	<b>15 Hrs</b>	
<b>III</b>	<b>Law of Sale of Goods:</b> Law of Sale of Goods, Sale and agreement to sell, their Distinctions– Types of Goods – Conditions and Warranties –Transfer of Property , Sale by Non owners – Performance – Remedies of Breach – Unpaid Seller –Auction Sales.	<b>15 Hrs</b>	
<b>IV</b>	<b>Law of Agencies:</b> Law of Agencies–Creation of Agency–Classification of Agent –Duties and Right of an Agent and Principal Debtor – Termination of Agency.	<b>15 Hrs</b>	
<b>V</b>	<b>Consumer Protection Act:</b> The Consumer Protection Act,1986-Consumer Protection–Introduction– Definition – Consumerism – Consumer Protection Councils – Consumer Disputes –Redressal Agencies–Their Jurisdiction–Procedure.	<b>15 Hrs</b>	

### Text Books:

1. Kapoor N.D, 2014, Elements of Mercantile Law, Sulthan Chand & Sons Publishers, 4<sup>th</sup> Edition.
2. Robert W.Emerson, 2009, Barron’s Educational series publishers, 6<sup>th</sup> Edition.

**Reference Books:**

1. Ewan Macintyre, 2016, Business Law, Pearson Education Publishers, 8<sup>th</sup> Edition.
2. Kuchhal M.C & Vivek Kuchhal, Business Law, Vikhas Publications, 6<sup>th</sup> Edition.
3. Kuchhal M.C & Vivek Kuchhal, Mercantile Law, Vikhas Publications, 8<sup>th</sup> Edition.

**Web Resources:**

1. <https://www.americanbar.org>
2. <https://www.panolacollegestore.com>

**Course Outcomes:**

On completion of the course the learner will be able

CO1: 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.

CO3: To learn about the Law of Sale of Goods, Types and Transfer of goods etc.

CO4: 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**

<b>Semester –III / Minor Course III</b>	<b>INTERNATIONAL BUSINESS</b>	<b>Course Code:</b>
<b>Instruction Hours: 4</b>	<b>Credit: 4</b>	<b>Exam Hours: 3</b>
<b>Internal Marks :25</b>	<b>External Marks:75</b>	<b>Total Marks: 100</b>
<b>Cognitive Level</b>	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 – Creating</b>	
<b>Course Objectives</b>	The course aim <ul style="list-style-type: none"> <li>To familiarize students with basic concepts of international business.</li> <li>To impart knowledge about theories of international trade</li> <li>To know the concepts of foreign exchange market and foreign direct investment</li> <li>To understand the global environment</li> <li>To gain knowledge on the contemporary issues of international business</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.	<b>12hrs</b>
<b>II</b>	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.	<b>12hrs</b>
<b>III</b>	Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment —Host and Home Countries.	<b>12hrs</b>
<b>IV</b>	Drivers in Globalization - Globalization of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments— Tariff and non-tariff barriers.	<b>12hrs</b>
<b>V</b>	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business.	<b>12hrs</b>

**Text Books:**

1. Gupta CB, 2014 International Business, S Chand & Co. Ltd.
2. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.
3. Hill, C.W.L. and Jain, A.K., 2018, International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education.
4. Cherunilam, 2010, International Business: Text and Cases, 5th Edition, PHI Learning
5. Paul, J., 2010, International Business, 5th Edition, PHI Learning.

## References Books

1. Deresky, H. 2011, International Management: Managing Across Borders and Cultures, 6th Edition, Pearson.
2. Griffin, R., 2012, International Business, 7th Edition, Pearson Education.
3. Tamer Cavusgil S, Gary Knight, John Riesenberger, 2017, International Business The New Realities, 4th edition, Pearson.
4. Aswathappa K , 2020, International Business , 7th Edition, McGraw-Hill.
5. Subba Rao P, 2016, International Business, (Text and Cases), Himalaya PublishingHouse.

## Web Resources

1. <https://online.hbs.edu/blog/post/international-business-examples>
2. [https://saylordotorg.github.io/text\\_international-business](https://saylordotorg.github.io/text_international-business)
3. <https://www.imf.org/en/home>
4. <https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/>
5. <http://www.simplynotes.in/e-notes/mbabba/international-business-management/>

## Course Outcomes

On completion of this course, students will;

- CO1 Discuss the modes of entry to International Business
- CO2 Explain international trade theories
- CO3 Understand Foreign exchange market and FDI
- CO4 Outline the Global Business Environment
- CO5 Identify the relevance of international institutions and trading blocs.

### Mapping with program outcomes

**S-Strong    M-Medium    L-Low**

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

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

<b>Semester –III /NME Non Major Elective I</b>	<b>MANAGERIAL SKILLS DEVELOPMENT</b>	<b>Course Code:</b>
<b>Instruction Hours: 2</b>	<b>Credit:2</b>	<b>Exam Hours: 3</b>
<b>Internal Marks :25</b>	<b>External Marks:75</b>	<b>Total Marks: 100</b>
<b>Cognitive Level</b>	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 – Creating</b>	
<b>Course Objectives</b>	The course aim <ul style="list-style-type: none"> <li>• To introduce the basic concepts of Management.</li> <li>• To make students learn and practice the steps involved in Creative Thinking.</li> <li>• To impart the knowledge about Leadership Skills.</li> <li>• Help them to examine the Time Management Skills.</li> <li>• To develop a better understanding of Problem Solving Skills.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	Introduction to Management: Introduction, Management: Meaning - Nature and concept of Management -Importance of Management - Development of Management thought -Principles of Management.	<b>6hrs</b>
<b>II</b>	Creative Thinking Skills: Introduction - Concept of Creativity - Importance of Creative Thinking -Process of Creative Thinking - Techniques for Creative Thinking – Brainstorming.	<b>6hrs</b>
<b>III</b>	Leadership Skills: Introduction- Concept of leadership – Qualities of a Good Leader – Leadership Styles.	<b>6hrs</b>
<b>IV</b>	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.	<b>6hrs</b>
<b>V</b>	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.	<b>6hrs</b>

### Text Books

1. The Management Skills of SALL Managers - SiSAL Journal
2. K.Alex S.CHAND, Managerial Skills
3. Cynthia Menezes Prabhu Managerial Skills 2 , Pen to Print Publishing LLP



## References Books

1. Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication.
2. McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
3. Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
4. P. Varshney , A. Dutta, 2012, Managerial Skill Development, Alfa Publications.

## Web Resources

1. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63>
2. [https://www.academia.edu/4358901/managerial\\_skill\\_development\\_pdf](https://www.academia.edu/4358901/managerial_skill_development_pdf)
3. [https://www.academia.edu/4358901/managerial\\_skill\\_development\\_pdf](https://www.academia.edu/4358901/managerial_skill_development_pdf)
4. <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf>
5. [https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MB A-1-MSD\(Managerial%20skill%20development\).pdf](https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MB A-1-MSD(Managerial%20skill%20development).pdf)

## Course Outcomes

On completion of this course, students will;

- CO1 To understand the concepts related to Management.
- CO 2 To demonstrate the Creative Thinking Skills.
- CO 3 To analyze the effective leadership Skills.
- CO 4 To develop the complexities associated with Time Management Skills.
- CO 5 To gain the knowledge about Problem Solving Skills.

### Mapping with program outcomes

**S-Strong M-Medium L-Low**

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

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

<b>Semester- III Skill Enhancement Course SEC-III</b>	<b>OFFICE MANAGEMENT (PRACTICAL)</b>	<b>Course Code:</b>
<b>Instruction Hours: 2</b>	<b>Credit:2</b>	<b>Exam Hours: 3</b>
<b>Internal Marks :</b>	<b>External Marks:</b>	<b>Total Marks: 100</b>
<b>Cognitive Level</b>	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 – Creating</b>	
<b>Course Objectives</b>	The course aim To impart the knowledge about Ms Word Document. <ul style="list-style-type: none"> <li>• To give in depth knowledge of documentation through MS Excel.</li> <li>• To prepare a slide in attractive background using a MS Power Point.</li> <li>• To provide the Internet for send an email with or without attachments.</li> <li>• To help them to apply various accounting procedures through Tally Software.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>Ms Word: Over View :</b> <b>Exercises:</b> 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.	<b>6hrs</b>
<b>II</b>	<b>MS Excel: Over View:</b> <b>Exercises:</b> 1. Create a mark list for 5/10 students and show their total and % Of mark. 2. Create a chart for the table given.	<b>6hrs</b>
<b>III</b>	<b>MS Power point:</b> <b>Exercises:</b> 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.	<b>6hrs</b>
<b>IV</b>	<b>Internet browsing :</b> <b>Exercises:</b> 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.	<b>6hrs</b>
<b>V</b>	<b>Tally:</b> <b>Exercise:</b> 1. Introduction to basics of Accounting Software.	<b>6hrs</b>

**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 with program outcomes**

**S-Strong      M-Medium      L-Low**

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

<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	M	M	S	S	S	M	M	S	S	S	S	S	S
<b>CO 2</b>	M	M	S	S	S	S	S	M	S	S	S	S	S
<b>CO 3</b>	S	S	S	S	S	S	S	S	S	S	S	S	S
<b>CO 4</b>	S	S	S	S	S	S	M	S	S	S	S	S	S
<b>CO 5</b>	M	M	S	S	S	M	S	S	S	S	S	S	S

<b>Semester –IV / Core Course VII</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	<b>Course Code:</b>
<b>Instruction Hours: 5</b>	<b>Credit: 4</b>	<b>Exam Hours: 3</b>
<b>Internal Marks:25</b>	<b>External Marks:75</b>	<b>Total Marks: 100</b>
<b>Cognitive Level</b>	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 – Creating</b>	
<b>Course Objectives</b>	The course aim <ul style="list-style-type: none"> <li>• Explain the concepts, functions and process of HRM</li> <li>• Examine the selection and placement process</li> <li>• Evaluate the training and performance</li> <li>• Understand the importance of employee engagement and compensation</li> <li>• Understand the recent trends in HR</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & procedures- Differences between personnel management and HRM –Environment of HRM.	<b>15 hrs</b>
<b>II</b>	Human Resource Planning- Job Evaluation-methods- Job analysis-Job description, Job specification .Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement,	<b>15 hrs</b>
<b>III</b>	Training and Development, Training Process, Methods, Training Need Assessment , Career Development . Transfer and Promotion. Performance Management – Meaning- Process- Performance appraisal methods- Performance Monitoring and review.	<b>15 hrs</b>
<b>IV</b>	Employee Engagement- Meaning- Importance- evaluation- measuring employee-employee engagement- Employee Compensation-components- incentives- benefits- welfare and social security measures	<b>15 hrs</b>
<b>V</b>	Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM&Virtual HRM Practices, Understanding People Analytics, Multigenerational workforce-Global HRM	<b>15 hrs</b>

### Text Books

1. Shashi K. Gupta & Rosy Joshi , 2018 Human Resource Management , Kalayani Publisher 1st Edition.
2. Steve Brown, 2017 HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1st Edition.
3. Bernard Marr, 2018 Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1st Edition.
4. Kirs Wayne Cascio and John Boudreau, 2015, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition.

## References Books

1. Rao V S P, 2010 Human Resource Management : Text & Cases, Excel Books, 3rd Edition.
2. Ashwathappa K, Human Resource Management- Text and cases, McGraw Hill Education India, 6th Edition
3. Garry Deseler, 2017 Human Resource Management, Pearson, 15th Edition.
4. Prasad L M, 2014 Human Resource Management , Sultan Chand and Sons 3rd Edition.
5. Tripathi. P C, 2010 Human Resource Management, Sultan Chand and Sons 1st Edition.

## Web Resources

- 1 <https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf>
- 2 <http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20%20Human%20Resource%20Management%20-%20VI%20Sem.pdf>
- 3 <https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf>
- 4 <https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835>

## Course Outcomes

On Completion of the course the students will

- CO1 Explain the concepts, functions and process of HRM
- CO2 Examine the selection and placement process
- CO3 Evaluate the training and performance appraisal
- CO4 Understand the employee engagement and compensation
- CO5 Understand the recent trends in HR

### Mapping with program outcomes

**S-Strong M-Medium L-Low**

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

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

Semester–IV/ Core Course –VIII	<b>COST ACCOUNTING</b> (Theory: 30% Problems: 70%)	Course Code :
Instruction Hours: 5	Credits: 4	Exam Hours : 3
InternalMarks–25	ExternalMarks-75	TotalMarks:100
Cognitive Level	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 - Creating</b>	
Course Objectives	The Course Aims <ul style="list-style-type: none"> <li>To impart knowledge about the basic concept of cost accounting</li> <li>To enable the students to gain knowledge about material control and pricing of issues.</li> <li>To educate the students about methods of wages payment, labour turnover, overtime and idle time.</li> <li>To provide knowledge about overhead apportionment and absorption of overheads.</li> <li>To inculcate knowledge on job costing, contract costing and process costing.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>Introduction:</b> Definition of cost accounting - Objective and Advantages - Costing System, Methods and Techniques - Cost units - Cost centre - Classification of cost - Costs Sheet.	<b>15 hrs</b>
<b>II</b>	<b>Materials, EOQ and Pricing of issues:</b> 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.	<b>15 hrs</b>
<b>III</b>	<b>Labour Cost:</b> 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.	<b>15 hrs</b>
<b>IV</b>	<b>Overhead:</b> Overhead - Classification, Allocation, Apportionment and absorption of overheads - Labor hour rate - Machine Hour Rate.	<b>15 hrs</b>
<b>V</b>	<b>Job, Contract and Process Costing:</b> Methods - Job costing - Contract Costing - Process Costing - Normal Loss - Abnormal loss and gain.	<b>15 hrs</b>

**Text Books:**

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

**Reference Books:**

1. Patten Shetty P.T, Palekar, Patil V.A, 2001, Cost Accounting, RChand & Company, 20<sup>th</sup> Edition.
2. Pillai R.S.N and Bagavathi, 2006, Costing Accounting, S.Chand & Company Ltd., 4<sup>th</sup> Edition.

**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 over heads.
- To prepare relevant accounts related to job costing, contract costing and process costing.

**Mapping of Course outcomes with Programme 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/ Minor Course- IV	<b>COMPANY LAW AND SECRETARIAL PRACTICE</b>	Course Code:
Instruction Hours: 4	Credit: 3	Exam Hours: 3
Internal Marks:25	External Marks:75	Total Marks: 100
Cognitive Level	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 – Creating</b>	
Course Objectives	The course aim <ul style="list-style-type: none"> <li>To understand the procedure for incorporation of the Company.</li> <li>To acquaint the detailed conceptual analysis on memorandum of Association and Articles of Association.</li> <li>To study the knowledge about the prospectus of the company.</li> <li>To educate the students about the shares, transfer and transmission of shares.</li> <li>To provide the knowledge about the secretary and their legal position.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>Introduction:</b> Company –Definition – Kinds – Incorporation – Registration – Duties of Secretary – Memorandum of association - Doctrine of Ultravires.	<b>12 hrs</b>
<b>II</b>	<b>Memorandum of Association and Articles of Association:</b> Articles of Association - Procedure for Alteration – Constructive Notice and Indoor Management – Distinction between Memorandum and Articles	<b>12 hrs</b>
<b>III</b>	<b>Prospectus:</b> 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.	<b>12 hrs</b>
<b>IV</b>	<b>Application and allotment of shares:</b> 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.	<b>12 hrs</b>
<b>V</b>	<b>Company Secretary:</b> The Company Secretary - Definition - Appointment – Legal Position – Duties of Secretary – Rights –Liabilities – Qualification.	<b>12 hrs</b>

### Text Books:

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



**Reference Books:**

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

**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 with program outcomes**

**S-Strong      M-Medium      L-Low**

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

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

<b>Semester –IV / NME Non Major Elective II</b>	<b>PERSONALITY DEVELOPMENT</b>	<b>Course Code:</b>
<b>Instruction Hours: 2</b>	<b>Credit: 2</b>	<b>Exam Hours: 3</b>
<b>Internal Marks:25</b>	<b>External Marks:75</b>	<b>Total Marks: 100</b>
<b>Cognitive Level</b>	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 – Creating</b>	
<b>Course Objectives</b>	The course aim 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.	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>Winning Personality:</b> Personality Defined – Determinates of Personality- How Personality is Developed – Corporate Theories on Personality Development – The Development Process – What makes a Winner	<b>6 hrs</b>
<b>II</b>	<b>Building Self – Esteem and Self confidence:</b> 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	<b>6 hrs</b>
<b>III</b>	<b>Positive Social Image:</b> 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 .	<b>6 hrs</b>
<b>IV</b>	<b>Developing a Win-Win Attitude:</b> Fruits of a win – win Attitude - Differentiating Assertive From Aggressive and Passive Behaviour - Interview Skills.	<b>6 hrs</b>
<b>V</b>	<b>Becoming a Pro-Active and Responsibility Adult:</b> 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.	<b>6 hrs</b>

**Text Books:**

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

**Reference Books:**

1. Krishnamohan and Meerabanerji, 2005, Developing Communication Skill, Trinity Publication, 2<sup>nd</sup> Edition.

2. Barun K. Mitra, 2016 Personality Development and Soft skills, Oxford University Press Publication, 2<sup>nd</sup> Edition.

**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 the 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 with program outcomes**

**S-Strong      M-Medium      L-Low**

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

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

<b>Semester IV/ Ability Enhancement Course AEC I</b>	<b>FRANCHISE MANAGEMENT</b>	<b>Course Code:</b>
<b>Instruction Hours: 2</b>	<b>Credit: 2</b>	<b>Exam Hours: 3</b>
<b>Internal Marks:25</b>	<b>External Marks:75</b>	<b>Total Marks: 100</b>
<b>Cognitive Level</b>	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 – Creating</b>	
<b>Course Objectives</b>	The course aim 1. Understand the concepts and significance of Franchise Management and historical Precedence of Franchising, 2. To understand the concept of Marketing Organisation, Franchising, Format franchising and Internationalization. 3. Knowledgeable in Franchising Operation: Franchisor, Franchise, Relationship between Franchisor and Franchisee, Franchise Programming: Preparation, Selection of Franchisee and Legal Aspects. 4. Thorough in Franchise Agreement: Content and Development and Marketing Efforts in Franchise Set Up. 5. To know the concept of Major Franchisor Industry Segments	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	Emergence of Franchising: Historical Precedence of Franchising – Marketing Organisation – Franchising – Format Franchising – Internationalization.	<b>6 hrs</b>
<b>II</b>	Concepts of Franchising: Design of Services – Agency Theory – Parenting Advantage.	<b>6 hrs</b>
<b>III</b>	Franchising Operation: Franchisor – Franchise – Relationship between Franchisor and Franchisee– Franchise Programming: Preparation – Selection of Franchisee –Legal Aspects	<b>6 hrs</b>
<b>IV</b>	Franchise Agreement: Content and Development – Marketing Efforts in Franchise Set Up	<b>6 hrs</b>
<b>V</b>	Major Franchisor Industry Segments Cases: Hospitality and Real Estate – Services – Retail Chains– Computer Training Institutes – Auto Parts – Educational Services – Manpower Sourcing Agencies.	<b>6 hrs</b>
<b>VI</b>	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Relatedto the Course during the Semester concerned.	

**Textbooks:**

1. Shiva Ramu, (1997), “Franchising”, New Delhi: Wheeler Publishing
2. Spinelli, Rosenberg & Birley (2004), “Franchising: A Pathway to Wealth Creation”, Pearson Education.

**Web Resource:**

<https://indiafreenotes.com/franchising-objectives-types-advantages-disadvantages-strategic-considerations/>

<https://www.dummies.com/article/business-careers-money/careers/franchise-management/roles-goals-franchisors-franchisees-243603/>

<https://www.quora.com/What-are-the-aims-and-objectives-of-franchising>

**Course outcome:**

CO 1: Understand the concepts and significance of Franchise Management, Historical Precedence of Franchising, Marketing Organisation, Franchising, Format Franchising and Internationalization.

CO 2: Comprehend with Franchising Operation: Franchisor, Franchise, Relationship between Franchisor and Franchisee, Franchise Programming: Preparation, Selection of Franchisee and Legal Aspects.

CO 3: Appreciate the role of Franchise Agreement: Content and Development and Marketing Efforts in Franchise Set Up.

CO 4: Learned a concept of Franchise Agreement

CO 5: Understanding the concept of Hospitality and Real Estate – Services industryfranchisee model.

**Mapping with program outcomes**

**S-Strong      M-Medium      L-Low**

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

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

<b>Semester – V/Core Course – IX</b>	<b>PRODUCTION AND MATERIAL MANAGEMENT</b>	<b>Course Code :</b>
<b>Instruction Hours : 6</b>	<b>Credits: 5</b>	<b>Exam Hours : 3</b>
<b>Internal Marks – 25</b>	<b>External Marks -75</b>	<b>Total Marks : 100</b>

**Course Objectives:**

- 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.

<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>UNIT – I</b>	<b>Introduction to Production Management:</b> Introduction to Production Manager and Over View- Meaning of Production, Nature of Production- Production Function and Responsibilities of Production Managers - Objectives of Production Management .	<b>18 Hrs</b>
<b>UNIT – II</b>	<b>Production Systems:</b> 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.	<b>18 Hrs</b>
<b>UNIT – III</b>	<b>Production Planning and Control:</b> Production Planning and Control -Classification of Production Planning and Control, Factors Determining Production Planning Procedures. Scheduling- Capacity Planning- Aggregate Planning.	<b>18 Hrs</b>
<b>UNIT – IV</b>	<b>Inspection and Quality Control:</b> Inspection and Quality Control -Nature of Inspection , Objectives, Scopes, Process-Quality - Control Benefits, Ensuring Quality, SQC, Control Charts, Acceptance Sampling Technique.	<b>18 Hrs</b>
<b>UNIT – V</b>	<b>Inventory Management:</b> Inventory Management - Nature and Importance of Inventory, Classification, Functions, EOQ Model, ABC Analysis, VED Analysis, FSN Analysis- Material Handling Equipments -Objectives Principles, Types.	<b>18 Hrs</b>

**Text Books:**

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

**Reference Books:**

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

**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 with program outcomes**

**S-Strong    M-Medium    L-Low**

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

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

<b>Semester – V/ Core Course – X</b>	<b>MANAGEMENT ACCOUNTING (Theory: 30% Problems: 70%)</b>	<b>Course Code :</b>
<b>Instruction Hours : 6</b>	<b>Credits: 5</b>	<b>Exam Hours : 3</b>
<b>Internal Marks – 25</b>	<b>External Marks -75</b>	<b>Total Marks : 100</b>

### Course Objectives:

- 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.

<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>UNIT – I</b>	<b>Introduction to Management Accounting:</b> Management Accounting - Meaning- Objectives- Scope of Management Accounting- Financial Accounting- Management and Cost Accounting - Utility and Limitation of Management Accounting.	<b>18 Hrs</b>
<b>UNIT – II</b>	<b>Financial Statement Analysis:</b> 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.	<b>18 Hrs</b>
<b>UNIT – III</b>	<b>Fund Flow Analysis:</b> Fund Flow Analysis - Concept of Funds - Source and Uses of Funds– Managerial Uses of Fund Flow Analysis – Construction of Fund Flow Statement. <b>Cash Flow Analysis:</b> Cash Flow Analysis- Construction of Cash Flow Statement	<b>18 Hrs</b>
<b>UNIT – IV</b>	<b>Capital Budgeting:</b> ARR, Pay back period, Net present value, Internal Rate of Return, Capital rationing, simple problems on capital budgeting methods.	<b>18 Hrs</b>
<b>UNIT – V</b>	<b>Marginal Costing and Profit Planning:</b> Marginal Costing and Profit Planning - Break Even Analysis-Cost Volume Profit Analysis.	<b>18 Hrs</b>



**Text Books:**

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

**Reference Books**

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

**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 with program outcomes**

**S-Strong      M-Medium      L-Low**

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

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

<b>Semester – V/ Core Course – XI</b>	<b>RESEARCH METHODOLOGY</b>	<b>Course Code :</b>
<b>Instruction Hours : 6</b>	<b>Credits: 5</b>	<b>Exam Hours : 3</b>
<b>Internal Marks – 25</b>	<b>External Marks -75</b>	<b>Total Marks : 100</b>
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>• To familiarize students with basic of research and the Research Process.</li> <li>• To identify the concepts and procedures of Sampling and Sampling errors.</li> <li>• To discuss the concept of Data Collection Methods.</li> <li>• To basic concepts in Testing of Hypothesis.</li> <li>• To develop and understanding of Research Reports.</li> </ul>	

<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>UNIT – I</b>	<b>Introduction to Research:</b> Research – Definition – Importance - Advantages and Limitations. The Research Process -Problem Identification-Design of Research-Types of Design.	<b>18Hrs</b>
<b>UNIT – II</b>	<b>Sampling Process:</b> Sampling Process and Selection -Sample Types-Sample Size And Sampling Errors.	<b>18Hrs</b>
<b>UNIT – III</b>	<b>Data Collection Methods and Tools :</b> Data Collection-Methods-Tools - Questionnaire-Interview Schedule - Kinds of Data-Attitude Measurement of Scaling Technique-Editing, Coding, Tabulation.	<b>18Hrs</b>
<b>UNIT – IV</b>	<b>Statistical Data Analysis:</b> Statistical Data Analysis-Hypothesis-Its sources-Formulation and Testing of Hypothesis-T - Test-Chi Square Test.	<b>18Hrs</b>
<b>UNIT – V</b>	<b>Report Writing:</b> Interpretation and Report Writing-Steps in writing reports-Layout of report , Types and Principles of Report Writing-Graphical representation of results.	<b>18Hrs</b>

**Text Books:**

1. Kothari C.R, Research Methodology,New Age 2<sup>nd</sup> Edition2014.
2. Saravanvel P, 2014, Research Methodology, Kitab Mahal Year of publishing, 3<sup>rd</sup> Edition.

**Reference Books:**

1. Kurein C.T, 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 with program outcomes**

**S-Strong    M-Medium    L-Low**

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

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

<b>Semester –V / Core Course XII</b>	<b>CONSUMER BEHAVIOUR</b>	<b>Course Code:</b>
<b>Instruction Hours: 5</b>	<b>Credit:4</b>	<b>Exam Hours: 3</b>
<b>Internal Marks:25</b>	<b>External Marks:75</b>	<b>Total Marks: 100</b>
<b>Cognitive Level</b>	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 – Creating</b>	
<b>Course Objectives</b>	The course aim <ul style="list-style-type: none"> <li>• Understand the different concepts relating to nature, scope and application of consumer behavior</li> <li>• Understand the various internal influences on consumer behavior</li> <li>• Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.</li> <li>• Learn about the various external influences on consumer behavior</li> <li>• Understand the process of human decision making in a marketing context.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	Introduction to Consumer Behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; Introduction to Industrial Buying Behavior; Market Segmentation, VALS 2 segmentation profile. E-Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer, Influences on E-Buying	<b>15hrs</b>
<b>II</b>	Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow’s hierarchy of needs, McClelland’s APA theory. Types of involvement.	<b>15hrs</b>
<b>III</b>	Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process- selection, organization & interpretation. Learning & Consumer Involvement: learning theories- classical conditioning, instrumental conditioning, cognitive learning; involvement theory. Consumer Attitudes: Formation of attitudes; functions performed by attitudes; attitude towards advertisement model	<b>15hrs</b>
<b>IV</b>	External Influences on Consumer Behavior: Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class & Consumer behavior: Determinants of social class; introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process.	<b>15hrs</b>
<b>V</b>	Consumer Decision Making: Diffusion of Innovation: Definition of innovation -resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation	<b>15hrs</b>

### **Text Books**

1. Satish K Batra, S H H Kazmi Consumer Behaviour
2. Srivastava K K, Sujata Khandai Consumer Behaviour in Indian Context
3. Suja Nair 2006 Consumer Behaviour– Himalaya Publishers. Assael: Consumer Behaviour, 6e Thomson
4. Henry Assael, (2001) Consumer Behaviour and Marketing Action Cengage Learning
5. Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; 2015, Consumer Behavior, Pearson Publication, 11th Edition.

### **References Books**

1. Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India.
2. Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited.
3. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi
4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
5. David L. Louden and Albert J Della Bitta, 2002, Consumer Behavior, McGraw Hill, New Delhi.

### **Web Resources**

1. <https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457>
2. [https://issuu.com/thenappanganesen/docs/e-book\\_consumer\\_behaviour\\_11th\\_edition](https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition)
3. <https://www.youtube.com/watch?v=ssexfXwoeuc&list=PLGqT-zAqQhjQ3Nagn9jcA18W5hPFeeuDr>
4. [https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba\\_4321/Unit-01.pdf](https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf)
5. <https://www.iedunote.com/attitude-and-consumer-behavior>

### **Course Outcomes**

- On completion of this course, students will;
- CO1 Explain the concept of Consumer Behaviour& describe Consumer research process in detail.
  - CO2 Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.
  - CO3 Analyze the consumer decision process.
  - CO4 Assess the impact of consumer's motivation, personality on the buying behaviour.
  - CO5 Determine customer satisfaction and consequent post purchase behavior

**Mapping with program outcomes**

**S-Strong    M-Medium    L-Low**

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

<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	M	M	M	S	M	M	M	M	S	S	S	S	S
<b>CO 2</b>	M	S	S	S	M	S	M	M	S	S	S	S	S
<b>CO 3</b>	M	S	M	M	M	S	M	S	S	S	S	S	S
<b>CO 4</b>	M	M	M	M	M	S	M	S	S	S	S	S	S
<b>CO 5</b>	S	S	S	M	M	M	M	M	S	S	S	S	S

<b>Semester –V / Discipline Specific Course DSC I</b>	<b>MANAGEMENT INFORMATION SYSTEM</b>	<b>Course Code:</b>
<b>Instruction Hours: 3</b>	<b>Credit:3</b>	<b>Exam Hours: 3</b>
<b>Internal Marks:25</b>	<b>External Marks:75</b>	<b>Total Marks: 100</b>
<b>Cognitive Level</b>	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 – Creating</b>	
<b>Course Objectives</b>	The course aim <ul style="list-style-type: none"> <li>• Understand MIS in decision making</li> <li>• Explain MIS, its structure and role in management functions</li> <li>• Classify &amp; discuss information system categories, Database Management systems</li> <li>• Discuss SDLC and functional information system categories</li> <li>• Outline functions of BPO, Data mining and the recent trends in information management</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues	<b>9hrs</b>
<b>II</b>	Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage	<b>9hrs</b>
<b>III</b>	Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.	<b>9hrs</b>
<b>IV</b>	System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.	<b>9hrs</b>
<b>V</b>	Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data.	<b>9hrs</b>

### Text Books

1. Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India
2. Rajagopalan S.P., “Management Information Systems and EDP Margham Publications, Chennai.
3. Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2nd Edition
4. Management Information System by Ozz Effy
5. Sadagopan, "Management Information Systems" - Prentice- Hall of India

## References Books

1. Mudrick & Ross, "Management Information Systems", Prentice - Hall of India.
2. Kelkhar S A- Management Information System by Concise study
3. Murthy CSV -"Management Information Systems" Himalaya publishing House.
4. Michael Alexander (2014) Business Intelligence Tools for Excel Analysts
5. Management Information System by Oka MM

## Web Resources

1. [https://www.tutorialspoint.com/management\\_information\\_system/management\\_information\\_system.htm](https://www.tutorialspoint.com/management_information_system/management_information_system.htm)
2. <http://tumkuruniversity.ac.in/ocug/comm/notes/MIS.pdf>
3. JMIS - Journal of Management Information Systems (jmis-web.org)
4. Management Information Systems Quarterly | AIS Affiliated Journals | Association for Information Systems (aisnet.org)
5. <https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes>

## Course Outcomes

On Completion of the course the students will

- CO1 Understand MIS in decision making
- CO2 Explain MIS, its structure and role in management functions
- CO3 Classify & discuss information system categories, Database Management systems
- CO4 Discuss SDLC and functional information system categories
- CO5 Outline functions of BPO, Data mining and the recent trends in information management

### Mapping with program outcomes

**S-Strong      M-Medium      L-Low**

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

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



<b>Semester –V / Ability Enhancement Course AEC II</b>	<b>BEHAVIOURAL FINANCE</b>	<b>Course Code:</b>
<b>Instruction Hours: 2</b>	<b>Credit: 2</b>	<b>Exam Hours: 3</b>
<b>Internal Marks:25</b>	<b>External Marks:75</b>	<b>Total Marks: 100</b>
<b>Cognitive Level</b>	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 – Creating</b>	
<b>Course Objectives</b>	The course aim To enable the students to understand the basics of Behavioural Finance To create awareness and understanding on the various theories of Behavioural Finance To elucidate the students on the various financial decision theory paradoxes To throw light on the non-behavioural finance through the extended knowledge on Efficient Market Hypothesis To educate the students on arbitrage, risks in share trade and on contemporary financial issues.	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	Introduction to Behavioral Finance: Introduction, Traditional vs Behavioural Theory, The Decision Making Process and Behavioural Biases, Limits to Arbitrage.	<b>6 hrs</b>
<b>II</b>	Behavioural Finance Theory and Bubbles: Prospect Theory, SP/A Theory, Behavioural Portfolio Theory, Empirical and Statistical detection tests.	<b>6 hrs</b>
<b>III</b>	Decision Theory Paradoxes: Nash Equilibrium: Keynesian Beauty Context and The Prisoner’s Dilemma, The Monty Hall Paradox, The St. Petersburg Paradox, The Allais Paradox, The Ellsberg Paradox.	<b>6 hrs</b>
<b>IV</b>	Non-Behavioral Finance: Introduction - The roles of securities prices in the economy; Efficient markets hypothesis (EMH) – Definitions - EMH in supply and demand framework - Theoretical arguments for flat aggregate demand curve; Equilibrium expected return models.	<b>6 hrs</b>
<b>V</b>	Demand by Arbitrageurs and Average Investors & Contemporary Issues: Definition of arbitrageur; Long-short trades; Risk vs. Horizon; Transaction costs and short-selling costs; Fundamental risk; Noise-trader risk; Professional arbitrage; Destabilizing informed trading (positive feedback, predation).	<b>6 hrs</b>

### **Text Books:**

1. Subrahmanyam, A. (2008). Behavioural finance: A review and synthesis. European Financial Management.
2. Forbes, W. (2009). Behavioural finance. John Wiley & Sons.
3. Kapoor, S., & Prosad, J. M. (2017). Behavioural finance: A review. Procedia computer science.
4. Bloomfield, R. (2010). Behavioural finance. In Behavioural and Experimental Economics (pp. 32-41). Palgrave Macmillan, London.

### **Reference Books:**

1. Prasaanna Chandra, 2020, Behavioural Finance, 2 nd Edition, Paperback – 1, Mcgraw Hill,
2. Parag Parikh, 2017, Value Investing and Behavioural Finance: Insights into Indian Stock Markets, Mcgraw Hill Education,
3. Shleifer, Andrei, 2000 Inefficient Markets: An Introduction to Behavioral Finance. Oxford, UK: Oxford University Press.
4. Thomas Kliestik, Katerina Valaskova, and Maria Kovacova, 2021, Advances in Behavioural Finance and Economics, MDPI.
5. Singh Ranjit, 2019, Behavioural Finance, PHI Learning Pvt. Ltd.,
6. Sujata Kapoor, Jaya Mamta Prosad, 2019, Behavioural Finance, Sage Publications India Pvt. Ltd.,

### **Web Resource:**

1. <https://www.jaroeducation.com/blog/complete-guide-to-behavioral-finance-definition-concepts-and-biases/>
2. <https://corporatefinanceinstitute.com/resources/career-map/sell-side/capital-markets/behavioral-finance/>
3. <https://www.geeksforgeeks.org/behavioral-finance-meaning-psychology-concept-importance/>

### **Course Outcomes:**

On Completion of the course the students will

- CO1 Apply the concepts of psychology and behavioural finance
- CO2 Demonstrate a basic understanding of the building blocks of behavioural finance
- CO3 Apply knowledge gained to apply the theories, biases and investors sentiments
- CO4 Interpret the reasons behind investor's rational and irrational behavior
- CO5 Analyse the impact of good and bad news from corporate and its communication

**Mapping with program outcomes**

**S-Strong    M-Medium    L-Low**

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

<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	S	M	M	M	S	S	S	M	S	S	S	S	S
<b>CO 2</b>	S	M	M	M	S	S	S	M	S	S	M	S	S
<b>CO 3</b>	M	M	M	M	M	M	S	M	S	S	S	S	S
<b>CO 4</b>	S	S	M	M	M	S	S	M	M	S	S	S	S
<b>CO 5</b>	S	M	M	M	S	S	S	M	S	S	S	S	S

Semester –VI / Core Course XIII	<b>BUISNESS POLICY AND STRATEGIC MANAGEMENT</b>	Course Code:
Instruction Hours: 6	Credit:5	Exam Hours: 3
Internal Marks:25	External Marks:75	Total Marks: 100
Cognitive Level	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 – Creating</b>	
Course Objectives	The course aim <ul style="list-style-type: none"> <li>• To impart the knowledge about the Business Policy and its objectives</li> <li>• To provide formulation process and frameworks, tools and techniques of SWOT &amp; ETOP Analysis.</li> <li>• To develop the students knowledge in Organisational Appaisal.</li> <li>• To enable the students knowledge about Leadership Implementation Strategy.</li> <li>• To identify the Strategic Evaluation and Control.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>Introduction to Business Policy:</b> Business Policy-Meaning -Features-Classification-Process of Policy making -Objectives of Business Policy-Vision-Mission.	<b>18hrs</b>
<b>II</b>	<b>Business Strategies:</b> 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.	<b>18hrs</b>
<b>III</b>	<b>Organizational Appraisal:</b> Organizational Appraisal- Factors- Factors Affecting Organizational Appraisal–Approaches, Methods & Techniques.	<b>18hrs</b>
<b>IV</b>	<b>Leadership Implementation:</b> Strategy Implementation - Organizational Design - Leadership Implementation- Strategists Style and Strategy - Personal Values, Business Ethics – Social Responsibility of Business - Operational Implementation.	<b>18hrs</b>
<b>V</b>	<b>Strategic Evaluation and Control:</b> Strategic Evaluation and Control- Strategic Evaluation - Importance, Barriers , Requirement for effective evaluation - Types of Strategic Control - Process of Evaluation - Measurement of Performance.	<b>18hrs</b>

**Text Books:**

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

**Reference Books:**

1. L.M.Prasad , 2002, Business Policy and Strategic Management, Sultan Chand & sons.
2. Subba Rao P, 2007 Business Policy and Strategic Management, Himalaya Publishing House.

**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 create 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 with program outcomes**

**S-Strong      M-Medium      L-Low**

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

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	S	S	M	M	M	S	M	S	S	S	S	S	S
<b>CO2</b>	S	S	M	M	S	S	M	S	S	S	S	S	S
<b>CO3</b>	S	S	M	M	S	S	M	S	S	S	S	S	S
<b>CO4</b>	S	S	M	M	M	S	M	S	S	S	S	S	S
<b>CO5</b>	S	S	M	M	M	S	M	S	S	S	S	S	S

<b>Semester –VI / Core Course XIV</b>	<b>OPERATIONS RESEARCH</b>	<b>Course Code:</b>
<b>Instruction Hours: 6</b>	<b>Credit:5</b>	<b>Exam Hours: 3</b>
<b>Internal Marks :25</b>	<b>External Marks:75</b>	<b>Total Marks: 100</b>
<b>Cognitive Level</b>	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 – Creating</b>	
<b>Course Objectives</b>	The course aim <ul style="list-style-type: none"> <li>• Introduction to Operations Research definition and concept Essential features of LPP.</li> <li>• Formulation of Transportation problem and finding an initial basic feasible solution.</li> <li>• Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem.</li> <li>• Analyse Network models and constructing network- critical path, various floats.</li> <li>• Analyse Game Theory and Decision Theory</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.	<b>18hrs</b>
<b>II</b>	Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method-Vogel's approximation method to find the optimal solution.	<b>18hrs</b>
<b>III</b>	Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.	<b>18Hrs</b>
<b>IV</b>	Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT	<b>18hrs</b>
<b>V</b>	Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game. Decision Theory –statement of Baye’s theorem application - decision trees.	<b>18hrs</b>

### **Text Books**

- 1 Prabandhan : Journal of Management
- 2 International Journal of Operations research
- 3 Premraj H., 2019 Elements of Operation Research, Margham publications, Chennai.

### **References Books**

1. Vittal P.R. & Malini V, Operative Research – Margham Publications – Chennai.
2. Gupta P.K. & Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi
3. Kapoor V.K., Introduction to operational Research – Sultan Chand & sons – New Delhi
4. Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi
5. Gupta P., Aruna Rani N., Haritha M. (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.

### **Web Resources**

- 1 <chromeextension://efaidnbmnnnibpcajpcgiclfndmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf>
- 2 <chromeextension://efaidnbmnnnibpcajpcgiclfndmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf>
- 3 <https://www.onlinemathlearning.com> › linear-programming-example
- 4 <https://www.kellogg.northwestern.edu> › weber › Notes\_6\_Decision\_trees
- 5 [www.pondiuni.edu.in](http://www.pondiuni.edu.in) › sites › default › files

### **Course Outcomes**

On Completion of the course the students will

- CO1 Analyse Linear Programming
- CO2 Analyse Transportation problem
- CO3 Analyse Assignment problem
- CO4 Analyse Network models
- CO5 Analyse Game Theory and Decision Theory

**Mapping with program outcomes**

**S-Strong    M-Medium    L-Low**

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

<b>CO/PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	S	S	M	M	M	S	M	S	S	S	S	S	S
<b>CO2</b>	S	S	M	M	S	S	M	S	S	S	S	S	S
<b>CO3</b>	S	S	M	M	S	S	M	S	S	S	S	S	S
<b>CO4</b>	S	S	M	M	M	S	M	S	S	S	S	S	S
<b>CO5</b>	S	S	M	M	M	S	M	S	S	S	S	S	S



<b>Semester –VI / Discipline Specific Course DSC II</b>	<b>FINANCIAL MANAGEMENT (Theory: 40% Problems: 60%)</b>	<b>Course Code:</b>
<b>Instruction Hours: 5</b>	<b>Credit:3</b>	<b>Exam Hours: 3</b>
<b>Internal Marks :25</b>	<b>External Marks:75</b>	<b>Total Marks: 100</b>
<b>Cognitive Level</b>	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 – Creating</b>	
<b>Course Objectives</b>	The course aim <ul style="list-style-type: none"> <li>• Understand the basics of finance and role of finance manager</li> <li>• Evaluate Capital structure &amp; core of capital</li> <li>• Evaluate Capital Budgeting</li> <li>• Assess dividends</li> <li>• Appraise Working Capital</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	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.	<b>15hrs</b>
<b>II</b>	Cost of Capital: Cost of Capital-Concept-Importance and types of Cost of Capital- MM Theory-Weighted Average Cost of Capital.	<b>15hrs</b>
<b>III</b>	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.	<b>15hrs</b>
<b>IV</b>	Leverages: Operating and Financial Leverages-Management Reporting – Methods of reporting – Requirements of a Good Report.	<b>15hrs</b>
<b>V</b>	Financial Planning: Financial Planning and Forecasting - Concepts-Characteristics and Factors affecting Financial Planning - Necessity and Limitations-Cash Forecasting.	<b>15hrs</b>

**Text Books:**

1. Maheswari S.N, 2019, Elements of Financial Management, Sultan Chand & Sons, Publishing.
2. Kulkarni and Sathya Prasad, 2011, Financial Management, 13th Edition.
3. Kohok M A, Advanced Financial Management, Everest Publishing House.

4. Kishore R M, Financial Management, Taxman Allied Service
5. Jakhotiya, Strategic Financial Management
6. Srivastava, Financial Management & Policy, R M Himalaya.

### References Books

1. M. Y. Khan, P. K. Jain, Financial Management, Tata McGraw-Hill Publishers, 1982.
2. Pardeep Kumar, Management, Principles and Applications, Sultan Chand & Sons.
3. Publishing Year Edition 2020. Ganesan K. & Ushena Begam S., Financial Management, Charulatha Publications, Chennai
4. Pandey I.M., 2009 Financial Management - Vikas Publishing
5. Prasanna Chandra, 2008, Financial Management –Tata McGraw Hill, New Delhi

### Web Resources

1. <https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/>
2. [https://images.topperlearning.com/topper/revisionnotes/8006\\_Topper\\_21\\_101\\_504\\_53\\_10201\\_Financial\\_Management\\_up201904181129\\_1555567170\\_5654.pdf](https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_53_10201_Financial_Management_up201904181129_1555567170_5654.pdf)
3. Journal of Financial Management (esciencepress.net)
4. Financial Management on JSTOR
5. Financial Management Wiley online library

### Course Outcomes

On Completion of this course, the students will

- CO1 Understand the basics of finance and roles of finance manager
- CO2 Evaluate Capital structure & Cost of capital
- CO3 Evaluate Capital budgeting
- CO4 Assessing dividends
- CO5 Appraise Working Capital

### Mapping with program outcomes

**S-Strong M-Medium L-Low**

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

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

<b>Semester –VI / Discipline Specific Course DSC III</b>	<b>ENTREPRENEURIAL DEVELOPMENT</b>	<b>Course Code:</b>
<b>Instruction Hours: 5</b>	<b>Credit:4</b>	<b>Exam Hours: 3</b>
<b>Internal Marks:25</b>	<b>External Marks:75</b>	<b>Total Marks: 100</b>
<b>Cognitive Level</b>	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 – Creating</b>	
<b>Course Objectives</b>	The course aim <ul style="list-style-type: none"> <li>• To impart knowledge on the concept of Entrepreneur and Entrepreneurship.</li> <li>• To know the various ideas and implementation of business plan.</li> <li>• To throw light on importance of the Business analysis and evaluation.</li> <li>• To discuss the role of Government in developing entrepreneurship.</li> <li>• To understand the problems and remedies of Entrepreneurial failure.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	Entrepreneur- Meaning & definition, Types of entrepreneurs, traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. Entrepreneurship- Meaning & definition, Factors affecting entrepreneurship, Difference between entrepreneur and entrepreneurship. Recent development in entrepreneurship.	<b>15hrs</b>
<b>II</b>	Generating innovative ideas of business- Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Capital budgeting, Project profile preparation, matching entrepreneur with the project,. Introduction of Patent and Trademarks.	<b>15hrs</b>
<b>III</b>	Business Plan Development- Feasibility study and evaluation of projects - Market analysis, technical analysis, cost-benefit analysis,. Project formulation, assessment of business models-Dealing with basic and initial problems of setting up of enterprises.	<b>15hrs</b>
<b>IV</b>	Awareness of various government schemes for start-up business- Start-up India, Stand-up India, Aatmanirbhar Bharat mission, ‘Make in India’ Program, ASPIRE, MUDRA. Role of Women Entrepreneurs in Economic development.-Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Stree Shakti scheme. Role of MSME, SSI, SIDO, EDI and MDI.	<b>15hrs</b>
<b>V</b>	Problems and remedies of sick industries, Causes of Industrial sickness, Preventive and remedial measures of Sick industries. Preventive and rehabilitation of business. Case study discussions.	<b>15hrs</b>

### **Text Books**

1. Sangeeta Sharma, 2016, Entrepreneurship Development, PHI Learning Pvt. Ltd.,
2. Kuratko/rao, Entrepreneurship: a south asianperspective.- Cengage, New Delhi.
3. Leach/Melicher, Entrepreneurial Finance – Cengage.
4. Sundar K – Entrepreneurship Development – Vijay Nicole Imprints private Limited
5. Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi, New Delhi.
6. Khanka S.S., 2001 Entrepreneurial Development, S.Chand& Co. Ltd., New Delhi.

### **References Books**

1. Barringer, B., 2011, Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson.
2. Eric Ries, The Lean Startup: How Today’s Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses
3. Peter F Drucker, Innovation and Entrepreneurship: Practice and Principles
5. Desai, V., 2011, Small Scale Industries and Entrepreneurship, Himalaya Publishing House.
6. Nagendra and Manjunath, V.S, 2010Entrepreneurship and Management, Pearson.
7. Stokes, D., and Wilson, N., 2010, Small Business Management and entrepreneurship, 6th Edition, Cengage Learning.

### **Web Resources**

1. [https://www.iare.ac.in/sites/default/files/lecture\\_notes/IARE\\_Entrepreneurial\\_Development\\_NOTES.pdf](https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf)
2. <https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf>
3. <https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20Sailaja.pdf>
4. [http://sdeuoc.ac.in/sites/default/files/sde\\_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf](http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf)

### **Course Outcomes**

On completion of this course, students will;

- CO1 To understand the concepts of Entrepreneurship development.
- CO2 To apply knowledge in the business plans and implementation.
- CO3 To analyze the various analyses of business in setting up of enterprises.
- CO4 To create the awareness about various schemes and subsidies of government for entrepreneurial development.
- CO5 To evaluate and assess the various problems and remedies of entrepreneurship

**Mapping with program outcomes**

**S-Strong    M-Medium    L-Low**

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

<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	M	S	M	S	S	S	M	M	S	S	S	S	S
<b>CO 2</b>	S	S	M	S	S	S	M	S	S	S	S	M	S
<b>CO 3</b>	S	S	M	S	S	S	S	S	S	M	S	S	S
<b>CO 4</b>	S	S	M	S	S	M	S	S	S	S	S	S	S
<b>CO 5</b>	M	S	M	S	M	S	M	M	S	S	S	S	M

<b>Semester –VI / Self Enhancement Course SEC IV</b>	<b>RETAIL MARKETING MANAGEMENT</b>	<b>Course Code:</b>
<b>Instruction Hours: 2</b>	<b>Credit:2</b>	<b>Exam Hours: 3</b>
<b>Internal Marks:25</b>	<b>External Marks:75</b>	<b>Total Marks: 100</b>
<b>Cognitive Level</b>	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 – Creating</b>	
<b>Course Objectives</b>	The course aim <ul style="list-style-type: none"> <li>• To provide information about Retail Marketing.</li> <li>• To enable the students to learn about Buying, Assembling, Selling and Transporting.</li> <li>• To acquire the knowledge about Storage and warehousing.</li> <li>• To educate the students to learn Buyer Behaviour.</li> <li>• To express the students about New Product Development.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>Introduction:</b> Definition of Retail Marketing-Evolution of Retail Marketing- Features of Modern Retail Marketing- Importance of Retail Marketing-Retail Marketing mix.	6 Hrs
<b>II</b>	<b>Functions of Retail Marketing:</b> Functions of Retail Marketing - Buying-Assembling-Selling-Transporting.	6 Hrs
<b>III</b>	<b>Storage and Warehousing:</b> Storage and Warehousing - Risk Bearing - Retail market Information-Grading and Standardization-Retail market Function.	6 Hrs
<b>IV</b>	<b>Buyer Behavior:</b> Buyer Behavior-Consumer Goods and Industrial Goods-Buyer Behavior Model-Factors Influencing Buyer Behavior-Market Segmentation - Need and Basis-Targeting-Positioning.	6 Hrs
<b>V</b>	<b>Sales Forecasting, New Product Development and Product Life Cycle:</b> Retail Sales Forecasting – Methods -Analysis and Application-Products-Classifications-New Product Development Process-Product Life Cycle-Product Portfolio Analysis-Line and product mix decisions.	6 Hrs

**Text Books:**

1. David Gilbert, 2002, Retail Marketing Management, Pearson Education, 2<sup>nd</sup> Edition.

**Reference Books:**

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

**Web source:**

<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 with program outcomes**

**S-Strong      M-Medium      L-Low**

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

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

<b>Semester –VI / Ability Enhancement Course AEC III</b>	<b>ADVERTISING AND SALES MANAGEMENT</b>	<b>Course Code:</b>
<b>Instruction Hours: 2</b>	<b>Credit:2</b>	<b>Exam Hours: 3</b>
<b>Internal Marks:25</b>	<b>External Marks:75</b>	<b>Total Marks: 100</b>
<b>Cognitive Level</b>	<b>K1 -Recalling</b> <b>K2 -Understanding</b> <b>K3 -Applying</b> <b>K4 - Analyzing</b> <b>K5 - Evaluating</b> <b>K6 - Creating</b>	
<b>Course Objectives</b>	The course aim <ul style="list-style-type: none"> <li>• To impart knowledge about the important function and Role and Importance of Advertising.</li> <li>• To provide information about Advertising Copy, Kinds, Advertising Budget, etc.,</li> <li>• To inculcate knowledge on Advertising Agency, Mobile and Online Advertising.</li> <li>• To educate the students about remuneration of Sales force, Kinds and Qualities of salesman.</li> <li>• To expose the Students about sales promotion, objectives, tools and objectives.</li> </ul>	
<b>UNIT</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>Introduction:</b> Advertising -Advertising on Element of Marketing Mix- Objectives - Advertising and Salesmanship-Role and Important -Planning for Advertisement-Communication Proces..	<b>6hrs</b>
<b>II</b>	<b>Advertisement Copy:</b> Advertisement Copy-Kinds-Appeals-Advertising Mix.	<b>6hrs</b>
<b>III</b>	<b>Types of Advertising:</b> Advertising and their Role-Types of Advertising - -Online Advertising and Mobile Advertising.	<b>6hrs</b>
<b>IV</b>	<b>Salesmanship:</b> Kinds of Salesman-Qualities of Successful Salesman-Training-Motivation of Sales Force-Methods of Motivation.	<b>6hrs</b>
<b>V</b>	<b>Sales Promotion:</b> Sales Promotion-Objectives-Advantages-Tools and their effectiveness.	<b>6hrs</b>

**Text Books:**

1. Mukesh Trehan, 2014, Advertising and Sales Management, VK Global Publications.
2. Sontakki CN, 2010, Advertising and Sales Management, Kalyani Publication.

**Reference Books:**

1. Kirandeep Kaur, Sahni N K, Meenu Gupta, Advertising and Sales Management, Kalyani Publishers, 4<sup>th</sup> 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 with program outcomes**

**S-Strong      M-Medium      L-Low**

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

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