

**KUNTHAVAI NAACCHIYAAR GOVERNMENT ARTS COLLEGE FOR WOMEN**  
An Autonomous College Affiliated to Bharathidasan University  
Re-Accredited by NAAC with 'B' Grade  
Thanjavur -613 007, Tamil Nadu, India.



**CBCS & OBE**  
Scheme of Instruction and Syllabus for  
**BBA (RETAIL MANAGEMENT)**

(I to VI Semester)

Effective from 2022 - 2023 onwards



**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**BBA (RETAIL MANAGEMENT)**  
THREE YEARS UNDERGRADUATE PROGRAMME



**KUNTHAVAI NAACCHIYAAR GOVERNMENT ARTS COLLEGE FOR WOMEN  
DEPARTMENT OF BUSINESS ADMINISTRATION  
BBA (RETAIL MANAGEMENT)**

**I VISION OF DEPARTMENT**

To emerge as an outstanding department in the field of Business Administration where the world class practices of teaching and learning synergize.

**II MISSION OF DEPARTMENT**

- Development of curriculum to meet the dynamic industry needs.
- Knowledge dissemination through student centric teaching Learning process.
- Maintaining continuous interaction with industry
- Cultivate the spirit of Entrepreneurship.

**III BBA PROGRAM OUTCOME (PO)**

PO	Programme Outcome
PO 1	Identify the management concepts in the field of business.
PO 2	Understand the functional areas, marketing tools and techniques of retailing.
PO 3	Develop oral and written communication skill and decision making of business issues and plans.
PO 4	Demonstrate the cross-functional business knowledge, critical thinking, fundamental legal issues and technologies in solving real-world business problems
PO 5	Develop Decision making skills for planning, scheduling, and controlling and productivity improvement in all functional areas.
PO 6	Possess the Knowledge, skills, attitude, and behavioral process needed in a global environment and promotes entrepreneurship
PO 7	Understand the concepts of management accounting, statistics and research tools & techniques and their applications for effective research and decision making.
PO 8	Understand the strategic, regulatory, operating and managerial issues and the role of Financial Services in Business organizations.
PO 9	Develop Skills for diverse careers in global management, administration, entrepreneurship, emerging markets and technology-enabled organizations.
PO 10	Explore career opportunities in the Management Profession, promotes entrepreneurship and life long learning.



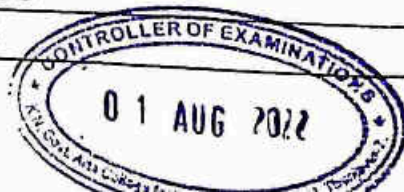


Kunthavai Naacchiyaar Govt. Arts College for Women (Autonomous), Thanjavur - 7.

B.B.A.Retail Management Course Structure under CBCS

(For the candidates admitted from the academic year 2022 - 2023 onwards)

Semester	Part	Course	Subject Code	Title of the Paper	Inst. Hrs.	Cr edi	Exa m.	Marks		Total
								Int.	Ext.	
I	I	LC 1	22K1T1	செய்யுள் (இக்கால இலக்கியம்) சிறுகதை, பயன்முறை தமிழ்,தமிழ் இலக்கிய வரலாறு	6	3	3	25	75	100
	II	ELC 1	22K1E1	English for Effective Communication -	6	3	3	25	75	100
	III	CC 1	22K1BB01	Principles of Management	6	5	3	25	75	100
		CC 2	22K1BB02	Marketing Management	6	5	3	25	75	100
		AC 1	22K1BBABB1	Managerial Skills	4	3	3	25	75	100
	IV	VE	22K1VE	Value Education	2	2	3	25	75	100
<b>Total</b>					<b>30</b>	<b>21</b>				<b>600</b>
II	I	LC 2	22K2T2	செய்யுள் (இக்கால இலக்கியம்) புதினம்,தொடர் இலக்கணம், தமிழ் இலக்கிய வரலாறு	6	3	3	25	75	100
	II	ELC 2	22K2E2	English for Effective Communication-	6	3	3	25	75	100
	III	CC 3	22K2BB03	Human Resource Management	6	5	3	25	75	100
		CC 4	22K2BB04	Business Law	6	5	3	25	75	100
		AC 2	22K2BBAS1	Statistics and Mathematics for Management	4	3	3	25	75	100
	IV	ES	22K2ES	Environmental Studies	2	2	3	25	75	100
<b>Total</b>					<b>30</b>	<b>21</b>				<b>600</b>
III	I	LC 3	22K3T3	செய்யுள்(காப்பியங்கள்) உரைநடை, அலுவல்முறைமடல்கள்,தமிழ் இலக்கிய வரலாறு	6	3	3	25	75	100
	II	ELC 3	22K3E3	English for Effective Communicatio-III	6	3	3	25	75	100
	III	CC 5	22K3BB05	Financial & Management Accounting	6	5	3	25	75	100
		CC 6	22K3BB06	Managerial Economics	6	5	3	25	75	100
		AC 3	22K3BBABB2 ✓	Advertising and Sales Promotion	4	3	3	25	75	100
	IV	NME 1	22K3BBELO1 ✓	An Introduction to Principles of Management	2	2	3	25	75	100
		ECC1	22K3ECCBB1:1/ 22K3ECCBB1:2	English and Logical reasoning (or) MOOC	-	3	3	-	-	100
	ECC2		Add on Course	-	4	-	-	-	-	
<b>Total</b>					<b>30</b>	<b>21</b>				<b>600</b>
IV	I	LC 4	22K4T4	செய்யுள் ( பண்டைய இலக்கியம்), நாடகம், பொது கட்டுரை, தமிழ் இலக்கிய வரலாறு	6	3	3	25	75	100
	II	ELC 4	22K4E4	English for Effective Communication-IV	6	3	3	25	75	100
	III	CC 7	22K4BB07	Retail Management-I	5	5	3	25	75	100
		CC 8	22K4BB08	Organizational Behavior	5	5	3	25	75	100
		AC 4	22K4BBABB3	Company Law	4	3	3	25	75	100
	IV	NME 2	22K4BBELO2	An Introduction to Organizational Behaviour	2	2	3	25	75	100
		SBEC 1	22K4SBEC1	Life Skills	2	2	3	25	75	100
		ECC3	22K3ECCBB2:1/ 22K3ECCBB2:2	Self Study(Quantitative Aptitude ) OR MOOC	-	3	3	-	-	100
<b>Total</b>					<b>30</b>	<b>23</b>				<b>700</b>





III	CC 9	22K5BB09	Research Methodology	6	5	3	25	75	100
	CC 10	22K5BB10	Retail Management-II	5	4	3	25	75	100
	CC 11	22K5BB11	International Business Management	5	4	3	25	75	100
	CC 12	22K5BB12	Financial service	5	4	3	25	75	100
	MBE1:1 MBE1:2	22K5BBELBB1:1/ 22K5BBELBB1:2	Entrepreneurial Development / Total Quality Management/	5	3	3	25	75	100
IV	SBEC 2	22K5SBEC2:1/ 22K5SBEC2:2	Office Management (or) Intellectual Property Rights	2	2	3	25	75	100
	SBEC 3	22K5SBEC3:1	External Internship	2	2	-	50	50	100
		22K5SBEC3:2 22K5SBEC3:3	Internal Internship Field Work						
	SSD	22K5SSD	Soft Skills Development	2	2	3	25	75	100
	<b>Total</b>				<b>30</b>	<b>26</b>			
V	CC 13	22K6BB13	Production Management	7	6	3	25	75	100
	CC 14	22K6BB14	Retail Marketing	6	6	3	25	75	100
	CC 15	22K6BB15	Business Communication	6	6	3	25	75	100
	MBE2:1 MBE2:2	22K6BBELBB2:1 22K6BBELBB2:2	Computer literacy for Managers Digital Marketing	5	4	3	25	75	100
	MBE3:1 MBE3:2	22K6BBELBB3:1 22K6BBELBB3:2	Management concepts in Thirukkural OR Banking law & practice	5	4	3	25	75	100
	GS	22K6GS	Gender Studies	1	1	3	25	75	100
Extn. Act.	22K6EA	Extension and Extra Curricular Activities	-	1	-	-	-	-	-
<b>Total</b>				<b>30</b>	<b>28</b>				<b>600</b>
<b>Grand Total</b>				<b>180</b>	<b>140</b>				<b>3900</b>



*M. Lakshmi Bai*  
21/4/22



## V.Electives

### BBA RETAIL MANAGEMENT - List of Elective Courses 2022-2023

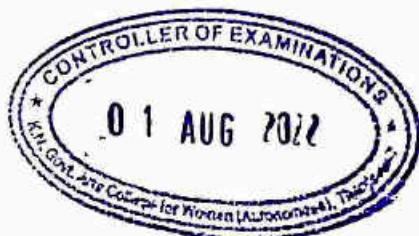
Semester V	Major Based Elective I	Code	Semester IV	Skill Based Elective I	Code
MBE1:1	Entrepreneurial Development/		SBEC 1:1	Life Skills	
MBE1:2	Total Quality Management				
Semester VI	Major Based Elective II	Code	Semester V	Skill Based Elective II	Code
MBE2:1	Computer literacy for Managers		SBEC 2:1	Office Management	
MBE2:2	Digital Marketing		SBEC 2:2	Intellectual Property Rights	
Semester VI	Major Based Elective III	Code	Semester V	Skill Based Elective III	Code
MBE3:1	Management concepts in Thirukkural		SBEC 3:1	External Internship	
MBE3:2	Banking law & practice		SBEC 3:2	Internal Internship	
			SBEC 3:3	Field Work	

### Non Major Elective - Semester III

Sl.NO	Course Title	Code	Department
1	பணித்தேர்வுத்தமிழ்	22K3TEL01	Tamil
2	English for Enhanced Competence-I	22K3EEL01	English
3	History of freedom movement in India	22K3HEL01	History
4	Basics of Indian Economy	22K3ECELO1	Economics
5	Operations Research-I	22K3MEL01	Mathematics
6	Laser Physics	22K3PELO1	Physics
7	Agro chemistry	22K3CHELO1	Chemistry
8	Mushroom Technology	22K3BEL01	Botany
9	Poultry science	22K3ZEL01	Zoology
10	Geography for Competitive Examinations I	22K3GEL01	Geography
11	Statistical Methods	22K3SEL01	Statistics
12	Introduction to IT	22K3CSEL01	Computer Science
13	General Commercial Knowledge	22K3COEL01	Commerce
14	An Introduction to Principles of Management	22K3BBEL01	Business Administration

### Non Major Elective - Semester IV

Sl.NO	Course Title	Code	Department
1	இணையமும் தமிழும்	22K4TEL02	Tamil
2	English for Enhanced Competence-II	22K4EEL02	English
3	History for competitive examinations	22K4HEL02	History
4	Economics for Competitive Examination	22K4ECEL02	Economics
5	Operations Research- II	22K4MEL02	Mathematics
6	Solar Energy	22K4PELO2	Physics
7	Hydro Chemistry	22K4CHELO2	Chemistry
8	Horticultural Practices and Gardening.	22K4BELO2	Botany
9	Vermiculture	22K4ZEL02	Zoology
10	Geography for Competitive Examinations II	22K4GEL02	Geography
11	Bio Statistics	22K4SEL02	Statistics
12	Fundamentals of Web designing	22K4CSEL02	Computer Science
13	Women Entrepreneurship	22K4COEL02	Commerce
14	An Introduction to Organizational behaviour	22K4BBEL02	Business Administration



  
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Add-on Course:

1. Family Business Management
2. e commerce

**VI. Details on the number of courses, Instruction hours and credits**

Course	Course Title	No. of Courses	Instruction Hours	Credits
Part I	Tamil	4	24	12
Part II	English	4	24	12
Part III	Core Course	15	86	75
Part III	Allied Course	04	16	12
Part III	Major Based Elective	03	15	11
Part IV	Skill Based Elective	3	4	6
	Non Major Elective Course (NME)	2	4	4
	Value Education	1	2	2
	Environmental Studies	1	2	2
	Soft Skill Development	1	2	2
Part V	Extension Activities	-	-	1
	Gender Studies	1	1	1
<b>Total</b>		<b>39</b>	<b>180</b>	<b>140</b>
<b>ECC 1,2,3</b>		<b>3</b>	<b>-</b>	<b>10</b>

**VII. SEMESTER – WISE COURSE STRUCTURE**

Semester	Course	Total Courses	Ins. Hr/ week	Credit
I	LC1, ELC1, CC1, CC2, AC1, VE	6	30	21
II	LC2, ELC2, CC3, CC4, AC2, ES,	6	30	21
III	LC3, ELC3, CC5, CC6, AC3, NME1	6	30	21
IV	LC4, ELC4, CC7, CC8, AC4, NME2, SBEC1	7	30	23
V	CC9, CC10, CC11, CC12, MBE1, SBEC2, SBEC3, SSD	8	30	26
VI	CC13, CC14, CC15, MBE2, MBE3, GS (+Ext Act)	6	30	28
<b>TOTAL</b>		<b>39</b>	<b>180</b>	<b>140</b>





Add-on Course:

1. Family Business Management

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Part III	Major Based Elective	03	15	11
Part IV	Skill Based Elective	3	4	6
	Non Major Elective Course (NME)	2	4	4
	Value Education	1	2	2
	Environmental Studies	1	2	2
	Soft Skill Development	1	2	2
Part V	Extension Activities	-	-	1
	Gender Studies	1	1	1
	<b>Total</b>	<b>39</b>	<b>180</b>	<b>140</b>
	<b>ECC 1,2,3</b>	<b>3</b>	<b>-</b>	<b>10</b>

VII. SEMESTER – WISE COURSE STRUCTURE

Semester	Course	Total Courses	Ins. Hr/ week	Credit
I	LC1, ELC1, CC1, CC2, AC1, VE	6	30	21
II	LC2, ELC2, CC3, CC4, AC2, ES,	6	30	21
III	LC3, ELC3, CC5, CC6, AC3, NME1	6	30	21
IV	LC4, ELC4, CC7, CC8, AC4, NME2, SBEC1	7	30	23
V	CC9, CC10, CC11, CC12, MBE1, SBEC2, SBEC3, SSD	8	30	26
VI	CC13, CC14, CC15, MBE2, MBE3, GS (+Ext Act)	6	30	28
	<b>TOTAL</b>	<b>39</b>	<b>180</b>	<b>140</b>



## Question Pattern

### Continuous Internal Assessment System

	Maximum	Components			Passing Minimum (40 %)
		Attendance	CIA	Seminar / Assignment	
Theory	25	05	15	05	10

### END SEMSTER EXAMS

Examinations	Part A	Part B	Part C
Semester Exam: Theory (75)	20 X 1=20 (Answer All)	5 X 5= 25 (Internal choice)	3 X10 =30 (Open choice)
Semester Exam: SBEC Theory (75)	5 X 5= 25 (Internal choice)	5 X10 =50 (Open choice)	-
Semester Exam NME Theory (75)	5 x 5 = 25 (Internal choice)	5 X 10 = 50 (Open choice)	-
CIA Exam: Theory (50)	10 X 1=10 (Answer All)	4 X 5= 20 (Internal choice)	2 X10 =20 (Open choice)
CIA SBEC Theory / NME (50)	4 x5 = 20 (Internal choice)	3 X10 =30 (Open choice)	-
Model Exam Theory (75)	20 X 1=20 (Answer All)	5 X 5= 25 (Internal choice)	3 X10 =30 (Open choice)





SEM I	CC1	PRINCIPLES OF MANAGEMENT	22K1BB01	Ins.Hrs.6	Credit: 5
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**COURSE OBJECTIVES:**

- This course introduces the basic topics of management.
- To enable the students to study the evolution of Management, to study the functions and principles of management and to learn the application of the principles in an organization.
- It is to provide the student with an understanding of basic management concepts, principles and practices and understanding of what the job of a manager involves.

**Course Outcomes**

On the successful completion of the course, the students will be able to

CO1- Identify the functions of Management and roles of a Manager

CO2- Discuss the contributions of management experts and understand the process and classifications of planning.

CO3- Explain the concepts, classification, steps and problems in decision making

CO4- Sketch the organization structure and illustrate the different types of organization

CO5- Differentiate delegation and decentralization and analyze the factors determining the degree of decentralization.

**UNIT – I**

Management – Definition, Nature of Management, Distinction between Administration and Management , Importance of Management, Functions of Management. Managerial roles (Informational, Interpersonal and Decisional), Management levels and skill mix.

**UNIT – II**

Contributions of experts to management thought- F.W.Taylor – Henry Fayol. Management by Objectives (MBO). Planning, Definitions, Nature of Planning, Importance of planning, limitations of planning, Process of planning. Classifications of plans. Methods of planning.

**UNIT – III**

Decision Making – Definition, Characteristics of Decision Making, Importance of Decision Making, Problems in Decision making , Steps involved in decision making ,Types of decision, Methods or Techniques of Decision making.

**UNIT – IV**

Organization – Definition, Process of Organization, Importance of Organization, Organization structure – Organization Chart, Merits and drawbacks of organization chart. Principles of organization, Types of organization.

**UNIT – V**

Delegation and Decentralization – Definition of Delegation of Authority. Process or Elements of delegation , Advantages of delegation, Types of delegation, Principles of delegation,





How to make delegation effective. Decentralization – Distinction between Delegation and decentralization. Factors determining the degree of decentralization.

**UNIT - VI Current Contour. NOT FOR SEMESTER EXAM**

**TEXT BOOK:**

1. PC Tripathi, PN Reddy- Principles of Management. TataMcGraw Hill,4<sup>th</sup> edition.
2. Jaya Sankar – Principles of Management , Margham publications

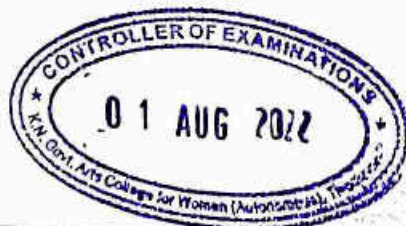
**REFERENCE:**

1. George Terry, Principles of Management, Richard D. Irwin.
2. Newman, Summer, and Gilbert, Management, PHI.
3. James H. Donnelly, Fundamentals of Management, Pearson Education.
4. B.P. Singh and A.K.Singh, Essentials of Management, Excel Books.
5. Griffin, Management Principles and Application, Cengage Learning.
6. Robert Kreitner, Management Theory and Application, Cengage Learning.
7. TN Chhabra, Management Concepts and Practice, Dhanpat Rai & Co. (Pvt. Ltd.), New Delhi.
8. Peter F Drucker, Practice of Management, Mercury Books, London.
9. Singla, R.K., Theory of Management, V.K. Publications
9. Harold Koontz and Heinz Wehrich, Essentials of Management:An International and Leadership Perspective, McGraw Hill Education.
10. Stephen P Robbins and Madhushree Nanda Agrawal, Fundamentals of Management: Essential Concepts and Applications, Pearson Education.
11. Shashi K. Gupta, Principles of Management, Kalyani Publishers.
12. Umasekaran, Organisational Behaviour.

**PO-CO Mapping:**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	3	-	-	-	-	-	-	-
CO 2	3	2	3	2	3	2	0	1	2	2
CO 3	2	2	3	2	3	2	2	1	3	3
CO 4	2	2	3	1	3	3	0	1	3	1
CO 5	3	3	3	2	3	3	0	1	3	2

1-Low , 2-Moderate, 3- High Correlation



M. Lab Pri Baly  
17/3/22





SEM I	CC2	MARKETING MANAGEMENT	22K1BB02	Ins.Hrs.6	Credit: 5
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**COURSE OBJECTIVES:**

- To highlight the various marketing functions and to impart necessary skills which help the students to choose a career in the field of marketing
- To provide basic knowledge about the latest trends in marketing.

*On the successful completion of the course, the students will be able to:*

**Course Outcomes**

CO1- Memorize the basic Principles and concepts of marketing	L1
CO2- Discuss the environmental forces and do SWOT analysis and recall the principles and functions of marketing management	L4
CO3- Describe the factors influencing buyer behavior and Identify the types of marketing research	L2
CO4- Analyze the factors and criteria determining market segmentation and describe the positioning strategies	L3
CO5- Observe the various concepts of product and pricing decisions	L2

*On the successful completion of the course, the students will be able to*

**UNIT - I**

Marketing –Definition, Classification of markets, Objectives of Marketing, Importance of marketing. Difference between selling and marketing. Functions of marketing. New Trends in Marketing.

**UNIT - II**

Marketing Management – definition, Importance of Marketing Management, Objectives of Marketing Management, Functions and Principles of Marketing Management. Marketing Mix. Marketing environment, Environmental forces affecting the marketing function. SWOT analysis. PEST Analysis.

**UNIT - III**

Buyer behavior – factors influencing buyer behavior. Buying process. Difference between consumer, Customer and buyer. Marketing Research-Definition, Objectives of marketing research, Types of Marketing research, Advantages of Marketing research. Methods of data collection.



## UNIT – IV

Market segmentation – Definition, Basis for segmentation. Advantages of market segmentation. Factors determining market segmentation. Criteria for Market segmentation. Market Targeting-meaning, steps in market targeting. Strategies for market positioning.

## UNIT – V

Product – Meaning, product mix , Product modification- need for product modification, New product development. *Product Life Cycle.*  
Pricing -definition ,Objectives of pricing decision, Factors influencing pricing decision, kinds of pricing. Process of price determination of a product.

## UNIT - VI Current Contour. NOT FOR SEMESTER EXAM

### TEXT BOOKS:

1. R.S.N.Pillai and Bhagavathi, Marketing, S.Chand & Co Ltd, 2009 edition & 2011 reprint, New Delhi.
2. Rajan Nair, Marketing, Sultan Chand & Sons, New Delhi 2005 Edition.
3. Dr.L.Natarajan, Margham, Marketing, Publications, Chennai.
4. J.Jayasankar, Marketing, Margham Publications, Chennai.

### REFERENCE BOOKS:

1. K. Sundar, Essentials of Marketing, Vijay Nicole Imprints Pvt Ltd, Chennai-91.
2. Sonatakki, Principles of Marketing, Kalyani Publishers, New Delhi.
3. William J Stanton, Fundamentals of Marketing, Mc Graw Hill Publishing Company Ltd, New Delhi.
4. Philip Kotler & Gary Armstrong, Principles of Marketing, 6<sup>th</sup> Edition, 2012, Prentice Hall of India Pvt. Ltd, New Delhi.
5. Marketing Management – Rajansaxena – TataMcGrawHill, 2002.

### PO-CO Mapping:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	2	3	2	3	2	0	1	3	2
CO 2	3	3	3	3	3	0	1	1	3	3
CO 3	2	2	2	2	3	2	1	1	2	2
CO 4	3	3	3	3	3	3	1	1	3	3
CO 5	3	3	3	3	3	3	3	2	3	1

1-Low , 2-Moderate, 3- High Correlation



*Lab Ravi Balu*  
17/3



SEM I	AC1	MANAGERIAL SKILLS	22K1BBABB1	Ins.Hrs.4	Credit: 3
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**COURSE OBJECTIVES:**

1. This course helps the students to know oneself and do self SWOT analysis.
2. This course enables the students to understand the time management and interpersonal skills.
3. It provides the students with an understanding of strategic and lateral thinking and conflict resolution techniques in organization.

**Course Outcomes**

On the successful completion of the course, the students will be able to

CO1- Analysis of self with the help of SWOT analysis. Developing self esteem.	L4
CO2- Develop Interpersonal skills and time management skill	L3
CO3- Develop strategic thinking and apply lateral thinking	L3
CO4- Analyze conflict resolution techniques and develop decision making skill	L4
CO5- Describe the change management process in an organization	L2

**UNIT: I**

**Managing self**

Importance of knowing oneself-Process of knowing oneself. SWOT Analysis for an individual. Self esteem-Characters associated with people having high self esteem and low self esteem. Ways to improve one's self esteem.

**UNIT-II**

**Managing others/Interpersonal skills**

Interpersonal skills-definition. Ways to Improve relationship. Transactional analysis-Three ego states. Johari window. Managing time-Time management matrix. Factors to be considered for successful time management. Time management tips for students.

**UNIT: III**

Strategic thinking – Stages in strategic thinking, Process of strategic thinking, Importance and characteristics of strategic thinking, How to develop strategic thinking?. Lateral thinking – Meaning – Need and Uses of lateral thinking, Techniques of lateral thinking.

**UNIT: IV**

Decision Making- Process of decision making, steps to effective decision making. Conflict meaning-sources of conflict, techniques of conflict resolution. Steps for conflict resolution.

**UNIT:V**

Boss-subordinate relationship – Steps in building relationship with boss. Change management-why people resist to change ? Change management model. How to reduce resistance to change?

**UNIT - VI Current Contour. NOT FOR SEMESTER EXAM**



**TEXT BOOK:**

Dr.Alex K. (2012) Managerial skills -S. C hand &  
Company LTD, Ram Nagar, New Dekhi- 110 055.  
Mobile No: 94425 14814

**PO-CO Mapping:**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	2	2	3	3	1	0	3	3
CO 2	3	3	3	2	3	3	1	0	3	3
CO 3	3	3	3	3	3	3	3	1	3	3
CO 4	3	3	3	3	3	3	0	0	3	3
CO 5	3	3	3	1	3	3	0	0	3	3

1-Low , 2-Moderate, 3- High Correlation



*M. Lakshmi Bai*  
17/3/22





SEM I	VE	VALUE EDUCATION	22K1VE	Ins.Hrs.2	Credit:2
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CO	STATEMENT	
	After successful completion of the course, the students will be able to	
1	Know the value education by various religions.	K1
2	Learn and practice social value and responsibilities.	K2
3	Understand and start applying the essential steps to become good leaders.	K2
4	Analyse the personal value, mind culture value personal health.	K4
5	Collecting news details about value education and to encourage writing skills highlight moral value.	K6
K1 – Remember; K2 - Understand; K3 – Apply; K4 – Analyse; K5 – Evaluate; K6 – Create		

#### UNIT - I

1. Introduction: Definition of Value Education – Need for Value Education – Teachings of values by various religions like Hinduism, Buddhism, Christianity, Jainism, Islam etc.

#### UNIT - II

##### 2 Living & Social Values

- 2.1 Living Values: Peace, respect, co-operation, freedom, happiness, honesty, humility, love, responsibility, simplicity, tolerance, optimism and positive thinking
- 2.2 Social values: Love and Compassion, Sharing and Generosity, Politeness and Courtesy, Gratitude, Duty and Responsibilities towards Society, Tolerance and Unity.

#### UNIT - III

- 3.1 Role of Visionaries and Leaders in Social Reforms: Rajaram Mohan Roy, Mahatma Gandhi, Swami Vivekananda, EVR Periyar, Mother Therasa.



3.2 **Value Crisis:** Religious Fundamentalism and Terrorism – Corruption in Society– commerce without Ethics – Education without Character – Wealth without efforts

3.3 Time Management

#### UNIT - IV

4. **Yoga:** Teaching yoga – Manavalakkalai- by Qualified Yoga Teachers – The aim is to acquire Physical Health – Mental Acuteness- Strength of Life Forces and Wisdom – to achieve a holistic way of life- to take up and get involved in Social Welfare Activities – to learn their commitment to society.

#### UNIT - V

5.1 **Human Rights :** Child Labour – Womens Rights – Bonded Labour – Problems of Refuges.

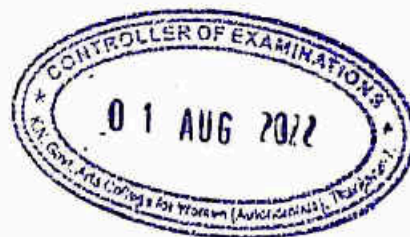
5.2 **Role of State Public service Commission:**Constitution provisions and formation-methods of recruitment – rules and notification , syllabi for different exams – written and oral – placement.

#### Teaching Learning Process

1. Conventional chalk and board teaching.
2. Class interaction and discussions.
3. Power point presentations for important topics.

#### References

1. Radhakrinshnaan, “Religion and Culture”(1968), Orient paperbacks, New delhi.
2. Das,M.S.&Guptha,V.K.(1995),”Social Values among Youth Adults: A Changing Scenario”, New Delhi.
3. Venkataiah. M(ed.), (1998), “value Education New Delhi, A PH Publishing Corporation.





4. Sharma.O.P.,(1997),”value Education in Action” New Delhi, University Book House.
5. Chakraborti, Mohit.,(1997)”value Education:Changing Perspectives”, New Delhi,kanishka Publishers, Distributors.
6. C.S.Devnoth(1996) “Adipodai manitha urimaigal” Narmadha Publishers.
7. D.Kulanthaiyaya “Evai manitha urimaigal “ Narmadha Publishers.



*Ally*  
7.3.2022

HOD of Chemistry,  
Kunthavai Naachiyar Government  
Arts College for Women (Autonomous),  
THANJAVUR - 613 007, TN.

SEM I	VE	விழுமக் கல்வி	22K1VE	Ins.Hrs.2	Credit:2
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### அலகு - I

- 1.1 முகவுரை : விழுமக்கல்வி என்பதன் வரையறை - விழுமக் கல்வியின் அவசியம் - பல்வேறு சமயங்களில் கல்வியின் மதிப்பு பற்றிய போதனைகள் - இந்து சமயக்கல்வி, புத்த சமயக்கல்வி, கிறிஸ்தவ சமயக்கல்வி, ஜைனமத நன்னெறிகள், இஸ்லாமிய சமயக்கல்வி.

### அலகு - II

- 2 வாழ்க்கை மற்றும் சமூக நெறிமுறைகள்
- 2.1 வாழ்க்கை நெறிமுறைகள் : அமைதி, மதிப்பு, ஒற்றுமை, சுதந்திரம், மகிழ்ச்சி, நேர்மை, தாழ்மை, அன்பு, பொறுப்பு, எளிமை, சகிப்புத்தன்மை, நம்பிக்கை தளராதிருத்தல் மற்றும் நேர்மறை எண்ணங்கள்.
- 2.2 சமூக நெறிமுறைகள் : அன்பு மற்றும் இரக்கம், பகிர்தல் மற்றும் உதாரகுணம், பணிவு மற்றும் மரியாதை, நன்றி மனநிலை, கடமை மற்றும் பொறுப்பு, சகிப்புத்தன்மை மற்றும் ஒற்றுமை.

### அலகு - III

- 3.1 தொலைநோக்கு சிந்தனையாளர்களின் சமுதாய சீர்திருத்தங்கள் ராஜராம் மோகன் ராய், மகாத்மா காந்தி, சுவாமி விவேகனந்தா, ஈ.வே.இரா பெரியார், அன்னை தெரசா.
- 3.2 விழுமச் சீரழிவு : சமயசார்பு நம்பிக்கை மற்றும் பயங்கரவாதம் சமுதாயத்தில் ஊழல் - நீதியில்லாத வணிகம் - நல்லொழுக்கமில்லாத கல்வி - உழைப்பில்லாத செல்வம்.
- 3.3 நேரத்தை நிர்வகித்தல்.

### அலகு - IV

- 4.1 யோகா : யோகா கற்பித்தல் - மனவளக்கலை - தகுதி வாய்ந்த யோகா ஆசிரியர்கள் - உடல் ஆரோக்கியம் மேம்படுவதற்கான நோக்கம் - மனத்திடம் - வாழ்க்கையின் வலிமை மற்றும் ஞானம் - வாழ்க்கையின் முழுமையை அடைய வழி - சமூக நல ரீதியான செயல்பாடுகளில் தேர்தெடுத்தல் மற்றும் ஈடுபடுதல்.

### அலகு - V





- 5.1 மனித உரிமைகள் : குழந்தை தொழிலாளர் - பெண்கள் உரிமைகள் - ஒப்பந்த தொழிலாளர் - அகதிகளின் பிரச்சனைகள்.
- 5.2 மாநில அரசு பணியாளர் தேர்வாணையத்தின் பங்கு : அரசியலமைப்பு ஒதுக்கீடுகள் மற்றும் உருவாக்கம் - பணியமர்த்தங்களின் முறைகள் - விதிகள் மற்றும் அறிவிப்புகள், வெவ்வேறு தேர்வுக்களுக்கான பாடத்திட்டம் - எழுத்து மற்றும் வாய்வழி - வேலைவாய்ப்பு.

**CO – PO Mapping :**

**Value Education**

**Code : 22K1VE**

CO/PO	1	2	3	4	5	6	7	8	9	10
1										
2										
3										
4										
5										

*1 – Low, 2 – Moderate, 3 – High correlation*



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21.3.2022

HOD of Chemistry,  
Kunthavai Naachiyar Government  
Arts College for Women (Autonomous),  
THANJAVUR - 613 007, TN.

SEM II	CC3	HUMAN RESOURCE MANAGEMENT	22K2BB03	Ins.Hrs.6	Credit: 5
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**COURSE OBJECTIVES:**

- To acquaint students with the techniques and principles to manage human resource of an organisation.
- This course provides the students with Behavioral and legal approaches to the management of human resources in organizations. It acquaints the students with employee staffing, Recruitment, selection and training. It also covers Compensation plans.

**Course Outcomes**

On the successful completion of the course, the students will be able to

CO1 – Recall the objectives, principles and functions of HRM	L1
CO2 – Explain the HRP and selection process	L4
CO3 – Describes the concepts related to training and Transfer	L2
CO4 – Explain the features, types and steps in compensation plans.	L4
CO5 - Explain the grievance handling procedure and methods	L4

**UNIT – I**

Definition of HRM, Nature of HRM, Importance of HRM, Characteristics of HRM, Objectives of HRM. Principles of HRM . Functions of HRM – Managerial and Operative functions. Role of a HR manager.

**UNIT – II**

Human Resource Planning- Important of HRP, Factors influencing HR plan – Steps in HR planning. Recruitment – Sources of recruitment, Steps involved in Selection of a candidate. Job Analysis- Advantages of Job analysis. Job Description, Job Specification, Job Evaluation.

**UNIT – III**

Training – Importance of training. Essentials of a good training programme. Methods of training. Promotion – criteria for promotion. Transfer – reasons for transfer. Career planning – meaning – Need for career planning.

**UNIT – IV**

Definitions of Compensation Plan, Types of employee compensation plans (Direct & Indirect Compensation plans), Features of an Effective Compensation Plan, Factors Influencing Compensation Plan, Steps in Designing a Compensation Plan.

**UNIT – V**

Discipline – Causes for Indiscipline. Procedure for disciplinary action. The red hot stove rule. Kinds of punishment. Grievance – causes for grievances. Methods of knowing grievances.





**UNIT - VI Current Contour. NOT FOR SEMESTER EXAM**

Competency Mapping, Succession Planning, Employee Retention, Performance appraisal

**TEXT BOOKS:**

1. S.S.Khanka – Human Resource Management – Himalaya publishing house
2. K. Aswathappa : Human Resource Management Text and Cases: Tata McGraw Hill, New Delhi.
3. <https://www.economicdiscussion.net/human-resource-management/compensation-plan/31964>
4. [http://www.jiwaji.edu/pdf/ecourse/management/Compensation\\_Planning.pdf](http://www.jiwaji.edu/pdf/ecourse/management/Compensation_Planning.pdf)
5. <https://www.aihr.com/blog/types-of-compensation/>

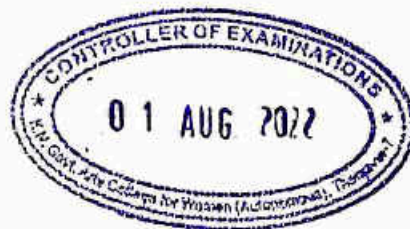
**READING BOOKS:**

1. Gary Dessler. A Framework for Human Resource Management. Pearson Education.
2. Robert L. Mathis and John H. Jackson. Human Resource Management. Cengage Learning.
3. Human Resource Management – J.Jayasankar
4. Personnel Management – C.B.MAMORIA, Himalaya publishing house
5. Personnel Management – ARUN MONAPPA, MIRZA SAIYADAIN, Tata McGraw Hill.

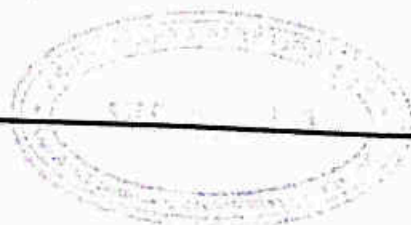
**PO-CO MAPPING**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	2	1	3	1	0	0	1	3
CO 2	3	3	3	1	3	3	0	0	1	3
CO 3	3	3	3	2	3	3	0	0	3	3
CO 4	3	3	3	1	3	2	0	0	3	3
CO 5	3	3	3	1	3	2	0	0	1	3

1-Low , 2-Moderate, 3- High Correlation



*M. Lab Ravi Baly*  
17/3/22



SEM II	CC4	BUSINESS LAW	22K2BB04	Ins.Hrs.6	Credit: 5
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### COURSE OBJECTIVES:

1. The course highlights the Provisions of Law governing the General Contract and Special Contract.
2. This course enables the students to understand the Legal Remedies available in the Law to the Business.

### Course Outcomes

On the successful completion of the course, the students will be able to

CO 1- Differentiate agreement, offer and contract	L2
CO2 – describe the modes of discharging a contract and remedies	L2
CO3 – explain the modes of creating and terminating an agency	L2
CO4 – Explain the essentials of contract of sale	L2
CO5 – Examine and explain the legal requirements in a partnership business	L3

### UNIT – I

Contract Act – Definition, Distinction between agreement and contract, Classification of contract, Essentials of a contract. Offer-Types of offer. Legal rules regarding consideration. Coercion , Effects of undue influence, Essential elements of fraud.

### UNIT – II

Performance of Contract – Conditions of valid offer to perform. Assignment of contract. Modes of Discharge of Contract, Remedies for Breach of Contract. Types of damages.

### UNIT – III

Agent and Principal definition, Creation of agency, Classification of agent, Duties of an agent, Sub agent and substituted agent definitions, Modes of Termination of Agency.

### UNIT – IV

Contract of Sale- essentials of contract of sale. Goods – classification of Goods , Document of title to goods. Difference between condition and warranty, Implied conditions in a contract of sale. Delivery of goods- Rules. Rights of an unpaid seller.





## UNIT – V

Partnership – Definition, essentials of partnership, Rights, duties and Liabilities of Partners, Types of Partnership, Dissolution of Partnership.

## UNIT - VI Current Contour. NOT FOR SEMESTER EXAM

### TEXT BOOK:

1. Kapoor, N.D. Business Laws, Sultan Chand and Sons.
2. Pillai & Bhagavathi- Business Law

### REFERENCE BOOKS:

1. Balachandran. V & Thothadri.S, Business Law, Vijay Nicole Imprints Pvt. Ltd. Chennai
2. Sreenivasan, M.R. Business Laws, Margam Publications.
3. Dhandapani, M.V. Business Laws, Sultan Chand and Sons.
4. Badre Alam, S. & Saravanavel, P. Mercantile Law
5. Pillai, R.S.N. & Chand, S, Business Law, S Chand & Co, Delhi
6. Ramaswamy, K.N., Business Law, S Chand & Co, Delhi
7. Shukla, M.C, Business Law, S. Chand & Co.
8. B.N.TANDON - Principles of Mercantile Law
9. DAVAR- Mercantile Law

### E-Resources:

[www.cramerz.com](http://www.cramerz.com) [www.digitalbusinesslawgroup.com](http://www.digitalbusinesslawgroup.com)

<http://swcu.libguides.com/buslaw> <http://libguides.slu.edu/businesslaw>

### PO-CO Mapping:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	3	3	3	3	0	1	3	3
CO 2	3	3	3	3	3	3	0	0	3	3
CO 3	3	3	3	3	3	3	0	1	3	3
CO 4	3	3	3	3	3	3	0	0	3	3
CO 5	3	3	3	3	3	3	1	0	3	3

1-Low, 2-Moderate, 3- High Correlation



*M. S. R. Balaji*  
17/3/22

**Kunthavai Naacchiyaar Govt. Arts College (W)Autonomous, Thanjavur**

SEM II	ACZ	STATISTICS AND MATHEMATICS FOR MANAGEMENT	22K2BBAS1	Inst.Hrs:4	Credit: 3
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**Course objectives**

1. The course aims to introduce the basic concepts in statistics.
2. Learning the preliminary tools and concepts (diagrams and graphs)
3. To make the students aware of different type of data sets .
4. To solve graphical representations introducing of descriptive statistical measures, including those for two variables

Cos	Statements
CO 1	Describe the basic concepts in sample surveys and data. Knowledge of Statistics scope and importance in various areas such as Medical, Engineering, Agricultural and Social Sciences etc.
CO2	Estimate the various types of data, their organisation and evaluation of summary measures such as measures of central tendency and dispersion etc.
CO3	Generate the Correlations and Regression equations and estimate various index numbers
CO4	Solve the real life analysis problems.
CO5	Use appropriate method of matrix..

**Unit – I : CLASSIFICATION AND TABULATION, DIAGRAM, GRAPHS**

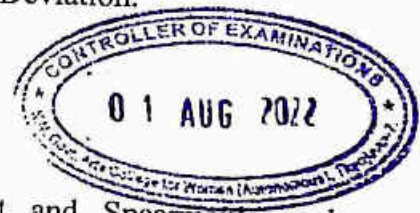
Statistics – Definition, Merits and demerits. Methods of collecting Primary data and Secondary data. Classification and Tabulation – Objectives, Types and Uses. Bar Diagram – Simple, Component, Multiple, Percentage and Pie diagram. Graphs – Histogram & Ogives.  
Text Book 1 Chapter 1(sec.1.1,1.4,2.1,2.2)

**Unit – II: MEASURES OF CENTRAL TENDENCY**

Measures of Central Tendency – Mean, Median, Mode. Merits, Demerits and simple problems. Measures of Dispersion Range, Quartile Deviation, Standard Deviation.  
Text Book 1 Chapter 2(2.3, 2.9), Chapter 3(3.1-3.9)3.13,3.14

**Unit – III: CORRELATION AND REGRESSION**

Simple correlation – Karl Pearson’s correlation coefficient and Spearman’s rank correlation coefficient. Simple Regression lines – Simple problems. Text Book 1 Chapter 12,13



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#### Unit – IV: INDEX NUMBERS

Index numbers – Laspeyre’s, Paasche’s and Fisher’s Index numbers – Simple problems.

Text Book 1 Chapter 3(3.1-3.3)

#### Unit – V: LINEAR PROGRAMMING PROBLEM, GRAPHICAL METHOD

Definition of Linear programming problem, Decision variable – Basic Assumptions – Mathematical formulation of the Problem – Procedure of solving LPP by Graphical Method – Simple problems (Two variables only) Text Book 3 Chapter 1.2&3(sec.1.2-1.4,1.6,2.2,3.2)

#### Unit – VI: APPLICATIONS

To solve graphical representations introducing of descriptive statistical measures, including those for two variables.

#### Text Books:

1. Statistics Theory and Practice – R.S.N. Pillai & V.Bagavathi (VII Edition)(Reprint - 2013).
2. Comprehensive Statistical Methods – P.N.Arora,Sumeet Arora,S.Arora (IV Edition) (Reprint- 2013).
3. OperationResearch-S.Kalavathy – II Edition (Reprint - 2007)
4. A. Singaravelu – Allied Mathematics – II .

#### CO-PO Mapping for Statistics and mathematic for management

Cos	Pos					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1	-	-	-	2	-
CO2	-	-	2	-	-	2
CO3	-	-	2	-	-	2
CO4	-	-	2	-	-	1
CO5	-	-	-	-	-	1

High correlation - (3), Moderate correlation-(2), No correlation(-).



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HOD

SEM II	ES	ENVIRONMENTAL STUDIES	22K2ES	Inst. Hrs 2	Credit 2
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CO	STATEMENT
1	To learn the concept and importance of Environmental Studies.
2	To create awareness about the essentials of the preservation of Natural Resources.
3	To explore India as a Land of Mega Bio-Diversity.
4	To study various Environmental Pollutions and to create awareness on reducing the Pollutions.
5	To understand the close connection between Pollution and Environment.

#### UNIT I

Definition, Scope and Importance – Need for Public Awareness.

#### UNIT II

Natural Resources – Forest Resources – Water Resources – Mineral Resources – Food Resources – Energy Resources – Land Resources.

#### UNIT III

Eco Systems remaining – Forest Eco system – Grassland Eco system – Desert Eco system – Aquatic Eco system – Bio Geographical classifications of India – Hot-spots of Bio Diversity.

#### UNIT IV

Environmental Pollution – Air Pollution – Creating Awareness on reducing the usage of Fireworks – Water Pollution – Soil Pollution – Noise Pollution – Thermal Pollution – Nuclear Hazards – Pollution case studies.

#### UNIT V

Human Population and Environment – Population Explosion – Family Welfare Programme – Environment and Human Health – Human Rights – HIV / AIDS – Women and Child Welfare.

#### UNIT VI

Multidisciplinary Nature of Environment – Mental Studies – Essentials of the Preservation of Natural Resources – Endangered Species of India – India as a Mega Biodiversity Nation.





**Text Book:**

- [1] K Kumaraswamy, A Alagappa Moses, M Vasanthi, "Environmental Studies", Bharathidasan University, Trichy – 620 024.
- [2] P Chandrasekaran, "சுற்றுச்சூழல் பயில்வுகள்", U.G.C Core Module Course in Environmental Studies, T k Publication, Pudukkottai.
- [3] N Arumugam, "Survey of the Environmental Studies".
- [4] V Kumaresan, "Plan Ecology and Phytogeography".
- [5] D Dharmaraj, "Environmental Science".

**References:**

- [1] N Arumugam, "Environmental Studies".
- [2] B Chandrasekaran, "Environmental Studies".
- [3] Purohit, "A Text Book of Environmental Sciences".
- [4] M P Mishra, "Our Environmental Pollution Control and Future Strategies".



*Selvarathnam*  
1/3/22  
HOD - History.

SEM II	ES	சுற்றுச் சூழல் கல்வி	22K2ES	Inst. Hrs 2	Credit 2
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### அலகு I

சுற்றுச்சூழல் கல்வி - விளக்கம் - நோக்கம் மற்றும் முக்கியத்துவம் - சுற்றுச்சூழல் பற்றிய பொது மக்களின் விழிப்புணர்வின் அவசியம்.

### அலகு II

இயற்கை வளங்கள் - வன வளங்கள் - நீர் வளங்கள் - கனிம வளங்கள் - உணவு வளங்கள் - ஆற்றல் வளங்கள் - நில வளங்கள்.

### அலகு III

எஞ்சிய சூழல் - காட்டு சூழல் - புல் நில: சூழல் முறை - பாலைவன சூழல் முறை - நீர் வள சூழல் முறை - இந்தியாவில் உள்ள உயிர்ப் புவியியலின் வகைகள் - பல்லுயிர்ப் பெருக்கம்.

### அலகு IV

சுற்றுச்சூழல் மாசுபாடு - காற்று மாசுபாடு - பட்டாசு பயன்பாட்டை குறைப்பது பற்றிய விழிப்புணர்வை ஏற்படுத்துதல் - நீர் மாசுபாடு - மண் மாசுபாடு - ஒலி மாசுபாடு - அனல் மின் மாசுபாடு - அணு ஆபத்து - மாசு பற்றிய ஆய்வறிக்கை.

### அலகு V

மக்கள் தொகை பெருக்கமும் சுற்றுச்சூழலும் - மக்கள் தொகை பெருக்கம் - குடும்ப நல திட்டம் - சுற்றுச்சூழலும் மனித ஆரோக்கியமும் - மனித உரிமைகள் - HIV / எய்ட்ஸ் - பெண்களும் குழந்தை நலனும்.



*Sudhakararaman*  
1/3/2022.  
1402 - History.



SEM III	CC5	FINANCIAL AND MANAGEMENT ACCOUNTING	22K3BB05	Ins.Hrs:6	Credit: 5
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**COURSE OBJECTIVES:**

- To gain working knowledge of the principles and procedure of accounting and their application to different practical situations to gain the ability to solve the problems.
- To enable the students to know the importance of management accounting and its concepts.

**Course Outcomes**

On the successful completion of the course, the students will be able to:

CO1 – Define Accounting Principles and concepts	L1
CO2 – Prepare all subsidiary books	L3
CO3 – Describe the various methods of Depreciation	L2
CO4 – Analyze financial statement and explain the concepts of management accounting	L4
CO5 – Construct fund flow statement	L3

**UNIT – I**

Concepts – Double Entry Vs single entry . Journal – Ledger – Trial Balance. Definition of Account , Accounting principles , Nature of Accounting.

**UNIT – II**

Subsidiary Books – Purchase Book, Sales Book, Purchase Return Book, Sales Return Book and Cash Book:- Simple Cash Book and Petty Cash Book.

**UNIT – III**

Methods of Depreciation:- Straight Line Method, Written Down Value Method and Annuity Method . Final Accounts of sole trader with simple adjustments.

**UNIT – IV**

Management Accounting – Definition – Nature, Scope, Objectives, Merits and Limitations. Financial Statement Analysis – Comparative Statements – Common Size Statements – Trend Percentages – Cash flow analysis, Distinction of cash from funds.

**UNIT – V**

Fund Flow Statement – Uses of Fund Flow Analysis , Construction of Fund Flow Statement. Cash Flow Analysis – Ratio analysis current ratio, quick ratio, operating ratio, expenses ratio, fixed asset turnover ratio, gross profit ratio.



**UNIT - VI Current Contour. NOT FOR SEMESTER EXAM**

**(Marks – Theory 40% and Problems 60%)**

**TEXT BOOKS:**

1. S.P. Jain & K.L. Narang, “ Advanced Accounting”, Kalyani publishers New Delhi, Delhi, Volume – I, 18<sup>th</sup> Revised Edition, 2014.
2. T.S.Reddy and A.Murthy, “ Financial Accounting”, Margam publications, Chennai – 600 017, 7<sup>th</sup> revised edition 2015.
3. R.L. Gupta and Radhasamy, “Advanced accounting” S.Chand & company ltd., New Delhi, edition 2013.

**TEXT BOOKS (LATEST REVISED EDITION ONLY)**

1. Management accounting by S.N.Maheswari – Sultan Chand & sons publications, New Delhi
2. Management accounting by Sharma and Guptha, Kalyani Publishers, Chennai.
3. Management accounting by R.Ramachandran and R.Srinivasan – Sriram publication, Trichy
- 7.Management Accounting – S.N.MAHESWARI

**Reference Books (Latest revised edition only)**

1. Management Accounting by R.S.N.Pillai&V.Baghavathi – S.Chand& Co, Mumbai.
2. Management Accounting by E.Gordon, P.Jeyaram, N.Sundaram & R. Jayachandran, Himalaya Publishing House, Mumbai.
3. Management Accounting by Reddy.T.S & Hari Prasath.Y, Margham Publications, Chennai.
4. Management accounting by A. Murthi and S. Gurusamy, Vijay Nicole Publications, Chennai.

**PO-CO MAPPING**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	3	3	0	1	3	2	3	3
CO 2	3	0	3	0	0	0	3	0	3	3
CO 3	3	1	3	0	0	0	3	0	3	0
CO 4	2	1	2	1	0	2	3	1	2	0
CO 5	3	0	3	0	0	3	3	0	3	0

*1-Low , 2-Moderate, 3- High Correlation*



*M. Lakshmi Bai*  
17/3/22



SEM III	CC6	MANAGERIAL ECONOMICS	22K3BB06	Ins.Hrs:6	Credit: 5
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### COURSE OBJECTIVES:

This course is to help students learn and understand the basic economic concepts and economic policy and principles and to apply them to a variety of economic situations. The goal of this course is to develop the skills necessary to make optimal managerial decisions given different situations, environments, and information sets by applying microeconomic theory, which involves analytical work

### Course Outcomes

On the successful completion of the course, the students will be able to

CO1 – Explain the basic economics concepts	L2
CO2 – Describe and appreciate the knowledge on demand and supply	L2
CO3 – Analyze the different market structure and competition	L4
CO4 – Describe the different pricing strategy and demand forecasting techniques	L2
CO 5- Explain National Income, Fiscal policy and Monetary policy	L4

### UNIT – I

Definition – Scope – Significance of Managerial Economics , Firms Objectives and the Role of Managerial Economist. Relationship of managerial economics with other discipline. Law of diminishing Marginal Utility.

### UNIT – II

Demand Determinants- law of demand, exceptions to law of demand. Price elasticity of demand, Income elasticity of demand, Income demand curve of normal commodity and inferior commodity. Price of related goods and demand. Demand distinction.

### UNIT – III

Market structure and competition- definitions, classification of markets, perfect competition- features of perfect competition. Monopoly – features of monopoly, monopoly power, Types of price discrimination. Imperfect competition. Monopolistic competition – features of monopolistic competition. Oligopoly- definition, characteristics of oligopoly. Duopoly- Monopsony.

### UNIT – IV

Pricing Methods. Cost concepts and Classifications, Demand forecasting techniques, profiteering and profit earning, Break even Analysis.



## UNIT - V

National Income – definition, national income accounts, Computation of National income, Difficulties in measurement of national income. Monetary Policy-Meaning, Objectives of monetary policy. Fiscal policy- meaning, Objectives of fiscal policy.

## UNIT - VI Current Contour. NOT FOR SEMESTER EXAM

### TEXT BOOK:

1. S.Shankaran, Business Economics - Margham Publications

### REFERENCE BOOKS:

1. Francis Cherunilam, Business Environment - Himalaya Publishing House Mumbai – 04.
2. Peter Mitchelson and Andrew Mann, Economics for Business - Thomas Nelson Australia
3. H.L. Ahuja, Business Economics – Micro & Macro - Sultan Chand & Sons – New Delhi – 55.
4. Yogesh Maheswari, Managerial Economics, Phi Learning, Newdelhi, 2005 Gupta G.S.,
5. Managerial Economics, Tata Mcgraw-Hill, New Delhi Moyer & Harris,
6. Anagerial Economics, Cengage Learning, Newdelhi, 2005 Geetika, Ghosh & Choudhury, ,
7. Managerial Economics, Tata Mcgrawhill, Newdelhi, 2011.
8. D.M.Mithani,Himalaya Publishing House,NewDelhi. Managerial Economics
9. P.L. Mehta, Managerial Economics – Analysis, Problems & Cases – Sultan Chand & Sons - New Delhi – 02.
10. C.M.Chaudhary, Business Economics - RBSA Publishers - Jaipur - 03.

### PO-CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	2	3	1	2	2	1	0	3	1
CO 2	3	3	3	1	3	3	1	0	3	3
CO 3	3	3	3	3	3	1	1	1	3	3
CO 4	3	3	3	3	3	3	3	0	3	3
CO 5	3	1	3	3	0	3	0	0	0	3

1-Low, 2-Moderate, 3- High Correlation



*Yash Kumar Baly*  
17/3/22



SEM III	AC3	ADVERTISING AND SALES PROMOTION	22K3BBABB2	Ins.Hrs:4	Credit: 3
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**COURSE OBJECTIVES:**

To help the students learn the basics of advertising, sales promotion and digital marketing which is vital in any organizational setup.

**Course Outcomes**

On the successful completion of the course, the students will be able to

CO1 – Describe the basic concepts of advertising and sales promotion	L1
CO2 – Explain the classification of advertising, AIDA, DAGMAR and compare advertising from other forms.	L4
CO3 – Explain the relationship between advertising and product life cycle	L2
CO4 – Describes the concepts of Salesmanship and pull and push strategy	L2
CO5 – Explain the concepts of Digital marketing and sales promotion	L4

**Unit 1**

Advertising definition. Characteristics of Advertising, 5- M's of Advertising programme, Problems in Advertising, Functions of Advertising, Need or reasons for advertising, Advantages of advertising. Positive Social effects of Advertising. Social ill effects of advertising. Forms of Unethical advertising.

**Unit II**

Distinction between advertising and Publicity. Distinction between advertising and Sales promotion. Distinction between Advertising and Salesmanship. Classification of Advertising Objectives. DAGMAR method, AIDA model.

**Unit III**

Classification of Advertising. Relationship between Advertising and Product Life Cycle. Criticism of advertising. Causes for waste in advertising. Direct and Indirect advertising. Classification of Advertising media.

**Unit IV**

Salesmanship – Definition, Objectives of salesmanship, Features of salesmanship, Advantages of salesmanship, Methods of personal selling .Qualities of a salesman. Duties and responsibilities of salesman.

**Unit V**

Sales promotion – definition, Objectives, methods of sales promotion, Benefits of sales promotion. Limitations of sales promotion. Push and pull strategy.

Digital Marketing: Meaning and importance of digital marketing. Difference between digital marketing from traditional marketing. Types of digital marketing (1.SEM(Search engine



marketing)2. SEO(Search engine optimization) ,3.PPC(Pay Per click) ,4.Content marketing ,  
5.Email-marketing ,6. Social media marketing and 7.Affiliate marketing).

**UNIT - VI Current Contour. NOT FOR SEMESTER EXAM**

**TEXT BOOK:**

1. Advertising and Salesmanship – P.Saravanel & S.Sumathi

Websource: <https://www.ndim.edu.in/wp-content/uploads/2020/03/Digital-marketing-notes.pdf>

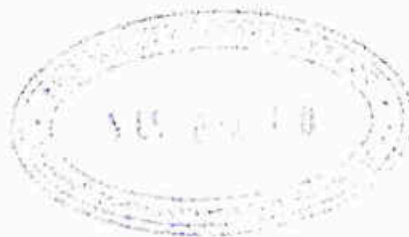
**PO-CO MAPPING**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	3	1	3	2	0	0	3	3
CO 2	3	3	3	2	2	2	0	0	2	3
CO 3	3	3	3	3	3	2	0	0	3	3
CO 4	3	3	2	1	2	2	0	0	3	3
CO 5	3	3	3	2	3	2	0	1	3	3

*1-Low, 2-Moderate, 3- High Correlation*



*M. Lakshmi Prudhaly*  
17/3/22





SEM III	NME1	AN INTRODUCTION TO PRINCIPLES OF MANAGEMENT	22K3BBELO1:1	Ins.Hrs:2	Credit: 2
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**COURSE OBJECTIVES:**

To help the students of other discipline to learn the functions and principles of management. And to acquire delegating skills and decision making skills.

**Course Outcomes**

On the successful completion of the course, the students will be able to

CO1 – Explain the nature and functions of management	L1
CO2 – Describe the contribution of experts to management thought	L2
CO3 – Explain the types and problems in decision making	L4
CO4 – Recall the principles and steps in Organization	L2
CO5- Distinguish between Delegation and Decentralization	L2

**UNIT – I**

Management – Definition. Nature of Management. Functions of Management. Management levels and skill mix. Managerial roles.

**UNIT – II**

Contributions of experts to management thought, F.W.Taylor – Henry Fayol – Elton Mayo. Management by objectives.

**UNIT – III**

Decision Making – Definitions – Characteristics of decision making, importance of decision making, Types of decision making (programmed and non-programmed decisions) , problems in Decision making.

**UNIT – IV**

Organization – Definition, Importance of organization, principles of organization, Steps in organizing, Forms of organization.

**UNIT – V**

Delegation of Authority. Difference between Delegation and Decentralization . Process or Elements of delegation. Why do people not accept the delegated tasks?

**UNIT - VI Current Contour. NOT FOR SEMESTER EXAM**



**TEXT BOOK:**

1. PC Tripathi, PN Reddy- Principles of Management. TataMcGraw Hill,4<sup>th</sup> edition.
2. Jaya Sankar – Principles of Management , Margham publications

**REFERENCE:**

1. Harold Koontz and Heinz Weihrich, Essentials
2. Stephen P Robbins and Madhushree Nanda Agrawal, Fundamentals of Management: Essential Concepts and Applications, Pearson Education.
3. Shashi K. Gupta, Principles of Management, Kalyani Publishers.
4. Umasekaran, Organisational Behaviour.

**PO-CO MAPPING**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	3	1	1	2	0	0	2	3
CO 2	3	3	2	1	0	1	0	0	1	3
CO 3	3	3	3	1	2	1	0	0	1	3
CO 4	3	3	3	1	0	1	0	0	1	3
CO 5	3	3	3	1	3	1	0	0	1	3

*1-Low , 2-Moderate, 3- High Correlation*



*M. Lakshmi Bala*  
17/3/22





SEM III	ECC1	ENGLISH AND LOGICAL REASONING	22X3ECC BB1:1	Ins.Hrs:-	Credit: 3
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**COURSE OBJECTIVES:**

- To help the students prepare themselves for MBA Entrance Exam.

**Course Outcomes**

On the successful completion of the course, the students will be able to

CO1 – Learn how to analyze the business situation
CO2 – Will develop a skill of reading comprehension
CO3 – Understands the importance of reasoning skill
CO4 – Will be able to compete for competitive exams

**UNIT 1**

Analysis of Business Situation- Passages type problems.

**UNIT 2**

Reading comprehension. English usage –synonyms and antonyms.

**UNIT 3**

Reasoning- Analogy, Classification, Series completion, Coding and decoding, Direction Sense test.

**UNIT 4**

Blood relations, Puzzle test, Logical venn diagram, Assertion and reason, Inserting the missing one.

**UNIT 5**

Logical sequence of words, Series, Analytical reasoning, Mirror images and Water images.

Reference:

- MBA TANCET EXAM – Sura guide- ES.Ramasamy
- MBA TANCET – Shakthi guide.
- Quantitative aptitude and reasoning – R.V.Praveen.
- Quantitative aptitude – Dr.R.S.Aggarwal

Question paper pattern: 50 X 2= 100 Objective type questions.

( Question paper pattern changed in April 2017 Academic Council)



SEM III		MOOC	2021-22 SSB 1:2	Ins.Hrs:-	Credit: 3
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**Course Objective:**

- To help the students acquire knowledge in the various interested disciplines



*M. Lab Pri Bal*  
17/3/22





SEM IV	CC7	RETAIL MANAGEMENT -I	22K4BB07	Ins.Hrs:5	Credit: 5
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### COURSE OBJECTIVES:

- To apply the principles, practices, and concepts used in retail marketing management.
- Describe the complex nature and environment of retail marketing with types of retailers and retail formats.
- Understand the conceptual and organizational aspects of the retail sector, including branding in retail and role of IT in the retail industry.

### Course Outcomes

On the successful completion of the course, the students will be able to

CO1 – Explain the concepts in retailing	L2
CO2 – Describe the type of retailers and retail formats	L2
CO3 – Recall the types of retail location and problems in selecting retail location	L1
CO4 - Explain the importance of branding in retail management	L4
CO5 – Explain the role of IT in retailing and recent trends	L4

### UNIT I

Retailing – definition , Importance of retailing, Functions of retailing, Characteristics of retailing, Drivers of Retail change in India, Benefits of FDI in retail, Challenges to retail development in India, Challenges faced by global retailers.

### UNIT II

Classification of retailers – store ,non store and Retail organization.

Types of retailers – Itinerant, Fixed shop retailers, small scale retailers, Large scale retailers. Advantages and disadvantages of department stores, chain stores. Difference between department stores and chain stores. Mail order business, Pre requisites for success of mail order business. Merits and demerits of mail order business.

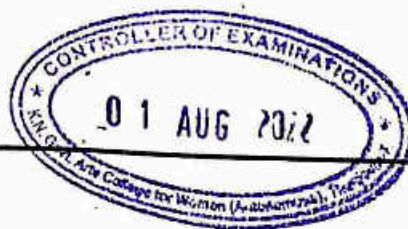
### UNIT III

Functions of retail management, Classification of retail formats.

Retail location – Issues to be considered in site selection and retail location selection. Approaches to study of distribution of land. Types of retail location site (Solitary site, Unplanned shopping area site and planned shopping area site.)

### UNIT IV

Branding in retail – Brand – Meaning, Advantages of brand building to retailers and consumers. Brand loyalty – Types of store loyalty, Types of consumer loyalty. Own brands – Types of own brands, Advantages of Own brands. Brand extension –Meaning, Advantages and disadvantages of brand extension. Retail Store brands- Private labels, Process of private label creation.



## UNIT V

Role of IT in retailing. Information technology – meaning. Competitive advantages and limitations of IT in retail trade. EPOS – meaning, Advantages of EPOS data. Elements of data capture (coding system, code symbology, means of data capture). Future trends in retailing.

## UNIT - VI Current Contour. NOT FOR SEMESTER EXAM

### TEXT BOOK

1. Swapna Pradhan “Retailing Management- Text And Cases” Tata Mcgraw-Hill
2. Dr.L.Natarajan Retail Management
3. Gibson & Vedamani “Retail Management” Jayco Books

### REFERENCE BOOK:

1. Levy, M., & Weitz, B., Grewal D. (2019). Retailing Management (10th ed.). New York: McGraw-Hill Education; Type: Textbook. ISBN: 978-1-260-08476-4
2. Bajaj , Tuli, & Srivastava “Retail Management” Oxford University Press  
Berman Barry & Evance J.R “Retail Management” Prentice Hall India
3. Jain J.N. & Singh P.P “ Modern Retail Management – Principal And Techniques ”  
Regal Publications  
Madan K.V.S “ Fundamental S Of Retailing” Mcgraw-Hill
4. Peelen Ed “ Customer Relationship management 2009” Pearson Education
5. Gilbert D “Retail Management” Pearson Education
6. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
7. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

### PO-CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	3	1	3	1	0	0	3	3
CO 2	3	3	1	1	1	1	0	0	1	3
CO 3	3	3	3	3	1	1	0	0	3	3
CO 4	3	3	3	3	3	3	0	0	3	3
CO 5	3	3	0	3	3	3	0	0	3	3

1-Low , 2-Moderate, 3- High Correlation



*M. Lakshmi Bai*  
17/3/22



SEM IV	CC8	ORGANIZATIONAL BEHAVIOUR	22K4BB08	Ins.Hrs:5	Credit: 5
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### COURSE OBJECTIVES

To explore the organization as a micro-social system - a medium to facilitate and improve the interpersonal relationships in the context of organizational functioning. To help the students acquire the knowledge of individual behavior and group behavior and concept of motivation to facilitate them work in any organization.

### Course Outcomes

On the successful completion of the course, the students will be able to

CO1 – describe the concepts of organizational behavior	L1
CO2 – explain the concepts of Individual behavior and Personality	L2
CO3 – recall the stages in group development and concepts of group cohesiveness, Group decision and leadership.	L1
CO4 – Distinguish between power and authority and explain the concepts morale and productivity.	L2
CO5 - Explain the various theories of Motivation	L4

#### UNIT – I

Organizational Behavior – Definition; Nature of Organizational Behavior; Elements of Organizational Behavior; Need or Importance of organizational Behavior; Disciplines contributing to Organizational Behavior; Important concepts of Organizational Behavior

#### UNIT – II

Individual Behavior – positive and negative individual behavior, factors influencing individual behavior. Personality – definitions, determinants of personality, personality factors influencing on behavior. Perception- definition; Process of Perception.

#### UNIT – III

Group – definitions, why are groups formed? Types of groups-stages in group development. Determinants of Group Cohesiveness. Merits and demerits of Group Decision – making. Leadership – definitions; Qualities of a Leader , Kinds of Leadership styles.

#### UNIT – IV

Definition of Power and authority – Types of Power. Difference between power and authority. Morale – Characteristics of Morale , Morale and Productivity, steps to improve Morale in an organization, Factors influencing morale. Delegation -meaning, Problems in delegation.

#### UNIT – V

Motivation – Nature of motivation, significance of motivation, Theories of Motivation ( Maslow's need hierarchy theory – McGregor's theory X and Theory Y – Herzberg Two Factor Theory)

**UNIT - VI Current Contour. NOT FOR SEMESTER EXAM**



**TEXT BOOK:**

1. Uma Sekaran, "Organizational Behavior: Text and cases" Tata McGraw Hill.,1995
2. Jayasankar, "Organizational Behavior"

**BOOKS FOR REFERENCE:**

1. Biswal Pravakar and Rath Namita,2012,Organizational Brhaviour.
2. Bhubaneswar:B.K.Publication Robbins,Stephen P..2003, Organizational Brhaviour , New Delhi:PHI
3. L. M. Prasad, "Organizational Behavior" S Chand & Sons Educational Publishers, sixth edition, 2002.
4. Fred Luthans, "Organizational Behavior" McGraw Hill Book Co., 2005.
5. John W. Newstrom and Keith Davis, "Organizational Behaviour: Human behavior at work", McGraw Hill:NY, Tenth edition, 1997
6. Organisation Theory and Behaviour – V.S.P.RAO & S.NARAYANA
7. OrganisationBehaviour – Dr.P.C.SEKAR

**Web source:**

<https://rccmindore.com/wp-content/uploads/2015/06/Organizational-Behaviour.pdf>  
<https://ddceutkal.ac.in/Syllabus/MBA-BOOK/OB.pdf>

**PO-CO MAPPING**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	2	1	3	2	0	0	3	3
CO 2	3	3	3	3	3	1	0	0	3	3
CO 3	3	3	3	3	3	3	0	0	3	3
CO 4	3	3	3	3	3	3	0	0	3	3
CO 5	3	3	1	2	3	3	0	0	3	3

*1-Low , 2-Moderate, 3- High Correlation*



*M. Lab Luv Bah*  
*17/3/22*



SEM IV	AC4	COMPANY LAW	22K4BBABB3	Ins.Hrs:4	Credit: 3
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**COURSE OBJECTIVE:**

To promote basic understanding on the concepts of Business Laws and to enable them to realize how it's related to Business. To acquire knowledge about between Merger, Acquisition and Amalgamation.

**Course Outcomes**

On the successful completion of the course, the students will be able to:

CO1 – Explain the basic concepts of Business law	L1
CO2 – distinguish memorandum and articles	L2
CO3 – Describe prospectus, shares and dividend & distinguish underwriter and broker	L2
CO4 – Discuss the rights and liabilities of a member	L2
CO5 - Differentiate between Merger, Acquisition and Amalgamation and recall the modes of winding up of a company.	L2

**UNIT – I**

Definition of Company, Characteristics of a company. Company distinguished from partnership. Distinguish between Public company and private company. Formation of a company.

**UNIT – II**

Memorandum of association- meaning, contents of Memorandum, Alteration of memorandum, procedure for alteration. Articles of Association – meaning, Alteration of articles, limitations to articles. Difference between Memorandum and Articles.

**UNIT – III**

Prospectus – Definition, Registration of prospectus, Contents of prospectus. Share capital – Meaning, Kinds of share capital, Voting rights. Difference between underwriters and brokers. Types of shares. Kinds of preference shares. Dividend - meaning. Debentures – meaning, Types of debentures.

**UNIT – IV**

Members and Shareholders- Who can become a member? how to become a member? Rights of Members, Liability of members. Meetings of company- Statutory report, Requisites of a valid meeting . Resolutions , kinds of resolutions.

**UNIT – V**

Mergers - Difference between Merger, Acquisition and Amalgamation. Types of Merger. Advantages of Merger. Winding up - meaning, Modes of winding up. Liquidator's duties and liabilities.

**UNIT - VI Current Contour. NOT FOR SEMESTER EXAM**



**TEXT BOOK:**

1. Kapoor, N.D., Business Laws, Sulthan Chand and Sons, New Delhi.

**REFERENCE BOOKS**

1. Sreenivasan, M.R. Business Laws, Margam Publications, Chennai.
2. Dhandapani, M.V. Business Laws, Sultan Chand and Sons, New Delhi.
3. Avatar Singh, Company Law, Eastern Book Company
4. Shukla, M.C. & Gulshan, S.S., Principles of Company Law
5. Badri Alam, S & Saravanavel, Company Law, Himalaya Publications
6. Gogna, P.P.S., Text Book of Company Law, S. Chand & Co.
7. Gaffor & Thothadri, Company Law, Vijay Nicole Imprints Pvt. Ltd. Chennai

**E-Resources:**

- [www.mca.gov.in](http://www.mca.gov.in) [www.companyliquidator.gov.in](http://www.companyliquidator.gov.in)  
[www.companyformationinindia.co.in](http://www.companyformationinindia.co.in) [www.iepf.gov.in](http://www.iepf.gov.in)

**PO-CO MAPPING**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	2	2	1	1	0	0	1	3
CO 2	3	0	3	3	3	3	0	0	2	3
CO 3	3	0	3	3	0	3	3	3	3	3
CO 4	3	1	3	3	1	2	0	0	2	3
CO 5	3	3	3	3	1	2	0	0	3	3

*1-Low, 2-Moderate, 3-High Correlation*

*M. Lakshmi Balu*  
*17/3/22*





SEM IV	NME2	AN INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR	22K4BBELO2	Ins.Hrs:2	Credit: 2
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**COURSE OBJECTIVES:**

To help the students of other discipline to understand the concepts of Organizational Behaviour and motivation theories.

**Course Outcomes**

On the successful completion of the course, the students will be able to:

CO1 – Enumerates the concepts of OB	L1
CO2 – Explain the factors influencing individual behavior and personality	L2
CO3 – Discuss the various leadership styles and qualities	L2
CO4 – Explain the steps to improve morale in organization	L4
CO5 - Explain the various theories of Motivation	L4

**UNIT – I**

Organizational Behaviour – Nature of Organizational Behaviour. Need or Importance of organizational Behavior. Disciplines contributing to Organizational Behaviour.

**UNIT – II**

Individual Behaviour – positive and negative behavior-factors influencing individual behavior. Personality – definitions, determinants of personality, Factors influencing personality. Formal and Informal Group.

**UNIT – III**

Leadership – Concept – Qualities of effective Leadership – Leadership styles. Power and Authority – Definition of Power – Types of Power.

**UNIT – IV**

Definition of Authority – Characteristics – Types of Authority. Morale – Concept - importance – Morale and Productivity – steps to improve Morale in an organization.

**UNIT – V**

Motivation – Nature of motivation, significance of motivation, Theories of Motivation( Maslow’s need hierarchy theory – McGregor’s theory X and Theory Y – Herzberg Two Factor Theory).

**UNIT - VI Current Contour. NOT FOR SEMESTER EXAM**

**TEXT BOOK:**

- Uma Sekaran, “Organizational Behavior: Text and cases” Tata McGraw Hill, 1995
- Jayasankar, “Organizational Behavior”



**BOOKS FOR REFERENCE:**

8. Biswal Pravakar and Rath Namita, 2012, Organizational Behaviour.
9. Bhubaneswar: B.K. Publication Robbins, Stephen P., 2003, Organizational Behaviour, New Delhi: PHI
10. L. M. Prasad, "Organizational Behavior" S Chand & Sons Educational Publishers, sixth edition, 2002.
11. Fred Luthans, "Organizational Behavior" McGraw Hill Book Co., 2005.
12. John W. Newstrom and Keith Davis, "Organizational Behaviour: Human behavior at work", McGraw Hill: NY, Tenth edition, 1997
13. Organisation Theory and Behaviour – V.S.P.RAO & S.NARAYANA
14. Organisation Behaviour – Dr.P.C.SEKAR

**Web source:**

<https://rccmindore.com/wp-content/uploads/2015/06/Organizational-Behaviour.pdf>  
<https://ddceutkal.ac.in/Syllabus/MBA-BOOK/OB.pdf>

**PO-CO Mapping:**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	3	3	3	1	0	0	3	3
CO 2	3	3	3	1	3	3	0	0	0	3
CO 3	3	3	3	0	3	3	0	0	1	3
CO 4	3	3	3	0	3	3	0	0	1	3
CO 5	3	3	3	1	3	3	0	0	3	3

*1-Low, 2-Moderate, 3-High Correlation*



*M. J. L. B. B. B.*  
*17/3/22*



**Kunthavai Naacchiyaar Government Arts College For Women ( Autonomous)**

**Thanjavur-613007**

**Department of English**

**For All Undergraduate Candidates admitted from 2022-2023 onwards under**

**CBCS pattern**

**LIFE SKILLS: LOVE AND COMPASSION**

Semester	Course	Sub Code	Hours	Credits	Exam Hours	Marks	
						IA	EA
IV	SBEC1	22K4SBEC1	2	2	3	25	75

**COURSE OUTCOME**

1. Students can learn how to understand other points of view and manage strong emotions and build stronger relationships with friends.
2. Students can develop the ability to tolerate the distressing feelings, and be motivated to act or help others.
3. They can learn the importance of patience and understanding.
4. Students can cultivate compassion through training.
5. Students can increase the sense of wellbeing and improve the learning environment for all learners.

**UNIT-I**

Introduction, Words and Meaning of Love, Forms of love-for self, parents, family, friend, spouse, community, nation, humanity and other beings, both for living and non-living.

**UNIT -II**

Love and Systems of Ethical Thought, Love and Compassion and inter relatedness.

**UNIT-III**

Love in Action at Work in the Business Community, Love in Action in Non-Governmental Organizations.

**UNIT -IV**

Compassion for oneself, cultivating compassion for others.

**UNIT- V**

Love, compassion, empathy, sympathy and non-violence.

**UNIT VI (For Internal Examination only)**

Difference between Compassion and Friendship, Teaching Compassion in Education.

**Books for Reference**

1. Joshi Rokeach *The Nature of Human values*, New York: The Free Press, 1973.
2. Shanikumar Ghosh, *Universal Values*, The Ramakrishna mission, Kolkata
3. Dalai Lama, *Book of Love and Compassion*, Harper Collins, India.
4. Pandit Rajmani Tigunait, *Lighting the Flame of Compassion.*, Himalayan Institute Press.



Kunthavai Naacchiyaar Government Arts College For Women ( Autonomous)

Thanjavur-613007

Department of English

For All Undergraduate Candidates admitted from 2022-2023 onwards under CBCS pattern

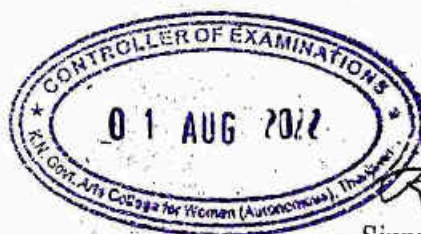
**LIFE SKILLS: LOVE AND COMPASSION**

Semester	Course	Sub Code	Hours	Credits	Exam Hours	Marks	
						IA	EA
IV	SBEC1	22K4SBEC1	2	2	3	25	75

QUESTION PATTERN FOR THE PAPER TITLED LIFE SKILLS : LOVE AND COMPASSION

Questions should be chosen from all the constituents of the five units.

S. No	Section	Questions	Type	Marks	Total Marks
1	Section- A	1-8	Any Five Paragraph Questions out of Eight	5X5=25	25
2	Section - B	9-16	Any Five Essay Questions out of Eight	5x10 = 50	50
				Total	75



Signature of the Faculty- in- Charge

*R. Parvathy*  
Signature of the Head of the Department



SEM IV	SSD ECC3	SELF STUDY PAPER - QUANTITATIVE APTITUDE	22K3ECC BB3:1	Ins.Hrs:-	Credit: 3
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**COURSE OBJECTIVES:**

- To help the students prepare themselves for MBA Entrance Exam.

**Course Outcomes**

On the successful completion of the course, the students will be able to

CO1 – Students get prepared for competitive exams
CO2 – Explores the application of “time” related problems
CO3 – Understands the concepts of divisibility and partnership related problems
CO4 – Knows how to interpret data

**UNIT 1**

Time and Distance, Time and work and problems on trains.

**UNIT 2**

Divisibility ,Profit and Loss and Partnership related problems.

**UNIT 3**

Percentage, Discount and Age related problems

**UNIT 4**

Clock, Data Interpretation and Data sufficiency related problems

**UNIT 5**

Interest, Numbers and Average , Ratio and proportion related problems.

**Reference:**

1. MBA TANCET EXAM – Sura guide- ES.Ramasamy
2. MBA TANCET – Shakthi guide.
3. Quantitative aptitude and reasoning – R.V.Praveen.
4. Quantitative aptitude – Dr.R.S.Aggarwal

Question paper pattern: 50 x 2 = 100 Objective type questions.



*M. Lakshmi Bai*  
13/3/22

# ADD-ON COURSE OFFERED BY BBA DEPT

CODE: 22K3ECCBB2

## FAMILY BUSINESS MANAGEMENT

### COURSE OBJECTIVES:

To help the students prepare themselves for entrepreneurial journey.

### Course Outcomes

On the successful completion of the course, the students will be able to

CO1 – Students get to know about concepts in Family business.
CO2 – Explores the application of “three cycle model” in FBM
CO3 – Understands the concepts of three generation rule and stages in succession process
CO4 – Learns Willingness-ability matrix. Types of succession.
CO5- Understands the Issues faced by women in family businesses.

### UNIT 1

Family Business – Definition. When does a business become a family business? Importance of Family Business. Strengths of family business. Weakness of Family Firms.

### UNIT 2

Three –circle model in family business. Stake holders segment in family business. Four stages in the ownership dimension in family business. Four stages in family dimension of Family business. Three stages in business dimension.

### UNIT 3

Succession – definition. Management succession and ownership succession. The three generation rule (30/13/3 rule). Factors influencing succession intentions in the next generation family members. Factors hindering successful succession. Stages in succession process.

### UNIT 4

Willingness-ability matrix. Types of succession. Tests the successors have to face. Types of incumbent exits. What is the right age for handover? Factors from which sibling rivalry originates. How to get siblings to work together? Styles of siblings working together.

### UNIT 5

#### WOMEN IN FAMILY BUSINESS

Different roles daughters can assume in family business. Roles women play in family businesses. Reasons for changes in the profile of women in family businesses. Issues faced by women in family businesses. Why do family members try to hide conflicts? Conflict management strategies.





**Text Book:**

Rajiv G.Agarwal (2022) Family Business Management Sage Publications India Pvt ltd.

**PO-CO MAPPING**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1										
CO 2										
CO 3										
CO 4										
CO 5										

*1-Low , 2-Moderate, 3- High Correlation*



SEM V	CC9	RESEARCH METHODOLOGY	22K5BB09	Ins.Hrs:6	Credit: 5
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**COURSE OBJECTIVES:**

To impart knowledge and skills required for research, Problem formulation and analysis. To provide the students with the knowledge of report writing and presentation.

**Course Outcomes**

On the successful completion of the course, the students will be able to

CO1 – Learn the basic concepts of Research
CO2 – Identify the techniques involved in defining a research problem
CO3 – develop a sample design
CO4 – Understand the concepts of measurement of scale, questionnaire and schedule
CO5- Write a research report

**UNIT-I**

Research- Definition, Objectives of research, Types of Research, Significance of Research, Research process, Criteria of good Research, Problems faced by researchers in India.

**UNIT-II**

Research problem-Meaning, factors to be observed by a researcher while selecting a research problem, Techniques involved in defining a problem.

Research design- Definition, Features of a good design, Steps in Research design, Exploratory design- Descriptive design.

**UNIT-III**

Sample & Population Definition-Steps in developing a sampling design, Characteristics of good sample design, Factors affecting the size of the sample, Types of sampling- Probability sampling, Non Probability sampling.

**UNIT-IV**

Measurements of scale-Sources of Data collection, Methods of collecting primary data and Secondary data, Characteristics of secondary data, Selection of appropriate method for data collection. Difference between questionnaires and schedule. What is hypothesis?-Characteristics of hypothesis. Meaning of Chi square- ANOVA.



*Mr. Labhai Baly*  
17/3/22



## UNIT-V

Define Report- Significance of report writing, Steps in writing a report, Layout of research report, Types of Reports, Precautions for writing research report. What is SPSS?- Use of SPSS.

## UNIT - VI Current Contour. NOT FOR SEMESTER EXAM

### TEXT BOOKS:

1. C.R.Kothari "Research Methodology Methods And Techniques", New Age International Publishers.
2. Dr.Vijay Upagade "Research Methodology"
3. Business Research Methods by Donald Cooper & Pamela Schindler, TMH, 12/e, 2015.
4. Business Research Methods by Alan Bryman& Emma Bell, Oxford University Press,4/e, 2015.

### REFERENCE BOOKS:

1. Business Research Methods by William G. Zikmund, Barry J. Babin, Jon C.Carr, Mitch Griffin, Cengage Learning, 8/e, 2015.
2. Research Methodology: Cases and concepts, Deepak Chawla&NeenaSondhi, S.Chand (G/L) & Company Ltd, 2/e, 2015.

### PO-CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	3	2	3	3	3	0	3	3
CO 2	3	3	3	3	3	3	3	0	3	3
CO 3	3	3	3	2	2	2	3	0	2	0
CO 4	3	1	2	2	0	1	3	0	1	3
CO 5	3	0	3	2	0	3	3	0	2	3

1-Low , 2-Moderate, 3- High Correlation

M. Lakshmi Bai  
17/3/22



SEM V	CC10	RETAIL MANAGEMENT -II	22K5BB10	Ins.Hrs:5	Credit: 4
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**COURSE OBJECTIVES:**

To provide insights into all functional areas of retailing. To give an account of Managing Retail Personnel. To give an insight into consumerism, category management and merchandise management.

**Course Outcomes**

On the successful completion of the course, the students will be able to

CO1 – Explains the application of consumer behavior in retailing	L1
CO2 – Identify the problems in retailing	L2
CO3 – Explain the process of category management and space planning	L4
CO4 – Explain the key areas in merchandise management	L4
CO 5- Identify the unfair trade practices and understands the business ethics	L2

**UNIT – I**

Distinction between a consumer and a customer. Factors influencing consumer shopping patterns. Purchase decision process. Buying decision roles. Shopper profile analysis. Application of consumer behavior in retailing.

**UNIT – II**

**Managing Retail personnel**

Various tasks involved in retailing. Problems faced in retail selection process. Motivation – what motivates retail people? Tools used by sales manager to motivate staff.

**Issues and concerns in retailing** – Manpower planning, Recruitment, Motivation and retention.

**UNIT – III**

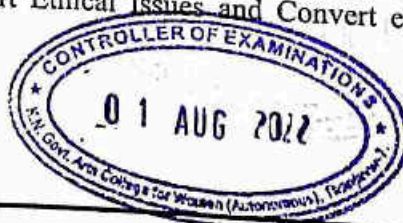
Category management – Definition, Reasons for category management, Process of Category management, Demerits of Category management. Space management – Space planning process, Types of store layout, Measuring space performance.

**UNIT – IV**

Merchandise management – definition. Phases in developing a merchandise plan. Methods of planning and calculating inventory levels. Key areas in merchandise management. Requisites of a successful merchandiser.

**UNIT V**

Consumerism – definition, Reasons for consumerism, Legislations for consumer protection. What are unfair trade practices? Councils for redressal of consumer disputes. Business Ethics- meaning, Overt Ethical Issues and Convert ethical issues-meaning. Ethical issues in retailing.





## UNIT - VI Current Contour. NOT FOR SEMESTER EXAM

### TEXT BOOKS

1. Gibson G. Vedamani, (2012), Retail Management: Functional Principles and Practices, 4th Edition, Jaico Publishing, Bengaluru. UNIT – I Gibson ch 22, UNIT – II Gibson ch 19.
2. Dr.L.Natarajan- Retail Marketing.
3. Michael Levy and Barton AWeitz, (2019), Retailing Management, 10th Revised edition, McGraw-Hill Inc., US, (ISE Editions).
4. R. Sudharshan, S. Ravi Prakash and M. SubrahmanyaSarma, (2007), Retail Management: Principles & Practices, 1st Edition, New Century Publications, New Delhi.

### REFERENCE BOOKS

1. Patrick M. Dunne and Robert F Lusch, Retailing, Thomson Learning, 4th Edition 2008.
2. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007.
3. Swapna Puadham, Retail Management -Text and Cases, Tata McGraw Hill, 2nd Edition, 2008.
4. Dunne, Retailing, Cengage Learning, 2nd Edition, 2008
5. Sivakumar, Retail Marketing, Excel Books, First Edition, 2007.
6. Ramkrishnan and Y.R.Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008

### PO-CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	3	1	3	3	1	0	3	3
CO 2	3	3	3	1	3	2	0	0	2	3
CO 3	3	3	3	2	2	2	0	0	1	3
CO 4	2	3	3	2	3	3	1	0	2	3
CO 5	3	3	2	2	3	2	0	0	0	3

*1-Low , 2-Moderate, 3- High Correlation*



*Yash Ravi Baly*  
17/3/22



SEM V	CC11	INTERNATIONAL BUSINESS MANAGEMENT	22K5BB11	Ins.Hrs:5	Credit: 4
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**COURSE OBJECTIVES:**

This course will provide students with the knowledge, skills, and abilities to understand the nature of international business and the problems faced while doing international business. To help the students to acquire knowledge about MNCs and its role. It will also help students to formulate and study the entry strategies to succeed in international business ventures and the corporate social responsibility to be adhered.

**Course Outcomes**

On the successful completion of the course, the students will be able to

CO1 – Identify the problems in International business	L1
CO2 – Explain the different types of FDI and EPRG frame work	L2
CO3 – Analyze the International market entry strategies	L4
CO4 – Explain the concepts of exporting and international pricing methods	L4
CO5- Describe the importance of CSR and business ethics	L2

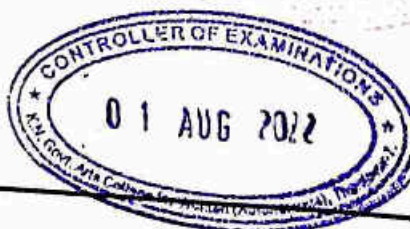
**UNIT - I :** International Business – Definitions, nature of International business, Difference between international business and domestic business, Advantages of International Business, Problems in International Business. Globalization- Positive and negative impacts of globalization.

**UNIT - II :** FDI –definition. Types of FDI.- Horizontal and vertical FDI. Multinational companies (MNC's)-Definition, Characteristics of MNCs, Advantages and Limitations of MNC's. EPRG( Ethnocentric, Polycentric, Region centric and Geocentric) framework, MNCs in India.

**UNIT – III :** International Market entry strategies (Exporting, Licensing & Technology transfer, International sub-contracting, Franchising, Joint ventures, Counter trade ,Turnkey, mergers and acquisition). Factors influencing a firm's selection of entry strategy. Factors to be considered before finalizing a Joint venture agreement. LPG- Advantages and disadvantages of Liberalization Policy.

**UNIT – IV:** Exporting- Advantages and Disadvantages. Importing - Advantages and Disadvantages. Steps for conducting export transaction. Role of EPC ( Export Promotion Council). Methods of Pricing, Factors affecting pricing, Dumping- Meaning, International trade terms-FOB,FAS,CIF, C & F.

**UNIT – V :** Corporate Social Responsibility- meaning, Importance of corporate social responsibility. Corporate Social Responsibility towards customers and community. Business Ethics – meaning, Principles of Business ethics, Advantages of business ethics-Characteristics of business ethics.





## UNIT - VI Current Contour. NOT FOR SEMESTER EXAM

### TEXTBOOKS

1. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata Mc Graw Hill, New Delhi, 2010.
2. A Text on International Business – M.V.Badi- 1<sup>st</sup> unit
3. John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi, 2000.
4. K. Aswathappa, International Business, 5 th Edition, Tata Mc Graw Hill, New Delhi, 2012. 5<sup>th</sup> Unit.
5. V.Thanigairajan, " International business" -1<sup>st</sup> and 5<sup>th</sup> unit.
6. S. Sankaran, " International Business Environment" - 5<sup>th</sup> unit

### REFERENCE BOOKS:

1. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, 32 7 th Edition, Cengage Learning, New Delhi, 2010.
2. Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi, 2009.
3. Vyuptakesh Sharan, International Business, 3rd Edition, Pearson Education in South Asia, New Delhi, 2011.
4. S.C.Gupta, " International Business Management" . 3,4<sup>th</sup> Unit
5. Dr. G.S.Subashini & Dr.M.LakshmiBala, " International Business Management" - 2<sup>nd</sup> and 5thUnit

### PO-CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	3	2	2	3	0	0	3	3
CO 2	3	3	3	1	3	3	0	0	3	3
CO 3	3	3	3	1	3	3	0	0	3	3
CO 4	3	3	3	1	3	3	0	0	3	3
CO 5	3	3	3	3	3	3	0	0	3	3

1-Low , 2-Moderate, 3- High Correlation

*M. Lakshmi Bala*  
17/3/22



SEM VI	CC12	FINANCIAL SERVICES	22K6BB14	Ins.Hrs:5	Credit: 4
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**COURSE OBJECTIVES:**

To help the students learn the components and players of financial service.  
 To make the students acquire knowledge about Mutual funds, hire purchase, factoring and leasing

**Course Outcomes**

On the successful completion of the course, the students will be able to

CO1 – Recall the concept of financial services
CO2 – Summarize the benefits mutual funds
CO3 - Discuss the concept of Hire purchase and leasing
CO4 – Explain the steps in factoring
CO5 – Enumerate the steps and types in leasing

**UNIT – I**

Financial service-meaning, Importance of financial service, Components of financial services, Players in financial service sectors.

**UNIT II**

Mutual Fund-meaning, Mutual fund agreement, Benefits of Mutual funds, Classifications of Mutual fund, Regulations of SEBI on Mutual funds.

**UNIT III**

Hire Purchase –Features of Hire purchase agreement,Contents of Hire purchase agreement,Tax benefits in Hire purchase agreement , Difference between hire purchase and leasing, Difference between Hire purchase and Installment sale.

**UNIT IV**

Factoring – Steps involved in the factoring transactions, Types of factoring, Benefits and demerits of factoring, Difference between factoring and Bills discounting, legal aspects of factoring.

**UNIT V**

Leasing – terms used in leasing, Steps in leasing transaction, legal aspects of leasing. Types of leasing ,Advantages of leasing, drawbacks of leasing. Difference between Financial lease and Operating Lease.

**UNIT - VI Current Contour. NOT FOR SEMESTER EXAM**





**TEXT BOOKS:**

1. B.Santhanam Financial service
2. Gordon and Natarajan, 2011 Financial Markets and Services, Himalaya Publishing House. Mumbai.
3. Bhole L.M 2016 Financial Institutions and Markets, , Tata McGraw Hill Publishing Company Limited, New Delhi.
4. Nalini Prava Tripathy 2015 Financial Instruments and Services, , Prentice Hall of India, New Delhi.
5. Gurusamy S 2015 Financial Markets and Institutions, S. Vijay Nicole. Imprints (P) Ltd Chennai.

**REFERENCE BOOKS:**

1. Jeff Madura, 2011 Financial Markets and Institutions, 5th Ed., South-Western College Publishing.
2. Khan, M.Y, 2012 Financial Services, Tata McGraw Hill. Publishing Company Limited, New Delhi.
3. Gupta S.P 2012 Statistical Methods, Sultan Chand Publication, New Delhi.
4. Kothari C.R 2016 Research Methodology Methods and Techniques, New Age International Publications, New Delhi.

**PO-CO MAPPING**

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CO 1	3	0	2	1	0	1	0	3	3	3
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CO 4	3	2	3	3	0	0	0	3	3	3
CO 5	3	3	3	3	0	0	0	0	1	3

*1-Low , 2-Moderate, 3- High Correlation*

*M. Lakshmi Bai*  
17/3/22



SEM V	MBE1:1	ENTREPRENEURIAL DEVELOPMENT	22K5BBELBB1:1	Ins.Hrs5	Credit: 3
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### COURSE OBJECTIVES:

To enable the students to understand the concept of Entrepreneurship and related topics. To learn the skills needed for an Entrepreneur.

To enrich the students with the knowledge of developing a business plan and project report.

### Course Outcomes

On the successful completion of the course, the students will be able to

CO1 – Explain the types and qualities of entrepreneur.	L2
CO2 – Discuss the functions and problems faced by the women entrepreneurs	L2
CO3 – Describe the role of SSI in economic development and problems faced by SSI	L1
CO4 - Identify the steps in business plan and stages in formulation of project report	L2
CO 5- Explain the sources of finance and capitalization concepts	L4

#### UNIT – I

Meaning of entrepreneur, Characteristics of Entrepreneur, Distinction between entrepreneur and manager, Functions of Entrepreneur, Types of Entrepreneur. Intrapreneur. Qualities of a successful entrepreneur. Factors affecting entrepreneurial growth.

#### UNIT – II

Women Entrepreneurs –Functions of women entrepreneurs, Problems faced by women entrepreneurs. Rural Entrepreneurship-Problems in Rural Entrepreneurship. Entrepreneurial development agencies – DIC, TIIC, SISI, IDBI.

#### UNIT – III

Small scale industries in India – Definition, Objectives of SSI, Characteristics of SSI, Role of SSI in the economic development, Problems faced by SSI, Registration of SSI, Incentives available to SSI units in Backward or rural area. Reasons for industrial sickness, remedial measures to prevent sickness.

#### UNIT – IV

Business Plan – meaning, Steps involved in preparing a business plan, Common errors in business plan formulation or project formulation. Project classification- project identification-project selection. Project report- Contents of a project report, Stages in formulation of a project report.





## UNIT – V

Sources of finance-Internal sources and external sources. Sources of Term loans. Sources of short term finance. Factors determining capital structure. Under capitalization-Causes of under capitalization , effects and Remedies of under capitalization. Tax benefits to small scale industries.

## UNIT - VI Current Contour. NOT FOR SEMESTER EXAM

### TEXT BOOKS:

1. Khanka . S.S., *Entrepreneurial Development*, S.Chand & Co. Ltd., New Delhi. 2017
2. Raj Shankar., *Essentials of Entrepreneurship*, Vijay Nicole imprints Private Ltd., Chennai. 2013.
3. Gupta. C.B. & Khanka S.S., *Entrepreneurship and Small Business Management*, Sultan Chand & Sons, 7<sup>th</sup> Revised Edition- 2017.
4. Saravanavel, "Entrepreneurial development"
5. Bhattacharjee . H – Entrepreneurial development
6. S. Sivasankari. Entrepreneurial development Charulatha publications. 3<sup>rd</sup> & 4<sup>th</sup> unit.

### REFERENCE BOOKS:

1. Weihrich Heinz, Canice Mark V and Koontz Harold, *Management – A Global and Entrepreneurial Perspective*, Tata McGraw Hill Education Pvt. Ltd., 3rd Edition, 2011.
2. . Desai Vasant, *Entrepreneurial Development and Management*, Himalaya Publishing House, 2007.

### Web Resources:

[www.ediindia.org](http://www.ediindia.org), [www.internationalentrepreneurship.com](http://www.internationalentrepreneurship.com),  
[www.startupdunia.com](http://www.startupdunia.com), [www.yuvaentrepreneurs.com](http://www.yuvaentrepreneurs.com), [www.indiastat.com](http://www.indiastat.com),  
[www.entrepreneur.com](http://www.entrepreneur.com)

### PO-CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
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CO 3	3	3	2	1	3	2	0	0	3	2
CO 4	3	3	3	3	3	3	2	0	2	3
CO 5	3	2	3	2	2	2	2	2	2	3

1-Low , 2-Moderate, 3- High Correlation



*Handwritten signature:* M. Lakshmi Bai  
17/3/22

SEM V	MBE1:2	TOTAL QUALITY MANAGEMENT	22K5BBELBB1:2	Ins.Hrs5	Credit: 3
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**COURSE OBJECTIVES:**

- To make students understand the concept of Quality and related techniques in implementing TQM.

**Course Outcomes**

On the successful completion of the course, the students will be able to

CO1 – Describe the principles , barriers and benefits of TQM	L1
CO2 – Explain the implementation of TQM	L2
CO3 – Summarize the quality tools to improve quality	L2
CO4 – Explain Bench marking process and QFD methodology process	L4
CO5- Explain the Steps in ISO 9000 Certifications	L2

**UNIT-I INTRODUCTION**

Definition of Quality, Dimensions of quality, Hierarchy of Quality, Definition of TQM – Core concepts of TQM, Principles of TQM- - Potential benefits of TQM. Management by example (MBE), Management by walking around (MBWA).

**UNIT-II TQM IMPLEMENTATION**

Twelve steps in implementing TQM, Barriers to TQM Implementation, Common implementation mistakes in TQM, Pre Requisites for implementation of TQM, Responsibilities and priorities of senior management.

**UNIT-III QUALITY TOOLS AND PROCESS**

Seven New QC Management tools (Affinity diagram, Relations diagram, Tree diagram, matrix diagram, Matrix data analysis and Arrow diagram). Six Sigma – definition, Key players in six sigma approach. Steps in PDSA Cycle. Quality Circles – definition, characteristics of QC, Purpose and objectives of quality circle. Problem solving tools for QC. Just in time concept. Kaizen .5S Process.

**UNIT-IV BENCH MARKING AND QUALITY FUNCTION DEPLOYMENT**

What is Bench Marking? Types of bench marking, Benchmarking Process, Benefits of bench marking, Pit falls in bench marking. Quality Function deployment – Functions of QFD, benefits of QFD. House of Quality – steps for house of QFD process.

**UNIT-V QUALITY MANAGEMENT SYSTEMS**

Quality Management Systems –principles of QMS. ISO 9000 Series , Steps for implementation of ISO 9001 :2000 Certifications . Quality accreditations and certifying agencies. Difference between ISO 9000 and TQM. Quality audits.





**TEXT BOOKS:**

1. Total Quality Management – Poornima M. Charantimath, Pearson Education
2. Total Quality Management – Anand Samuel , Tata Mc- Graw Hill
3. P.Saravanavel “Total Quality Management”, Margham publication, Chennai (47181)
4. S.K.Mandal “ Total Quality Management” Vikas Publishing House Pvt Ltd,( 53344)

ISBN 81-259-1663-6

5. Dr.V.Jayakumar “ Total Quality Management”, Lakshmi Publications, Chennai, ISBN 978-93-83103-11-9 (53326)

**REFERENCE BOOK:**

1. Total Quality Management – Besterfield

**PO-CO MAPPING**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	3	1	1	1	0	0	3	3
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CO 4	3	0	3	3	3	0	0	0	3	3
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1-Low , 2-Moderate, 3- High Correlation



M. Lakshmi Balu  
17/3/22



SEM V	SBEC2:1	OFFICE MANAGEMENT	22K5SBEC2:1	Ins.Hrs:2	Credit: 2
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**COURSE OBJECTIVES:**

- To help the students to acquire knowledge about the techniques involved in managing a office and practicing proper documentation and record management.

**Course Outcomes**

On the successful completion of the course, the students will be able to

CO1 – Describe the elements and functions of office management	L1
CO2 – Summarize the techniques and principles of office organization	L2
CO3 – Explain the factors affecting office location and premises	L2
CO4 – Explain elements of office environment	L4
CO5- Recall the methods of filing and indexing.	L2

**UNIT 1 – INTRODUCTION**

Meaning – definition . Elements of office management. Functions of office management. Importance of Office management. Qualities needed for an office manager. Functions of a Office Manager.

**UNIT II – OFFICE ORGANIZATION**

Techniques – basic principles. Types of office organization

**UNIT III – OFFICE ACCOMODATION**

Office location. Factors affecting office location. Office building. Factors in selection of office premises.

**UNIT IV – OFFICE ENVIRONMENT**

Elements of office environment – lighting, ventilation, temperature, noise & dust, cleanliness, safety & security.





## UNIT V RECORDS MANAGEMENT

Records classification- meaning. Significance of records management. Principles of records management. Filing- Importance ,steps , methods. Indexing – meaning. Objectives of indexing. Essentials of good indexing system .

### Text Book:

C.B.Gupta- Office Organization & Management. Sultan chand & Sons, New Delhi

### PO-CO MAPPING

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CO 3	3	3	3	3	0	3	0	0	3	0
CO 4	3	3	3	3	3	3	0	0	3	0
CO 5	3	3	3	3	3	3	0	0	3	0

1-Low , 2-Moderate, 3- High Correlation



M. Le kshmi Bala  
m/3/22



SEM V	SBEC2:2	INTELLECTUAL PROPERTY RIGHTS	22K5SBEC2:2	Ins.Hrs:2	Credit: 2
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**COURSE OBJECTIVES:**

- To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.
- To disseminate knowledge on patents registration aspects
- To disseminate knowledge on copyrights and its related rights and registration aspects
- To disseminate knowledge on trademarks and registration aspects
- To disseminate knowledge on Design, Geographical Indication .

**Course Outcomes**

On the successful completion of the course, the students will be able to:

CO1 – Describe the basic concepts of IPR	L1
CO2 – Explain the patents registration procedure	L4
CO3 – Explain the copy rights procedure	L2
CO4 – Describe the steps in trade mark registration	L2
CO5 – Explain the concepts of design and geographical indication	L2

**UNIT 1**

Introduction and the need for intellectual property right (IPR) - Kinds of Intellectual Property Rights: Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design – Genetic Resources and Traditional Knowledge – Trade Secret .

**UNIT II**

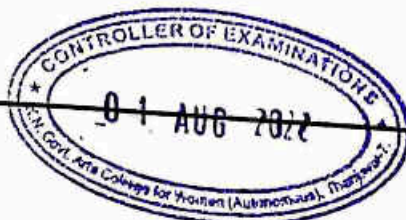
Patents - Elements of Patentability: Novelty , Non Obviousness (Inventive Steps), Industrial Application. Non - Patentable Subject Matter . Registration Procedure, Rights and Duties of Patentee, Assignment and license , Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties .

**UNIT III**

Nature of Copyright . Subject matter of copyright: original literary, dramatic, musical, artistic works; cinematograph films and sound recordings . Registration Procedure, Term of protection, Ownership of copyright, Assignment and license of copyright. Infringement, Remedies & Penalties . Related Rights - Distinction between related rights and copyrights .

**UNIT IV**

Concept of Trademarks - Different kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks) . Non Registrable Trademarks . Registration of Trademarks. Rights of holder and assignment and licensing of marks - Infringement, Remedies & Penalties - Trademarks registry and appellate board .





## UNIT V

### Design

Design: meaning and concept of novel and original - Procedure for registration.

### Geographical Indication (GI)

Geographical indication: meaning, and difference between GI and trademarks - Procedure for registration.

### Text book:

1. Vinod V. Sople "Managing Intellectual property" IPHI Learning Private Limited, New Delhi. ISBN:978-81-203-4645-1(53342)

2. Nithyananda, K V. (2019). Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited.

3. Neeraj, P., & Khusdeep, D. (2014). Intellectual Property Rights. India, IN: PHI learning Private Limited.

### Reference book:

1. Ahuja, V K. (2017). Law relating to Intellectual Property Rights. India, IN: Lexis Nexis.

### E-resources:

1. Subramanian, N., & Sundararaman, M. (2018). Intellectual Property Rights – An Overview. Retrieved from <http://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf>

2. World Intellectual Property Organisation. (2004). WIPO Intellectual property Handbook. Retrieved from [https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo\\_pub\\_489.pdf](https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo_pub_489.pdf)

### Useful Websites:

1. Cell for IPR Promotion and Management (<http://cipam.gov.in/>)

2. World Intellectual Property Organisation (<https://www.wipo.int/about-ip/en/>)

3. Office of the Controller General of Patents, Designs & Trademarks (<http://www.ipindia.nic.in/>)

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CO 4	3	0	3	0	0	0	3	0	3	3
CO 5	3	0	3	3	0	0	3	0	3	3

1-Low, 2-Moderate, 3- High Correlation



M. Lakshmi Bai  
17/3/22

SEM V	SBEC3	EXTERNAL INTERNSHIP	22K5SBEC3:1	Ins.Hrs:	Credit: 2
SEM V	SBEC3	INTERNAL INTERNSHIP	22K5SBEC3:2	Ins.Hrs:	Credit: 2

SEM V	SBEC3	FIELD WORK	22K5SBEC3:3	Ins.Hrs:	Credit: 2
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CODE :- 22K5SBE3:1/3:2/3:3

**Internship / Industrial / field visit: applicable for both UG & PG)**

**Options:**

**1. External (which includes online)**

Each candidate has to spend at least 2 weeks (for UG) / 4 weeks (for PG) in an Institution / industry / Education Institution/ Business House where Surveying / **relevant field** or combination of the above is the main activity which may also include marketing of such products.

At the end of the internship the candidate has to produce an experience certificate from the external organization and a report (minimum 10 pages). For evaluation, 50 marks assessed by internal guide and 50 marks based on their report. Total marks secured out of 100 and credit details to be sent for COE.

**OR**

**2. Internal – (within campus, mutually among 14 departments)**

Each candidate has to spend at least 2 weeks (for UG) / 4 weeks (for PG) by selecting any one of the department within our institution. The project work or assignment will be interdisciplinary / multidisciplinary in nature, having scope for career development decided by the respective department. At the end of the internship the candidate has to produce a certificate from the department with a comprehensive report (for 10 pages) containing nature of work / project done. For evaluation, 50 marks assessed by internal guide and 50 marks based on their report. Total marks secured out of 100 and credit details to be sent for COE.

**OR**

**3. Industrial / Field visit**

The students will go for an Industrial visit / field work in respective semester, on the basis of that, each student has to submit a field work / Industrial visit report containing (a) objective, schedule and certificate ( from Industry) of the field work / industrial visit carried out and (b) Comprehensive report with field photographs. Totally 100 mark will be awarded by internal guide based on the report.



SEM V	SSD	SOFT SKILLS DEVELOPMENT	22K5SSD	Ins.Hrs:2	Credit: 2
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**COURSE OBJECTIVES:**

Today's world is all about relationship, communication and presenting oneself, one's ideas and the company in the most positive and impactful way. This course intends to enable students to achieve excellence in both personal and professional life.

**Course Outcomes**

On the successful completion of the course, the students will be able to

CO1 – Help the students to understand themselves
CO2 – Identify the ways to improve relationships
CO3 – Have an introduction to art of speaking and listening.
CO4 – Develop Confidence with correct body language
CO5 – Manage stress.

**UNIT I**

Know Thyself/ Understanding Self

Importance of soft skills. How to Practice soft skill? Self discovery- Importance of knowing yourself. Process of knowing yourself. SWOT Analysis. Benefits of positive attitude. Ways to help you develop positive attitude. Steps to overcome negative attitude.

**UNIT II**

Interpersonal Skills/ Understanding Others

Skills needed for teamwork. Characteristics of effective team. Role of a team leader. Nine persons a successful team should have. Groups – Definition, Why are groups formed? Types of group, Stages of group development. Group cohesiveness –Definition, factors influencing group cohesiveness.

**UNIT III**

Communication Skills / Communication with others:

Art of speaking: Tips for effective communication, Conversation TIPS, Points to be kept in mind while communicating with others. Barriers to communication.

Art of listening: Meaning of Listening, Benefits/ advantages of active listening, Kinds of listening. Poor Listening habits.

**UNIT IV**

Corporate Skills / Working with Others:





Benefits of etiquette. Tips to Develop Confidence with correct body language. Tips for professional etiquette. Manners to be followed in order to get respect from others. Mobile phone etiquettes to be followed. Annoying office habits.

**UNIT V**

**Selling Self**

Tips for writing a CV. Do's and Don'ts in Writing a resume. Do's and Don'ts while attending an Interview. Essentials elements of a Group Discussion. Etiquettes to be followed in Group discussion. Tips for managing stress.

**TEXT BOOKS:**

Alex K. (2012) Soft Skills – Know Yourself & Know the World, S.Chand & Company LTD, Ram Nagar, New Delhi- 110 055.  
Mobile No : 94425 14814 (Dr.K.Alex)

**REFERENCE BOOKS:**

- (i) Developing the leader within you John c Maxwell
- (ii) Good to Great by *Jim Collins*
- (iii) The seven habits of highly effective people Stephen Covey
- (iv) Emotional Intelligence Daniel Goleman
- (v) You can win Shiv Khara
- (vi) Principle centred leadership Stephen Covey

**PO-CO MAPPING**

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*1-Low, 2-Moderate, 3- High Correlation*

*Yash Prakash Bhatia*  
17/3/22



SEM VI	CC13	PRODUCTION MANAGEMENT	22K6BB13	Ins.Hrs: 7	Credit: 6
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**COURSE OBJECTIVES:**

To make the students understand the concepts of production management and different types of production systems. This course helps the students to understand the plant layout and location

concepts.

**Course Outcomes**

On the successful completion of the course, the students will be able to

CO1 – Enumerate the different functions and problems of production	L1
CO2 – classify the types of production system	L2
CO3 – Explain the process of New product development and PLC	L2
CO4 – Analyze the factors influencing the plant location	L4
CO 5- Explain the different types of layout and factors influencing layout decision	L2

**UNIT – I**

Production –definition. Production system – Functions and responsibilities of a production manager- Relationship of production with other functions. Problems of Production Management.

**UNIT II**

Types of production system-continuous production system, Intermittent system, Unit production , Batch production. Comparison of various manufacturing system. Make or Buy decisions.

**UNIT III**

Product Life Cycle . Objectives of designing a product- Factors affecting the design of a product. Process of New product development. Automation- meaning , Advantages and disadvantages of automation.

**UNIT IV**

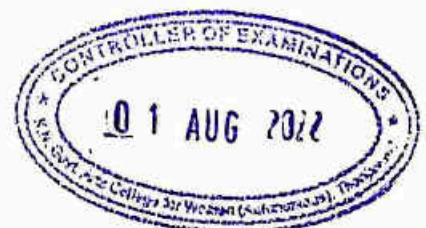
Plant location- objectives, factors influencing plant location decision. Factors influencing selection of site. Advantages and disadvantages of Urban area and rural area.

**UNIT V**

Plant layout – characteristics of efficient layout- Objectives of plant layout- Advantages of good layout-tools and techniques used in plat layout- Types of plant layout-Factors influencing plant layout.

**UNIT - VI Current Contour. NOT FOR SEMESTER EXAM**

**TEXT BOOK:**





Panneerselvam. K., "Production and Operations Management", Prentice Hall of India, 2003  
Saravanavel and S.Sumathi, "Production and materials management"

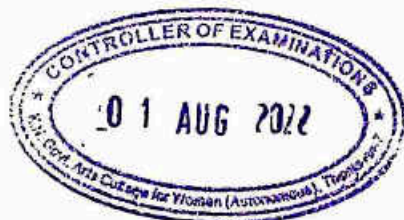
#### REFERENCE BOOKS

1. Ashwathappa. K and Sridhar Bhatt : Production and Operations Management, HPH.
2. SN Chary, Production and Operations Management, McGrawHill.
3. U. Kachru, Production and Operations Management, ExcelBooks.
4. K KAhuja, Production Management, CBS Publishers.
5. S.A. Chunawalla and Patel: Production and Operations Management, HPH.
6. Dr. L. N. Agarwal and Dr. K.C. Jain, Production Management

#### PO-CO MAPPING

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*1-Low , 2-Moderate, 3- High Correlation*



*M. Lakshmi Bai,*  
*17/3/22*

SEM VI	CC14	RETAIL MARKETING	22K6BB12	Ins.Hrs:6	Credit: 6
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**COURSE OBJECTIVES:**

- To understand the concepts of effective retail marketing . To understand the retail supply chain structures , online retailing and factors involved in International retailing.

**Course Outcomes**

On the successful completion of the course, the students will be able to

CO1 – Enumerate the concepts of retail marketing, retail planning and retail pricing	L1
CO2 – Describe the promotional objectives and promotional budget	L2
CO3 – Explain the retail supply chain structures and CRM	L3
CO4 – Explain the concepts of media strategy and complaints management	L4
CO5 - Explain the merits and demerits of online retailing and international retailing	L2

**UNIT – I**

Retail Marketing – meaning, Four p’s of Retail marketing mix, Factors influencing retail planning. Mark down policy- meaning, reasons for mark down policy. Types of retail Pricing policies. Segmentation – Meaning, Basis for segmentation, benefits of retail segmentation.

**UNIT II**

Retail promotion-Development of promotional objectives, SMART objectives. Approaches to retail promotional budget. Types of Promotional Advertising ( window display, interior display and Showrooms). Sales promotion - Objectives of sales promotion , Kinds of consumer sales promotion, advantages of sales promotion.

**UNIT III**

Retail Supply chain structures -Extended channel, limited channel & direct channel. Objectives of supply chain, Problems in supply chain. CRM in retailing, difference between transaction marketing and CRM. Strategies in retailing.

**UNIT IV**

Media strategy: The reach pattern and effective frequency. The creative strategy and tactics. Media selection- selecting media vehicles .  
Complaints Management – Features of good complaint management System, Objectives of complaint management, Advantages of implementing retail complaint management, Steps for effective complaint management.

**UNIT V**





Online retailing or e-tailing. Advantages and disadvantages of online retailing. Barriers to the growth of e-retailing.

International retailing – factors involved in International retailing, reasons for Internationalization, Factors contributing to the growth of Internationalization.

**UNIT - VI Current Contour. NOT FOR SEMESTER EXAM**

**REFERENCES :**

1. Michael Havy ,Baston, Aweitz and Ajay Pandit, Retail Management, Tata Mcgraw Hill, Sixth Edition, 2007
2. J K Nayak, Prakash C.Dash, Retail Management, Cengage, 2017
3. Dr.Harjit Singh, Retail Management A Global Perspective, S.Chand Publishing, 3rd Edition,2014
4. Patrick M. Dunne and Robert F Lusch, Retailing, Cengage, 8th edition, 2013.
5. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 3rd Edition 2016.
6. Swapna Pradhan, Retail Management -Text and Cases, Tata McGraw Hill, 4th Edition, 2012.
7. Ramkrishnan and Y.R.Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008
8. Dr.L.Natarajan," Retail Marketing "

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CO 5	3	3	3	1	2	1	0	0	3	3

*1-Low , 2-Moderate, 3- High Correlation*



*M. Lakshmi Bai*  
*17/3/22*

SEM VI	CC15	BUSINESS COMMUNICATION	22K6BB15	Ins.Hrs: 6	Credit: 6
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**COURSE OBJECTIVES:**

- To develop better written and oral business communication skills among the students and enable them to know the effective media of communication. To enhance their writing skills in various forms of business letters and reports.

**Course Outcomes**

On the successful completion of the course, the students will be able to

CO1 – Explain the importance and barriers to communication	L2
CO2 – Enumerate the media and modern forms of communication	L1
CO3 – Distinguish formal and informal communication	L2
CO4 – write business letters, sales letters and application letters	L3
CO5 – Explain the group communication, dynamics and write minutes	L4

**UNIT – I**

Communication-definition, Importance and characteristics of Communication, Process of Communication, Requirements of Effective Communication, Barriers to Communication .

**UNIT – II**

Media of Communication -Verbal and Non verbal communication. Oral Communication, Written Communication, Merits and demerits of oral and written communication. Paralanguage- meaning. Directions of communication - Downward, Upward, Horizontal and diagonal. Modern forms of communication – Fax, internet / e-mail, video conferencing. Advantages and disadvantages of email.

**UNIT – III**

Forms of Communication-Formal & Informal communication .Advantages and disadvantages of formal and informal communication .

Listening skills - Process of listening, Approaches to listening, Barriers to effective listening, Tips for effective listening.

**UNIT – IV**

Business letters: Functions and kinds. Essentials of an effective business letter. Parts/layout of a letter. Letters: Sales letters, Application letters, Circular letter.

**UNIT – V**

Group communication-Meaning and Definition of Group. Group Dynamics - meaning. Advantages and disadvantages of Group Decision Making. Techniques of Group Decision- (Committee meetings, Types of committees, Command meetings, Brain storming sessions, Nominal group technique and Delphi technique. )





Meetings- Advantages and disadvantages of meetings. Tips for the conduct of effective meeting.  
Agenda - Meaning, Items included in agenda, Minutes- meaning, tips for writing minutes.

#### UNIT - VI Current Contour. NOT FOR SEMESTER EXAM

#### TEXT BOOKS:

1. Rajendra Pal, J.S. Korahilli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
2. N.S.Raghunathan & B.Santhanam, Business Communication, Margham Publications, Chennai.
3. R.S.N.Pillai and Bhagavathi.S, Commercial Correspondence, Chand Publications, New Delhi.

#### REFERENCE BOOKS:

1. M.S. Ramesh and R.Pattenshetty, Effective Business English and Correspondence, S.Chand & Co, Publishers, New Delhi-2.
2. V.R. Palanivelu & N. Subburaj, Business Communication, Himalaya Publishing Pvt. Ltd, Mumbai.
3. Sathya Swaroop Debasish, Bhagaban Das, Business Communication, PHI Learning Pvt. Ltd., New Delhi, 2010 Edition.
4. Communication conquer: Pushpalatha & Kumar, A Handbook of group discussion and Job Interview, PHI Learning Publisher.
5. Lesikar, R.V. & Flatley, M.E. Basic Business Communication Skills for Empowering Internet Generation, Tata Mc Graw Hill Publishing Company Ltd, New Delhi.
6. V.K.jain & OmprakashBiyani. S.Chand publication Business Communication –
7. Varinder kumar and Bodh raj Managerial communication

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1-Low , 2-Moderate, 3- High Correlation



*M. Lab Ravi Baly*  
17/3/22

SEM VI	MBE22	COMPUTER LITERACY FOR MANAGERS	22K6BBELBB2:1	Ins.Hrs:5	Credit: 4
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**COURSE OBJECTIVES:**

The objective of this course is familiarizing the students with the innovations of information in computer applications in business. It helps to understand the basic computer knowledge and also enable the students to appreciate the practical details of computer.

**Course Outcomes**

On the successful completion of the course, the students will be able to

CO1 – Explain the basics of computer

CO2 – Enumerate the components and devices in computer

CO3 – Create email account and compose emails and use google drive

CO4 – practice and apply MS word

CO5- Learns how to prepare a business power point presentation

**UNIT – I**

Introduction – What is computer? – History of computer- Generations, Advantages & Disadvantages of a computer. Characteristics of computer.

**UNIT- II**

Areas of Application. IPO cycle. Components of computer- Hardware & Software. Operating System. Input & Output devices.

**UNIT-III**

Steps for Logging in Windows. Desktop & taskbar –Creation of file & folders. What is an email? Structure of an email. Steps to create an email account. How to upload, download and delete files and folders in Google drive? How to Share and collaborate in Google docs?

**UNIT-IV**

Word- Creating word Document- Creating business letters and flyers. Editing, Inserting table, charts and clip arts. Formatting a document. spelling & Grammer check, word count, Autocorrect. Saving, opening & closing Documents.

**UNIT-V**

Excel – Spreadsheet- Creating, Editing, formatting charts, saving, opening, closing worksheet. Uses of Excel in business.

Ms Powerpoint- Create new slide, delete and insert slide. Basics of creating and saving a presentation. Advantages and disadvantages of an Internet.

**UNIT - VI Current Contour. NOT FOR SEMESTER EXAM**





**TEXT BOOKS:**

1. Complete reference on MS Office – Deitel & Deitel
2. Computer Application in Business – R Parameswaran, S Chand & Company Ltd.
3. K.Mohan Kumar, Dr.S.Rajkumar – Computer Application in Business

**REFERENCE BOOKS:**

1. Sanjay Saxena – Prabhpreet Chopra
2. Ms Office –C.Nellai Kannan.

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CO 5	3	0	3	3	0	0	1	0	1	3

*1-Low , 2-Moderate, 3- High Correlation*

*M. Lakshmi Bai*  
*17/3/22*



SEM VI	MBE2:2	DIGITAL MARKETING	22K6BBELBB2:2	Ins.Hrs:5	Credit: 4
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### COURSE OBJECTIVES:

- To provide knowledge about the Digital Marketing .
- Help students acquire the knowledge of web analytics and Google analytics in order to become a successful entrepreneur.

### Course Outcomes

On the successful completion of the course, the students will be able to

CO1 – Explain the concept of digital marketing and the role of a digital manager	L2
CO2 – Recall offline and online promotion techniques	L2
CO3 – Identify digital marketing skills	L1
CO4 - Explain product marketing and web analytics and	L2
CO 5- Recall the digital marketing benefits	L4

#### Unit-1 Introduction to Digital Marketing

Digital Marketing: Meaning, Scope and Importance -Types of Digital marketing- Difference between Traditional Marketing and digital Marketing- How Digital Marketing add value to business-Digital Marketing Manager Role and functions of a Digital Marketing Manager.

#### Unit-II The Marketing Mix (7 P's) in online context

Marketing Mix (7 P's) in online context- Managing the online customer experience- Planning website design- Understanding site user Requirement- Website Designing and Development-Types of websites as per responsiveness-Types of websites classified on the basis of content,

#### Unit-III Digital Marketing Strategy

Search Engine Optimization- Steps Involved in Search Engine Marketing –Digital brand ecosystem-steps-four dimensions of online brand experience-four pillars of digital strategy-digital elements in strategy-analytics in a digital eco system-upper funnel metrics-lower funnel metrics.

#### Unit-IV Digital Marketing Tools

Integrating online communication into IMC process-online IMC tools and Methods(content marketing-mail marketing, Viral marketing ,social media advertising) - Blogging- Importance of blogging in digital marketing- Google AdWords -Uses of Google AdWords- PPC- Advantages of PPC- Factors behind successful PPC Advertising-importance of Affiliate Marketing in digital marketing- Benefits of Marketing Automation.

#### Unit -V: Digital Marketing Technologies

Deploying Artificial Intelligence-Retail technological advances-Block chain technology-features of block chain-JIT marketing-Future of E-marketing-immediate future-near future-far future-Big data analytics-Ethics in digital marketing.





**UNIT - VI Current Contour. NOT FOR SEMESTER EXAM**

**Text Book:**

1. Dinesh Kumar(2021), Marketing in the Digital Age, Sage Texts, Newdelhi.ISBN:978-93-5388-768-1

**Reference Book**

The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson, Wiley; 1st edition (2016)

**e-Resources**

[https://books.google.co.in/books/about/The\\_Art\\_of\\_Digital\\_Marketing.html?id=rf7iCwAAQBAJ&printsec=frontcover&source=kp\\_read\\_button&redir\\_esc=y#v=onepage&q&f=false](https://books.google.co.in/books/about/The_Art_of_Digital_Marketing.html?id=rf7iCwAAQBAJ&printsec=frontcover&source=kp_read_button&redir_esc=y#v=onepage&q&f=false)

<https://www.youtube.com/watch?v=YaMX2eU97qQ>

<https://www.youtube.com/watch?v=sR-qL7QdVZQ>

<https://economictimes.indiatimes.com/news/company/corporate-trends/digital-economy-changing-the-nature-of-trade-worldwide-sunil-mittal/articleshow/64506468.cms>

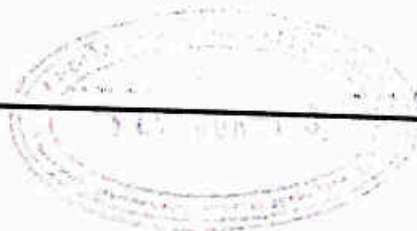
**PO-CO MAPPING**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	2	1	3	1	0	0	1	3
CO 2	3	3	3	1	3	1	0	0	3	3
CO 3	3	1	3	1	3	0	0	0	3	3
CO 4	3	3	3	0	3	0	0	0	2	3
CO 5	3	0	3	2	2	2	3	0	2	3

*1-Low , 2-Moderate, 3- High Correlation*



*M. Labhru Baly*  
17/3/22



SEM VI	MBE3	<b>MANAGEMENT CONCEPTS IN THIRUKKURAL</b>	22K6BBELBB3:1	Ins.Hrs:5	Credit: 4
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**COURSE OBJECTIVES:** The make the students understand the importance of Thirukkural and apply it in day to day business management.

#### Course Outcomes

On the successful completion of the course, the students will be able to

CO1 – Learn the business ethics and change management through Tirukkural.	L1
CO2 – Understand the decision making process and leadership through Thirukkural	L4
CO3 – Explain the goal setting and investment decision through Thirukkural	L2
CO4 – Describes the concept of stress management and social responsibility through Thirukkural	L2
CO5 – Understands the concepts of Personality development & recruitment through Thirukkural	L4

#### Unit I:

Thirukkural On Administration(POSDCORB) 471,504, 517,677.663,474,426,486,523,676  
Business Ethics in verse 113 Thirukkural.  
Adapting to changing Environment in verse 474,426 and verse 140, Thirukkural.  
Approach towards the higher authorities-691

#### Unit II: Decision making process – verse 948, 472, 467,663, 671,672 Thirukkural.

Leadership & Leadership qualities in Thirukkural – verses 123,497,115, 382,333,305, 630,111,620,124,154,155,435,770 and 934.  
Learning the intricacies of different tasks in verse 462 and 677

**Unit III:** Goal setting in verse 596, planning verse 468,  
capital investment Decision Verse 471,461 and 478  
Communication skills –641, 645,648,411,728,730,727  
International relations – 681-690

**Unit IV:** Social Responsibility of Business Verse 211  
Stress Management in Verse 627,351,331,369,380,377)  
Thirukkural on motivation -593,594,595, 596,772,444

**Unit V:** Personnel selection or recruitment in verse 507, 510,515, 517  
Personnel Welfare in verse 520,  
Personality development -131,619,1021,611,621,624,131,844,642,672,673,665,664,436,670).





Delegation – 513,515,517

**Text Books Recommended:** Management Thoughts in Thirukkural by K. Nagarajan – ANMOL Publications PVT Ltd 4374/4B Ansari Road, New Delhi 110 002.

**Reference Books:**

Management MANTRAS from Thirukkural – SM Veerappan and T. Srinivasan – Vikash publishing House Pvt Ltd, Jangpura, New Delhi 110 014

Thirukkural Pearls of Inspiration by M. Rajaram IAS, RUPA and Co, New Delhi 110 002.

<https://titbitsfromvincent.blogspot.com/2013/07/thirukkural-on-management-10-kurals.html>

<https://thirukkuralandmanagement.blogspot.com/search/label/Thirukkural%20and%20Leadership%20Qualities> – leadership

**PO-CO MAPPING**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	2	0	0	1	0	0	3	3
CO 2	2	1	3	0	1	0	0	0	2	3
CO 3	2	2	3	1	0	0	0	0	1	3
CO 4	0	2	1	0	1	0	0	0	0	3
CO 5	3	1	1	0	1	0	0	0	0	3

*1-Low , 2-Moderate, 3- High Correlation*

*M. Lakshmi Bai 17/3/22*



SEM VI	MBE3:2	BANKING THEORY, LAW AND PRACTICE	22K6BBELBB3:2	Ins.Hrs:5	Credit: 4
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**COURSE OBJECTIVES:**

- To help the students understand the basic concepts in banking theory. To acquaint them with the knowledge of banking operations and procedures.
- To make them confident while dealing with bank operations.

**Course Outcomes**

On the successful completion of the course, the students will be able to

CO1 – Recall the relationship between banker and a customer and functions of banks.	L1
CO2 – Explain the types of bank accounts	L4
CO3 – Describes the different types of customers and procedures related to them	L2
CO4 – Explain the rights and responsibilities of paying and collecting banker.	L4
CO5 - Explain the procedures related to pass book and cheques.	L4

**UNIT I:**

Relationship of banker and customer – Definition of the term banker and customer – general relationship – special relationship .Main functions and subsidiary services rendered by banker – agency services and general utility services – safe custody deposit – letter of credit – issue and payment of demand drafts and foreign bills, merchant banking.

**UNIT II:**

Operations of bank accounts – fixed deposits – fixed deposit receipts and its implications, savings deposit accounts, current accounts ,recurring deposit accounts . schemes introduced by banks – super savings package – cash certificate, annuity deposit – reinvestment plans – perennial premium plan – nonresident (external) accounts scheme.

**UNIT III:**

Types of customers, account holders – procedure and practice for opening and conducting and closing of accounts of customers particular of individuals including minor, illiterate persons ,married women ,lunatics, drunkards, joint stock companies, non trading associations , registered and unregistered clubs, societies customers" attorney , executive and administrators ,charitable institutions, trustees, liquidators ,receivers – local authorities. Steps to be taken on death, lunacy, bankruptcy , winding up in case of Garnishee orders.





**UNIT IV:**

Paying and collecting bankers – rights responsibilities and duties of paying and collecting banker, precautions to be taken in paying and collecting of cheques – protection provided to them – nature of protection and conditions to get protection . Meaning of terms – such as payment in due course – recovery of money paid at mistake.

**UNIT V:**

Pass book and issue of duplicate pass book – cheques – definition of a cheque – requisites of a cheque – drawing of a cheque – types of cheque – alteration – marking – crossing – different forms of crossing and their significance – loss of cheques in transit – legal effect.

**UNIT - VI Current Contour. NOT FOR SEMESTER EXAM****TEXT BOOKS RECOMMENDED:**

1. Banking law & practice by K.P.Kandasami, S.Natarajan & R.Parameswaran –S.Chand&Co.
2. Banking law & practice by – C.Geevanatham – learntech press – Trichy.
3. Banking, Theory Law & practice by E.Garden and N.Natarajan – Himalaya Publication.
4. Banking, Theory Law & practice by Sundaram and Varshney, Sultan Chand & sons.

**PO-CO MAPPING**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	1	2	0	0	1	0	0	0	2
CO 2	3	0	2	0	0	0	2	0	0	3
CO 3	3	0	2	1	0	0	1	0	0	3
CO 4	3	0	0	0	0	0	0	0	0	3
CO 5	3	0	3	0	0	0	0	0	0	3

*1-Low , 2-Moderate, 3- High Correlation*



*M. Lakshmi Bai*  
17/3/22

## பாலினக்கல்வி (Gender Studies)

பருவம் - VI கற்பித்தல் : 1 தரப்புள்ளி : 1 பாடகுறியீட்டுஎண்: 22K6GS

- நோக்கம் : சங்க இலக்கியங்களின் சிறப்பையும், பொருமையையும் உணர்தல், நாடக இலக்கியங்களின் இயல்பு, சிறப்பு உத்திகள் பற்றி அறிதல்.
- பயன்கள் : இலக்கியம் பற்றிய சிறந்த அறிவையும், நாடகப் படைப்பாற்றலையும் பெறச்செய்தல்
- அலகு 1 : பாலியல் பாலின உடற்கூறு தியாக நிர்ணயித்தல் -ஆணாதிக்கம்-பெண்ணியம்-பாலினபாகுபாடு-வேலைப்பாடு-பாலினஒருபடித்தவைகள்-பாலினஉணர்வூட்டல்-பாலின சமவாய்ப்பு-பாலின சமத்துவம்-பாலினமைய நீரோட்டமாக்கல்-அதிகாரப்படுத்துதல்.
- அலகு 2 : பாலின சமத்துவக் கல்வி-பல்கலைக் கழகமானிய குழுவின் வழிகாட்டுதல்கள்-ஏழாவது ஐந்தாண்டு திட்டம் முதல் பதினோராவது ஐந்தாண்டுத் திட்டம்-பாலின சமத்துவக்கல்வி, பெய்ஜிங் மாநாடு மற்றும் பெண்களுக்கு எதிரான அனைத்துவரன் முறைகளையும் ஒழிப்பதற்கான சர்வதேச உடன்படிக்கை-இணைத்தல்-உட்படுத்தல்-ஒதுக்கல்.
- அலகு 3 : பாலியல் பாகுபாட்டிற்கான தளங்கள் குடும்பம்-பாலினவி கிதாச்சாரம்-கல்வி, ஆரோக்கியம்-ஆளுமை, மதம்வேலைvs வேலைவாய்ப்பு-சந்தைஊடகங்கள்-அரசியல்-சட்டம்-குடும்பவன்முறை-பாலியல்துன்புறுத்தல்-அரசுகொள்கைகள் மற்றும் திட்டங்கள்.
- அலகு 4 : பெண்கள் மேம்பாடு மற்றும் பாலின சமத்துவ மேம்பாடு-முயற்சிகள்-சர்வதேச பெண்களுக்கான சகாப்தம்-சர்வதேசபெண்கள்ஆண்டு-பெண்களின் மேம்பாட்டிற்கான தேசியகொள்கை-பெண்கள்அதிகா ஆண்டு 2001-சர்வதேச கொள்கைகளை மைய நீரோட்டமாக்கல்.
- அலகு 5 : பெண்கள் இயக்கங்கள் மற்றும் பாதுகாப்பு நிறுவன ஏற்பாடுகள்-தேசியமற்றும் மாநிலமகளிர் ஆணையம்-அனைத்து மகளிர் காவல் நிலையங்கள்-குடும்பநீதிமன்றங்கள்-குடும்பவன் முறையிலிருந்து பெண்களைப் பாதுகாக்கம் சட்டம் 2005 பணியிடங்களில் பெண்கள் மீதான பாலியல் துன்புறுத்தல்களை தடுப்பதற்கான உச்சநீதி மன்ற வழிகாட்டுதல்கள்-தாய்சேய் சேமநலசட்டம்-பெண்கிசுக்களை கருவிலேயே கண்டறியும் தொழில் நுட்பம் (முறைப்படுத்தல் மற்றும் தவறாகப் பயன்படுத்தலை தடைசெய் திருச்சட்டம்-ஈவ்டிசிங் (பெண்களைத் தொல்லை செய்தல்) தடுப்பச்சட்டம்-சுயஉதவிக்குழுக்கள்-பஞ்சாயத்து அமைப்புகளுக்கான73வது மற்றும்74வது சட்ட சீர்திருத்தம்).
- அலகு 6 : பாலின உடற்கூறுகள் பற்றி புரியச்செய்தல்-பாலின சமத்துவக்கல்வி-பெண்மேம்பாட்டுத்திட்டம் யாது எனகண்டறிதல்-ஊடகங்களின் வழிவிழிப்புணர்வை ஏற்பட செய்தல்-வன்கொடுமைக்கு எதிரானசட்டங்களை தெரிந்து பயன்படுத்துதல்.



சுப்பிரமணியன்  
11/3/2022



**பாடநூல்கள்:**

1. பாலியலைப் புரிந்துகொள்வோம், ஏக்தா, மதுரை
2. O.P.Mishra, Law Relating to Women and Child Central Law Agency 2001
3. Chairleclavathi, Know your Rights, Tamilnadu Social Welfare Board, Madras 1987
4. Sexual Warasment at the work place - A Luidesakshi 1991, New Delhi
5. அஜிதா, குடும்பவன் முறைகளிலிருந்து பெண்களைப்பாதுகாக்கும் சட்டம் ஏக்தா, மதுரை 2005
6. வனஜா, சியாமாசுந்தரி, பெண்களுக்கான சட்டங்கள், உலகத்தோழமையம், செகந்திராபாத்.
7. குடும்பவன் முறையிலிருந்து பெண்களைப் பாதுகாக்கும்சட்டம் - 2015
8. ஜி.ஆர்.ரவந்திரநாத்ராகிங் ஒழிப்போம், ஈவ்ஊசிங் ஒழிப்போம், I.D.P.D. வெளியீடு, சென்னை.



விளைவுகள் :

1. பாலினக்கல்வியை உடற்கூறுரீதியாக வகைபாடுசெய்து புதியதெளிந்த சிந்தனையோடு உருவாக்குதல்.
2. பாலினக் கல்வியுடன் உட்கூறுகளை மானியக்குழு வழிகாட்டுதலின்படி நுண்ணோக்குடன் பயிற்று வித்து மாணவர்களை உயர்த்துதல்.
3. பாலினப்பாகு பாட்டிற்கான இயங்குதளங்களை தொடர்புபடுத்துவதுடன் பாலினமரபின் ஆக்கத்தை மதிப்பீட்டை வளர்த்தல்.
4. பெண்களுக்கான தரமேம்பாட்டையும் சிறப்புக்கூறுகளையும் உருவாக்கி பிரபஞ்ச அறிவில்மேம்படச்செய்தல்
5. பாலினமரவசார்ந்த சமூகசீர்திருத்தங்களை வடிவமைத்து மேம்படுத்தும் இயக்கங்கள், நிறுவனங்களை உயர்த்துதல்.

CO	KEY ATTRIBUTES(K)	STATEMENTS
	வகைபாடு தெளித்தசிந்தனை உருவாக்குதல்	பாலினக்கல்வியை உடற்கூறுரீதியான வகைபாடு செய்துபுதிய தெளிந்த சிந்தனையோடு உருவாக்குதல்
	உட்கூறுகள் நுண்ணோக்கி உயர்த்துதல்	பாலினக் கல்வியின் உட்கூறுகளை மானியக்குழு வழிகாட்டுதலின்படி நுண்ணோக்குடன் பயிற்றுவித்து மாணவர்களை உயர்த்துதல்
	இயங்குதளம் தொடர்புபடுத்தல் ஆக்கம்	பாலினப் பாகு பாட்டிற்கான இயங்கு தளங்களை தொடர்புபடுத்துவதுடன் பாலின மரபின் ஆக்கத்தை மதிப்பீட்டை வளர்த்தல்
	தரமேம்பாடு சிறப்புக்கூறுகள் பிரபஞ்ச அறிவு	பெண்களுக்கான தரமேம்பாட்டையும் சிறப்புக் கூறுகளையும் உருவாக்கி பிரபஞ்ச அறிவில் மேம்படச் செய்தல்.
	அமைப்பு வடிவமைப்பு உயர்த்துதல்	பாலின மரவசார்ந்த சமூக சீர்திருத்தங்களை வடிவமைத்து மேம்படுத்தும் இயக்கங்கள், நிறுவனங்களை உயர்த்துதல்.





**JUSTIFICATION/ LEVEL OF CORRELATION**

CoK1	po(F)
வகைபாடு தெளிந்தசிந்தனை உருவாக்குதல்	பாகுபாடு சிந்தனைத்தளம் படைப்புத்திறன்

Probability of co1 to po8= $p(k2)+p(k8)+p(k2)=(1+1+1)/3$  so correlation is =3

CoK2	po(F)
உட்கூறுகள் நுண்ணோக்கு உயர்த்துதல்	பாடுபொருள் நுட்பம் மேம்படுத்துதல்

Probability of co2 to po6= $p(k1)+p(k6)+p(k5)=(1+1+1)/3$  so correlation is =3

Co3	po(F)
இயங்குதளம் தொடர்புபடுத்துதல் ஆக்கம்	இயங்கும்ஆற்றல் ஒப்பீடு ஆற்றல்

Probability of co3 to po11= $p(k5)+p(k11)+p(k8)=(1+1+1)/3$  so correlation is =3

Co4	po(k)
தரமேம்பாடு சிறப்புக்கூறு பிரபஞ்சஅறிவு	தரம் புதியசிந்தனைத்தளம் உலகியல் அறிவு

Probability of co4 to po11 = $p(k11)+p(k8)+p(k6)=(1+1+1)/3$  so correlation is =3

Co5	po(k)
பாலினமரபு வடிவமைப்பு உயர்த்துதல்	இனமரபுமுன்னோடி கட்டமைப்பு மேம்படுத்துதல்

Probability of co5 to po12 = $p(k1)+p(k12)+p(k5)=(1+1+1)/3$  so correlation is 3

**Co/po correlation probability: பாலினக்கல்வி (Gender Studies)**

Co/po	1	2	3	4	5	6	7	8	9	10	11	12
1								1				
2	1				1	1						
3					1			1			1	
4						1		1			1	
5	1				1							1

