

**SRI SANKARA ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ENATHUR, KANCHIPURAM - 631561**

B.B.A

REGULATION & SYLLABUS

(Effective from the academic year 2022 - 2023)

Choice Based Credit System

Preamble

The objective of any programme at Higher Education Institute is to prepare their students for the society at large.

The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The Under-Graduate Programmes will prepare the students for both, academia and employability.

The graduate attributes encompass values related to well-being, emotional stability, critical thinking, social justice and also skills for employability and also programme prepares students for sustainability and life-long learning.

The curriculum of Bachelor of Business Administration offer students' core papers that help build their foundation in the area of management. The contents of each course have been carefully designed to prepare students with knowledge and skill sets that will not only make them industry

1. Introduction

Bachelor of Business Administration or BBA is an undergraduate program for Department of Business Administration. The course allows students to obtain the knowledge and skills needed to assume management positions in a wide range of organizations. Bachelor of Business Administration program provides students with a solid foundation in the field of management and strategy designing. The electives allow students to develop deeper knowledge in specific areas of interest – finance, marketing, human resource management and management of global business. In addition to business management course, it will equip students to understand how organizations work, how they are managed, and sensitize students towards national and international environments. Students centered learning focuses on skills and practices that enable lifelong learning and independent problem-solving

2. Learning Outcome-based Curriculum Framework in Programme Bachelor of Business Administration

The LOCF program in BBA provides an opportunity for the students to choose courses from the prescribed courses comprising core and generic elective. The courses will be evaluated

following the grading system, which is considered to be better than the conventional marks system. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC guidelines will be followed.

3. Graduate Attributes (GAs)

The graduate attributes of B.B.A. are the summation of the expected course learning outcomes mentioned at the end of each course. Some of them are stated below.

GA1: Critical Thinking: Ability to employ critical thinking in understanding the concepts in every area of B.B.A. programme.

GA2: Communications skills:

i. Ability to communicate various concepts of B.B.A. programme effectively using examples..

ii. Ability to use courses as a precise language of communication in other branches of human knowledge.

iii. Ability to communicate long standing unsolved problems.

iv. Ability to show the importance of their courses of B.B.A. as precursor to various scientific developments since the beginning of the civilization.

GA3: Employability Options: This programme will also help students to enhance their employability for jobs in different sectors.

GA4: Discipline-specific Knowledge: Capability of demonstrating comprehensive knowledge of B.B.A. programme and understanding of one or more disciplines which form a part of an undergraduate programme of study.

GA5: Moral and ethical awareness/reasoning: Ability to identify unethical behaviour such as fabrication, falsification or misrepresentation of data and adopting objective, unbiased and truthful actions in all aspects of their programme.

GA6: Multicultural Competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

GA7: Leadership Readiness/Qualities: Capability for mapping out the tasks in a team or an organization, self-motivating and inspiring team members to engage with the team objectives/vision; and using management skills to follow the mapped path to the destination in a smooth and efficient way.

GA8: Analytical Reasoning and Problem Solving: Ability to analyze the results and apply them in various problems appearing in different courses. Capability to solve problems by using research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

GA9: Lifelong learning: Ability to think, acquire knowledge and skills through logical reasoning and to inculcate the habit of self-learning.

GA10: Self-directed learning: Ability to work independently and do in-depth study of various notions of courses of BBA. Programme.

GA11: Research-related skills: Develop a sense of inquiry and capability for asking relevant and intelligent questions, problematizing, synthesizing and articulating; ability to recognize and establish cause and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.

4. QUALIFICATION DESCRIPTORS (QDs)

The qualification descriptors for a BBA program may include the following. The graduates should be able to:

a) Demonstrate

- i)** A fundamental/systematic or coherent understanding of the academic field of management, its different learning areas like financial management, human resource management, marketing management, customer relationship management business environment, management information system and its linkages with related disciplinary areas/subjects.

- ii) procedural knowledge that creates different types of professionals related to different areas of study in management outlined above, including research and development, teaching and government and public service;
 - iii) skills in areas related to specialization area relating the subfields and current developments in the academic field of management.
- b) Use knowledge, understanding and skills required for identifying problems and issues relating to management, collection of relevant quantitative and/or qualitative data drawing on a wide range of sources from various real life case studies and their application, analysis and evaluation using methodologies as appropriate to management for formulating new theories and concepts.
 - c) Communicate the results of studies undertaken accurately in a different context using the main concepts, constructs and techniques of management. Develop communication abilities to present these results in technical as well as popular science meetings organized in various universities and other private organizations.
 - d) Ability to meet one's own learning needs, drawing on a range of current research and development work and professional materials and interaction with other management people around the world.
 - e) Apply one's knowledge of management to new/unfamiliar contexts to identify and analyze problems and issues and solve complex problems in management and related areas with well-defined solutions.
 - f) Demonstrate management related techniques of management related job trades and employment opportunities.
 - g) contexts and to identify and analyze problems and issues and seek solutions to real-life problems. Demonstrate subject-related and transferable skills that are relevant

5. Program Specific Outcomes

PSO 1: Graduates will understand various theories related to business (Management, Accounting, Economics, Marketing, HR, Finance and International Business)

PSO 2: Graduates will be equipped with Conceptual Thinking, Analytical Thinking and Problem Solving in Finance, Marketing, HR, Economics and Management

PSO 3: Graduates will develop critical thinking and foundation of Ethical principles and legal regulations related to organization.

PSO 4: Graduates equip with latest trends/Advancement/Technological/Process up gradation happening in the current industrial scenario

PSO 5: Emerge as an Entrepreneur & groom with innovative skills & make them better manager

PSO 6: Acquire Communication Skills, Research, Technological skills needed to analyse business situation. Prepare & present a management report & take strategic decisions.

PROGRAM OUTCOMES FOR UNDER-GRADUATE DEGREE

1. Enriching the knowledge in theoretical and practical aspects at the undergraduate level.
2. Developing curiosity in the subject and encouraging them to pursue higher studies.
3. Enabling the students to come out successfully in competitive examinations.
4. Developing students' skills, based on current trends by offering Job oriented, Entrepreneurial, certificate courses and Value-added courses.

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
PO 1	✓	✓	✓			
PO 2	✓	✓	✓			✓
PO 3		✓	✓			
PO 4			✓	✓	✓	✓

6. REGULATION
B.B.A
REGULATION & SYLLABUS
(Effective from the academic year 2022 - 2023)
Choice Based Credit System

1. ELIGIBILITY FOR ADMISSION:

Candidates for admission to the first year of the Degree of Bachelor of Business Administration shall be required to have passed the Higher Secondary Examinations (Academic or Vocational Stream) conducted by the Government of Tamil Nadu or an Examination accepted as equivalent thereof by the Syndicate of the University of Madras.

2. ELIGIBILITY FOR THE AWARD OF DEGREE:

A Candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study in a College affiliated to the University for a period of not less than three academic years, passed the examinations of all the Six Semesters prescribed earning 144 credits and also fulfilled the such conditions as have been prescribed thereof.

3. DURATION:

(a) Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semesters, the second academic year the third and fourth semesters and the third academic year the fifth and sixth semesters respectively.

(b) The odd semesters shall consist of the period from June to November of each year and the even semesters from December to April of each year. There shall be not less than 90 working 'days for each semester.

4. COURSE OF STUDY:

The main subject of Study for Bachelor Degree shall consist of the following and shall be in accordance with **APPENDIX – A**

PART I – Tamil or Other Languages

PART II – English

PART III – CORE Subjects, ALLIED Subjects and PROJECT/ELECTIVE with three courses).

PART IV

1. a) Those who have not studied Tamil upto XII Std. and taken a non-Tamil language under Part-I shall take Tamil comprising of two courses (level will be at 6th standard).
- b) Those who have studies Tamil upto XII Std. and taken a non-Tamil language under Part-I shall take Advanced Tamil comprising of two courses.
- c) Other who do not come under a + b can choose non-major elective comprising of two courses.
2. Skill based subjects (Elective) (Soft Skills)
3. Environmental Studies
4. Value Education

PART V – Extension Activities

5. EXTENSION SERVICE (Part-V)

A candidate shall be awarded a maximum of 1 credits for Extension Service.

All the students shall have to enroll for NSS / NCC / NSO (Sports & Games) Rotract / Youth Red Cross or any other service organizations in the College and shall have to' put in compulsory minimum attendance of 40 hours which shall he duly certified by the Principal of the College before 31st March in a year. If a student LACKS 40 HOURS ATTENDANCE in the First Year, he/she shall have to compensate the same during the subsequent years.

Students those who complete minimum attendance of 40 hours in One Year will get HALF CREDIT and those who complete the attendance of 80 or more hours in Two Years will get ONE CREDIT.

Literacy and population Education Field Work shall be compulsory components in the above extension service activities.

6. SCHEME OF EXAMINATION:

Scheme of Examination shall be as given in **APPENDIX – B**.

Model Scheme

Course Component Name of the course	Inst. Hour	Credits	Exam Hours	Max. Marks		
				Ext. Mark	Int. Mark	Total
PART-I Language				75	25	100
PART-II English				75	25	100
PART-III Core subject :				75	25	100
Core Subject				75	25	100
Allied Subject				75	25	100
PART – IV 1. (a) Those who have not studied Tamil up to XII Std. and taken a Non-Tamil Language under Part-I shall take Tamil comprising of two course (level will be at 6 th Standard). (b) Those who have studies Tamil up to XII Std. and taken a Non-Tamil Language under Part-I shall take Advanced Tamil comprising of two courses.						

(c) Others who do not come under a + b can choose non-major elective comprising of two courses.						
2*Skill based subjects (Elective) – (Soft Skill)						

The following procedure to be followed for Internal Marks:

Theory Papers: Internal Marks

Tests (2 out of 3)	10 marks
Attendance*	5 marks
Seminars	5 marks
Assignment	5 marks

	25 marks

*Break up Details for Attendance	
Below 60%	No marks
60% to 75%	3 Marks
76% to 90%	4 Marks
91% to 100%	5 Marks

Practical:	Internal Marks	40
Attendance		5 marks
Practical Test best 2 out of 3		30 marks
Record		5 marks

Project:

Internal Marks	best 2 out of 3 presentations	20 marks
Viva		20 marks
Project Report		60 marks

7. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTERS:

- 7.1. **Eligibility:** Students shall be eligible to go to subsequent semester only if they earn sufficient attendance as prescribed therefor by the Syndicate from time to time.
- 7.2. **Attendance:** All Students must earn 75% and above of attendance for appearing for the University Examination. (Theory/Practical)
- 7.3. **Condonation of shortage of attendance:** If a Student fails to earn the minimum attendance (Percentage stipulated), the Principals shall condone the shortage of attendance up to a maximum limit of 10% (i.e. between 65% and above and less than 75%) after collecting the prescribed fee of Rs.250/-each for Theory/Practical examination separately,(Theory Rs.250/- Per semester/Per Student: Practical Rs.250/- Per semester/Per Student) towards the condonation of shortage of attendance. Such fees collected and should be remitted to the University.
- 7.4. **Non-eligibility for condonation of shortage of attendance:** Students who have secured less than 65 % but more than 50 %of attendance are NOT ELIGIBLE for condonation of shortage of attendance and such Students will not be permitted to appear for the regular examination, but will be allowed to proceed to the next year/next semester of the program and they may be permitted to take next University examination by paying the prescribed condonation fee of Rs.250/- each for Theory/Practical separately. Such fees shall be remitted to the University. Name of such Students should be forwarded to the University along with their attendance details in the prescribed format mentioning the category (3 copies)Year wise/Branch wise/Semester wise together with the fees collected from them, so as to enable them to get permission from the University and to attend the Theory/Practical examination subsequently without any difficulty.
- 7.5. **Detained students for want of attendance:** Students who have earned less than 50% of attendance shall be permitted to proceed to the next semester and to complete the Program of study. Such Students shall have to repeat the semester, which they have missed by rejoining after completion of final semester of the course, by paying the fee for the break of study as prescribed by the University from time to time.
- 7.6. **Condonation of shortage of attendance for married women students:** In respect of married women students undergoing UG programs, the minimum attendance for condonation (Theory/Practical) shall be relaxed and prescribed as 55% instead of 65% if they conceive during their academic career. Medical certificate from the

Doctor(D.G.O) attached to the Government Hospital and the prescribed fee of Rs.250/-therefor together with the attendance details shall be forwarded to the university to consider the condonation of attendance mentioning the category.

7.7. **Zero Percent (0%) Attendance:** The Students, who have earned 0% of attendance, have to repeat the program (by rejoining) without proceeding to succeeding semester and they have to obtain prior permission from the University immediately to rejoin the program.

7.8. **Transfer of Students and Credits:** The strength of the credits system is that it permits inter Institutional transfer of students. By providing mobility, it enables individual students to develop their capabilities fully by permitting them to move from one Institution to another in accordance with their aptitude and abilities.

7.8.1. Transfer of Students is permitted from one Institution to another Institution for the same program with same nomenclature. Provided, there is a vacancy in the respective program of Study in the Institution where the transfer is requested. Provided the Student should have passed all the courses in the Institution from where the transfer is requested.

7.8.2. The marks obtained in the courses will be converted and grades will be assigned as per the University norms.

7.8.3. The transfer students are eligible for classification.

7.8.4. The transfer students are not eligible for Ranking, Prizes and Medals.

7.8.5. Students who want to go to foreign Universities upto two semesters or Project Work with the prior approval of the Departmental/College Committee are allowed to get transfer of credits and marks which will be converted into Grades as per the University norms and are eligible to get CGPA and Classification; they are not eligible for Ranking, Prizes and Medals.

8. PASSING MINIMUM:

A candidate shall be declared to have passed:

- a. There shall be no Passing Minimum for Internal.
- b. For External Examination, Passing Minimum shall be of 40%(Forty Percentage) of the maximum marks prescribed for the paper for each Paper/Practical/Project and Viva-voce.
- c. In the aggregate (External + Internal) the passing minimum shall be of 40% .

- d. He/She shall be declared to have passed the whole examination, if he/she passes in all the papers and practical's wherever prescribed / as per the scheme of examinations by earning 144 CREDITS in Parts-I, II, III, IV & V. He/she shall also fulfill the extension activities prescribed earning a minimum of 1 Credit to qualify for the Degree.

9. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

PART – I TAMIL/OTHER LANGUAGES:

TAMIL/OTHER LANGUAGES OTHER THAN ENGLISH: Successful candidates passing the examinations for the Language and securing the marks (i) 60 percent and above and (ii) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND Class respectively. All other successful candidates shall be declared to have passed the examination in the THIRD Class.

PART – II ENGLISH:

ENGLISH: Successful candidates passing the examinations for English and securing the marks (i) 60 percent and above and (ii) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND Class respectively. All other successful candidates shall be declared to have passed the examination in the THIRD Class.

PART - III CORE SUBJECTS, ALLIED SUBJECTS, AND PROJECT / ELECTIVES :

Successful candidates passing the examinations for Part-III Courses together and securing the marks (i),60 percent and above (ii) 50 percent and above but below 60 percent in the aggregate of the marks prescribed for the Part-III Courses together shall be declared to have passed the examination in the FIRST and SECOND Class respectively. All other successful candidates shall be declared to have passed the examinations in the THIRD Class.

PART IV (consisting of sub items 1 (a), (b) & (c), 2, 3 and 4) as furnished in the Regulations 4 Part-IV supra.

PART V EXTENSION ACTIVITIES:

Successful Candidates earning a minimum of Half Credit or a maximum of One Credit SHALL NOT BE taken into consideration for Classification / Ranking / Distinction.

10. RANKING

Candidates who pass all the examinations prescribed for the Course in the FIRST APPEARANCE ITSELF ALONE are eligible for Ranking / Distinction;

provided in the case of Candidates who pass all the examinations prescribed for the Course with a break in the First Appearance due to the reasons as furnished in the Regulations 7. (iii) supra are only eligible for Classification.

11. PATTERN OF QUESTION PAPER

Part – A (30 words)

10 out of 12 questions 10 x 2 marks = 20 marks

Part – B (200 words)

5 out of 7 questions 5 x 5 marks = 25 marks

Part – C (500 words)

3 out of 5 questions 3 x 10 marks = 30 marks

Total 75 marks

12. TRANSITORY PROVISION

Candidates who have undergone the course of study prior to the academic year 2022 – 2023 will be permitted to appear for the examinations under those Regulations for a period of TWO years i.e. upto and inclusive of April - May 2025 Examinations. Thereafter, they will be permitted to appear for the examination only under the Regulations then in force.

(2022 – 2023)

BBA

I SEMESTER	CREDIT	HOURS	Marks		
			CIA	Ext. Exam	Total
Language	3	6	25	75	100
English (Incl. Skill based subject)	3	6	25	75	100
Core Subject – Financial Accounting	4	5	25	75	100
Core Subject - Principles of Management	4	5	25	75	100
Allied - Managerial Economics	5	6	25	75	100
Skill based subject (Professional English - I)	3	3	40	60	100
Non-Tamil Students : Tamil (VI Std)					
Tamil Students : Non – Major Elective*	2	2	25	75	100
	24				

II SEMESTER	CREDIT	HOURS	Marks		
			CIA	Ext. Exam	Total
Language	3	6	25	75	100
English (Incl. Skill based subject)	3	6	25	75	100
Core Subject – Business Communication Skills	4	5	25	75	100
Core Subject – Management Information	4	5	25	75	100
Allied – Organisational Behaviour	5	6	25	75	100
Skill based subject (Professional English - II)	3	3	40	60	100
Non-Tamil Students : Tamil (VI Std)					
Tamil Students : Non Major Elective*	2	2	25	75	100
	24				

* Non-Major Elective – Any one of the following (Semester-wise)

I Semester	II Semester
1. Basics of Computer	1. Consumer protection and consumer rights
2. Basics of Retail Marketing	2. Basics of Business Insurance
3. An Overview of ISO	3. Fundamentals of Disaster Mgt.
4. Basics of Health care Mgt.	4. Concept of Self Help Group

THIRD SEMESTER

PART	COURSE COMPONENTS	COURSE TITLE	Credit	Ins. Hrs. / Week	Marks		
					CIA	Ext.	Total
	SEMESTE						
III	Core –V	Principles of Insurance	4	5	25	75	100
	Core –VI	Cost Accounting	4	5	25	75	100
	Core –VII	Computer Application in Business	4	6	25	75	100
	Core –VIII	Marketing Management	4	5	25	75	100
	Allied –III	Business Statistics	5	6	25	75	100
IV 2	Soft Skill		3	3	40	60	100
IV 3	Environmental Studies	<i>(Examination will be held in Semester IV)</i>		1			

FOURTH SEMESTER

PART	COURSE COMPONENTS	COURSE TITLE	Credit	Ins. Hrs/ Week	Marks		
					CIA	Ext.	Total
III	Core –IX	Human Resource Management	4	5	25	75	100
	Core –X	Financial Management	4	5	25	75	100
	Core –XI	Production and Materials Management	4	6	25	75	100
	Core –XII	Legal Aspects of Business	4	5	25	75	100
	Allied –IV	Operations Research	5	6	25	75	100
IV 2	Soft Skill		3	3	40	60	100
IV 3	Environmental Studies		2	2	25	75	100

FIFTH SEMESTER

PART	STUDY COMPONENTS	COURSE TITLE	Credit	Ins. Hrs/Week	Marks		
					CIA	Ext. Exam	Total
	SEMESTER R – V						
I	Core –XIII	Research Methodology in Business	4	5	25	75	100
	Core –XIV	Management Accounting	4	6	25	75	100
	Core –XV	Labour Welfare Management	4	6	25	75	100
	Core –XVI	International Trade	4	6	25	75	100
II	Elective – I:	(1) Customer Relationship Management	5	6	25	75	100
		OR (2) Logistics And Supply Chain Management			25	75	100
IV 4	Value Education		2	2			

SIXTH SEMESTER

PART	STUDY COMPONENTS	COURSE TITLE	Credit	Ins. Hrs/Week	Marks		
					CIA	Ext. Exam	Total
I	Core –XVII	Advertising and Salesmanship	4	5	25	75	100
	Core –XVIII	Consumer Behaviour	4	6	25	75	100
	Core –XIX	Financial Services	4	6	25	75	100
II	Elective – II:	(1) Entrepreneurial Development	5	6	25	75	100

		OR (2) E-Business			40	60	100
	Elective – III:	Project Work (Group)	5	6	20	80	100
V	Extension Activities		1				

SEMESTER I

FINANCIAL ACCOUNTING

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Basic Accounting concepts – Kinds of Accounts – Financial Accounting vs. Cost Accounting – Financial Accounting vs. Management Accounting – Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal, Ledger Accounts and Trial balance – problems.	12	CO 1 CO2	K1, K2, K3, K4, K5, K6
2	Subsidiary books – cash book – types of cash book – problems – purchase book – sales book – sales return and purchase return books – Errors – types of errors - Rectification of errors – problems – Bank reconciliation statement – problems – Basic Accounting Standards (AS 1-AS 10 Theory Only).	12	CO2 CO4	K1, K2, K3, K4, K5, K6
3	Manufacturing – Trading – Profit & Loss Account – Balance Sheet – Problems with Simple Adjustments.	12	CO3	K1, K2, K3, K4, K5, K6
4	Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only).	12	CO4	K1, K2, K3, K4, K5, K6
5	Hire Purchase and Instalment - Default and repossession – Hire purchase trading account. Instalment Purchase system.	12	CO5	K1, K2, K3, K4, K5, K6
REFERENCE BOOKS:				
1. Shukla & Grewal: Advanced Accounting, (S Chand, N.Delhi, 2000)				
2. Gupta, R.L & Radhawsamy, M: Advanced Accounting, (S Chand, N.Delhi, 2002)				
3. Arulanandam & Raman: Advanced Accounting, (Himalaya Publ., N.Delhi, 1999)				
4. Jain & Narang: Advanced Accounting, (Kalyani Publ., N.Delhi, 2005)				

CO 1	Understand and apply accounting concepts, principles and conventions for their routine Monetary transaction
CO 2	Prepare ledger accounts using double entry bookkeeping and record journal entries accordingly
CO 3	Create and Prepare financial statements in accordance with Generally Accepted Accounting Principles
CO 4	Apply basic Accounting Standards
CO 5	Analyze, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.

	CO 1	CO 2	CO 3	CO 4	CO 5
Unit 1	✓	✓			
Unit 2		✓		✓	
Unit 3			✓		
Unit 4				✓	
Unit 5					✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1		✓				
CO 2			✓			✓
CO 3				✓		✓
CO 4					✓	

CO 5						
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PRINCIPLES OF MANAGEMENT

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Management and its various functions Definition of management - Nature and Scope – Importance of Management – Management Functions – Role of a Manager – Levels of Management – History of Management Thoughts (Classical, Neo Classical and Modern Theories).	12	CO1 CO2	K1, K2, K3, K4, K5, K6
2	Planning Definition of Planning – Nature of Planning – Purpose and Functions of Planning – Types of Planning – Steps in Planning – MBO - MBE	12	CO2 CO3	K1, K2, K3, K4, K5, K6
3	Organizing Definition of Organizing – Importance – Process – Formal & Informal organizations – Organization Structure - Span of management: factors determining effective span, Graicunas formula. Departmentation Definition of Departmentation – Types of Departmentation	12	CO3 CO4	K1, K2, K3, K4, K5, K6

4	<p>Authority</p> <p>Definition of Authority – Types of Authority – Responsibility and Accountability</p> <p>Delegation</p> <p>Definition of Delegation – Steps in delegation – Obstacles– Centralization vs. Decentralization – Determinants of Effective decentralization</p>	12	CO3 CO4	K1, K2, K3, K4, K5, K6
5	<p>Controlling:</p> <p>Definition of Control – The Importance of Control – Control Process – Types of Control – Qualities of Effective Control – Ethical Issues in Control – Barriers to Control – Control Techniques: Budget and Non-budgetary Control Devices – e-governance</p> <p>Decision making</p> <p>Definition – Nature of Decision Making – Importance – Process of Decision Making</p>	12	C05	K1, K2, K3, K4, K5, K6

REFERENCE BOOKS:

1. Koontz & Weirich: Essentials of Management (Tata McGraw Hill)
2. L.M. Prasad: Principles & Practices of Management 3
3. Stephen Robbins: Management
4. Jayasankar, Margham Publications, Chennai.

CO 1	Understand the overview of management, theory of management and practical applications of the same
CO 2	Integrate management principles into management practices
CO 3	Develop analytical and problem-solving skills, based on understanding of management concepts and theories.
CO 4	Applying planning and managerial decision-making skills
CO 5	Comprehend & correlate all the management functions which are happening around with fundamental concepts and principles of management

	CO 1	CO 2	CO 3	CO 4	CO 5
Unit 1	✓	✓			

Unit 2					
Unit 3			✓	✓	
Unit 4			✓		
Unit 5					✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓	✓		✓	✓	✓
CO 2	✓	✓		✓	✓	✓
CO 3	✓	✓	✓	✓	✓	✓
CO 4	✓	✓	✓	✓	✓	✓
CO 5	✓	✓	✓	✓	✓	✓

MANAGERIAL ECONOMICS

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – objectives of firm – Role of Managerial Economist Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly – Kinked demand curve- Equilibrium under different market conditions.	15	CO1	K1, K2, K3, K4, K5, K6
2	Demand Analysis – Theory of consumer behaviour – Marginal utility analysis – Indifference curve analysis Meaning of demand – Law of demand – Types of demand – Determinants of demand – Elasticity of demand – Demand forecasting and Techniques –Supply meaning and its Determinants.	15	CO2 CO3	K1, K2, K3, K4, K5, K6
3	Production – Factors of production – Isoquants - Cobb Douglas functions- Law of variable proportion – Law of return to scale – Economics and Diseconomies. Cost analysis – Different cost concepts – Cost output relationship – Short run and long run – Revenue curves of firms – Supply analysis - Relationship between marginal cost and average cost.	15	CO3 CO4	K1, K2, K3, K4, K5, K6
4	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination – Degrees of discrimination.	15	CO4	K1, K2, K3, K4, K5, K6
5	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly –	15	CO5	K1, K2, K3, K4,

	Oligopoly – Kinked demand curve- Equilibrium under different market conditions.			K5, K6
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REFERENCE BOOKS:

1. Dr. S.Shankaran, Managerial Economics – Margram Publication – Chennai
2. P.L. Metha, Managerial Economics – Sultan Chand Publications – New Delhi
3. R.L. Varshney and K.L. Maheshwari, Managerial Economics – Sultan Chand Publications – New Delhi.
4. Joel Dean, Managerial Economics – Prentice Hall of India Pvt. Ltd., – New Delhi.
5. Spencer M.H., Contemporary Economics – Worth publishers – New York.

CO 1	Students will be able to remember the concepts of micro economics and also able to understand the various micro economic principles to make effective economic decisions
CO 2	students would be able to understand the law of demand & supply & their elasticities
CO 3	Evaluate & analyze the concepts and apply them in various situations in industry
CO 4	Students would be able to apply various techniques to forecast demand for better utilization of resources.
CO 5	understand the basics of market structures and their environment

	CO 1	CO 2	CO 3	CO 4	CO 5
Unit 1	✓				
Unit 2		✓	✓		
Unit 3			✓	✓	
Unit 4				✓	
Unit 5					✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓					
CO 2		✓				
CO 3						✓
CO 4					✓	
CO 5	✓					

SEMESTER II

BUSINESS COMMUNICATION SKILLS

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Meaning and Definition – Process – Functions – Objectives – Importance – Essentials of good communication – Communication barriers – Overcoming communication barriers – Written – Oral – Face-to-face – Silence	12	CO1 CO2	K1, K2, K3, K4, K5, K6
2	Need and functions of business letters – Planning & layout of business letter – Kinds of business letters – Essentials of effective correspondence, Enquiries and replies – Placing and fulfilling orders – Complaints and follow -up – Sales letters	12	CO1 CO2 CO4	K1, K2, K3, K4, K5, K6
3	Formal and Informal Communication, Formal Communication- Circular letters – Report writing – Notices, Agenda, Minutes of the Meetings – Memorandum – Circular – Notes, Informal Communication – Grapevine Communication	12	CO2 CO3 CO4	K1, K2, K3, K4, K5, K6
4	Etiquette – Meaning, Definition, Body Language, Voice Modulation, Email Etiquette, Social Media Etiquette – Meeting Preparation – Dress Code, Dining Etiquette	12	CO2 CO3 CO4	K1, K2, K3, K4, K5, K6
5	Email, Blogging, Social Media, Content, Voice, Video Calls, Voice Recognition, Power point Presentation	12	CO4 CO5	K1, K2, K3, K4, K5, K6
REFERENCE BOOKS: <ol style="list-style-type: none">1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.2. Shirley Taylor, Communication for Business - Pearson Publications -				

New Delhi.

3. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd. - New Delhi.
4. Penrose, Rasbery, Myers, Advanced Business Communication - Bangalore.
5. Simon Collin, Doing Business on the Internet - Kogan Page Ltd., - London.

CO 1	understanding the fundamentals of business communication
CO 2	Educating Effective Communicating skills
CO 3	Access and integrate the technological means in business communication
CO 4	Upgrading with current industrial and Employer expectations

	CO 1	CO 2	CO 3	CO 4
Unit 1	✓	✓		
Unit 2	✓	✓		✓
Unit 3	✓	✓		✓
Unit 4		✓	✓	✓
Unit 5			✓	✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓	✓		✓	✓	✓
CO 2	✓	✓		✓	✓	✓
CO 3	✓	✓	✓	✓	✓	✓
CO 4	✓	✓	✓	✓	✓	✓

MANAGEMENT INFORMATION SYSTEM

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Definition of Management Information System – MIS support for planning, Organizing and controlling – Structure of MIS – Quality of information – Functions of information system – Information for decision	12	CO1	K1, K2, K3, K4, K5, K6

	making.			
2	Concept of System – Characteristics of System – Systems classification – Categories of Information Systems – Strategic information system and competitive advantage	12	CO1	K1, K2, K3, K4, K5, K6
3	Computers and Information Processing – Classification of computer – Input Devices – Output devices – Storage devices, – Batch and online processing. Hardware – Software. Database management Systems – Networks and its classifications – Network topologies- Introduction about network securities and cybercrime.	12	CO2 CO4	K1, K2, K3, K4, K5, K6
4	System Analysis and design – SDLC – Role of System Analyst – Functional Information system – Personnel, production, material, marketing – ERP an overview – Open source application – CRM, SCM	12	CO5	K1, K2, K3, K4, K5, K6
5	Decision Support Systems – Definition. Group Decision Support Systems – Business Process Outsourcing – Definition and functions.Introduction to Cyber laws – Blockchain Technology	12	CO3	K1, K2, K3, K4, K5, K6

REFERENCE BOOKS:

1. Mudrick & Ross, “Management Information Systems”, Prentice – Hall of India.
2. Sadagopan, “Management Information Systems” – Prentice Hall of India 3. CSV Murthy – “Management Information Systems” Himalaya publishing House.
3. Dr. S.P. Rajagopalan, “Management Information Systems and EDP”, Margham Publications, Chennai.

CO 1	Can define what is Management Information System and explain its role in decision making
CO 2	Explain different type of networks
CO 3	Understand the concept of DSS & BPO

CO 4	Understand the various Hardwares and softwares used in Management Information system
CO 5	Understand the importance of SDLC and ERP

	CO 1	CO 2	CO 3	CO 4	CO 5
Unit 1	✓				
Unit 2	✓				
Unit 3		✓		✓	
Unit 4					✓
Unit 5			✓		

	PSO	PSO	PSO	PSO	PSO	PSO
CO 1	1	2	3	4 ✓	5	6 ✓
CO 2				✓		✓
CO 3				✓		✓
CO 4				✓		✓
CO 5				✓		✓

ORGANISATIONAL BEHAVIOR

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Definition, need and importance of organizational behaviour – Nature and scope – contributing disciplines – Organizational behavior models. Personality: Determinants – Traits – Theories. Perception: Process – Factors influencing perception- Significance of employee perception on organisational performance	15	CO1 CO2 CO4 CO5 CO6 CO8	K1, K2, K3, K4, K5, K6
2	Learning – Process – Classical, Operant and Social Cognitive Approaches – Managerial implications. Attitudes – Characteristics – Components – Formation – Measurement Job satisfaction – Determinants – Measurements – Influence on behavior. Motivation – Importance – Types – Theories – Effects on work	15	CO2 CO3 CO5	K1, K2, K3, K4, K5, K6

	behavior.			
3	Group Dynamics – Foundations of Group Behaviour – Group and Team – Stages of Group Development – Factors affecting Group and Team Performance – Group Decision making – Intergroup relations.	15	CO3 CO4 CO6	K1, K2, K3, K4, K5, K6
4	Leadership - Meaning – Importance – Leadership styles – Traits - Theories – Leaders Vs Managers, Power and Politics: Sources of Power – Political Behaviour in Organizations – Managing Politics. Conflict and Negotiation: Sources and Types of Conflict – Negotiation Strategies – Negotiation Process.	15	CO5 CO8	K1, K2, K3, K4, K5, K6
5	Organizational Culture: Concept – Types of Organizational Culture – Creating and Sustaining Culture – Cross culture management. Organizational Change: Importance – The change process – Resistance to change – Managing change. Organizational Development – Basic Organizational Development Model – OD Interventions.	15	CO1 CO7	K1, K2, K3, K4, K5, K6

REFERENCE BOOKS:

1. Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 11th edition, 2008.
2. Fred Luthans, Organisational Behavior, McGraw Hill, 12th Edition, 2011.
3. Khanka, S.S., Organisational Behaviour, S. Chand, 4th Edition, 2010.
4. Udai Pareek, Understanding Organisational Behaviour, 3rd Edition, Oxford Higher Education, 2011.
5. Robbins, S.P., Judge, T. and Vohra, Organizational Behavior, 14th Edition, Pearson, 2011.
6. R.S. Dwivdi, Human Relations and Organizational Behaviour, Mc Millan India Ltd., 5th Edition.

CO 1	Define, explain and illustrate a range of theories of organizational behaviour, organization culture, change and Developmet.
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CO 2	Understanding of dynamics of OB, the concept of personality and perception, values and attitude
CO 3	Enumerate the importance of leadership, attitude and values in organization
CO 4	Analyze different personality theories and understand leadership theories
CO 5	Understand Individual behavior and dynamics of groups and effective team building
CO 6	Developing personality, decision making abilities and interpersonal communication skills.
CO 7	Generalize organizational culture and development.
CO 8	Analyse the behaviour of individuals and groups in organisations in terms of organizational behaviour theories, models and concepts

	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6	CO 7	CO 8
Unit 1	✓	✓		✓	✓	✓		✓
Unit 2		✓	✓		✓			
Unit 3			✓	✓		✓		
Unit 4					✓			✓
Unit 5	✓						✓	

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓					
CO 2	✓					
CO 3					✓	
CO 4	✓					
CO 5	✓	✓				
CO 6		✓				✓
CO 7	✓					
CO 8		✓		✓		

III SEMESTER

PRINCIPLES OF INSURANCE

Syllabus				
UNI T	CONTENT	HOUR S	COS	COGNITIV E LEVEL
1	Defining Risk and Uncertainty – Classification of risk – Sources of risk – External and Internal Insurance – Meaning, nature and significance essential requirements and principles of risk insurance – Reinsurance – Insurance Regulatory Development Authority – Recent Developments in the Insurance sector.	13	CO 1	K1, K2, K3 K4, K5, K6
2	Life Insurance – Law relating to life Insurance – General Principles of Life Insurance Contract – Proposal and policy – Assignment and nomination – Title and claims – Concept of trust in life policy.	12	CO 1 CO 2	K1, K2, K3 K4, K5, K6
3	General Insurance – Law relating to general insurance – Different types of general Insurance – General insurance Vs life insurance	11	CO 3	K1, K2, K3 K4, K5, K6
4	Fire insurance – Various types of fire policy – Claims of Recovery – Accident and Motor Insurance – Nature – Disclosure – Terms and conditions – Claims and recovery – Third party insurance – Compulsory motor vehicle insurance.	12	CO 1 CO 3 CO 4	K1, K2, K3 K4, K5, K6
5	Marine Insurance – Law relating to marine insurance – Scope and nature – Types of policy Insurable interest – Disclosure and representation – Insured perils – voyage – Warranties - Measurement subrogation - Contribution.	12	CO 3 CO 4	K1, K2, K3 K4, K5, K6
REFERENCE BOOKS:				

1. M.N. Mishra : Insurance Principles and Practices
2. Kothari & Bahl : Principles and Practices of Insurance
3. G.S. Panda : Principles and Practices of Insurance
4. N.D. Kapoor : Elements of Business Law
5. P. Periyasamy : Principles and Practices of Insurance

CO 1	understanding the Concept of Insurance.
CO 2	Educating on various types of insurance available so as to acquire prepare for Business/Job in the domain
CO 3	Acquire knowledge of current scenario of the industry
CO 4	Upgrading with current industrial and Employer expectations

	CO 1	CO 2	CO 3	CO 4
Unit 1	✓			
Unit 2	✓	✓		
Unit 3			✓	
Unit 4	✓		✓	✓
Unit 5			✓	✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓		✓			
CO 2		✓		✓		✓
CO 3		✓	✓		✓	
CO 4				✓	✓	✓

COST ACCOUNTING

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Definition, Scope and nature of cost accounting – Cost concepts – Classification – Objectives and Advantages – Demerits of cost accounting – Methods and techniques – Cost unit – Cost centers – cost sheets	13	CO 1 CO 2 CO 5	K1, K2, K3, K4, K5, K6

	– Tenders and Quotation.			
2	Materials cost – Purchase procedure – Stores procedure – Receipt and issue of materials – Storage organization and layout – Inventory control – Levels of stock, perpetual inventory. Activity Based Costing – Stores ledger – Pricing of material issues, FIFO, LIFO, and Simple Average & Weighted Average.	12	CO 4	K1, K2, K3, K4, K5, K6
3	Labour cost – Time recording and time booking – Methods of remuneration and incentive schemes – Overtime and idle time – Labour turnover types – Causes and remedies.	11	CO 4 CO 5	K1, K2, K3, K4, K5, K6
4	Overheads – Collection, Classification, Allocation, Apportionment, Absorption – Recovery rates – Over & under absorption – Cost sheet and cost reconciliation statement.	12	CO 3	K1, K2, K3, K4, K5, K6
5	Methods of costing – Contract costing, Process costing – Characteristics – Advantages – Disadvantages of process costing – important aspects of process costing (Normal loss, Abnormal loss and gains only).	12	CO 5	K1, K2, K3, K4, K5, K6

REFERENCE BOOKS:

1. Cost Accounting by Jain and Narang – Kalyani Publishers
2. Cost Accounting by S.P. Iyengar – Sultan Chand & Sons.
3. Cost Accounting by Bhagwathi and Pillai – Sultan Chand & Sons.
4. Cost Accounting by S.N. Maheswari – Sultan Chand & Sons.
5. Cost Accounting by Dr. R. Ramachandran & Dr. R. Srinivasan – Sriram Publications

CO 1	Describe the meaning and concepts of Cost accounting
CO 2	Explain the concepts of Cost analysis and control
CO 3	Able to prepare cost sheet.
CO 4	Critically evaluate various cost and interpret in relation to business
CO 5	Analyze the results after applying various costing methods and techniques

	CO 1	CO 2	CO 3	CO 4	CO 5
Unit 1	✓	✓			✓
Unit 2				✓	
Unit 3				✓	✓
Unit 4			✓		
Unit 5					✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1		✓	✓		✓	
CO 2	✓					✓
CO 3				✓	✓	
CO 4						✓
CO 5	✓					✓

COMPUTER APPLICATIONS IN BUSINESS

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Word Processing: Meaning and role of word processing in creating of documents, Editing, formatting and printing documents using tools such as spell check, thesaurus, etc., in word processors (MS Word), Electronic Spreadsheet, Structure of Spread sheet and its applications to accounting , finance, and marketing functions of business; Creating a dynamic/ sensitive worksheet; Concept of absolute and relative cell – reference;	13	CO 1 CO 2 CO 3 CO 4	K1, K2, K3, K4, K5, K6

Unit 1: Word Processing (MS Word), Electronic Spreadsheet, Structure of Spread sheet and its applications to accounting, finance, and marketing functions of business; Creating a dynamic/ sensitive worksheet; Concept of absolute and relative cell – reference;

2	Programming under a DBMS environment: The concept of data base management system; Data field, records, and files, sorting and indexing data; Searching records. Designing queries, and reports; Linking of data files; Understanding programming environment in DBMS; Developing menu driven applications in programming language (C++).	12	CO 1 CO 5	K1, K2, K3, K4, K5, K6
3	Introduction of EDI; Basic concepts of EDI; edi standards; Financial EDI (FEDI) FEDI for international trade transaction; Applications of EDI, Advantages of EDI.	11	CO 2 CO 3	K1, K2, K3, K4, K5, K6
4	The Internet and WWW basic concepts: Internet concept, History, Development in India: Technological foundation of internet; Distributed computing; Client – server computing ;internet protocol suite; Application of distributed computing ; Client server computing; Internet protocol suite in the internet environment ; Domain Name System (DNS); Generic Top – Level Domain (gTLD); Country code Top Level Domain (ccTLD);	14	CO 3	K1, K2, K3, K4, K5, K6
5	Introduction of IS audit, Applications of Information Systems, Difference with the traditional concepts of audit; Conduct and applications of IS audit in internet environment.	10	CO 3 CO 4	K1, K2, K3, K4, K5, K6

REFERENCE BOOKS:

1. Agarwala Kamlesh N and Agarwala Deeksha – Business on the Net – Introduction to E-Commerce
2. Goyal – Management Information System.
3. Minoli Daniel, Minoli Emma – E-Commerce Technology Handbook.
4. Kanter – Managing with informations.

CO 1	Gain familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications
CO 2	Understand to use word, excel, power point and database.
CO 3	Achieve hands-on experience with productivity/application software to enhance business activities
CO 4	Explore various methods where Information Technology can be used to support existing businesses and strategies
CO 5	To inculcate knowledge on RDBMS concepts and Program.

	CO 1	CO 2	CO 3	CO 4	CO 5
Unit 1	✓	✓	✓	✓	
Unit 2	✓				✓
Unit 3		✓	✓		
Unit 4			✓		
Unit 5			✓	✓	

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓					✓
CO 2						✓
CO 3				✓		
CO 4				✓		
CO 5		✓		✓		

MARKETING MANAGEMENT

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Fundamentals of marketing –Definitions - Role of Marketing –Conceptual framework – Relationship of Marketing with other functional areas – concept of marketing mix – Various Environmental factors affecting the marketing functions –Roles of Marketing Department	12	CO 1	K1, K2, K3, K4, K5, K6
2	Buyer Behaviour – Consumer goods and Industrial goods – Buying Decision process - Buying motives – Factors influencing buyer Behaviour, Market segmentation – Need and basis of Segmentation – Targeting – positioning.	11	CO 1 CO 2	K1, K2, K3, K4, K5, K6
3	The Product – classifications – Product planning –	11	CO 3	K1, K2, K3,

	Product Development consumer goods – Industrial goods New Product Development process – Product Life Cycle – Branding – Packaging, Pricing in Marketing – Pricing Objectives- long term and short term goals, Pricing Methods & Types.		CO 4	K4, K5, K6
4	Physical Distribution: Importance – Various kinds of marketing channels – distribution problems. Sales management: Motivation, Compensation and Control of salesmen. Introduction to E-Commerce Market Places. A brief overview of Advertising – Publicity – Public Relations – personal Selling – Direct selling and Sales promotion - Digital Marketing - Email Marketing, SMS Text Messaging, Social Media – Direct Message, Coupons , Coupon Codes. Introduction to International Marketing	13	CO 1 CO 3 CO 4	K1, K2, K3, K4, K5, K6
5	Meaning and definition of service – services marketing – evolution and growth of service sector – classification of service – difference between goods and service – significance – impact of social environment on the growth of services marketing in India. Marketing of service – financial services: Banking, insurance – health services – Education – Tourism – professional or consultancy – Telecommunication services.	13	CO 3 CO 4	K1, K2, K3, K4, K5, K6

REFERENCE BOOKS:

1. Philip Kotler, 2003, Marketing Management, 11th edition, Pearson Education (Singapore) Pvt. Ltd., New Delhi.
2. V.S. Ramaswamy & S.Namakumari, 1994, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd., New Delhi.
3. Crrainfield, Marketing Management, Palgrave Macmillan.
4. Sontakki C.N., Marketing Management, Kalyani Publishers, Ludhiana.
5. Jayasankar, Marketing, Margham publications, Chennai.
6. R.S.N. Pillai and Bagavathi, Modern Marketing, S. Chand & Co, New Delhi.

CO 1	Understanding various Marketing Concepts, Buyer behaviour and knowing various stages of product development
CO 2	Understanding the significance of Product, Price, Distribution in Marketing
CO 3	Understanding both traditional and modern channels of distribution
CO 4	Equip to formulate strategies so as to become a leader in business/Marketing domain

	CO 1	CO 2	CO 3	CO 4
Unit 1	✓			
Unit 2	✓	✓		
Unit 3			✓	✓
Unit 4	✓		✓	✓
Unit 5			✓	✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓	✓	✓			
CO 2	✓	✓	✓	✓		✓
CO 3	✓	✓	✓	✓	✓	
CO 4	✓	✓		✓	✓	✓

BUSINESS STATISTICS

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Introduction – Meaning and definition of statistics – Collection and tabulation of statistical data – Presentation of	15	CO 1 CO 2	K1, K2, K3, K4,

	statistical data – Graphs and diagram		CO 3	K5, K6
2	Measures of central tendency – Arithmetic mean, median, mode, harmonic mean and geometric mean – Measures of variation – Standard deviation, Mean deviation – Quartile deviation – Introduction to Skewness and Kurtosis	15	CO 2 CO 4	K1, K2, K3, K4, K5, K6
3	Simple correlation – scatter diagram – Karl Pearson’s correlation – Rank correlations – Regressions.	15	CO 5 CO 6	K1, K2, K3, K4, K5, K6
4	Analysis of Time series – methods of measuring trend and seasonal variations.	15	CO 5	K1, K2, K3, K4, K5, K6
5	Index number s- consumer’s price index and cost of living indices. - Chi Square - F -Test – One Way - ANOVA	15	CO 6	K1, K2, K3, K4, K5, K6

REFERENCE BOOKS:

1. P.R. Vittal, Business Mathematics & Statistics
2. S.C. Gupta & V.K. Kapoor.

CO 1	Define statistics, become aware of wide range of applications in statistics
CO 2	Classify and tabulate data by using statistical methods
CO 3	Prepare diagrammatic and graphical representations of statistical data.
CO 4	Apply various measures of central tendency –mean, median, mode, GM and H.M
CO 5	Understanding the concepts of various measures of dispersion and its applications in business decisions
CO 6	Ability to understand the concept of Correlation, Regression, Time Series Analysis and Index Numbers

	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Unit 1	✓	✓	✓			
Unit 2		✓		✓		

Unit 3					✓	✓
Unit 4					✓	
Unit 5						✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓	✓				
CO 2	✓	✓				
CO 3	✓	✓				✓
CO 4		✓				
CO 5		✓				
CO 6		✓				

SEMESTER IV

HUMAN RESOURCE MANAGEMENT

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Introduction of Human Resource Management: Definition, Importance of Human Resource, Objectives of Human Resource Management, Qualities of a good HR manager – Evolution and growth of Personnel Management in India.	15	CO 1	K1, K2, K3, K4, K5, K6
2	Human Resource Policies: Need, type and scope – Advantages. Human Resource Planning: Importance of forecasting human resource requirement – matching supply and demand. Recruitment – Internal and External sources of recruitment – Selection – Methods of Selection – Induction.	13	CO 2 CO 5	K1, K2, K3, K4, K5, K6
3	Training – Methods – Techniques – Identification of the training needs – Training and Development – Executive development programmes – Common practices – Benefits Career Planning: Meaning, Need, Process and Advantages of Career Planning and Development – Steps in Career Development System -Remuneration – Components of remuneration – Incentives – Benefits	12	CO 3 CO 4	K1, K2, K3, K4, K5, K6
4	Performance appraisal - Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. Labour Relation – Functions of Trade Unions – Forms of collective bargaining – Workers’ participation in management	10	CO 3 CO 4	K1, K2, K3, K4, K5, K6
5	Human Resource Audit - Nature - Benefits - Scope -	10	CO 5	K1, K2,

	Approaches. Recent Trends in Human Resource Management. – e-hrm		CO 6	K3, K4, K5, K6
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REFERENCE BOOKS:

1. V.S.P. Rao, Human Resource Management, Excel Books India, 2007
2. Ashwathappa, Human Resource Management, Tata McGraw-Hill Education, 2010.
3. Dessler, Human Resource Management, Pearson Education Limited, 2007.
4. Decenzo and Robbins, Human Resource Management, Wiley, 8th Edition, 2007.
5. Uday Kumar Haldar, Juthika Sarkar. Human Resource management. Oxford. 2012.

CO 1	Understand HRM Functions and Practices
CO 2	Apply HRM concepts and skills across various types of organizations
CO 3	Understand and apply the recruitment and selection process
CO 4	Evaluate the performance of the employee and identify the training needs
CO 5	Develop training and development programme
CO 6	Understand the recent trends in HRM

	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Unit 1	✓					
Unit 2		✓			✓	
Unit 3			✓	✓		
Unit 4			✓	✓		
Unit 5					✓	✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓					6
CO 2	✓	✓			✓	✓
CO 3			✓			
CO 4		✓				
CO 5		✓				
CO 6				✓		

FINANCIAL MANAGEMENT

(Problem: 60 and Theory: 40)

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.	12	CO 1 CO 3 CO 5	K1, K2, K3, K4, K5, K6
2	Capital Budgeting - Principles and techniques - Nature of capital budgeting - Identifying relevant cash flows - Evaluation Techniques: Payback - Accounting rate of return - Net Present Value - Internal Rate of Return - Profitability Index. (Problems)	13	CO 1 CO 4 CO 6	K1, K2, K3, K4, K5, K6
3	Capital structures planning - Factors affecting capital structures – Determining Debt and equity proportion – Theories of capital structures – Leverage concept (Problems). Cost of capital – Cost of equity – cost of preference capital – Cost of debt – Cost of retained earnings – weighted Average cost of capital (WACC)	15	CO 2	K1, K2, K3, K4, K5, K6
4	Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter’s Gordon’s – M.M. Hypothesis)	10	CO 4	K1, K2, K3, K4, K5, K6
5	Working capital – components of working capital – working capital operating cycle – Factors determining working capital – Forecasting of working capital requirements (Problems).	10	CO 5 CO 6	K1, K2, K3, K4, K5, K6

REFERENCE BOOKS:

1. Financial Management – I.M. Pandey
2. Financial Management – Prasanna Chandra

3. Financial Management – S.N. Maheshwari

4. Financial Management – Y. Khan and Jain

CO 1	Understand the concept of capital
CO 2	List the primary sources of capital and incorporate their cost when making investment decisions.
CO 3	Understand the concept of Debt and Equity and the theories related to capital structure.
CO 4	Estimate the cash flow from the project and evaluate the investment decision.
CO 5	Understand the dividend policies and how it increases the wealth of the company.
CO 6	Can take decisions related to working capital requirements.

	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Unit 1	✓		✓		✓	
Unit 2	✓			✓		✓
Unit 3		✓				
Unit 4				✓		
Unit 5					✓	✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1		✓	✓			
CO 2			✓	✓		

CO 3			✓	✓		
CO 4					✓	✓
CO 5					✓	✓
CO 6						✓

PRODUCTION AND MATERIALS MANAGEMENT

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Production design: Process planning – plant capacity - capacity planning – make or buy decisions – Use of cross over chart for selection processes.	12	CO 1	K1, K2, K3, K4, K5, K6
2	Plant location: Factories to be considered in plant location – choice of general region, particular community and site – Multiplant location decision – Plant location trends.	12	CO 2 CO 3	K1, K2, K3, K4, K5, K6
3	Layout of facilities: Principles of a good layout – Layout factors – Basic types of layout – Service facilities – Principles of materials Handling – Materials handling equipment.	12	CO 4	K1, K2, K3, K4, K5, K6
4	Production and Inventory control: Basic types of production, Intermittent, Batch, Continuous – Routing, Scheduling, Activating and Monitoring – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and codification of stock – Classification and codification of stock – ABC classification, VED, FSN – Procedure for stock control, Materials Requirement Planning (MRP). JIT. Implications for Supply chain Management.	14	CO 4	K1, K2, K3, K4, K5, K6
5	Maintenance: Preventive Vs. Breakdown maintenance – Break-down time distribution – Maintenance cost balance – Procedure for maintenance. Quality Control: Purposes of inspection and quality control – Acceptance sampling by variables and attributes – Control charts for variables, fraction	10	CO 5	K1, K2, K3, K4, K5, K6

	defectives and defects. Total Quality Management.			
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REFERENCE BOOKS:

1. Alan Mulemann, John Oakland, Keith Locker, 'Production and Operations Management' Macmillan India Ltd.
2. Datta A.K., Materials Management: Procedures, Text and Cases, Prentice Hall of India.
3. Everett E. Adam Jr. & Ronald J. Ebert, Preproduction and Operations Management, Prentice Hall of India.
4. Gopalakrishnan P. & Sundaresan M., Materials Management: An Integrated Approach, Prentice Hall of India.
5. Mohanty, 'Advanced Operations Management', Pearson Education

CO 1	understand of importance of Production management
CO 2	Identify and evaluate the key factors in Plant Capacity, Location and Layout decisions
CO 3	understand various methods of materials management
CO 4	Apply techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices.
CO 5	Categorize and prioritize the maintenance programmes

	CO 1	CO 2	CO 3	CO 4	CO 5
Unit 1	✓				
Unit 2		✓	✓		
Unit 3				✓	
Unit 4				✓	
Unit 5					✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓					
CO 2		✓				
CO 3	✓					✓

CO 4			✓	✓		
CO 5					✓	✓

LEGAL ASPECTS OF BUSINESS

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Contract Act – Definition – Formation of Contract - Classification – Essentials of a valid Contract. Performance of Contract –Breach of Contract – types of Breach of contact and its remedies - Quasi Contract	12	CO 1 CO 2	K1, K2, K3, K4, K5, K6
2	The Sale of Goods Act. 1930: Formation of a Sales Contract.	12	CO 1 CO 2	K1, K2, K3, K4, K5, K6
3	Negotiable Instrument Act, 1881: Definition and Essential, Features of Negotiable Instruments, Types of Instruments and Endorsement, Parties to Negotiable Instrument	12	CO 1 CO 3 CO 4	K1, K2, K3, K4, K5, K6
4	Companies Act 2013 – Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus.	12	CO 1 CO 3	K1, K2, K3, K4, K5, K6
5	Law of Partnership: Definition and Nature of Partnership, Formation of Partnership, Rights, Duties and Liabilities of Partners, Dissolution of Partnership Firm	12	CO 1 CO 3 CO 4	K1, K2, K3, K4, K5, K6
REFERENCE BOOKS:				
<ol style="list-style-type: none"> 1. N.D. Kapoor, Elements of mercantile Law, Sultan Chand and Company, India, 2006. 2. P. K. Goel, Business Law for Managers, Biztantatara Publishers, India, 2008. 3. Akhileshwar Pathack, Legal Aspects of Business, 4th Edition, Tata McGraw Hill, 2009. 				

4. P. P. S. Gogna, Mercantile Law, S. Chand & Co. Ltd., India, Fourth Edition, 2008.
5. Richard Stim, Intellectual Property - Copy Rights, Trade Marks, and Patents, Cengage Learning, 2008.
6. Balachandran V., Legal Aspects of Business, Tata McGraw Hill, 2012

CO1	Explain the various concepts of business laws
CO2	Educating the various types and legal proceeding involved in forming a company
CO3	Understanding the importance of Instruments
CO4	Equipping to run a business by knowing various laws and legal aspects

	CO 1	CO 2	CO 3	CO 4
Unit 1	✓	✓		
Unit 2	✓	✓		
Unit 3	✓		✓	✓
Unit 4	✓		✓	
Unit 5	✓		✓	✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓	✓		✓	✓	✓
CO 2	✓	✓		✓	✓	✓
CO 3	✓	✓	✓	✓	✓	✓
CO 4	✓	✓	✓	✓	✓	✓
CO 5	✓	✓	✓	✓	✓	✓

OPERATIONS RESEARCH

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Introduction to OR – Meaning and scope – Characteristics – models in OR.LPP- Formulation graphical method – Simplex method –Application in	15	CO 1 CO 2 CO 3	K1, K2, K3, K4, K5, K6

	Business – merits and Demerits.			
2	Transportation model – Meaning – Initial basic feasible solution – formulation, solving a TP – North West Corner Method- Least Cost Method- Row Minimum Method – Column Minimum Method and Vogel’s approximation Method – Test for Optimality(MODI).	15	CO 2 CO 3 CO 4	K1, K2, K3, K4, K5, K6
3	Assignment models –Meaning – formulation – solution – Hungarian Method – Minimization and Maximization Model – Restricted Assignment Model.	15	CO 3	K1, K2, K3, K4, K5, K6
4	Network analysis – work break down analysis – construction – numbering of event. Time Calculation – critical path, slack, float – application.	15	CO 2 CO 5	K1, K2, K3, K4, K5, K6
5	Decision theory - Decision trees. Game theory meaning and characteristics – saddle point – Dominance property..	15	CO 6 CO 7	K1, K2, K3, K4, K5, K6

REFERENCE BOOKS:

1. P.R. Vittal & V. Malini, Operative Research – Margham Publications – Chennai – 17.
2. P.K. Gupta & Man Mohan, Problems in Operations Research – Sultan Chand & Sons – New Delhi.
3. V.K. Kapoor, Introduction to operational Research – Sultan Chand & Sons – New Delhi.
4. Hamdy A. Taha, Operation Research – An Introduction prentice Hall of India – New Delhi

CO 1	Learn the concept of OR and its application in various management aspects
CO 2	Develop the OR model from real life situations
CO 3	Define and formulate linear programming problems
CO 4	Apply Transportation and Assignment model to Optimize the resource utilization
CO 5	Use critical path analysis and programming evaluation production and

	review techniques for timely project scheduling and completion
CO 6	Model competitive real world phenomena using concepts from game theory
CO 7	Understand steps in decision making process and take decisions using EMV and Decision Trees.

	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6	CO 7
Unit 1	✓	✓	✓				
Unit 2		✓	✓	✓			
Unit 3				✓			
Unit 4		✓			✓		
Unit 5						✓	✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓					
CO 2		✓	✓			
CO 3		✓	✓			
CO 4		✓	✓			
CO 5		✓	✓			
CO 6		✓	✓			
CO 7		✓	✓			

SEMESTER V

RESEARCH METHODOLOGY IN BUSINESS

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Research – Objectives of Research – Types of Research and Research Design – Research Process – Selection and Formulation of Research Problem, Objectives and hypothesis.	12	CO1, CO2, CO5	K1, K2, K3, K4, K5, K6
2	Sampling Design & Techniques – Characteristics of a Good Sample Design – Measurement in Research – Scaling – Important Scaling Techniques.	12	CO3	K1, K2, K3, K4, K5, K6
3	Types of Data – Methods of Data Collection – Drafting Schedule and Questionnaire – Pilot Study – Interview and Observation Techniques.	12	CO4	K1, K2, K3, K4, K5, K6
4	Processing of Data – Classification – Editing – Coding – Tabulation – Analysis and Interpretation – Diagrammatic and Graphical Representation – Use of Computer in Data Processing.	12	CO4,	K1, K2, K3, K4, K5, K6
5	Report writing – Types of Research Reports – Layout of Research Report – Footnotes – Endnotes – Referencing – Bibliography – Ethics in Research.	12	CO5, CO6	K1, K2, K3, K4, K5, K6

REFERENCES:

1. Kumar Ranjit, Research Methodology: A Step By Step Guide for Beginners, New Delhi, Pearson Education, 2008.
2. Panneerselvam R., Research Methodology, New Delhi, PHI, 2009.
3. Krishnaswamy K.N., Sivakumar Appa Iyer, Mathirajan M., Management Research Methodology: Integration of Principles, Methods and Techniques, New Delhi, PHI, 2009.
4. Kothari C.R., Research Methodology: Methods and Techniques, New Delhi, New Age International, 2005.

CO 1	Learn and Understand the research Process and its approaches
CO 2	Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues
CO 3	understanding of research design and scaling methods
CO 4	Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process
CO 5	Conceptualise the research process
CO 6	Enabling to draft a research report

	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Unit 1	✓	✓			✓	
Unit 2			✓			
Unit 3				✓		
Unit 4				✓		
Unit 5					✓	✓

	PSO	PSO	PSO	PSO	PSO	PSO
CO 1	1 ✓	2	3	4	5	6
CO 2		✓	✓			
CO 3			✓			
CO 4						✓
CO 5				✓		
CO 6						✓

MANAGEMENT ACCOUNTING

(Problem : 60 and Theory : 40)

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Introduction – Meaning Definition - Need and importance – Objectives and Scope, its distinction between Financial and Cost accounting-Advantages and limitations of Management accounting management.	12	CO1	K1, K2, K3, K4, K5, K6

2	Financial Statement Analysis– Trend Analysis, Common size and comparative balance sheet – Interpretation and criticism of financial statements	12	CO2	K1, K2, K3, K4, K5, K6
3	Ratio Analysis – Meaning, Advantages – limitations – Balance sheet ratios, Profit & Loss A/c Ratios, Solvency ratios, Overall Performance ratios (Simple Problems).	12	CO2, CO3, CO4	K1, K2, K3, K4, K5, K6
4	Fund flow statement and cash flow statement – Advantages of fund flow statement, distinction between Fund flow and Cash flow statement.	12	CO2,	K1, K2, K3, K4, K5, K6
5	Marginal Costing – Meaning – Advantages, Fixed and variable cost, contribution, Break even analysis, Profit Volume Ratio, Limiting factor, Marginal costing and important management decision.	12	CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6

REFERENCES:

1. R.N. Anthony / G.A. Walsh : Management Accounting
2. M.Y. Khan, K.P. Jain : Management Accounting
3. I.M. Pandy : Management Accounting
4. J. Betty : Management Accounting
5. Sr. K. Paul : Management Accounting
6. Dr. Jawharlal : Management Accounting
7. Manmohan Goyal : Management Accounting
8. S.N. Maheshwari : Principles of Management Accounting
9. Ravi M. Kishore : Financial Management (Taxmann, New Delhi)
10. Ramachandran & Srinivasan – Management Accounting (Sriram Publications, Madurai)

CO 1	Apply accounting framework to prepare financial statements
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CO 2	Imbibe critical thinking skills to analyze financial statements
CO 3	Evaluate the financial position of the business by using ratio analysis
CO 4	Value the concepts of marginal costing and its application in managerial decision making
CO 5	Evaluate the cost related aspects of business

	CO 1	CO 2	CO 3	CO 4	CO 5
Unit 1	✓				
Unit 2		✓			
Unit 3		✓	✓	✓	
Unit 4		✓			
Unit 5		✓	✓	✓	✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1		✓		✓		
CO 2	✓		✓			
CO 3			✓	✓		✓
CO 4		✓	✓			✓

CO 5		✓	✓				✓
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LABOUR WELFARE MANAGEMENT

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	<p>LABOUR LEGISLATION</p> <p>Meaning of labour , objectives- principles, classification and evolution-labour welfare- Concept, Scope, Industrial Health and Hygiene, Industrial Accidents and safety, Occupational Diseases .</p>	12	CO3	K1, K2, K3, K4, K5, K6
2	<p>SPECIAL CATEGORIES OF LABOUR</p> <p>Organized and unorganized labour - Child labour - female labour - contract labour - Differently abled labour- construction labour - Agriculture labour - Social Security: Concept and Scope, Social Assistance and Social assurance..</p>	12	CO1, CO3	K1, K2, K3, K4, K5, K6
3	<p>STATUTORY BENEFITS</p> <p>Bonus - Eligibility of bonus - calculation of bonus - Gratuity -Eligibility of gratuity - calculation of gratuity- minimum and maximum limits of bonus and gratuity-ESI-PF - NPS</p>	12	CO1, CO4	K1, K2, K3, K4, K5, K6
4	<p>WAGES ACT</p>	12	CO2,	K1, K2,

	Concept, Types, Factors influencing wages, Wage code – Employees’ compensation .			K3, K4, K5, K6
5	INDUSTRIAL DISPUTES Disputes meaning- impact - causes - Prevention and Settlement, Strikes and Lockouts.	12	CO4	K1, K2, K3, K4, K5, K6

REFERENCES:

1. Malik, P.L., Industrial Law, Vol. 1 & 2, Easter Book Company.
2. Malhotra, The Law of Industrial Disputes,
3. Kohli, A. S. and Sarma S. R. (1977), Labour Welfare and Social security, Anmol Publications Pvt. Ltd., New Delhi.

CO 1	Legal provisions for EPF, ESI, Maternity, contract labours, and child labour prevention
CO 2	Legal provisions for equal remuneration, gratuity, compensation, industrial employment and Apprenticeship
CO 3	labour welfare measures
CO 4	Labour legislation introduction and legal provisions for factory workers, wages and Bonus

	CO 1	CO 2	CO 3	CO 4
Unit 1			✓	
Unit 2	✓		✓	
Unit 3	✓			✓
Unit 4		✓		
Unit 5				✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1			✓	✓	✓	
CO 2			✓	✓	✓	

CO 3			✓	✓	✓	
CO 4			✓	✓	✓	

INTERNATIONAL TRADE

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Introduction to International Trade – Trade Policy and Procedures – Setting up an Export/Import Business – Registration Procedures for Export/Import.	12	CO1	K1, K2, K3, K4, K5, K6
2	EXIM Policy 2009-2014 - Selection of Products and Suppliers for Export/Import.	12	CO2	K1, K2, K3, K4, K5, K6
3	Legal Framework of India's Foreign Trade: FTDR Act – FEMA – Customs Act – Laws relating to Customs Practices and Procedures – Settlement of International Trade Disputes – Arbitration Laws.	12	CO3	K1, K2, K3, K4, K5, K6
4	Foreign Exchange Market – Foreign Exchange Risk – Evaluation and Explanations of Foreign Direct Investment – International Investing – Multinational Diversification – Global Depository Receipts – Global Investment Companies – International Investment Strategies.	12	CO4	K1, K2, K3, K4, K5, K6
5	International Business and its Environment - Significance, Nature and Scope – Factors affecting	12	CO5	K1, K2, K3, K4,

	International Business – Types of Environment. WTO & Balance of Payment, Balance of Trade.			K5, K6
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REFERENCES:

1. Import-Export Policy and Procedures, New Delhi, Nabhi Publications 2000 – 2014
2. Francis Cherunilam, International Trade and Export Management, Mumbai, Himalaya Publication, 2006.

CO 1	Understand the meaning of International trade and distinguish it from domestic trade.
CO 2	Understand the importance of EXIM Policy and how to apply them in due course of business.
CO 3	Understand the legal framework of foreign trade in India.
CO 4	Understand and analyze the impact of Foreign currency in international trade.
CO 5	Understand WTO & Analyze and Evaluate the business environment

	CO 1	CO 2	CO 3	CO 4	CO 5
Unit 1	✓				
Unit 2		✓			
Unit 3			✓		
Unit 4				✓	
Unit 5					✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓					
CO 2	✓					
CO 3			✓	✓		
CO 4		✓				
CO 5			✓		✓	✓

REFERENCE BOOKS:

3. Import-Export Policy and Procedures, New Delhi, Nabhi Publications 2000 – 2014
4. Francis Cherunilam, International Trade and Export Management, Mumbai, Himalaya Publication, 2006.

ELECTIVE – I**CUSTOMER RELATIONSHIP MANAGEMENT**

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	CRM introduction – Types of CRM – Advantages and disadvantages of CRM – CRM-life cycle – Characteristics of CRM.	15	CO1, CO3	K1, K2, K3, K4, K5, K6
2	CRM strategies-customer retention strategies-Process of CRM-Governance Process – Performance Evaluation Process.	15	CO2, CO4	K1, K2, K3, K4, K5, K6
3	Emergence of CRM practice-Evolution of CRM-Uses of technology in CRM-Impact of technology in CRM.	15	CO3, CO5	K1, K2, K3, K4, K5, K6
4	HRM in CRM-The h-CRM Model-Future trends in CRM-Importance of CRM. Requirements Analysis – Selection of CRM Package – Reasons and Failure of CRM.	15	CO4	K1, K2, K3, K4, K5, K6
5	CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Enterprise Resource	15	CO2, CO3,	K1, K2, K3, K4,

Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).		CO5	K5, K6
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REFERENCES:

1. E-business – Roadmap for success, Dr. Ravi Kalakota, Pearson Education Asia, 2000.
2. Business – The Dell way, Rebecca Saunders, India book distributors, 2000.
3. Customer relationship management, K. Balasubramaniyan, GIGO publication, 2005.
4. The essentials guide to knowledge management – E-business and CRM Application, Amrit Tiwana, Pearson Education, 2001.
5. Abhinav Chaturvedi, Mukesh Chaturvedi, Customers Relationship Management – An Indian Perspective, Excel Books, New Delhi.
6. Customer Relationship Management, Jagdish N Sheth, Atul Parvatiyar, G Shainesh

CO 1	Understand the concept of Customer relationship management
CO 2	Apply CRM strategies on Customer Retention process
CO 3	Understand the evolution CRM and impact of technology on CRM
CO 4	Learn the steps in the selection of CRM Packages
CO 5	Explore the recent trends in CRM

	CO 1	CO 2	CO 3	CO 4	CO 5
Unit 1	✓		✓		
Unit 2		✓		✓	
Unit 3			✓		✓
Unit 4				✓	
Unit 5		✓	✓		✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1		✓				
CO 2			✓			✓
CO 3						✓
CO 4		✓	✓			
CO 5					✓	✓

ELECTIVE – I

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Logistics Management: Origin and Definition – Types of Logistics – Logistics Management - Concepts in Logistics and Physical Distribution.	15	CO1,	K1, K2, K3, K4, K5, K6
2	Types of Inventory Control - Demand Forecasting - Warehousing and Stores Management – Routing - Transportation Management.	15	CO2, CO3	K1, K2, K3, K4, K5, K6
3	Supply Chain Management: Introduction and	15	CO3,	K1, K2,

	Development- Nature and Concept - Importance of Supply Chain - Value Chain - Components of Supply Chain - The Need for Supply Chain.		CO4	K3, K4, K5, K6
4	Role of a Manager in Supply Chain - Supply Chain Performance Drivers - Key Enablers in Supply Chain Improvement.	15	CO3, CO4	K1, K2, K3, K4, K5, K6
5	Aligning the Supply Chain with Business Strategy - –Outsourcing and 3PLs – Fourth Party Logistics – Bull Whip Effect and Supply Chain – Supply Chain Relationships.	15	CO4	K1, K2, K3, K4, K5, K6

REFERENCES:

1. G Raghuram & N Rangaraj, Logistics and Supply Chain Management - Cases and Concepts. Mac Millan.
2. Martin Christopher, Logistics & Supply Chain Management: Creating Value-Adding Networks, FT Press.
3. Janat Shah, Supply Chain Management: Text and Cases, 1st Edition, Pearson.
4. V.V.Sople, Logistics Management, 4 th Edition Pearson.
5. Sunil Chopra, Peter Meindl & D.V.Kalra, Supply Chain Management, 5th Edition, Perason.
6. L.Natarajan, Logistics & Supply Chain Management, Margham Publications, Chennai-2014.

CO 1	Understanding of fundamentals of logistics
CO 2	Ability to design logistic network
CO 3	Ability to plan demand based on inventory and supply
CO 4	Understanding the role of logistics in supply chain performance

	CO 1	CO 2	CO 3	CO 4
Unit 1	✓			
Unit 2		✓	✓	
Unit 3			✓	✓
Unit 4			✓	✓
Unit 5				✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓	✓		✓		✓
CO 2	✓	✓		✓		✓
CO 3	✓	✓		✓		✓
CO 4	✓	✓		✓		✓

SEMESTER VI

ADVERTISING AND SALESMANSHIP

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Introduction: Advertising, -Meaning, Definition, objectives, task and process, market segmentation and target audience – Message and copy development.	12	CO1	K1, K2, K3, K4, K5, K6
2	Media: Mass Media - Selection, Planning and Scheduling – Digital Advertising – Web, Social, Apps – Integrated programme and budget planning.	12	CO1 CO2	K1, K2, K3, K4, K5, K6
3	Implementation: Implementing the programme coordination and control – Advertising agencies – Organization and operation.	10	CO3	K1, K2, K3, K4, K5, K6
4	Sales Promotion: Meaning and Definition - Importance of Sales promotion activities, Consumer and sales channel oriented – planning, budgeting and implementing and controlling campaigns.	14	CO2 CO3	K1, K2, K3, K4, K5, K6
5	Control: Measurement of Advertising effectiveness – Ethics, Economics and Social Relevance.	12	CO4 CO5	K1, K2, K3, K4, K5, K6

REFERENCE BOOKS:

1. Bhatia, T.K., Advertising and Marketing in Rural India, 2nd Edition, Macmillan India Ltd., 2007.
2. Hackley, C., Advertising and Promotion: An integrated communications approach, 2nd Edition, Sage Publications, 2010.
3. Jefkins, F., Advertising, 4th Edition, Pearson, 2002.

4. Wells, W.D., Burnett, J. and Moriarty, S., Advertising: Principles and Practice, 7th Edition, Pearson, 2007.

CO 1	To Understand the concepts of Advertising and its types
CO 2	Identify and make decisions regarding the most feasible advertising appeal and media mix
CO 3	Elaborating the Role and Importance in advertising, Structure of ad agency
CO 4	Highlighting the Scope of Salesmanship
CO 5	Identify the dealer oriented promotion techniques, customer oriented promotion techniques and the salesmen oriented promotion techniques.

	CO 1	CO 2	CO 3	CO 4	CO 5
Unit 1	✓				
Unit 2	✓	✓			
Unit 3			✓		
Unit 4		✓	✓		
Unit 5				✓	✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓					
CO 2	✓					
CO 3		✓		✓	✓	
CO 4		✓				
CO 5		✓				✓

CONSUMER BEHAVIOUR

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Introduction to Consumer Behaviour: Definition – Consumer and Customers – Buyers and Users – Organisations as Buyers – Consumer Behaviour and its Applications in Marketing – Consumer Research Process	12	CO1	K1, K2, K3, K4, K5, K6
2	Consumer Perception: Introduction – Sensation (Exposure to Stimuli) – Perceptual Selection – Perceptual Organisation – Factors that Distort Individual Perception – Price Perceptions – Perceived Product and Service Quality – Consumer Risk Perceptions	12	CO1 CO2	K1, K2, K3, K4, K5, K6
3	Cultural Influences on Consumer Behaviour: Introduction, Characteristics of Culture, Values, Sub-cultures, Cross-cultural Influences, Cultural Differences in Non-verbal Communications. Consumer Decision-making Process – Problem Recognition, Information Search and Evaluation of Alternatives: Introduction, Problem Recognition, Information Search, Evaluation of Alternatives.	14	CO3	K1, K2, K3, K4, K5, K6
4	Organizational Buying Behaviour: Introduction, Organizational Buyer Characteristics, Purchase and Demand Patterns, Factors Influencing Organizational Buyer Behaviour, organizational Buyer Decision Process, Organizational Buying Roles.	12	CO2 CO3	K1, K2, K3, K4, K5, K6
5	Consumer Decision-making Process: Outlet Selection -	10	CO4	K1, K2,

Purchase and Post Purchase Behaviour – Introduction, Outlet Selection and Purchase – Post Purchase Behaviour			K3, K4, K5, K6
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REFERENCE BOOKS:

1. Leon Schiffman and Leslie Kanuk, Consumer Behaviour Tenth Edition.
2. Michael Solomon, Consumer Behavior: Buying, Having, and Being.
3. Ramanuj Majumdar, Consumer Behaviour: Insights from Indian Market

CO 1	Understand the Application of consumer behaviour in marketing
CO 2	Explain Individual and group determinants of consumer behaviour
CO 3	Understand the Environmental influences on consumer behavior
CO 4	Learn Consumer decision making process

	CO 1	CO 2	CO 3	CO 4
Unit 1	✓			
Unit 2	✓	✓		
Unit 3			✓	
Unit 4		✓	✓	
Unit 5				✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓					
CO 2	✓					
CO 3		✓		✓	✓	
CO 4		✓				

FINANCIAL SERVICES

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Financial Services - Meaning – Definition – Characteristics, Objectives and Functions – Types of Financial services – Provision of funds – Investable funds – Risk Financing – Market Operation – Research and development – scope of financial services – fund based and non – fund based services.	12	CO1	K1, K2, K3, K4, K5, K6
2	Provision of funds – Venture Capital – Types of venture capital – Credit Cards – Leasing and Hire purchase. – Types of Leasing – features of Hire Purchase.	10	CO2	K1, K2, K3, K4, K5, K6
3	Merchant Banking –Role of Merchant Bankers – Functions of Merchant Banking - Issue management – Management of new issues – Merchant Banking in India	12	CO3	K1, K2, K3, K4, K5, K6
4	Mutual Funds Meaning – Types of Mutual Fund - Functions – Advantages – Credit Rating Services.	12	CO4	K1, K2, K3, K4, K5, K6
5	Financial Market - Money Market - Capital Market – Primary and Secondary Markets.	14	CO5	K1, K2, K3, K4, K5, K6
REFERENCE BOOKS:				
<ol style="list-style-type: none"> 1. Financial Services – M.Y.Khan 2. Financial Services – B.Santhanam 3. Law of Insurance – Dr.M.N.Mishra 4. Indian Financial System – H.R.MachiRaju 				

5. A Review of current Banking Theory and Practice – S.K.Basu.

CO 1	Learn about the capital markets and Stock Exchanges
CO 2	Understands the role of financial institution and its functions
CO 3	Understands the activities of Merchant banking institutions
CO 4	Understands the role of Hire purchase and leasing
CO 5	Understands the role of Mutual fund industry and its functions

	CO 1	CO 2	CO 3	CO 4	CO 5
Unit 1	✓				
Unit 2		✓			
Unit 3			✓		
Unit 4				✓	
Unit 5					✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓					
CO 2	✓	✓				
CO 3	✓	✓			✓	
CO 4	✓	✓	✓			✓
CO 5	✓	✓	✓			✓

ELECTIVE - II

ENTREPRENEURIAL DEVELOPMENT

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Meaning & Concept of Entrepreneurship – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs — Functions of Entrepreneurs. Entrepreneurship as a Career – Distinction between	15	CO1 CO2	K1, K2, K3, K4, K5, K6

	Entrepreneur, Intrapreneur and Entrepreneurship			
2	Entrepreneurial Development – Agencies – Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organisation – Small Industries Service Institute.	15	CO5 CO6	K1, K2, K3, K4, K5, K6
3	Project Appraisal - Sources of a Business Idea, Concept of Project and Classification – Project Identification – Project Formulation – Elements.	15	CO1 CO3 CO4	K1, K2, K3, K4, K5, K6
4	Entrepreneurial Development Programmes (EDP) – Need for EDP – Objectives, Phases of EDP ,EDP Institutions in India and their functions – DIC, MSME, TCOs.	15	CO1 CO5	K1, K2, K3, K4, K5, K6
5	Management of small business –Monitoring and Evaluation of Business – Preventing Sickness and Rehabilitation of Business Units – Effective Management of small Business. Start-up Case studies.	15	CO2 CO5 CO6	K1, K2, K3, K4, K5, K6

REFERENCE BOOKS:

1. Srinivasan N.P. – Entrepreneurial Development
2. Saravanavel – Entrepreneurial Development
3. Vasant Desai – Project management
4. Jayashree Suresh – Entrepreneurial development
5. Holt – Entrepreneurship – New Venture Creation
6. J.S. Saini & S.I. Dhameja – Entrepreneurship and small business.
7. P.C. Jain – Handbook for New Entrepreneurs
8. Dr. C.B. Gupta & Dr. S.S. Khanka – Entrepreneurship and Small Business.
9. S.S. Khanka, Entrepreneurial Development, S. Chand and Company Limited, New Delhi, 2001.

CO 1	Understand concepts, process and types of entrepreneurship, Project management and EDP
CO 2	Able to define who is an Entrepreneur and what his or her characteristic features are, what skills made them successful and what qualities are required to become an Entrepreneur
CO 3	Demonstrate the ability to provide a self-analysis in the context of an entrepreneurial career
CO 4	Able to develop skills in the area of conducting feasibility studies, analysis of opportunities and strategies and promotion of entrepreneurship
CO 5	Exposed to entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units
CO6	Get aware of various financial institutions/agencies supporting the entrepreneurs

	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Unit 1	✓	✓				
Unit 2					✓	✓
Unit 3	✓		✓	✓		
Unit 4	✓				✓	
Unit 5		✓			✓	✓

	PSO	PSO	PSO	PSO	PSO	PSO
CO 1	1 ✓	2	3	4	5	6
CO 2	✓	✓			✓	✓
CO 3			✓			
CO 4					✓	
CO 5				✓	✓	
CO 6					✓	✓

ELECTIVE – II

E- BUSINESS

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business	15	CO1 CO2	K1, K2, K3, K4, K5, K6
2	Web based tools for e - business - e - business software - overview of packages	15	CO2	K1, K2, K3, K4, K5, K6
3	Security threats to e - business - implementing security for e - commerce and electronic payment systems	15	CO4	K1, K2, K3, K4, K5, K6
4	Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals	15	CO3 CO4 CO5	K1, K2, K3, K4, K5, K6
5	The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business	15	CO3 CO4 CO5	K1, K2, K3, K4, K5, K6

REFERENCE BOOKS:

1. Bajaj, K.K. and Nag, D., E-Commerce, 2nd Edition, Tata McGraw-Hill Education, 2005
2. Diwan, P. and Sharma, S., E-Commerce: A Manager's Guide to E-Business, Vanity Books International, 2002.
3. Kalakota, R. and Whinston, A., Frontiers of Electronic Commerce, Pearson, 2011.
4. Laudon, K.C., and Traver, C.G., E-Commerce: Business, Technology, Society, 4th Edition, Pearson, 2008.
5. Schneider, G.P., Electronic Commerce, Cengage Learning, 10th Edition, 2012.
6. Turban, E., Lee, J., King, D., Liang, T.P. and Turban, D., Electronic Commerce

2010, 6th Edition, Pearson, 2012.

CO 1	Understand the Scope of World Wide Web in E-Business
CO 2	Compare and classify various tools in information system and approaches to E-Business
CO 3	Analyze the traditional business model with e-Business
CO 4	Develop new business model using mobile and other electronic platforms
CO 5	Analyze the security issues in electronic commerce and legal issues

	CO 1	CO 2	CO 3	CO 4	CO 5
Unit 1	✓	✓			
Unit 2		✓			
Unit 3				✓	
Unit 4			✓	✓	✓
Unit 5			✓	✓	✓

	PSO	PSO	PSO	PSO	PSO	PSO
CO 1	1 ✓	2 ✓	3	4 ✓	5	6 ✓
CO 2	✓	✓		✓		✓
CO 3	✓	✓		✓		✓
CO 4	✓	✓		✓		✓
CO 5	✓	✓		✓		✓

Elective - III : PROJECT WORK (GROUP)

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

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

Those who fail in the project work will have to redo the project work and submit to the college for external examination by the University.

Non Major Electives

I SEMESTER BASICS OF COMPUTER

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	<ol style="list-style-type: none">1. Introduction to computers2. Input Devices3. Output Devices4. Operating System	6	CO1	K1, K2, K3 K4, K5, K6
2	<ol style="list-style-type: none">1. Text Manipulations2. Usage of Numbering, Bullets, Footer and Headers3. Usage of Spell check, Find & Replace4. Text Formatting5. Picture insertion and alignment6. Creation of documents, using templates7. Creation templates8. Mail Merge Concepts9. Copying Text & Pictures from Excel	6	CO2, CO4	K1, K2, K3 K4, K5, K6
3	<ol style="list-style-type: none">1. Cell Editing2. Usage of Formulae and Built-in Functions3. File Manipulations4. Data Sorting (both number and alphabets)5. worksheet Preparation6. Drawing Graphs7. Usage of Auto Formatting	6	CO2, CO4	K1, K2, K3 K4, K5, K6
4	<ol style="list-style-type: none">1. Inserting Clip arts and Pictures2. Frame movements of the above3. Insertion of new slides4. Preparation of Organization Charts5. Presentation using Wizards6. Usage of design templates	6	CO2, CO4	K1, K2, K3 K4, K5, K6
5	<ol style="list-style-type: none">1. Introduction to Internet	6	CO3,	K1, K2, K3

	2. WWW 3. E-Mail		CO4, CO5	K4, K5, K6
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REFERENCE BOOKS :

1. A first Course in Computers, Sanjay Saxena, Vikas Publishing House Pvt. Ltd.,
2. Microsoft Office in Easy steps, Stephen Copestake, Comdex Computer Publishing
3. Teach yourself, MS Office for Windows, Corey Sandler, Tom Bedgelt, Jan Weingarten, BPB Publication

CO 1	Basic understanding of Computer Hardware and Software
CO 2	Learning and Understanding Microsoft Office
CO 3	Utilize Web Technologies.
CO 4	Apply the skills that are the focus of this program to business scenarios.
CO 5	Demonstrate basic understanding of Network Principles

	CO 1	CO 2	CO 3	CO 4	CO 5
Unit 1	✓				
Unit 2		✓		✓	
Unit 3		✓		✓	
Unit 4		✓		✓	
Unit 5			✓	✓	✓

	PSO	PSO	PSO	PSO	PSO	PSO 6
CO 1	✓	2	3	4	5	
CO 2		✓		✓		
CO 3				✓		✓
CO 4						✓
CO 5	✓			✓		✓

BASICS OF RETAIL MARKETING

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Retailing – Definition – Retail Marketing – Growth of organized retailing in India – Importance of retailing	6	CO1	K1, K2, K3 K4, K5, K6
2	Functions of Retailing – characteristics of Retailing – Types of Retailing – store retailing – Non-store retailing	6	CO2	K1, K2, K3 K4, K5, K6

3	Retail location factors – Branding in retailing – private labeling – Franchising concept.	6	CO3	K1, K2, K3 K4, K5, K6
4	Communication tools used in Retailing – Sales promotion, e-tailing- window display	6	CO4	K1, K2, K3 K4, K5, K6
5	Supply chain management – definition – importance – Role of information Technology in retailing.	6	CO5	K1, K2, K3 K4, K5, K6

Books for Reference

1. Modern Retail Management – J.N.Jain & P.P.Singh Regal Publications , New Delhi
2. Retail Management – Suja Nair, Himalaya Publishing house.

CO 1	To develop an understanding of the process of Retail Marketing.
CO 2	To describe functions, characteristics and types of retailing.
CO 3	To understand the Growth of organized retailing in India.
CO 4	To develop an understanding of the Franchising concept.
CO 5	To know about the Role of information Technology in retailing.

	CO 1	CO 2	CO 3	CO 4	CO 5
Unit 1	✓				
Unit 2		✓			
Unit 3			✓		
Unit 4				✓	
Unit 5					✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓	✓				
CO 2		✓				
CO 3		✓				
CO 4	✓					
CO 5			✓			

AN OVERVIEW OF ISO

Subject Name

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	An Introduction to ISO 9000, 9001,9002,9003. The Quality systems to be certified- Meaning of ISO- Benefits of ISO 9001- Certification- General Scheme of ISO 9001	6	CO1	K1, K2, K3 K4, K5, K6
2	QMS (Quality Management Systems). Meaning- Principles of ISO 9001-2000-Preparing a specimen QMS – future of ISO? – QMS Documentation- QMS Process & Measurement	6	CO2	K1, K2, K3 K4, K5, K6
3	ISO 9001-2000 Requirements- Explanation of main clauses – Time Line and cost Implication of Implementing	6	CO3	K1, K2, K3 K4, K5, K6
4	ISO 9001-2000 and QIS- Comparison of ISO 901 and the capability Maturity Model for software. Certification bodies operating Multinationals	6	CO4	K1, K2, K3 K4, K5, K6
5	ISO and how to hire an ISO 9000 Consultant- What is Internal Quality Auditing	6	CO5	K1, K2, K3 K4, K5, K6
<p>REFERENCE BOOKS</p> <p>1. A Guide to ISO 9001-2000, A.K.Chakraborty, P.K.Basu, S.C.Chakravarthy. PUBLICATIONS: Asian Books Pvt. Ltd.</p>				

CO 1	To define and understand the concept and benefits of ISO 9000, 9001,9002,9003 .
CO 2	To describe the principles, process and documentation of QMS (Quality Management Systems)..
CO 3	To know the requirements of ISO 9001-2000.
CO 4	To compare the ISO 9001-2000 and QIS

CO 5	To understand the role of Internal Quality Auditing.
CO 6	To study the hiring process of ISO 9000 Consultant

	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Unit 1	✓					
Unit 2		✓				
Unit 3			✓			
Unit 4				✓		
Unit 5					✓	✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓	✓		✓		
CO 2		✓				
CO 3		✓				
CO 4	✓					
CO 5			✓			

BASICS OF HEALTH CARE MANAGEMENT

BASICS OF HEALTH CARE MANAGEMENT SYLLABUS				
Unit	Content	Hours	Cos	Cognitive Level
1	Personal Hygiene – Personal Diet pattern – Self health maintenance by yoga and other spiritual practice – Drills	6	CO 1 CO2	K1 K2 K3 K4 K5 K6
2	Family hygiene – group health care by vaccination – propitiation and prevention –Sanitation and diet patterns	6	CO1 CO2	K1 K2 K3 K4 K5 K6
3	Mass – Hygiene (Social Hygiene) – Environmental Hygiene - Communal health care centres – Hospitals – Statistical bodies - Government and Non government organizations (NGO) for propagation of nutritious diet patterns - maintained by voluntary health organizations and government schemes.	6	CO 2 CO3	K1 K2 K3 K4 K5 K6
4	Health awareness programme organized by governmental and non governmental agencies. Communal amenity programme.	6	CO3	K1 K2 K3 K4 K5 K6

5	First Aid – Disaster management techniques like epidemic eruption control, management and eradication.	6	CO4	K1 K3 K5	K2 K4 K6
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REFERENCE BOOKS:

1. Social and preventive Medicine, K. Park, Brimnot publishers. Social and preventive Medicine, K. Park, Brimnot publishers

CO 1	To understand the personal health care and societal health care.
CO 2	To understand the practices that improves the health care.
CO 3	To know about the various health care programmes.
Co 4	To understand the techniques in health disaster management

	CO 1	CO 2	CO 3	CO 4
Unit 1	✓	✓		
Unit 2	✓	✓		
Unit 3		✓	✓	
Unit 4			✓	
Unit 5				✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓		✓			
CO 2	✓	✓	✓			
CO 3				✓	✓	✓
CO 4			✓	✓		✓

SECOND SEMESTER -Non Major Electives

Paper – I CONSUMER PROTECTION AND CONSUMER RIGHTS

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Introduction of consumer protection act 1986-other amendments-salient features	6	CO1	K1, K2, K3, K4, K5, K6
2	Definitions of the terms- : consumer - appropriate laboratory - complainant - consumer dispute - complaint-restrictive trade practice.	6	CO2	K1, K2, K3, K4, K5, K6
3	The various consumer rights:-right to safety, Right to information, Right to choose, -right to be heard -Right against exploitation -Right to consumer education	6	CO3	K1, K2, K3, K4, K5, K6
4	Consumer protection councils:-Central - State	6	CO4	K1, K2, K3, K4, K5, K6
5	Consumer disputes Redressal agencies:-Direct forum-state commission-national commission	6	CO5	K1, K2, K3, K4, K5, K6

REFERENCE BOOKS:

- LECTURES ON TORTS AND CONSUMER PROTECTION LAWS BY DR.REGA SURYA RAO--ASIA LAW HOUSE. HYDRABAD.
- CONSUMER PROTECTION LAWS --BY PROF.RAKESH KHANNA--CENTRAL LAW AGENCY.

CO 1	To understand the concept of Protection Act and Rights
CO 2	To give an understand restrictive trade practice
CO 3	To Demonstrate consumer education.
CO 4	Analyze the Consumer protection councils
CO 5	To Know Consumer disputes Redressal.

	CO 1	CO 2	CO 3	CO 4	CO 5
Unit 1	✓				

Unit 2		✓			
Unit 3			✓		
Unit 4				✓	
Unit 5					✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓	✓				
CO 2		✓				
CO 3		✓				
CO 4	✓		✓			
CO 5				✓		

Paper II BASICS OF INSURANCE

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Introduction to Insurance – Type of Insurance – Principles of Insurance.	6	CO1	K0, K1, K3 K4, K5, K6
2	Salient features of IRDA Act – Administration of IRDA Act – Regulatory measures of IRDA	6	CO2	K0, K1, K3 K4, K5, K6
3	Life insurance products – Term, Whole life, Endowment.	6	CO3	K0, K1, K3 K4, K5, K6
4	Introduction to general Insurance – fire, marine and motor insurance.	6	CO4	K0, K1, K3 K4, K5, K6
5	Insurance players in India - LIC of India- private players in Insurance in India.	6	CO5	K0, K1, K3 K4, K5, K6

Books for Reference

1. “Dr.N.Premavathy – Elements of Insurance, Sri Vishnu Publications, Chennai.
2. Dr.A.Murthy – Elements of Insurance, Margham Publications, Chennai
3. M.N.Mishra – Insurance, Principles and practice, S.Chand & Co. Ltd., New Delhi
4. Nalini Prava Tripathy, Prabir Paal – Insurance Theory & Practice, Prentice Hall of India
5. Anand Ganguly – Insurance Management, New Age International Publishers.

CO 2	Obtain an overview of regulatory frame work of insurance sectors.
CO 3	Evaluate the growth and development of Insurance Business products.
CO 4	To understand the various types of insurance.
CO 5	Analyse the role of insurance business intermediaries.

	CO 1	CO 2	CO 3	CO 4	CO 5
Unit 1	✓				
Unit 2		✓			
Unit 3			✓		
Unit 4				✓	
Unit 5					✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓	✓				
CO 2		✓				
CO 3		✓			✓	
CO 4	✓					✓
CO 5			✓			

PAPER – III FUNDAMENTALS OF DISASTER MANAGEMENT

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Meaning, definition, basic aspects and types of disasters.	6	CO1	K0, K1, K3 K4, K5, K6
2	Stages in Disaster - Pre, during and post disaster.	6	CO2	K0, K1, K3 K4, K5, K6
3	Disaster Mitigation – guiding principles of Mitigation. Formulation and implementation of Mitigation programmes.	6	CO3	K0, K1, K3 K4, K5, K6
4	Disaster training – Utilisation of resources, training and public awareness.	6	CO4	K0, K1, K3 K4, K5, K6
5	Disaster Management policy and legislation; Disaster Management – Strategy in India.	6	CO5	K0, K1, K3 K4, K5, K6
Reference				
<ol style="list-style-type: none"> 1. “Disaster Management” , I sundar, T. Sezhiyan 1st Edition, Sarup and Sons, New Delhi, 2007. 2. “Disaster Management”, A Disaster Manager’s Hand book; Carter.W, 				

ASTAN Development Bank, Manila.

3. Natural Disaster Management, Destruction, Safety and Pre cautions, S. Prasad, Mangalam publishers and Distributors, New Delhi – 2007.

4. Challenge and Response; K.D.Gangrade, S.Dhadde, Delhi, Rachna Publications, 1973.

CO 1	Define and Understand Aspects & types of Disaster
CO 2	Enable the students to know Pre, during and post disaster
CO 3	Formulating and Implementation of Disaster Mitigation Programmes
CO 4	Making aware of training and public awareness on Disaster
CO 5	Understand Disaster Management policy and legislation in India

	CO 1	CO 2	CO 3	CO 4	CO 5
Unit 1	✓				
Unit 2		✓			
Unit 3			✓		
Unit 4				✓	
Unit 5					✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓	✓				
CO 2		✓				
CO 3		✓				
CO 4	✓					
CO 5			✓			

Paper –IV CONCEPT OF SELF HELP GROUPS

Subject Name

Syllabus				
Unit	Content	Hours	Cos	Cognitive Level
1	Meaning, Concept and Functions of SHGS	6	CO1, CO2	K1, K2, K3, K4, K5, K6
2	Women empowerment through SHGS	6	CO1, CO2, CO3	K1, K2, K3, K4, K5,

				K6
3	Micro finance through SHGS	6	CO3	K1, K2, K3 K4, K5, K6
4	Social Development through SHGS	6	CO3	K1, K2, K3 K4, K5, K6
5	Role of Govt. and NGO's in fostering SHGS	6	CO4, CO5	K1, K2, K3 K4, K5, K6

1. "Clinical approach to promotion of entrepreneurship" ED.Setty, Anmol publications Pvt., Ltd, New Delhi 2004.

2. "India economic Empowerment of Women", V.S. Ganesamurthy, New Century publications, New Delhi, 1st published – May 2007.

3. "Readings in Microfinance", N. Lalitha Dominant publishers and Distributors, New Delhi, 1st Edition 2008.

4. "Rural Credit and Self Help Groups, Micro finance needs & concepts in India", K.G.Karmakar, Sage publications, New Delhi, 1999.

5. "Rural empowerment through, SHGS, NGO's & PRI's S.B.Verma, Y.T. Pavar, Deep & Deep publications, New Delhi 2005.

6. "Women's Own; the Self help movement of Tamil Nadu". C.K. Gariyali, S.K. Vettivel, Vetri publishers, New Delhi, 2003.

Journals

1. Yojana, A Development Monthly, Chief Editor Anurag Misra, Published by Ministry of information and Broad casting.

2. Kurukshetra, A Journal on Rural Development, Monthly Journal, Editors; Kapil kumar, Lalitha Khurane published by Ministry of Rural Development.

Websites :

1. www.shg-india.net
2. www.tnruralbazaar.com

CO 1	To develop an understanding of the basic concepts of SHGS.
CO 2	To develop an understanding of the basic concepts of SHGS.
CO 3	To develop an understanding of the basic concepts of SHGS.
CO 4	To help the students to understand the concept of women empowerment through SHGS
CO5	To develop an understanding of the role of govt. & NGO's for the development of SHGS.

	CO 1	CO 2	CO 3	CO 4	CO5
Unit 1	✓	✓			•
Unit 2	✓	✓		✓	•
Unit 3		✓	✓		✓
Unit 4			✓		✓
Unit 5				✓	✓

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	✓		✓			
CO 2	✓	✓	✓			
CO 3				✓	✓	✓
CO 4			✓	✓		✓

CERTIFICATE COURSE
TECHNOLOGY IN BANKING

UNIT I

Different approaches to Banking computerization, WAN, LAN, VSAT, Networking system – Single Window concept – usage of ATM – Advantages, Limitation – Anywhere Banking – Anytime Banking – Home Banking – Internet Banking – Online enquiry and update facilities – PIN – ATM card – Debit card – Smart card – Credit card.

UNIT II

Signature storage and display by electronic means – Document Handling System and Document Storage and Retrieval System.

UNIT III

Electronic fund transfer – SWIFT – Electronic clearing system – Debit and Credit Clearing – RBI – Net data – Net bank wire.

UNIT IV

Impact of Technology – on its employees – Customer service – Management control.

UNIT V

Protecting – Confidentiality and secrecy of data – Cyber laws and its implications.

References:

1. Banking Technology – Indian Institute of Bankers Publication,2010.
2. Kaptan SS & Choubey NS., E-Indian Banking In Electronic Era, Sarup& Sons, 2013.
3. Vasudeva,E–Banking, Common Wealth Publishers, New Delhi, 2010
4. Barkha and Mohan Rama.U., Cyber Law and Crimes – IT Act 2000 and Computer Crime Analysis, Asia Law House, Hyderabad, 2009

GOODS AND SERVICES TAX (GST)

Unit-I:

Introduction of GST in India; Definition - Supply, Aggregate Turnover, Person, Business , Appropriate Government, Mixed Supply, Composite Supply, GSTN, GSTIN, E-Commerce Input Tax Credit etc.

Unit - II :

GST Models: Single GST & Dual GST; Types of GST: - CGST, SGST/UTGST, IGST ; Levy and Collection of GST.

Unit-III :

Registration under GST : Persons liable to get registered, Compulsory Registration, Registration Procedure, Reverse Charge Mechanism, Composition Scheme and assessment under composition scheme; Zero rated supply; Exemption from GST, GST tax rate.

Unit-IV :

Input Tax Credit (ITC), Eligibility and conditions for taking Input Tax Credit, Apportionment of ITC and Blocked Credit ; Various Documents under GST- Tax Invoice, Bill for Supply, Debit Note, Credit Note, Payment Voucher, Receipt Voucher, E-way bill, HSN Code and SAC Code.

Unit-V :

Assessment and Administration of GST - Types of GST Returns, Types of Assessment & Assessment Procedures, Role and Functions of GST Council, Tax Authorities and their powers; Tax deduction at Source & Tax Collection at Source, Refund of Tax.

Reference:

1. S.K. Shukla : GST in India
2. Bare Act
3. Taxman : Goods and Service Tax
4. Datey V.S.: GST Ready Reckoner, Taxman Publication, New Delhi

7. Teaching-Learning Process/ Methodology (TLM):

The teaching-learning process should be aimed at systematic exposition of basic concepts so as to acquire knowledge of Business Administration in a canonical manner. In this context, applications of Business Administration and linkage with the theory constitute a vital aspect of the teaching-learning process. The course offers many modes of learning and assessment methods. Students have great freedom of choice of course which they can study. The various components of teaching learning process are summarized in the following heads.

1. **Class room Lectures:** The most common method of imparting knowledge is through lectures. There are diverse modes of delivering lectures such as through blackboard, power point presentation, OHP Projector and other technology aided means. A judicious mix of these means is a key aspect of teaching-learning process.
2. **Tutorials/ Assignment:** To reinforce learning, to monitor progress, and to provide a regular pattern of study, tutorials and Assignments are essential requirements. During these tutorials, difficulties faced by the students in understanding the lectures, are dealt with. Tutorials are also aimed at solving problems associated with the concepts discussed during the lectures.
3. **Choice based learning/Open elective:** LOCF in this undergraduate programme provides great flexibility both in terms of variety of courses and range of references in each course.
4. **Field based learning:** Students may enhance their knowledge through field based learning while understanding the practical importance.
5. **Textbooks learning:** A large number of books are included in the list of references of each course for enrichment and enhancement of knowledge.
6. **E-learning:** Learner may also access electronic resources and educational websites for better understanding and updating the concepts.
7. **Self-study materials:** Self-study material provided by the teachers is an integral part of learning. It helps in bridging the gaps in the classroom teaching. It also provides scope for teachers to give additional information beyond classroom learning.
8. **Assignment/Problem solving:** Assignments at regular intervals involving applications of theory are necessary to assimilate basic concepts of courses. Hence, it is incumbent on the part of a learner to complete open-ended projects assigned by the teacher.

9. **Internships:** The teaching-learning process needs to be further supported by other activities devoted to subject-specific and interdisciplinary skills, summer and winter internships. During these internships it is expected that a learner will interact with experts and write a report on a topic provided to the learner.
10. **Industrial visits:** Industrial visits offer an opportunity to observe applications of scientific concepts. These visits also give an opportunity to realize the power of mathematical ideas and their translation in problem solving.
11. **Training programmes/ Seminars:** Training programmes organized by various agencies/institutes provide an opportunity to learn various dimensions of course

8. ASSESSMENT:

A range of assessment methods which are appropriate to test the understanding of various concepts of courses will be used. Various learning outcomes will be assessed using time-bound examinations, problem solving, assignments and viva-voce examination. For various courses in this programme, the following assessment methods shall be adopted:

- i. Scheduled/unscheduled tests
- ii. Problem solving sessions aligned with classroom lectures
- iii. Practical assignments
- iv. Semester end comprehensive examination

9. KEY WORDS:

LOCF, Employability, Communication Skills, Critical Thinking, Problem Solving and Self-directed learning.