

**KUNTHAVAI NAACCHIIYAAR GOVERNMENT ARTS
COLLEGE FOR WOMEN, THANJAVUR.
(AUTONOMOUS)**

**B.B.A.,
RETAIL MANAGEMENT**



SYLLABUS

**FROM THE ACADEMIC YEAR
2023 - 2024**



**TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION,
CHENNAI - 600 005**

B.B.A., RETAIL MANAGEMENT

LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR B.B.A., PROGRAMME

Programme:	B.B.A., RETAIL MANAGEMENT
Programme Code:	
Duration:	3 years [UG]
Programme Outcomes:	<p>PO1: Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study</p> <p>PO2: Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.</p> <p>PO3: Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.</p> <p>PO4: Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.</p> <p>PO5: Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.</p> <p>PO6: Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret</p>



and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation

PO7: Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team

PO8: Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.

PO9: Reflective thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.

PO10 Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

PO 11 Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

PO 12 Multicultural competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

PO 13: Moral and ethical awareness/reasoning: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

PO 14: Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.



	PO 15: Lifelong learning: Ability to acquire knowledge and skills, including „learning how to learn“, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.
Programme Specific Outcomes:	<p>PSO1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p>PSO 2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.</p> <p>PSO 3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.</p> <p>PSO 4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p>PSO 5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.</p>

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO 1	Y	Y	Y	Y	Y	Y	Y	Y
PSO 2	Y	Y	Y	Y	Y	Y	Y	Y
PSO3	Y	Y	Y	Y	Y	Y	Y	Y
PSO 4	Y	Y	Y	Y	Y	Y	Y	Y
PSO 5	Y	Y	Y	Y	Y	Y	Y	Y

3 – Strong, 2- Medium, 1- Low

Highlights of the Revamped Curriculum:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Mathematics based problem solving skills are included as mandatory components in the 'Training for Competitive Examinations' course at the final semester, a first of its kind.



3



- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
- The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.
- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.



Value additions in the Revamped Curriculum:

Semester	Newly introduced Components	Outcome / Benefits
I	Foundation Course To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analysing the world through the literary lens gives rise to a new perspective.	<ul style="list-style-type: none"> ➤ Instill confidence among students ➤ Create interest for the subject
I, II, III, IV	Skill Enhancement papers (Discipline centric / Generic / Entrepreneurial)	<ul style="list-style-type: none"> ➤ Industry ready graduates ➤ Skilled human resource ➤ Students are equipped with essential skills to make them employable
		<ul style="list-style-type: none"> ➤ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world.
		<ul style="list-style-type: none"> ➤ Discipline centric skill will improve the Technical knowhow of solving real life problems.
III, IV, V & VI	Elective papers	<ul style="list-style-type: none"> ➤ Strengthening the domain knowledge ➤ Introducing the stakeholders to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature ➤ Emerging topics in higher education/ industry/ communication network / health sector etc. are introduced with hands-on-training.

IV	Elective Papers	<ul style="list-style-type: none"> ➤ Exposure to industry moulds students into solution providers ➤ Generates Industry ready graduates ➤ Employment opportunities enhanced
V Semester	Elective papers	<ul style="list-style-type: none"> ➤ Self-learning is enhanced ➤ Application of the concept to real situation is conceived resulting in tangible outcome
VI Semester	Elective papers	<ul style="list-style-type: none"> ➤ Enriches the study beyond the course. ➤ Developing a research framework and presenting their independent and intellectual ideas effectively.
Extra Credits: For Advanced Learners / Honors degree		<ul style="list-style-type: none"> ➤ To cater to the needs of peer learners / research aspirants
Skills acquired from the Courses		Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill



Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credit and Hours Distribution System for all UG courses including Lab Hours

First Year – Semester-I

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses [in Total]	13	14
Part-4	Skill Enhancement Course SEC-1	2	2
	Foundation Course	2	2
		23	30

Semester-II

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-2	2	2
	Skill Enhancement Course -SEC-3 (Discipline / Subject Specific)	2	2
		23	30

Second Year – Semester-III

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-4 (Entrepreneurial Based)	1	1
	Skill Enhancement Course -SEC-5 (Discipline / Subject Specific)	2	2
	E.V.S	-	1
		22	30

Semester-IV

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	13
Part-4	Skill Enhancement Course -SEC-6 (Discipline / Subject Specific)	2	2
	Skill Enhancement Course -SEC-7 (Discipline / Subject Specific)	2	2
	E.V.S	2	1
		25	30



Third Year Semester-V

Part	List of Courses	Credit	No. of Hours
		22	26
Part-3	Core Courses including Project / Elective Based	2	2
Part-4	Value Education	2	2
	Internship / Industrial Visit / Field Visit	26	30

Semester-VI

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based & LAB	18	28
Part-4	Extension Activity	1	-
	Professional Competency Skill	2	2
		21	30

Consolidated Semester wise and Component wise Credit distribution

Parts	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	13	13	13	13	22	18	92
Part IV	4	4	3	6	4	1	22
Part V	-	-	-	-	-	2	2
Total	23	23	22	25	26	21	140

*Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.



Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	



COURSE STRUCTURE 23-24



COURSE STRUCTURE 2023-24 BBA RETAIL MANAGEMENT

Sem	Part	Course	Subject Code	Title of the Paper	In st. H rs.	Credit	Exam. Hrs.	Marks		Total
								Int.	Ext.	
I	I	Tamil	23K1T1	பொது தமிழ் I	6	3	3	25	75	100
	II	English	23K1E1	ENGLISH	6	3	3	25	75	100
	II I	CC 1	23K1BB01	Principles of Management	5	5	3	25	75	100
		CC 2	23K1BB02	Accounting for Managers I	5	5	3	25	75	100
		EC 1	23K1BBECBB1:1 / 23K1BBECBB1:2	Managerial Economics (OR) Retail Management	4	3	3	25	75	100
	IV	SEC 1	23K1BBSEC1	Basics of Event management	2	2	3	25	75	100
		FC	23K1BBFC	Managerial Communication	2	2	3	25	75	100
Total					30	23				700
II	I	Tamil	23K2T2	பொது தமிழ் II	6	3	3	25	75	100
	II	English	23K2E2	ENGLISH	6	3	3	25	75	100
	III	CC 3	23K2BB03	Marketing Management	5	5	3	25	75	100
		CC 4	23K2BB04	Accounting for Managers II	5	5	3	25	75	100
		EC 2	23K2BBECBB2:1 23K2BBECBB2:2	International Business (OR) Advertising & Sales Promotion	4	3	3	25	75	100
	IV	SEC 2	23K2BBSEC2	Managerial skill Development	2	2	3	25	75	100
		SEC 3	23K2BBSEC3	Business Etiquette and Corporate grooming	2	2	3	25	75	100
Total					30	23				700
III	I	Tamil	23K3T3	பொது தமிழ் III	6	3	3	25	75	100
	II	English	23K3E3	ENGLISH	6	3	3	25	75	100
	III	CC 5	23K3BB05	Organizational Behavior	5	5	3	25	75	100
		CC 6	23K3BB06	Financial Management	5	5	3	25	75	100
		EC 3	23K3BBECBB3:1 / 23K3BBECBB3:2	Business Statistics (OR) Company law	4	3	3	25	75	100
	IV	SEC 4	23K3BBSEC4	Computer applications in Business	1	1	3	25	75	100
		SEC 5	23K3BBSEC5	New Venture Development	2	2	3	25	75	100
				EVS	1	0	0			
		ECC1	23K3BBECC1:1/ 23K3BBECC1:2	English and Logical reasoning (or) MOOC	-	3	3	-	100	100
		ECC2	23K3BBECC2	Add on Course	-	3	-	-	-	-
Total					30	22			100	100





Sem	Part	Course	Subject Code	Title of the Paper	Inst. Hrs.	Credit	Exam. Hrs.	Marks	Total	Sem
IV	I	Tamil	23K4T4	பொது தமிழ் IV	6	3	3	25	75	100
	II	English	23K4E4	ENGLISH	6	3	3	25	75	100
	III	CC 7	23K4BB07	Retail operations, systems and inventory	5	5	3	25	75	100
		CC 8	23K4BB08	Business Regulatory framework	5	5	3	25	75	100
	EC 4	23K4BBECCB4:1 23K4 BBECCB4:2	Operations Research (OR) Banking law & Practice	3	3	3	25	75	100	
				IV	SEC 6	23K4BBSEC6	Management concepts in Thirukkural	2	2	3
	SEC 7	23K4BBSEC7	Intellectual Property Rights	2	2	3	25	75	100	
				23K4EVS	EVS	1	2	3	25	75
	ECC3	23K4BBECC3:1	Quantitative Aptitude (OR)	-	3	3	-	100	100	
	23K4BBECC3:2	MOOC	-	3	-	-	-	-	-	
Total					30	25				800
V	III	CC 9	23K5BB09	Human Resource Management	5	4	3	25	75	100
		CC 10	23K5BB10	Research Methodology	5	4	3	25	75	100
		CC 11	23K5BB11	Business Taxation	5	4	3	25	75	100
		CC12	23K5BB12	Retail Supply Chain management	5	4	3	25	75	100
		EC 5	23K5BBECCB5:1/ 23K5BBECCB5:2/ 23K5BBECCB5:3	Digital Marketing (or) Management Information System Financial services	4	3	3	25	75	100
	IV				EC 6	23K5BBECCB6 PW	Project with viva-voce	4	3	3
	VE	23K5VE	Value Education	2	2	3	25	75	100	
	23K5I	Summer Internship /Industrial Training	0	2						
Total					30	26				700
VI	III	CC 13	23K6BB13	Entrepreneurial Development	6	4	3	25	75	100
		CC 14	23K6BB14	Channel Management	6	4	3	25	75	100
		CC 15	23K6BB15	Productions and Materials Management	6	4		25	75	100
		EC 7	23K6BBECCB7:1/ 23K6BBECCB7:2/ 23K6BBECCB7:3	Merchandising Management/ Franchise operations Management Service marketing	5	3	3	25	75	100
					EC 8	23K6BBECCB8:1/ 23K6BBECCB8:2/ 23K6BBECCB8:3	Consumer Behaviour (or) e business (or) Strategic Management	5	3	3
	V	SEC8	23K6BBSEC8	Office Management	2	2	3	25	75	100
		Ext AC	23K6EA	Extension Activities	0	1				
	Total					30	21			
Grand Total					180	140				4200

Kabir Bal
23/8/23

FIRST SEMESTER

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K1BB01	Principles of Management	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	To impart knowledge about evolution of management										
CLO2	To provide understanding on planning process and importance of decision making in organization										
CLO3	To learn the application of principles in organization										
CLO4	To study the process of effective controlling in organization										
CLO5	To familiarize students about significance of ethics in business and its implications.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.							15	CLO1		
II	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision –making – Types of Decision.							15	CLO2		
III	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.							15	CLO3		
IV	Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.							15	CLO4		
V	Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business							15	CLO5		
	Total							75			



M. Lakshmi Bala
23/8/23

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Describe nature, scope, role, levels, functions and approaches of management	PO5
CO2	Apply planning and decision making in management	PO2, PO5, PO6, PO8
CO3	Identify organization structure and various organizing techniques	PO1, PO4
CO4	Understand Direction, Co-ordination & Control mechanisms	PO2, PO6
CO5	Relate and infer ethical practices of organisation.	PO3, PO8
Reading list		
1.	JAF Stoner, Freeman R.E and Daniel R Gilbert "Management", 6th Edition, Pearson Education, 2004.	
2.	Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.	
3	.Stephen A. Robbins & David A. Decenzo & Mary Coulter, "Fundamentals of Management" 7th Edition, Pearson Education, 2011	
4	Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India	
5	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.	
Reference Books		
1.	P.C. Tripathi & P.N Reddy; Principles of Management, Sultan Chand & Sons, 6th Edition, 2017	
2.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8th Edition.	
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017	
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand & Sons, 3rd Edition.	
5.	Harold Koontz, Hienz Wehrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015	
Web Resources		
1	https://www.toolshero.com/management/14-principles-of-management/	
2	https://open.umn.edu/opentextbooks/textbooks/693	
3	https://open.umn.edu/opentextbooks/textbooks/34	
4	https://openstax.org/subjects/business	
5	https://blog.hubspot.com/marketing/management-principles	
6	https://assets.openstax.org/oscms-prodcms/media/documents/BusinessEthics-OP.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks



Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

CO-PO Mapping with program specific outcomes ,

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

S –Strong M-Medium L-Low



M. Lakshmi Bai
23/8/23

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
C01	Prepare Journal, ledger, trial balance and cash book	PO2, PO1
C02	Classify errors and making rectification entries	PO1
C03	Prepare final accounts with adjustments	PO2, PO6
C04	To understand Hire Purchase system	PO2, PO6
C05	Prepare single and double entry system of accounting.	PO6
Reading List		
1.	Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.	
2.	Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition	
3.	Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition.	
4.	Shukla&Grewal, 2002, Advanced Accounting, Sultan Chand &Sons,New Delhi, 15th edition.	
5.	Tulsian P.C., 2006, Financial Accounting, Pearson Education	
References Books		
1.	Dr.K.Ganesan&S.UshenaBegam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai	
2.	TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019	
3.	David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017	
4.	M N Arora; Accounting for Management- Himalaya Publications House 2019.	
5.	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.	
6.	T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.	
Web Resources		
1.	https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf	
2.	https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf	
3.	https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles	
4.	https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system	
5.	https://www.profitbooks.net/what-is-depreciation	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks



Methods of Assessment

Subject	Subject Name	Q	MCQ	L	T	P	O	P	II	Marks
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions									
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview									
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain									
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge									
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons									
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations									

Mapping with program outcomes

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

S-Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0



M. Lab Rani Dahi
23/8/23

Code										CIA	External	Total
23K1BBEC BB1:1	Managerial Economics	Gen eric Elec tive	Y	-	-	-	3	4	25	75	100	
Learning Objectives												
CLO1	To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario											
CLO2	To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.											
CLO3	To Understand the optimal point of cost analysis and production factors of the firm											
CLO4	To describe the pricing methods and strategies that are consistent with evolving marketing needs											
CLO5	To Provide insights to the various market structures in an economy.											
UNIT	Details								No. of Hours	Learning Objectives		
I	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.								12	CLO1		
II	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.								12	CLO2		
III	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long Run.								12	CLO3		
IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination								12	CLO4		
V	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly								12	CLO5		
	Total								60			



Laban Baly
23/8/23

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Analyze & apply the various managerial economic concepts in individual & business decisions.	PO2, PO6, PO8
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	PO6, PO8
CO3	Employ production, cost and supply analysis for business decision making	PO1, PO2, PO6
CO4	Identify pricing strategies	PO1, PO2, PO6
CO5	Classify market structures under competitive scenarios.	PO2, PO6, PO8

Reading List

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

References Books

1.	Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019
2.	Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
3.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edit, 2015.
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition, 2017.
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016

Web Resources

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

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks



Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	M	M	M	S	L	M
CO2	S	L	M	M		S		S
CO3	S	S	M	M	M	S		M
CO4	S	S	M	M		S		M
CO5		S	M	M		S		S

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO / PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0



M. Lal Rani Balle
23/8/23

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K1BBECB B1:2	Retail Management	Core	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To apply the principles, practices, and concepts used in retail marketing management.										
CLO2	Describe the complex nature and environment of retail management.										
CLO3	Understand the conceptual and organizational aspects of the retail sector										
CLO4	Understand branding in retail and role of IT in the retail industry.										
CLO5	Learning types of retailers and retail formats.										
UNIT	Details							No. of Hours	Learning Objectives		
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.							15	CLO1		
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							15	CLO2		
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.)							15	CLO3		
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							15	CLO4		
V	Role of IT in retailing. Information technology – meaning. Competitive advantages and limitations of IT							15	C5		

	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		
	Total	75	

Course Outcomes

Course Outcomes	On Completion of this course, the students will	Program Outcomes
CO1	Understand the basics concepts in retailing	PO1, PO5, PO6
CO2	Describe the type of retailers and retail formats	PO1, PO2, PO6
CO3	Recall the types of retail location and problems in selecting retail location	PO1, PO6
CO4	Explain the importance of branding in retail management	PO1, PO6
CO5	Explain the role of IT in retailing and recent trends	PO1, PO6

Reading List

1.	Dr Kulkarni and Dr. Sathya Prasad, Financial Management, 13 th Edition 2011
2.	Advanced Financial Management kohok, M A, Everest Publishing House
3.	Financial Management Kishore R M, Taxman Allied Service
4.	Strategic Financial Management Jakhotiya
5.	Financial Management & Policy Srivastava, R M Himalaya

References Books

1.	Dr. K. Ganesan & S. Ushena Begam, Financial Management, Charulatha Publications, Chennai
2.	Financial Management - I.M. Pandey, 2009 Vikas Publishing
3.	Financial Management – Prasanna Chandra, 2008, Tata McGraw Hill, New Delhi
4.	Financial Management – S.N. Maheswari
5.	Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons
6.	Financial Management – A. Murthy

Web Resources

1.	https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/
2.	https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf
3.	Journal of Financial Management (esciencepress.net)
4.	Financial Management on JSTOR
5.	Financial Management Wiley online library

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination,	75 Marks
	Total	100 Marks



Labhram Bal
23/8/20

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15



Wabhu Bala
23/8/23

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K1BBSEC1	Basics of Event Management	SEC	Y	-	-	-	2	2	25	75	100

Learning Objectives

CLO1	To know the basic of event management its concepts
CLO2	To make an event design
CLO3	To make feasibility analysis for event.
CLO4	To understand the 5 Ps of Event Marketing
CLO5	To know the financial aspects of event management and its promotion

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction: Event Management – Definition, Need, Importance, Activities.	6	CLO1
II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design	6	CLO2
III	Event Feasibility: Resources – Feasibility, SWOT Analysis	6	CLO3
IV	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations	6	CLO4
V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship	6	CLO5
Total		30	

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	To understand basics of event management	PO1, PO6
CO2	To design events	PO5, PO6
CO3	To study feasibility of organising an event	PO2, PO6
CO4	To gain Familiarity with marketing & promotion of event	PO6
CO5	To develop event budget	PO6, PO8

Reading List

1.	Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.
2.	Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3.	Event Management & Public Relations by Savita Mohan - Enkay Publishing House
4.	Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross
5.	Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers



Kabir Baly
23/8/23

References Books

1.	Event Management By Chaudhary, Krishna, Bio-Green Publishers
2.	Successful Event Management By Anton Shone & Bryn Parry
3.	Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
4.	Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen, Wiley Publishers
5.	Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik CreateSpace Independent Publishing Platform, 2015

Web Resources

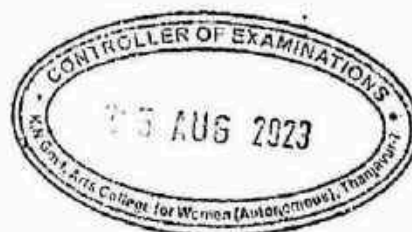
1.	https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf
2.	https://www.inderscience.com/jhome.php?jcode=ijhem International Journal of Hospitality & Event Management
3.	https://www.emeraldgrouppublishing.com/journal/ijefm International Journal of Event and Festival Management
4.	https://www.eventbrite.com/blog/?s=roundup
5.	https://www.eventindustrynews.com/

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
	Question paper pattern – section A – 5*5=25, 5/8 Section B – 5*10 =50 - 5/8	

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

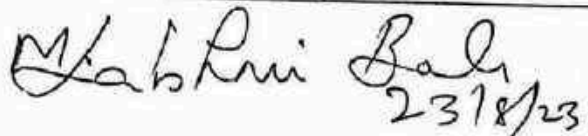
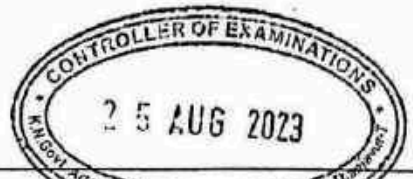


Mapping with program outcomes

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



Yashwanth Balu
23/8/23

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K1BBFC	Managerial Communication	FC	Y	-	-	-	2	2	25	75	100
Course Objectives											
CLO1	To educate students role & importance of communication skills										
CLO2	To build their listening, reading, writing & speaking communication skills.										
CLO3	To introduce the modern communication for managers.										
CLO4	To understand the skills required for facing interview										
CLO5	To facilitate the students to understand the concept of Communication.										
UNIT	Details							No. of Hours	Course Objectives		
I	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.								CLO1		
II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.								CLO2		
III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language								CLO3		
IV	Communication through Reports – Agenda- Minutes of Meeting - Resume Writing								CLO4		
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites								CLO5		
Total											
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Understand communication process and its barriers.							PO1,PO2,PO3,PO4, PO8			
CO2	Develop business letters in different scenarios							PO1,PO2,PO3,PO4, PO5,PO6			
CO3	Develop oral communication skills & conducting interviews							PO2,PO3,PO4,PO5, PO6,PO7			
CO4	Use managerial writing for business communication							PO1,PO2,PO4,PO5, PO6,PO8			
CO5	Identify usage of modern communication tools & its significance for managers							PO3,PO4,PO5,PO6, PO7,PO8			
											
											

Reading List

1.	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008
2.	Mallika Nawal –Business Communication – CENGAGE
3.	Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd - New Delhi.
4.	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008
5.	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.

References Books

1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
3.	R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
4.	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015

Web Resources

1.	https://www.managementstudyguide.com/business_communication.html
2.	https://studiousguy.com/business-communication/
3.	https://www.ocercommons.org/curated-collections/469
4.	https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/
5.	https://open.umn.edu/opentextbooks/textbooks/8

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations



S-Strong M-Medium L-Low



CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

Mapping with program outcomes

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

S-Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0
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Kabir Patel
23/8/23

SECOND SEMESTER

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K2BB03	MARKETING MANAGEMENT	Core	Y	-	-	-	5	5	25	75	100

Learning Objectives

CLO1	To understand the marketplace.
CLO2	To identify the market segmentation and the Product mix
CLO3	To select the different pricing methods and channels of distribution.
CLO4	To know the communication mix and sales promotion tools
CLO5	To prepare according to the latest trends in market.

UNIT	Details	No. of Hours	Learning Objectives
I	Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.	15	CLO1
II	Segmentation – Need And Basis of Segmentation - Targeting – Positioning . Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.	15	CLO2
III	Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.	15	CLO3
IV	A Brief Overview of Communication Mix-Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.	15	CLO4
V	Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force– Digital Marketing: Introduction- Applications & Benefits -	15	CLO5
		75	



Kabir Singh
23/8/23

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K2BB03	MARKETING MANAGEMENT	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	To understand the marketplace.										
CLO2	To identify the market segmentation and the Product mix										
CLO3	To select the different pricing methods and channels of distribution.										
CLO4	To know the communication mix and sales promotion tools										
CLO5	To prepare according to the latest trends in market.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.							15	CLO1		
II	Segmentation – Need And Basis of Segmentation - Targeting – Positioning . Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.							15	CLO2		
III	Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.							15	CLO3		
IV	A Brief Overview of Communication Mix-Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.							15	CLO4		
V	Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force– Digital Marketing: Introduction- Applications & Benefits -							15	CLO5		
								75			



Kabir Bhatia
23/8/23

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	To list and identify the core concepts of Marketing and its mix.	PO1, PO2, PO3
CO2	To sketch the market segmentation, nature of product, PLC	PO1, PO2, PO3, PO6, PO8
CO3	To analyze the appropriate pricing methods	PO1 PO2, PO3, PO4, PO8
CO4	To determine the importance of various media	PO1, PO2, PO6
CO5	To assess the sales force and applications of digital marketing	PO1, PO2, PO7

Reading List

1.	Philip Kotler & Gary Armstrong, <i>Principles of Marketing: A South Asian Perspective</i> , Pearson Education, 2018.
2.	Rajan Saxena, <i>Marketing Management</i> , Tata McGraw Hill, 2017.
3.	L. Natarajan, <i>Marketing</i> , Margham Publications, 2017.
4.	J P Mahajan & Anupama Mahajan, <i>Principles of Marketing</i> , Vikas Publishing House, 2017.
5.	K. Karunakaran, <i>Marketing Management</i> , Himalaya Publishing House, 2017.

References Books

1.	C.B. Gupta & Rajan Nair <i>Marketing Management</i> , Sultan Chand & Son 2020
2.	V.S. Ramaswamy & S. Namakumari, 2002, <i>Principles of Marketing</i> , first edition, S.G. Wasani / Macmillan India Ltd,
3.	Cranfield, <i>Marketing Management</i> , Palgrave Macmillan.
4.	Harsh V Verma & Ekta Duggal, <i>Marketing</i> , Oxford University Press, 2017.
5.	Sontakki C.N, <i>Marketing Management</i> , Kalyani Publishers, Ludhiana. 2016

Web Resources

1.	http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf
2.	https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf
3.	https://www.enotesmba.com/2013/01/marketing-management-notes.html
4.	Industrial Marketing Management Journal ScienceDirect.com by Elsevier
5.	Journal of Marketing Management Taylor & Francis Online (tandfonline.com)

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks



Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	2	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	2	3
Weightage	14	15	15	14	15
Weighted Percentage of Course Contribution to POs	2.8	3.0	3.0	2.8	3.0



Wahidul Bari
23/8/23

Subject Code	Subject Name	C a t e g o r y	L	T	P	O	C r e d i t s	I n s t r u c t i o n a l H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
23K2BB04	Accounting for Managers II	Core	Y	-	-	-	5	5	25	75	100

Learning Objectives

CLO1	To provide basic understanding of cost concepts and classification.
CLO2	To develop skills in tools & techniques and critically evaluate decision making in business.
CLO3	To understand various ratios and cash flow related to finance
CLO4	To recognize the role of budgets and variance as a tool of planning and control.
CLO5	To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios

UNIT	Details	No. of Hours	Learning Objectives
I	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation	12	CLO1
II	Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Trend analysis.	12	CLO2
III	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.	12	CLO3
IV	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget	12	CLO4
V	Marginal Costing – CVP analysis – Break even analysis	12	CLO5
Total		60	



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 23/8/23

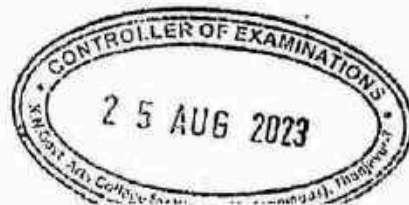
Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Interpret cost sheet & write comments.	PO1, PO2, PO4
CO2	Compare cost, management & financial accounting	PO6
CO3	Analyze the various ratio and compare it with standards to assess deviations	PO2, PO6
CO4	Estimate budget and use budgetary control	PO1, PO2, PO8
CO5	Evaluate marginal costing and its components	PO2, PO6

Reading List	
1.	Gupta, R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016.
2.	T. S. and A. Murthy. Management Accounting. Chennai: Margham, 2007.
3.	Jain S.P and K.L Narang. Advanced Accountancy (Part II). Kalyani, 2007.
4.	Maheshwari S.N, Advanced Accountancy (Part II). Vikas, 2007.
5.	Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: Sahitya Shawan, 2017.

References Books	
1.	Dr.K.Ganesan & S. Ushena Begam, Accounting for Managers – Volume II, Charulatha Publications, Chennai
2.	T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016
3.	Antony Atkinson, Robert S Kalpan, Advance Management Accounting, Pearson Publications, 2015.
4.	Horngrun Sunderu Stratton, Introduction to Management Accounting, Pearson Education, 2013.
5.	Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting, 2019
6.	Colin Drury, Management and Cost Accounting (with CourseMate and eBook Access), Cengage, 2015.

Web Resources	
1	https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/
2	https://efinancemanagement.com/financial-accounting/management-accounting
3	http://www.accountingnotes.net/management-accounting/management-accounting-meaning-limitations-and-scope/5859
4	https://www.wallstreetmojo.com/ratio-analysis/
5	http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-variance-analysis-cost-accounting/10656

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks



Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

S-Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0



M. Lakshmi Devi
23/8/23

Subject Code	Subject Name	C a t e g o r y	L	T	P	O	C r e d i t s	I n s t r u c t i o n a l H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
23K2BBECBB 2:1	International Business	Gen e r i c E l e c t i v e	Y	-	-	-	3	4	25	75	100

Learning Objectives

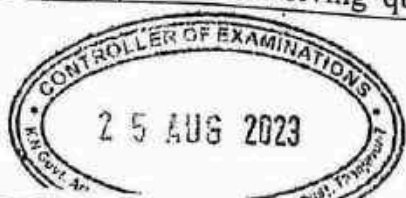
CLO1	To familiarize students with basic concepts of International Business
CLO2	To impart knowledge about theories of international trade
CLO3	To know the concepts of foreign exchange market and foreign direct investment
CLO4	To understand the global environment
CLO5	To gain knowledge on the Contemporary Issues of International Business

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to International Business: Importance, nature and scope of international business- Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.	12	CLO1
II	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — Porter's Diamond -Competitive Advantage Theory.	12	CLO2
III	Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows-Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.	12	CLO3
IV	Drivers in Globalization - Globalization of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.	12	CLO4
V	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World- Institutional support to international business like BREXIT, IMF, World Bank and WTO. Contemporary Issues or Problems in International Business.	12	CLO5
Total		60	

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23/8/23



Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Discuss the modes of entry to International Business	PO1, PO5, PO6	
CO2	Explain international trade theories	PO3, PO4, PO5	
CO3	Understand Foreign exchange market and FDI	PO1, PO2	
CO4	Outline the Global Business Environment	PO4, PO5, PO6	
CO5	Identify the relevance of international institutions and trading blocs.	PO7, PO8	
Reading List			
1.	Gupta CB, International Business, S Chand & Co. Ltd, 2014		
2.	. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.		
3.	Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.		
4.	Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010		
5.	Paul, J., International Business, 5th Edition, PHI Learning, 2010		
References Books			
1.	Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.		
2.	Griffin, R., International Business, 7th Edition, Pearson Education, 2012.		
3.	Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4 th edition, Pearson ,2017		
4.	Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020		
5.	SubbaRaoP, International Business, (Text and Cases), Himalaya Publishing House, 2016		
Web Resources			
1	https://online.hbs.edu/blog/post/international-business-examples		
2	https://saylordotorg.github.io/text_international-business		
3	https://www.imf.org/en/home		
4	https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/		
5	http://www.simplynotes.in/e-notes/mbabba/international-business-management/		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		75 Marks
Total			
			100 Marks
Methods of Assessment			
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions		
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview		
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain		
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate		



	between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Weightage	15	15	15	15	14
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	2.8



M. Labhram Bal.
23/8/23

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To understand the basic concepts of Advertising	PO2, PO6
CO2	To provide insights on the classification of advertising, AIDA, DAGMAR and compare advertising from other forms.	PO2, PO5, PO6
CO3	To understand the relationship between advertising and product life cycle	PO6, PO7, PO8
CO4	To discuss on concepts of Salesmanship and pull and push strategy	PO2, PO4
CO5	To discuss the concepts of Digital marketing and sales promotion	PO1, PO2, PO4, PO8
Reading List		
1.	V.S. Datey, Central Excise , JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.	
2.	Business Taxation (Goods & Services TAX - GST) , Margam Publication, Edition 2019.	
3.	Srinivasan N.P and Priya Swami. M, Business Taxation , Kalyani publishers Edition 2013	
4.	Pagaredinkar, Business Taxation , Sultan Chand and Sons, 2012.	
5.	VISION: Journal of Indian Taxation	
References Books		
1.	Senthil and Senthil, Business Taxation , Himalaya Publication, 4 th Edition.	
2.	Vinodk.Singania, Indirect Tax , Sultan Chand and Sons, Edition 2013.	
3.	Dr. RajaniBhat & Dr. Dhamodharan V, Indirect Taxation , TR Publications, Chennai, 2020	
4.	DR. VandhanaBangar, YogendraBangar, Indirect tax laws , AadhyaPrakasam Allahabad 2018.	
5.	T.S. Reddy & Y. Hari Prasad Reddy, Business Taxation , Margham Publications, Chennai 2018.	
Web Resources		
1.	https://www.gst.gov.in/	
2.	https://gstcouncil.gov.in/	
3.	https://taxguru.in/custom-duty/types-duties-customs.html	
4.	https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901	
5.	https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/	

44



Mapping with program outcomes

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

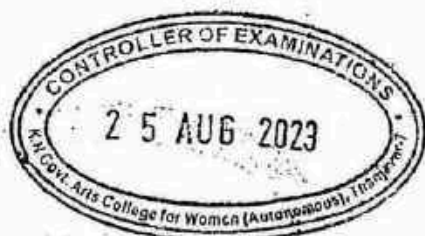
Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	M	M	S	M	M	M
CO2	S	M	M	M	M	M	M	M
CO3	S	M	M	M	S	M	M	M
CO4	S	M	M	M	S	M	M	M
CO5	M	M	M	M	S	M	M	M

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO / PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0



M. Lakshmi Bala
23/8/23

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K2BBSEC2	MANAGERIAL SKILL DEVELOPMENT	SBE	Y	-	-	-	2	2	25	75	100

Learning Objectives

CLO1	To improve the self-confidence, groom the personality and build emotional competence
CLO2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
CLO3	To assess the Emotional intelligence
CLO4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions
CLO5	To improve professional etiquettes

UNIT	Details	No. of Hours	Learning Objectives
I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self-confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles.		CLO1
II	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.		CLO2
III	Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.		CLO3
IV	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (BrainStorming).		CLO4
V	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing		CLO5



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	Exercise :Debates, presentations, role plays and group discussions. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.		
Total			

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Identify the personal qualities that are needed to sustain in the world of work.	PO1, PO2, PO6, PO7
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	PO1, PO2, PO5
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	PO6, PO7
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	PO1, PO2
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	PO4

Reading List

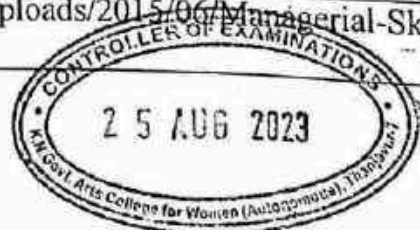
1.	Managerial Skill Articles
2.	The Management Skills of SALL Managers - SiSAL Journal
3.	Managerial Skills by Dr.K.Alex S.CHAND
4.	Managerial Skills 2 by Cynthia MenezesPrabhu, Pen to Print Publishing LLP
5.	Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV

References Books

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

Web Resources

1.	https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63
2.	https://www.academia.edu/4358901/managerial_skill_development_pdf
3.	https://www.academia.edu/4358901/managerial_skill_development_pdf
4.	https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf



5	https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-I-MSD(Managerial%20skill%20development).pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
	Question paper pattern – section A – 5*5=25, 5/8 Section B – 5*10=50 - 5/8	
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

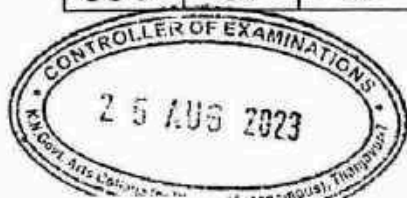
Mapping with program outcomes

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

S-Strong M-Medium L-LowM

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

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



48

M. Labhu Bah
23/8/23

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K2BBSEC3	Business Etiquette and Corporate Grooming	SEC	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To impart knowledge about basic etiquettes in professional conduct										
CLO2	To provide understanding about the workplace courtesy and ethical issues involved										
CLO3	To suggest on guidelines in managing rude and impatient clients										
CLO4	To familiarize students about significance of cultural sensitivity and the relative business attire										
CLO5	To stress on the importance of attire										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Business Etiquette: Introduction-ABCs of etiquette- meeting and greeting scenarios-principles of exceptional work behavior- role of good manners in business-professional conduct and personal spacing.								CLO1		
II	Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment-conflict resolution strategies- Choosing appropriate gift in the business environment- real life work place scenarios -company policy for business-etiquette								CLO2		
III	Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the work place, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices								CLO3		
IV	Diversity and Cultural Awareness at Workplace Impact of diversity-Cultural Sensitivity-Taboos and Practices- Inter-Cultural Communication								CLO4		
V	Business Attire and Professionalism Business style and professional image-dress code- Guidelines for appropriate business attire-grooming for success.								CLO5		
Total											



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Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Describe basic concepts of business etiquette and corporate grooming.	PO5, PO6,
CO2	Outline the etiquette and grooming standards followed in business environment and the significance of communication	PO4, PO2, PO5, PO6
CO3	Create cultural awareness and moral practices in real life workplace scenarios	PO8, PO6
CO4	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success	PO1, PO3, PO8, PO6
CO5	Apply the professionalism in the workplace considering diversity and courtesy	PO3, PO8, PO6

Reading List

1.	Journal of Computer Mediated Communication By ICA
2.	Business and Professional Communication by Sage Journals
3.	Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse
4.	Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow
5.	ShitalKakkar Mehra, "BusinessEtiquette: A guide for the Indian Professional", HarperCollins Publisher (2012)

References Books

1.	Indian Business Etiquette, Raghu Palat, JAICO Publishers
2.	NinaKochhar, "AtEasewithEtiquette", B.jain Publisher, 2011
3.	NimeranSahukar, PremP.Bhalla, "TheBookofEtiquetteandmanners", Pustak Mahipublishers, 2004
4.	SarveshGulati(2012), CorporateGroomingandEtiquette, RupaPublicationsIndiaPvt . Ltd.
5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter , McGraw Hill Education

Web Resources

1.	http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf
2.	https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf
3	https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf
4	https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm
5	https://wikieducator.org/Business_etiquette_and_grooming



Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
	Question paper pattern – section A – 5*5=25, 5/8 Section B – 5*10 =50 - 5/8	
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

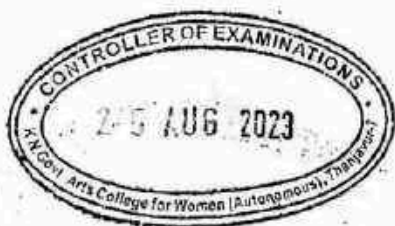
Mapping with program outcomes

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

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):

Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	-	3	3	3	3
Weightage	12	15	15	15	15
Weighted Percentage of Course Contribution to POs	2.4	3.0	3.0	3.0	3.0



M. Jabir Balle
23/8/23

THIRD SEMESTER

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K3BB 05	Organizational Behaviour	CO RE	Y	-	-	-	5	5	25	75	100

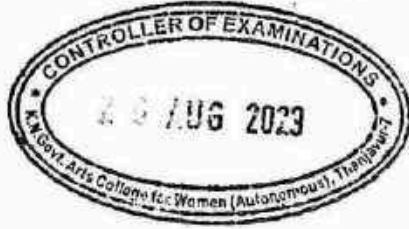
Learning Objectives

- CLO1 To have extensive knowledge on OB and the scope of OB.
 CLO2 To create awareness of Individual Behavior.
 CLO3 To enhance the understanding of Group Behaviour
 CLO4 To know the basics of Organizational Culture and Organisational Structure
 CLO5 To understand Organisational Change, Conflict and Power

UNIT	Details	No. of Hours	Learning Objectives
I	INTRODUCTION : Concept of Organizational Behavior (OB); Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)	10	CLO1
II	INDIVIDUAL BEHAVIOUR: 1. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs, 2. Personality and Values : Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit) 3. Perception, Decision Making : Perception and Judgments; Factors; Linking perception to individual decision making.	18	CLO2
III	GROUP BEHAVIOUR : 1. Groups and Work Teams : Concept : Five Stage model of group development; Group norms, cohesiveness ; Group think and shift ; Teams; types of teams; Creating team players from individuals and team based work(TBW) 2. Leadership : Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey .	17	CLO3
IV	ORGANISATIONAL CULTURE AND STRUCTURE : Concept of culture; Impact (functions and liability); Creating and sustaining culture; Concept of structure, Prevalent organizational designs: New design options	15	CLO4



V	ORGANISATIONAL CHANGE, CONFLICT AND POWER: Forces of change; Planned change; Resistance to change; Concept of conflict, Conflict process; Types, Functional/Dysfunctional. Introduction to power and politics.	15	CLO5
		75	



Maheshwari Balu
23/8/23

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	To define Organisational Behaviour, Understand the opportunity through OB.	PO1, PO2, PO6, PO7
CO2	To apply self-awareness, motivation, leadership and learning theories at workplace.	PO2, PO4, PO5, PO6
CO3	To analyze the complexities and solutions of group behaviour.	PO1, PO2, PO4, PO5, PO6
CO4	To impact and bring positive change in the culture of the organisation.	PO2, PO3, PO4, PO5, PO8
CO5	To create a congenial climate in the organization.	PO1, PO2, PO5, PO6, PO8

Reading List

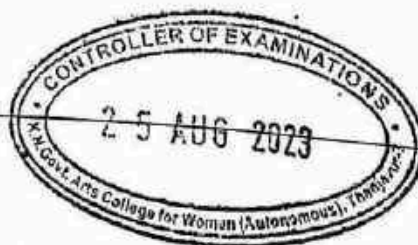
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge, <i>Organizational Behaviour</i> , Pearson Education, 18 th Edition, 2022.
2.	Fred Luthans, <i>Organizational Behaviour</i> , Tata McGraw Hill, 2017.
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, <i>Organizational Behaviour</i> , John Wiley & Sons, 2011
4.	Louis Bevoc, Allison Shearsett, Rachael Collinson, <i>Organizational Behaviour Reference</i> , Nutri Niche System LLC (28 April 2017)
5.	Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, <i>Organizational Behaviour: A Skill-Building Approach</i> , SAGE Publications, Inc; 2nd edition (29 November 2018).

References Books

1.	Uma Sekaran, <i>Organizational Behaviour Text & cases</i> , 2 nd edition, Tata McGraw Hill Publishing CO. Ltd
2.	Gangadhar Rao, Narayana, V.S.P Rao, <i>Organizational Behaviour</i> 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1 st edition
3.	S.S. Khanka, <i>Organizational Behaviour</i> , S. Chand & Co, New Delhi.
4.	J. Jayasankar, <i>Organizational Behaviour</i> , Margham Publications, Chennai, 2017.
5.	John Newstrom, <i>Organizational Behaviour: Human Behaviour at Work</i> , McGraw Hill Education; 12th edition (1 July 2017)

Web Resources

1	https://www.iedunote.com/organizational-behavior
2	https://www.london.edu/faculty-and-research/organisational-behaviour
3	Journal of Organizational Behavior on JSTOR
4	International Journal of Organization Theory & Behavior Emerald Publishing
5	https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf



Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
Total		100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

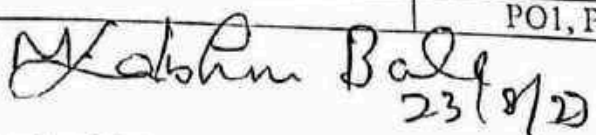
S-Strong M-Medium L-Low

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

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0



M. Ravi Bala
23/8/23

Subject Code	Subject Name	Category	L	T	P	O	Credits	n s t · H o u r s	C I A	E x t e r n a l	T o t a l
23K3BB06	Financial Management	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	Understand the basics of finance and roles of finance manager										
CLO2	Evaluate Capital structure & Cost of capital										
CLO3	Evaluate Capital budgeting										
CLO4	Assess dividends										
CLO5	Appraise Working Capital										
UNIT	Details							No. of Hours	Learning Objectives		
I	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.							15	CLO1		
II	Capital structures planning – Classifications of Capital structure-Factors affecting capital structures – Determining Debt and Equity proportion. Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)							15	CLO2		
III	Capital Budgeting: Meaning, Importance of capital budgeting, Capital budgeting process, Pay back period-advantages & disadvantages, Net present value, ARR, IRR, Capital rationing.							15	CLO3		
IV	Dividend policies – Classifications of dividends, Factors affecting dividend payment - Company Law provision on dividend payment –Dividend Model-(Walter's Gordon's –M.M. Hypothesis)							15	CLO4		
V	Working capital – Components of working capital – operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.							15	C5		
(100% Theory – no Problems) Total							75				
Course Outcomes											
Course Outcomes	On Completion of this course, the students will							Program Outcomes			
CO1	Understand the basics of finance and roles of finance manager							PO1, PO5, PO6			
CO2	Understand Capital structure & Cost of capital							PO1, PO2, PO6			
CO3	Learn Capital budgeting							PO1, PO6			
CO4	Know about dividends							PO1, PO6			
CO5	Appraise Working Capital							PO1, PO6			
 23/8/20											
Reading List											
1.	DrKulkarni and Dr. SathyaPrasad, Financial Management, 13 th Edition 2011										

Reading List

1. DrKulkarni and Dr. SathyaPrasad, Financial Management, 13th Edition 2011
2. Advanced Financial Management kohok, M A, Everest Publishing House
3. Financial Management Kishore R M, Taxman Allied Service
4. Strategic Financial Management Jakhotiya
5. Financial Management & Policy Srivastava, R M Himalaya

References Books

1. Dr. K. Ganesan & S. Ushena Begam, Financial Management, Charulatha Publications, Chennai
2. Financial Management - I.M. Pandey, 2009 Vikas Publishing
3. Financial Management - Prasanna Chandra, 2008, Tata McGraw Hill, New Delhi
4. Financial Management - S.N. Maheswari
5. Financial Management - Y. Khan and Jain 2009 Edition, Sultan Chand & Sons
6. Financial Management - A. Murthy

Web Resources

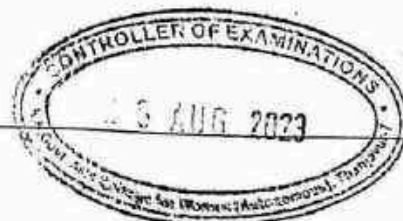
1. <https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/>
2. https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf
3. Journal of Financial Management (esciencepress.net)
4. Financial Management on JSTOR
5. Financial Management Wiley online library

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination (100% theory)	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentation



Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

M. Lakshmi Bai
23/8/23



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K3BBECBB 3:1	BUSINESS STATISTICS	Gen eric Elec tive	Y	-	-	-	3	4	25	75	100

Learning Objectives

CLO1	Apply the Measures of Central Tendency in business
CLO2	Understanding the Measures of Variation
CLO3	Analyze of Time Series
CLO4	Understand Index Numbers and Statistical quality control
CLO5	Testing of hypothesis

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.	12	CLO1
II	Measures of Variation – Standard Deviation – Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve – Simple Correlation – Scatter Diagram – Karl Pearson's Correlation – Rank Correlation – Regression.	12	CLO2
III	Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations	12	CLO3
IV	Index Numbers – Consumer Price Index – And Cost of Living Indices.	12	CLO4
V	Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.	12	CLO5
		60	

Yashwanth Bale
23/8/23



Course Outcomes

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Measures of Central Tendency	PO1,PO2,PO4,PO6
CO2	Measures of Variation	PO1,PO2,PO6
CO3	Analyze of Time Series	PO1,PO2,PO6
CO4	Understand Index Numbers	PO1,PO2,PO6
CO5	Test Hypothesis	PO2,PO8

Reading List

1. P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai,2004.
2. S.P. Gupta, Statistical Methods, Sultan Chand & Sons, NewDelhi,2007.
3. S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, NewDelhi, 2007.
4. J.K. Sharma, Business Statistics, Pearson Education, New Delhi,2007.
5. Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill

References Books

1. David M. Levine, David F. Stephan etal. Business Statistics : A first Course, 7th edition
2. Dina Nath Pandit, Statistics: A Modern Approach , Hindustan Publishing Corporation
3. Hazarika Padmalochan, A textbook of Business Statistics , S.Chand Publications
4. Vohra ND, Business Statistics: Text and Problems – With Introduction to Business Analytics, Mc Graw Hill ,2021
5. Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics , 12th Media Services, 2017

Web Resources

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

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks



Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	S	S	S	M	S
CO2	S	S	M	M	M	S	M	S
CO3	S	S	M	M	S	S	M	S
CO4	S	S	M	M	M	S	M	S
CO5	S	S	M	S	S	S	M	S

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

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0



M. Labaru Balu
23/8/23

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K3BBECB B3:2	COMPANY LAW	Generic Elective	Y	-	-	-	3	4	25	75	100

Learning Objectives

CLO1	To familiarize students with basic concepts of Company law
CLO2	To impart knowledge about memorandum and articles
CLO3	To Describe prospectus, shares and dividend & distinguish underwriter and broker
CLO4	To understand rights and liabilities of a member
CLO5	To gain knowledge on Merger, Acquisition and Amalgamation and recall the modes of winding up of a company.

UNIT	Details	No. of Hours	Learning Objectives
I	Definition of Company, Characteristics of a company. Company distinguished from partnership. Distinguish between Public company and private company. Formation of a company.	12	CLO1
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.	12	CLO2
III	Prospectus – Definition, , 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.	12	CLO3
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.	12	CLO4
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.	12	CLO5
Total		60	



63

M. Lab Ru Bala
23/8/23

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To familiarize students with basic concepts of Company law	PO1, PO5, PO6
CO2	To impart knowledge about memorandum and articles	PO3, PO4, PO5
CO3	To Describe prospectus, shares and dividend & distinguish underwriter and broker	PO1, PO2
CO4	To understand rights and liabilities of a member	PO4, PO5, PO6
CO5	To gain knowledge on Merger, Acquisition and Amalgamation and recall the modes of winding up of a company.	PO7, PO8
Reading List		
1.	Kapoor, N.D., Business Laws, Sulthan Chand and Sons, New Delhi.	
References 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	
Web Resources		
1	www.mca.gov.in www.companyliquidator.gov.in	
2	www.companyformationinindia.co.in www.iepf.gov.in	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

CO-PO Mapping with Programme
Specific Outcomes (Course



**Articulation Matrix):Level of
Correlation between PSO's and CO's.**

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

S-Strong M-Medium L-Low

Mapping with program outcomes

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Weightage	15	15	15	15	14
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	2.8



M. Lab Rini Bala
23/8/23

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K3BBSEC4	Computer Application in Business	SEC	Y	-	Y	-	2	2	25	75	100

Learning Objectives



CLO1	To build skills in Ms-Word
CLO2	To build skills in Ms-Excel,
CLO3	To build skills in Ms- Power Point
CLO4	To understand the basics of tally
CLO5	To familiarize students with googleforms for students with relevance in business scenario and its applications.

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .	3	CLO1
II	Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns.	3	CLO2
III	Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling.	3	CLO3
IV	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation-Setting presentation style, adding text, Formatting-Adding style, color, gradient fills, arranging objects,	3	

	adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts		
V	Use Google forms to develop & share questionnaire.	3	
		15	



M. Lalhani Baidi
23/8/23

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Demonstrate hands on experience with Ms-word for business activities	PO1, PO2, PO6, PO7
CO2	Demonstrate hands on experience with Ms-Excel for business activities	PO1, PO2, PO6, PO7
CO3	Demonstrate hands on experience with Ms-power point for business activities	PO1, PO2, PO6, PO7
CO4	Demonstrate hands on experience with Tally for business activities	PO1, PO2, PO6, PO7
CO5	Demonstrate hands on experience with Tally for reporting in business	PO1, PO2, PO6, PO7
Reading List		
1.	International Journal of Computer Applications in Technology	
2.	International Journal of Computer Applications – IJCA	
3.	P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.	
4.	Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran	
5.	Taxmann's Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .	
References Books		
1.	P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.	
2.	Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman	
3.	Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.	
4.	Lisa A. Bucki, John Walkenbach, FaitheWempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.	
5.	S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.	



M. Lakshmi Bai
23/8/22

Web Resources	
1.	https://www.microsoft.com/en-us/microsoft-365/blog/
2	https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18
3	https://byjus.com/govt-exams/microsoft-word/
4	https://edu.gcfglobal.org/en/google-forms/
5	https://www.tutorialkart.com/tally/tally-tutorial/

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
	Question paper pattern – section A – 5*5=25, 5/8 Section B – 5*10 =50 - 5/8	

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

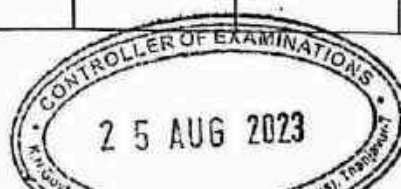
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	M	S	M	M
CO 2	S	M	M	M	M	S	S	M
CO 3	M	M	M	S	M	S	M	M
CO 4	S	S	M	M	M	S	S	M
CO 5	S	S	M	S	M	S	S	M

S-Strong M-Medium L-Low

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

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	-	3	3
CO 2	3	3	-	3	3
CO 3	3	3	-	3	3
CO 4	3	3	-	3	3
CO 5	3	3	-	3	3
Weightage	15	15	-	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	-	3.0	3.0

69



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K3BBSEC5	New Venture Development	SEC	Y	-	-	-	2	2	25	75	100

Learning Objectives

CLO1	To learn to generate and evaluate new business ideas
CLO2	To learn about a business model that generates money
CLO3	To understand how to find, evaluate and buy a business
CLO4	To evaluate the feasibility of idea into a Venture
CLO5	To understand sources who lend for new ventures

UNIT	Details	No. of Hours	Learning Objectives
I	Concept of Entrepreneurship – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.	3	CLO1
II	Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.	3	CLO2
III	Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture's Financial Strength and Viability	3	CLO3
IV	Moving from an Idea to a New Venture: Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.	3	CLO4
V	Financing the New Venture: Financing entrepreneurial ventures - Managing growth; Valuation of a new company -- Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions.	3	CLO5
	Total	15	



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23/8/23

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understand the concept of entrepreneurship and skill sets of an entrepreneur.	PO2,PO6
CO2	Assess new venture opportunities & analyze strategic choices in relation to new ventures	PO2, PO6
CO3	Develop a credible business plan for real life situations.	PO1, PO2, PO5, PO6
CO4	Coordinate a team to develop and launch and manage the new venture through the effective leadership	PO4, PO5
CO5	Evaluate different sources for financing new venture	PO2, PO6

Reading List

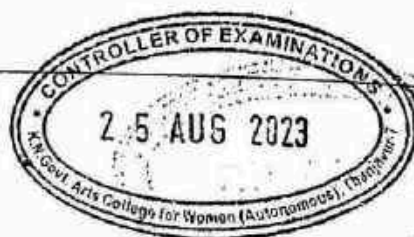
1.	Journal of Business Venturing – Elsevier
2.	Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald
3.	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,
4.	Entrepreneurship and New Venture Creation; ArunSahay, V. Sharma; Excel Book (2008)
5.	Entrepreneurship ,11 th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , SabyasachiSinha , McGraw Hill

References Books

1.	New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)
2.	Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.
3.	Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.
4.	The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise
5.	Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, McGraw Hill Publication

Web Resources

1.	https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217
2.	https://core.ac.uk/download/pdf/98660713.pdf
3.	https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf
4.	https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm
5.	https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786



Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
	Question paper pattern – section A – 5*5=25, 5/8 Section B – 5*10 =50 - 5/8	

Methods of Assessment	
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Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcome

S-Strong M-Medium L-Low

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

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

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



M. K. R. B. B.
23/8/23

ES	ENVIRONMENTAL STUDIES	23K4EVS	Inst. Hrs 2	Credit 2
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CO	STATEMENT
1	To learn the concept and Importance of Environment
2	To create awareness about the Biodiversity and its conservation
3	To understand the various pollution, its causes and its prevention
4	To understand the environmental Laws
5	To understand the Environmental Agencies

Unit I: Environment- Definition- Concept, Components and Importance. Ecosystem- Structure and function- Food chain, food web and Ecological pyramids.

Unit II: Biodiversity- Definition- Importance- flora and fauna of India- Endangered and threatened species in India- Conservation strategies (Insitu and Exsitu)

Unit III: Environmental pollution- Definition- Agents/ causes effects and control measures of air, water, land and Noise pollution- Nuclear hazards.

Unit IV: Environmental Laws and Ethics- Wild life Act- Water act- Air act- and Environmental protection Act- Environmental Ethics (Libertarian Extension- Ecological Extension- Conservation Ethics)

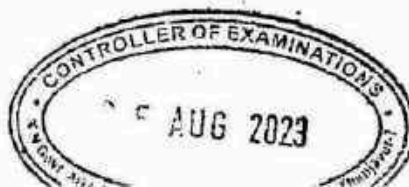
Unit V: Environmental Agencies- National (Department of Environment, forest and wildlife) International (UNICED- Earth Summit- Only one Earth)- Man and Biosphere (MAB).

Text Book:

- (1) K. Kumaraswamy, A. Alagappa Moses, M. Vasanthy, "Environmental Studies", Bharathidasan University, Trichy- 620 024.
- (2) P. Chandrasekaran, "Sutrusuzhal payilvugal", U.G.C Core Module Course in Environmental Studies, T K Publication, Pudukkottai. -
- (3) V. Kumaresan, "Plan Ecology and Phytogeography".
- (4) D. Dharmaraj, "Environmental Science".
- (5) N.Arumugam, "Environmental Studies".
- (6) B. Chandrasekaran, "Environmental Studies".

Reference:

- (1) P. D. Sharma, "Ecology and Environment".
- (2) Purohit, "A Text Book of Environmental Sciences".
- (3) M. P. Mishara, "Our Environmental Pollution Control and Future Strategies".



ES	சுற்றுச்சூழல் கல்வி	23K4EVS	Inst. Hrs 2	Credit 2
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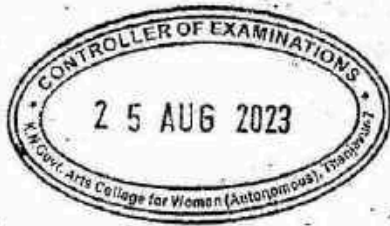
அலகு 1: சுற்றுச்சூழல்: வரைறை- கருத்து , கூறுகள் மற்றும் முக்கியத்துவம் .
சூழ்நிலைமண்டலம் - அமைப்பு மற்றும் பணிகள் - உணவு சங்கலி , உணவு வலை
மற்றும் சூழ்நிலை பிரமிடுகள்.

அலகு 2: பல்லாயிரத்தன்மை : வரைறை - முக்கியத்துவம் -இந்தியாவில்உள்ள
தாவரங்கள் மற்றும் விலங்கினங்கள் - இந்தியாவின் அழிந்துவரும் மற்றும் அச்சுறுத்தும்
இனங்கள் - பாதுகாப்பு உத்திகள் (Insitu and Exsitu)

அலகு 3: சுற்றுச்சூழல் மாசுபாடு : வரைறை - முகவர்கள். காரணங்கள் விளைவுகள்
மற்றும் கட்டுப்பாட்டு நடவடிக்கைகள் காற்று, நீர் , நிலம் , மற்றும் இரைச்சல் மாசுபாடு -
அனு அபாயங்கள் .

அலகு 4: சுற்றுச்சூழல் சட்டம் மற்றும் நெறிமுறைகள் - வனவிலங்கு சட்டம் - நீர் சட்டம்-
காற்று சட்டம் மற்றும் சுற்றுச்சூழல் பாதுகாப்புச்சட்டம் - சுற்றுச்சூழல் நெறிமுறைகள்
(சுதந்திர விரிவாக்கம் - சுற்றுச்சூழல் விரிவாக்கம் - பாதுகாப்பு நெறிமுறைகள்).

அலகு 5: சுற்றுச்சூழல் நிறுவனங்கள் - தேசிய (சுற்றுச்சூழல், காடு மற்றும் வனவிலங்கு
துறைகள்) சர்வதேச (UNICED - பூமி உச்சிமாநாடு(earth summit) - ஒரே ஒரு பூமி)
மனிதன் மற்றும் உயிர் கோலங்கள் (MAB).



Dr. Anand Kumar
6/7/23

அனந்த் காமர்

EXTRA CREDIT COURSE - ECC 1

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K3BBECC1:1	ENGLISH AND LOGICAL REASONING	ECC		-	-	-	3			100	100

Learning Objectives

CLO1	To Learn how to analyze the business situation
CLO2	To Will develop a skill of reading comprehension
CLO3	To Understands the importance of reasoning skill
CLO4	Will be able to compete for competitive exams
CLO5	Learn how to analyze the business situation

UNIT	Details	No. of Hours	Learning Objectives
I	Analysis of Business Situation- Passages type problems.		CLO1
II	Reading comprehension. English usage –synonyms and antonyms.		CLO2
III	Reasoning- Analogy, Classification, Series completion, Coding and decoding, Direction Sense test.		CLO3
IV	Blood relations, Puzzle test, Logical venn diagram, Assertion and reason, Inserting the missing one		CLO4
V	Logical sequence of words, Series, Analytical reasoning, Mirror images and Water images		CLO5
	Total		

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Use their logical thinking and analytical abilities to solve reasoning questions	PO1
CO2	Solve questions related to Reading comprehension.	PO1
CO3	Solve questions based on Reasoning	PO1
CO4	Solve questions based on Puzzle test	PO1
CO5	Solve puzzle images	PO1



Lab Roubell
23/8/23

Reading List

1.	Puzzles to puzzle you by Shakunataladevi orient paperback publication
2.	Reasoning For Competitive Examinations 2019 Edition by Nishit K Sinha, PEARSON INDIA
3.	A Modern Approach To Logical Reasoning (2 Colour Edition) by RSAgarwal, SChand Publications
4.	General Reasoning Ability for Competitive Exams - SSC/Banking/Defence/Railway/Insurance by Disha Experts, Disha Publications

References Books

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
5.	

Web Resources

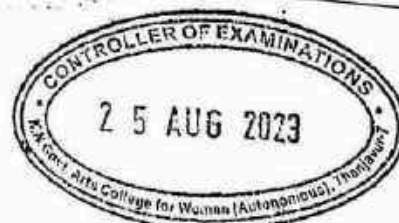
1.	www.m4maths.com
2.	www.Indiabix.com
3.	https://www.123test.com/
4.	https://www.bankexamstoday.com/p/data-interpretation-questions-sets.html
5.	https://playquiz2win.com/reasoning.html

Methods of Evaluation

External Evaluation	End Semester Examination	100 Marks
	Total	100 Marks
	Question paper pattern: 50 X 2= 100 Objective type questions. (Question paper pattern changed in April 2017 Academic Council)	

Methods of Assessment

Recall (K1)	MCQ,
Understand/ Comprehend (K2)	MCQ, True/False, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions,



Mapping with program outcome

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

S-Strong M-Medium L-Low

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

CO/PO	PSO 1	PSO 2	PSO3	PSO 4	PSO 5
CO 1	3	-	3	3	-
CO 2	3	-	3	3	-
CO 3	3	-	3	3	-
CO 4	3	-	3	3	-
CO 5	3	-	3	3	-
Weightage	15	-	15	15	-
Weighted Percentage of Course Contribution to POs	3.0	-	3.0	3.0	-



M. Labhru Bala
23/8/23

ECC 1- EXTRA CREDIT COURSE

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K3BBECC1:2	MOOC	ECC	-	-	-	-	3	-		100	100



M. Lakshmi Bai
23/8/23

ECC 2 - EXTRA CREDIT COURSE

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K3BBECC2	ADD ON COURSE	ECC	-	-	-	-	4	-			



M. Jadhav Bhal
 23/8/23

FOURTH SEMESTER

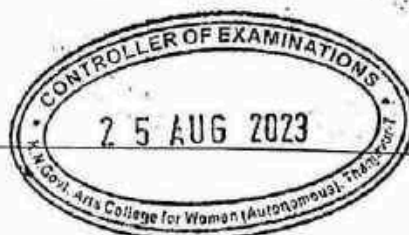
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K4BB07	RETAIL OPERATIONS, SYSTEMS AND INVENTORY	Core	Y	-	-	-	5	5	25	75	100
Course Objectives											
CLO1	Introduce students to the retail business environment										
CLO2	Develop in student's basic functional skills and knowledge in a variety of retail store scenarios										
CLO3	To provide basic knowledge on selection of store layouts										
CLO4	To understand and analyze in evaluation of retail operations										
CLO5	To Build Analytical skills in deepening inventory knowledge..										
UNIT	Details							No. of Hours	Learning Objectives		
I	Choosing a Store Location: Importance of location to a retailer – Trading Area Analysis regional Analysisl – Characteristics of the trading areas.							12	CLO1		
II	Site selection: Actual site analysis and selection – Choice of a general location – characteristics of the available site – Retail store layout – the circulation plan – space mix and effective retail space management – Floor space management.							12	CLO2		
III	Operations Management: Operating a retail business – operations Blueprint – store maintenance, Energy management and renovations – Inventory management – store security – Insurance – Credit management – Computerisation – Outsourcing – Crisis Management.							12	CLO3		
IV	Evaluating a retail operation: Store operating parameters – Using the strategic resource model in retailing – designing a performance programme.							12	CLO4		
V	Retail Inventory: Inventory Planning – Return on inventory investments and stock turnover – Inventory Management – Physical and perpetual inventory systems – retail method of inventory valuation.							12	CLO5		
Total							60				



Kalpana Bai
 23/8/23

Course Outcomes	On Completion of this course, students will;	
CO1	To provide knowledge to students in concise and understandable format so that students could learn and apply these concepts in their career for the growth.	PO1, PO2, PO6
CO2	To develop transferrable skills among the students for managing retail operation efficiently so that they could be ready to join the retail industry.	PO1, PO2, PO3
CO3	To provide brief insight about floor operation, product display, product handling, inventory management and retail sales.	PO4, PO5, PO7
CO4	The ability to perform service-related skills in providing basic customer service, problem-solving and communicating effectively	PO1, PO4, PO6
CO5	Knowing various issues associated with store operation, visual merchandising, merchandising, inventory management, retail sales etc.	PO1, PO4

Text Book(s)	
1	Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall of India, Tenth edition, 2006
2	James R Ogden and Denise T Ogden – Integrated Retail Management, Biztantra, 2005.
3	Dr. Harjit Singh- Retail Management Global Perspective: Text and Cases, S.Chand Publications, 2009
4	U. C. Mathur- Retail Management Text and Cases- I.K. International Publishing House Pvt. Limited-2010
5	Dr.Dipa Mitra- A Handbook of Retail Management: principles & practices, Archers & Elevators Publishing House- Archers & Elevators Publishing House, 2020.
Reference Books	
1	Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition. 2004.
2	Swapna Pradhan – Retailing Management: Text and Cases – Tata McGraw Hill Publishing Company Ltd., 2004.
3	Angie, Tang and Sarah Lim- Retail Operations- Pearson Publications, 2008
4	John Fernie, Suzanne Fernie, Christopher Moore- Principles of Retailing, Routledge, 2015
5	Gibson G. Vedamani- Retail Management (4th Edition)- Jaico Publishing House- 2006
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://onlinecourses.swayam2.ac.in/imb20_mg29/preview
2	https://katanamrp.com/blog/retail-inventory-management/
3	https://www.forbes.com/advisor/business/retail-inventory-management/
4	https://www.veeqo.com/inventory-management
5	https://safetyculture.com/topics/retail-inventory-management/



Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
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Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S
CO4	S	M	S	S	M	S	M	S
CO5	S	S	S	S	M	S	S	S

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

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

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0



M. Lakshmi Reddy
25/8/23



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
23K4BB08	BUSINESS REGULATORY FRAME WORK	Core	Y	-	-	-	5	5	25	75	100	
Course Objectives												
CLO1	Explain Indian Contracts Act											
CLO2	Understand Sales of goods act & contract of agency											
CLO3	Understand Indian Companies Act 1956											
CLO4	Understand Consumer Protection Act – RTI											
CLO5	Understand Cyber law											
UNIT	Details							No. of Hours	Learning Objectives			
I	Brief outline of Indian Contracts Act - Special contracts Act							15	CLO1			
II	Sale of Goods Act : Meaning of Contract of Sale, Essentials of A Contract of Sale, Difference Between Sale And Agreement to Sale. Goods-Price of Goods, Conditions And Warranties, Types Of Conditions And Warranties, Transfer of Ownership, Rules Relating To Passing Of Property From Seller to Buyer, Rules As To Delivery. Doctrine of Caveat Emptor							15	CLO2			
III	Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resolutions-Winding up.							15	CLO3			
IV	Consumer Protection Act – Objectives of Consumer Protection Act, 1986, Rights and Responsibilities of a Consumer, Features of Consumer Protection Act, 1986, Need for Consumer Protection Act in India, Process of Filing a Complaint under the Consumer Protection Act, 1986- RTI							15	CLO4			
V	Brief outline of Cyber laws – IT Act 2000 & 2008- Objectives of the IT Act 2000 & 2008, Features of the Information Technology Act, 2000 & 2008 Applicability and Non-Applicability of the Act. Cyber crimes – types of cyber crimes. Penalties and offences under the IT Act, 2000							15	CLO5			
								75				
Course Outcomes	On Completion of the course the students will							Program Outcomes				
C01	Explain Indian Contracts Act							PO1,PO3,PO6,PO8				
C02	Understand Sales of goods act and Contract of Agency							PO1,PO2,PO3,PO4, PO5,PO8				
C03	Understand Indian Companies Act 1956							PO3,PO4,PO6,PO8				
C04	Understand Consumer Protection Act – RTI							PO1,PO2,PO3,PO6, PO7,PO8				
C05	Understand Cyber law							PO1,PO3,PO6,PO7, PO8				

Reading List	
1	Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications
2	Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand
3	N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons
4	Constitutional Law – Dr. M.R. Sreenivasan&Ananda Krishna Deshkulkarni
5	Business Law (Commercial Law) – Dr. M.R. Sreenivasan



References Books

1	Business Regulatory Framework, SahityaBhawan Publications. Revised, 2022.
2	Business Regulatory Framework, <u>Garg K.C., Sareen V.K., Sharma Mukesh</u> , 2013
3	Business Regulatory Framework, Pearson Education India, 2011
4	Bare Acts- RTI, Consumer Protection Act
5	Business Regulatory Framework , Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015

Web Resources

1	https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html
2	http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/
3	https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661
4	International Journal of Law (lawjournals.org)
5	https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

M. Lakshmi Ravi Balu
23/8/23



Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	13	15	15
Weighted percentage of Course Contribution to Pos.	3.0	3.0	2.6	3.0	3.0



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K4BBECBB 4:1/	Operation Research	Gen eric Elec tive	Y	-	-	-	3	3	25	75	100

Learning Objectives

CLO1	Introduction to Operations Research definition and concept Essential features of LPP.
CLO2	Formulation of Transportation problem and finding an initial basic feasible solution.
CLO3	Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem.
CLO4	Analyse Network models and constructing network- critical path, various floats.
CLO5	Analyse Game Theory and Decision Theory

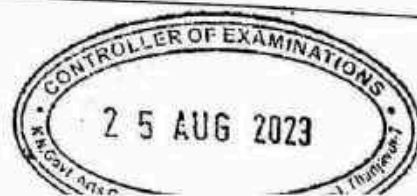
UNIT	Details	No. of Hours	Learning Objectives
I	Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP-simple problems.	12	CLO1
II	Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method- Vogel's approximation method to find the optimal solution.	12	CLO2
III	Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.	12	CLO3
IV	Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT	12	CLO4
V	Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving $2 \times n$ and $m \times 2$ game. Decision Theory –statement of Baye's theorem application - decision trees.	12	CLO5
		60	
Course Outcomes	On Completion of the course the students will	Program Outcomes	
CO1	Analyse Linear Programming	PO1,PO2,PO6	
CO2	Analyse Transportation problem	PO1,PO2,PO6	
CO3	Analyse Assignment problem	PO1,PO2,PO6	
CO4	Analyse Network models	PO1,PO2,PO6	



M. Lakshmi Bai
23/8/23

CO5	Analyse Game Theory and Decision Theory	PO1,PO2,PO6
Reading List		
1.	Operational Research Research.com	
2.	Operations Research PubsOnLine (informs.org)	
3.	Prabandhan : Journal of Management	
4.	International Journal of Operations research	
5.	DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019	
References Books		
1.	P.R. Vittal& V. Malini, Operative Research – Margham Publications – Chennai – 17.	
2.	P.K. Gupta& Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi	
3.	V.K. Kapoor, Introduction to operational Research – Sultan Chand & sons – New Delhi	
4.	Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi	
5.	P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.	
Web Resources		
1	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf	
2	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf	
3	https://www.onlinemathlearning.com › linear-programming-example	
4	https://www.kellogg.northwestern.edu › weber › Notes_6_Decision_trees	
5	www.pondiuni.edu.in › sites › default › files	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	
	Assignments	
	Seminars	
	Attendance and Class Participation	
	25 Marks	
External Evaluation	End Semester Examination	
	75 Marks	
	Total	
	100 Marks	
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

89



Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	M	M	S	M	S
CO2	S	S	M	M	S	S	M	S
CO3	S	S	M	M	S	S	M	S
CO4	S	S	M	M	M	S	M	S
CO5	S	S	M	M	M	S	M	S

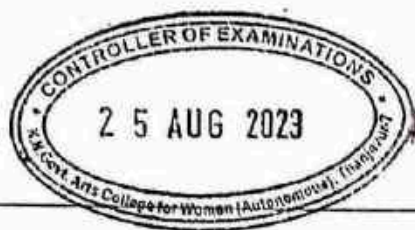
CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO / PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0



M. Labhru Balle
23/8/23



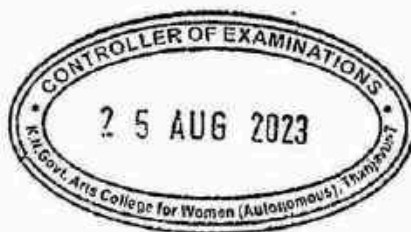
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K4BBECBB 4:2	BANKING THEORY, LAW AND PRACTICE	Gen eric Elec tive	Y	-	-	-	3	3	25	75	100
Learning Objectives											
CLO1	To recall the relationship between banker and a customer and functions of banks.										
CLO2	To explain the types of bank accounts										
CLO3	To describes the different types of customers and procedures related to them										
CLO4	To explain the rights and responsibilities of paying and collecting banker.										
CLO5	To explain the procedures related to pass book and cheques.										
UNIT	Details							No. of Hours	Learning Objectives		
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.							12	CLO1		
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.							12	CLO2		
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.							12	CLO3		
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							12	CLO4		

	course – recovery of money paid at mistake.		
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.	12	CLO5
		60	
Course Outcomes	On Completion of the course the students will	Program Outcomes	
CO1	Recall the relationship between banker and a customer and functions of banks.	PO1,PO2,PO6	
CO2	Explain the types of bank accounts	PO1,PO2,PO6	
CO3	Describes the different types of customers and procedures related to them	PO1,PO2,PO6	
CO4	Explain the rights and responsibilities of paying and collecting banker.	PO1,PO2,PO6	
CO5	Explain the procedures related to pass book and cheques.	PO1,PO2,PO6	



M. Lakshmi Bai
23/8/23

Reading List		
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.	
References Books		
1.	Banking, Theory Law & practice by Sundaram and Varshney, Sultan Chand & sons.	
2.	Banking law & practice by K.P.Kandasami, S.Natarajan & R.Parameswaran – S.Chand&Co.	
Web Resources		
1	https://kanchiuniv.ac.in/coursematerials/BANKING%20THEORY%20LAW%20AND%20PRACTICES%20(2).pdf	
2	https://www.icsi.edu/media/webmodules/publications/9.1%20Banking%20Law%20Professional.pdf	
3	https://kamarajwomenscollege.ac.in/wp-content/uploads/Study-Material-for-Banking-theory-law-and-practice-II-Year_compressed.pdf	
4	https://oms.bdu.ac.in/ec/admin/contents/86_16CCCCM4-16CCCBM4-16CCCCO4_2020051907551563.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	
	Assignments	
	Seminars	
	Attendance and Class Participation	
		25 Marks
External Evaluation	End Semester Examination	
		75 Marks
		Total
		100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	



Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	M	M	S	M	S
CO2	S	S	M	M	S	S	M	S
CO3	S	S	M	M	S	S	M	S
CO4	S	S	M	M	M	S	M	S
CO5	S	S	M	M	M	S	M	S

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO / PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0



M. Labhna Bal
23/8/23

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K4BBSEC6	MANAGEMENT CONCEPTS IN THIRUKKURAL	SEC	Y	-	-	-	2	2	25	75	100

Learning Objectives

CLO1	To Learn the business ethics and change management through Tirukkural.
CLO2	To Understand the decision making process and leadership through Thirukkural
CLO3	To explain the goal setting and investment decision through Thirukkural
CLO4	To describe the concept of stress management and social responsibility through Thirukkural
CLO5	To understand the concepts of Personality development & recruitment through Thirukkural

UNIT	Details	No. of Hours	Learning Objectives
I	Thirukkural On Administration (POSDCORB) 471,504, 517,677.663 Business Ethics in verse 113 Thirukkural. Adapting to changing Environment in verse 474,426 and verse 140, Thirukkural. Approach towards the higher authorities-691	6	CLO1
II	Decision making process – verse 948, 472, 467,663, 671,672 Thirukkural. Leadership & Leadership qualities in Thirukkural – verses 123,497,115,630,111,620,124 Learning the intricacies of different tasks in verse 462 and 677	6	CLO2
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	6	CLO3
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	6	CLO4
V	Personnel selection or recruitment in verse 507, 510,515, 517 Personnel Welfare in verse 520, Personality development -131,619,1021,611,621, Delegation – 513,515,517	6	CLO5
	Total	30	



Yashini Sali
23/8/23

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Learn the business ethics and change management through Thirukkural.	PO1
CO2	Understand the decision making process and leadership through Thirukkural	PO1, PO2, PO7
CO3	Explain the goal setting and investment decision through Thirukkural	PO1, PO4, PO7
CO4	Describes the concept of stress management and social responsibility through Thirukkural	PO2, PO6, PO7
CO5	Understands the concepts of Personality development & recruitment through Thirukkural	PO2, PO7

Reading List

1. Management Thoughts in Thirukkural by K. Nagarajan – ANMOL Publications PVT Ltd 4374/4B Ansari Road, New Delhi 110 002.
2. Management MANTRAS from Thirukkural – SM Veerappan and T. Srinivasan – Vikash publishing House Pvt Ltd, Jangpura, New Delhi 110 014
3. Thirukkural Pearls of Inspiration by M. Rajaram IAS, RUPA and Co, New Delhi 110 002.

Web Resources

1. <https://titbitsfromvincent.blogspot.com/2013/07/thirukkural-on-management-10-kurals.html>
2. <https://thirukkuralandmanagement.blogspot.com/search/label/Thirukkural%20and%20Leadership%20Qualities,-leadership>

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
	Question paper pattern – section A – 5*5=25, 5/8 Section B – 5*10=50 - 5/8	

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations



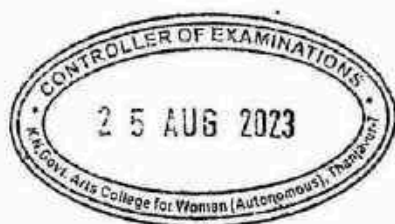
Mapping with program outcome

S-Strong M-Medium L-Low

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

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	-	3	3
CO 2	3	3	-	3	3
CO 3	3	3	-	3	3
CO 4	3	3	-	3	3
CO 5	3	3	-	3	3
Weightage	15	15	-	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	-	3.0	3.0

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



Yashvini Bhal
23/8/23

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K4BBSEC7	Intellectual Property Rights	SEC	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To learn Aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.										
CLO2	To disseminate knowledge on patents, patent regime in India and abroad and registration aspects										
CLO3	To evaluate the copyright law										
CLO4	To disseminate knowledge on copyrights and its related rights and registration aspects										
CLO5	To understand about Geographical Indicators										
UNIT	Details							No. of Hours	Learning Objectives		
I	IPR Introduction: and the need for intellectual property right - IPR in India -Different Classifications - Important Principles of IP Management - Commercialization of Intellectual Property Rights By Licensing-Intellectual Property Rights in the Cyber World.						6	CLO1			
II	Introduction-Classification-Importance-Types of Patent Applications in India - Patentable Invention- Inventions Not Patentable.						6	CLO2			
III	Introduction-Fundamentals -Concept-Purpose-Functions-Characteristics-Guidelines - For Registration of Trade Mark - Kinds of TM - Protection - Non-Registrable Trademarks -Industrial Designs - Need for Protection of Industrial Designs.						6	CLO3			
IV	Introduction to Copyright- Conceptual Basis -Copy Right and Related Rights-Author & Ownership of Copyright - Rights Conferred By Copy Right-Registration - Transfer -Infringement-Copyright pertaining to Software/Internet and other Digital media.						6	CLO4			
V	GEOGRAPHICAL INDICATIONS :Concept, Protection & Significance						6	CLO5			
	Total						30				



M. Lakshmi Bai
23/8/23

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Imbibe the knowledge of IPR through various laws	PO1, PO6
CO2	Apply the knowledge of patents	PO5, PO6
CO3	Understand the process of acquiring a trademark	PO2, PO6
CO4	Create an awareness about copyrights	PO6, PO8
CO5	Understand geographical indicators	PO6, PO8
Reading List		
1.	Journal of Intellectual Property Rights	
2.	Intellectual Property Rights Text and Cases: DR.R.Radhakrishnan, DR.S. Balasubramanian	
3.	Intellectual Property Patents, Trade Marks, And Copy Rights–Richard Stim	
4.	Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley	
5.	Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS	
References Books		
1.	Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing	
2.	Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis	
3.	Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House	
4.	Introduction To Intellectual Property Rights by Chawkam H.S, Oxford &Ibh	
5.	Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain	
Web Resources		
1.	https://nptel.ac.in/courses/110/105/110105139/	
2.	https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf	
3.	https://ipindia.gov.in/	
4.	https://www.tutorialspoint.com/explain-the-intellectual-property-rights	
5.	https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Question paper pattern – section A – 5*5=25, 5/8		
Section B – 5*10 =50 - 5/8		



Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcome

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

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):

Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0



M. Lehar Dal
23/8/23

ECC 3- EXTRA CREDIT COURSE

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K4BBECC3:1	QUANTITATIVE APTITUDE	ECC		-	-	-	3	-		100	100
Learning Objectives											
CLO1	To get prepared for competitive exams										
CLO2	To explore the application of "time" related problems										
CLO3	To Understand the concepts of divisibility and partnership related problems										
CLO4	To Know how to interpret data										
CLO5	To Analyse Interest, Numbers and Average , Ratio and proportion related problems										
UNIT	Details			No. of Hours	Learning Objectives						
I	UNIT 1 Time and Distance, Time and work and problems on trains.				CLO1						
II	UNIT 2 Divisibility ,Profit and Loss and Partnership related problems.				CLO2						
III	UNIT 3 Percentage, Discount and Age related problems				CLO3						
IV	UNIT 4 Clock, Data Interpretation and Data sufficiency related problems				CLO4						
V	UNIT 5 Interest, Numbers and Average, Ratio and proportion related problems				CLO5						
Course Outcomes											
Course Outcomes	On completion of this course, students will;	Program Outcomes									
CO1	Students get prepared for competitive exams	PO1									
CO2	Explores the application of "time" related problems	PO1									
CO3	Understands the concepts of divisibility and partnership related problems	PO1									
CO4	Knows how to interpret data	PO1									
CO5	Analyse Interest, Numbers and Average , Ratio and proportion related problems	PO1									



M. J. K. R. B. B.
23/8/23

Reading List

- | | |
|----|--|
| 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 |

References Books

- | | |
|----|--|
| 1. | Quantitative Aptitude by R.S Aggarwal & S. Chand Publication for Competitive Exams |
| 2. | Quantitative Aptitude and Reasoning by Shyam Saraf/Abhilasha Swarup. |
| 3. | Combat Test Series General Aptitude by Dr. Gajendra Purohit |
| 4. | General Quantitative Aptitude for Competitive Exams by Disha Experts. |
| 5. | Oswaal UGC NET 13 Solved Papers 2015-2023 General Aptitude. |

Web Resources

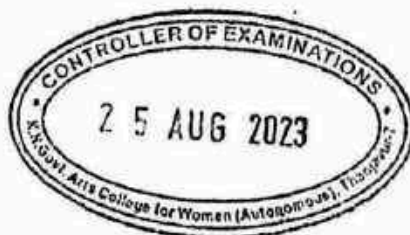
- | | |
|----|---|
| 1. | https://www.geeksforgeeks.org/quantitative-aptitude/ |
| 2. | https://www.indiabix.com/aptitude/questions-and-answers/ |
| 3. | https://www.youtube.com/playlist?list=PLpyc33gOcbVA4qXMoQ5vmhefTruk5t9lt |
| 4. | https://www.placementpreparation.io/quantitative-aptitude/ |
| 5. | https://www.toppr.com/guides/quantitative-aptitude/ |

Methods of Evaluation

External Evaluation	End Semester Examination	100 Marks
	Total	100 Marks
	Question paper pattern: 50 x 2 = 100 Objective type questions.	

Methods of Assessment

Recall (K1)	Concept explanations, Short summary or overview
Understand/ Comprehend (K2)	Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	



H. Labhru Baly
23/8/23

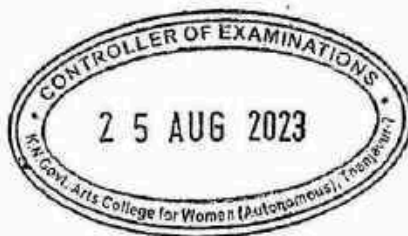
Mapping with program outcome

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

S-Strong M-Medium L-Low

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

CO/PO	PSO 1	PSO 2	PSO3	PSO 4	PSO 5
CO 1	3	-	3	3	-
CO 2	3	-	3	3	-
CO 3	3	-	3	3	-
CO 4	3	-	3	3	-
CO 5	3	-	3	3	-
Weightage	15	-	15	15	-
Weighted Percentage of Course Contribution to POs	3.0	-	3.0	3.0	-



M. Lalshar Bala
23/8/23

ECC 3- EXTRA CREDIT COURSE

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K4BBECC3:2	MOOC	ECC	-	-	-	-	3	-			



M. Leela Devi Bal
23/8/23

INSTITUTIONAL TRAINING *
Summer Internship /Industrial Training

Curricular note on Skill enhancing core paper with Internal evaluation for the award of 2 Credits

Aims: The purpose of this skill enhancing (Training) core paper is to bridge the theoretical fundamentals with that of actual practice and to inculcate a spirit of inquiry & research rigor to investigate the nuances that go into the working of industry at large. Apart from adapting as team-worker, students are expected to gather, filter the required information and report the dynamics of the chosen industry in a standardized format.

Process: Colleges may institute MoU/Collaborative initiative with firms in their locality to get the consent and to make the training more purposeful. Every student, individually or in a group not exceeding three, shall undergo a four-week [a minimum of twenty working days] training in any organization [size, type and location to be specified by the respective college] of his/her choice during the vacation between fourth and fifth semester. In case of insufficient vacation, college level adjustments can be made to facilitate the students on training.

Prior permission may be obtained from the organization in advance by the students concerned and information shall be passed onto the colleges thus enabling the training supervision by the concerned faculties authorized by the college.

Weekly postal or electronic reporting should be obtained to ensure coherent and comprehensive training during the training period. A final report [Institutional Training Record – ITR] containing the introduction of the industry, the profile of the company and a valid conclusion indicating the benefits of the training shall be given not exceeding 30 [A4] pages [in a spiral-bound form/pre-printed record designed for this purpose].

Reporting Proforma: The profile of the company may include the organization-chart, people involved in key-positions, year of establishment and growth pattern (for at least five years), the products dealt and market to which it caters to, sales turn-over, market share [for last three years], competitors' details, number of employees and their brief profile, share capital & Share holding pattern, market capitalization (in case of listed public company), group companies, if any, awards & recognitions (if any received), litigations, if any involved and so on.

Outcome: Internal evaluation by the concerned training supervisor along with HOD shall be made during the beginning of fifth semester for award of two credits and report the same to the university.



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23/8/23

FIFTH SEMESTER



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K5BB09	HUMAN RESOURCE MANAGEMENT	Core	Y	-	-	-	4	5	25	75	100

Learning Objectives

CLO1	Explain the concepts, functions and process of HRM
CLO2	Examine the selection and placement process
CLO3	Evaluate the training and performance
CLO4	Understand the importance of employee engagement and compensation
CLO5	Understand the recent trends in HR

UNIT	Details	No. of Hours	Learning Objectives
I	Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & procedures-Differences between personnel management and HRM –Environment of HRM -Concept &scope of Strategic Human resource management (SHRM).	15	CLO1
II	Human Resource Planning-Job Evaluation-methods- Job analysis-Job description, Job specification .Recruitment – Selection Process, Methods of Interview, Types of Tests, Induction and Placement.	15	CLO2
III	Training and Development, Training Process, Methods of training, Training Need, Career Development. Types of Transfer. Performance Management – Meaning-Performance appraisal methods.	15	CLO3
IV	Employee Engagement- Meaning- Importance- evaluation-measuring employee engagement, employee engagement-Employee Compensation- components- incentives-benefits- welfare and social security measures	15	CLO4
V	Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices. Global HRM	15	CLO5
		75	

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Explain the concepts, functions and process of HRM	PO1,PO2,PO4,PO6
CO2	Examine the selection and placement process	PO1,PO2,PO4,PO6,PO7,PO8
CO3	Evaluate the training and performance appraisal	PO2,PO 3, PO5,PO6,PO8
CO4	Understand the employee engagement and compensation	PO1 PO2,PO3,PO4,PO5,PO6
CO5	Understand the recent trends in HR	PO2,PO3,PO6,PO7, PO8



Handwritten signature and date: 23/8/23

Reading List

1.	Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018
2.	Steve Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1 st Edition, 2017
3	Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1 st Edition, 2018
4	Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015
5	Srinivas R Kandula, , Compentency Based Human Resource Managemet, PHI Learning , 1st Edition, 2013

References Books

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

Web Resources

1	https://mrctet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf
2	http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf
3	https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf
4	https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835
5	http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks



Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

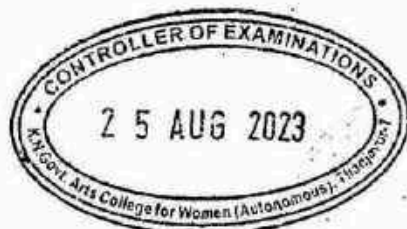
Mapping with program outcomes

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

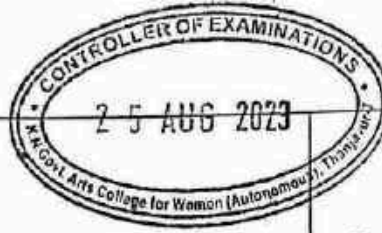
S-Strong M-Medium L-Low

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

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0



M. Lakshmi Devi
23/8/23



Subject Code	Subject Name	Category	I	T	F	C	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K5BB10	Research Methodology	Core	-	-	-	4	5	25	75	100	

Learning Objectives

CLO1	To familiarize the students to the basic concepts of Research and operationalize research problem
CLO2	To provide insights on research design and scaling
CLO3	To throw light on data collection and presentation
CLO4	To elucidate on Hypothesis Testing and other statistical Test
CLO5	To summarize and present research results with focus on ethics and plagiarism

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to Business Research - Research in Business -Objective of research, Research Process- Need for research, Formulating the research problem, pilot testing.	15	CLO1
II	Research Design- Exploratory, Descriptive, Casual. Formulation of hypothesis - types. Measurement of scale - characteristics of sound measurement tool, Characteristics of a good sample design, Types of sampling. Factors affecting the size of the sample.	15	CLO2
III	Sources and Collection of Data - Methods of collecting Primary and secondary sources, survey, observation, experimentation, Questionnaires - schedules. Difference between questionnaire and schedule. Selection of appropriate methods for data collection.	15	CLO3
IV	Data. Analysis and Preparation- Data entry, Datacoding, editing, classification and tabulation & cross tabulation- presentation of data.	15	CLO4
V	Presenting results and writing the report: Types of reports. Significance of report writing. Steps in writing a research Report. Precautions for writing a research report. Importance and need for Research Ethics. Plagiarism.	15	CLO5
Total		75	

Course Outcomes

Course Outcomes	On completion of this course, students will;	
CO1	Understand the concepts and principles of Research	PO1, PO2, PO6, PO7
CO2	Comprehend and decide the usage of design and formulate hypothesis	PO1, PO2, PO6
CO3	Analyze data collection sources and tools	PO1, PO2, PO7

M. Lakshmi Bai
23/8/23

CO4	Summarize and establish solutions through data analysis	PO1, PO2, PO6
CO5	Compare and justify the process of writing and organizing a research report.	PO1, PO2, PO3, PO4, PO6

Reading List

1	W.Lawrence Newman" Social Research Methods: Qualitative and Quantitative Approaches 7 th Edition, Pearson Education India 2014
2	Mark Saunders, Philip Lewis. Adrain Thornhill" Research Methods for Business Students" 5 th Edition Pearson India 2011
3	John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches , Sage , 4th Edition , 2014
4	Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6 th Edition , 2022
5	Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition, 2019

Reference Books

1.	C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.
2.	Donald R. Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill, 2018.
3.	Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.
4.	Richard L. Levin, Davis S. Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.
5.	Dr. R.K. Jain, Research Methodology, Methods and Techniques, Vayu Education 2021

Web Resources

1.	https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf
2.	https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf
3.	https://prog.lmu.edu.ng/colleges\CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf
4.	https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf
5.	https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks



Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

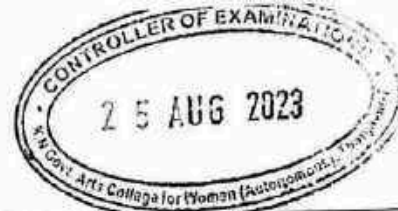
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0



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23/8/23

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K5BB11	Business Taxation	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	To understand the basic concepts of Taxes.										
CLO2	To provide insights on the Income Tax Act.										
CLO3	To evaluate the procedure for assessment and methods of valuation for customs.										
CLO4	To discuss on GST.										
CLO5	To analyze and apply the returns, Tax payment and Penalties under GST										
UNIT	Details							No. of Hours	Learning Objectives		
I	Objectives Of Taxation – Canons of Taxation – Tax System in India – Direct And Indirect Taxes – Meaning And Types.							15	CLO1		
II	Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure							15	CLO2		
III	Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback.							15	CLO3		
IV	Definitions of GST – business related person’s capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit. Registration of GST – person liable for registration, not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration- VAT.							15	CLO4		





V	Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions.	15	CLO5
Total		75	
100 % THEORY			
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	To define and understand the basic concepts of tax.	PO2, PO6	
CO2	To Examine and apply GST rules in real-time business situations.	PO2, PO5, PO6	
CO3	To analyze the elements of GST mechanism in India.	PO6, PO7, PO8	
CO4	To evaluate the rules of Income Tax and methods of valuation for customs.	PO2, PO4	
CO5	To prepare the needed documents under GST Compliance.	PO1, PO2, PO4, PO8	
Reading List			
1.	V.S. Datey, Central Excise, JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.		
2.	Business Taxation (Goods & Services TAX - GST) , Margam Publication, Edition 2019.		
3.	Srinivasan N.P and Priya Swami. M, Business Taxation , Kalyani publishers Edition 2013		
4.	Pagaredinkar, Business Taxation , Sultan Chand and Sons, 2012.		
5.	VISION: Journal of Indian Taxation		
References Books			
1.	Senthil and Senthil, Business Taxation, Himalaya Publication, 4 th Edition.		
2.	Vinodk. Singania, Indirect Tax, Sultan Chand and Sons, Edition 2013.		
3.	Dr. Rajani Bhat & Dr. Dhamodharan V, Indirect Taxation, TR Publications, Chennai, 2020		
4.	DR. Vandhana Bangar, Yogendra Bangar, Indirect tax laws, Aadhya Prakasam Allahabad 2018.		
5.	T.S. Reddy & Y. Hari Prasad Reddy, Business Taxation, Margham Publications, Chennai 2018.		
Web Resources			
1.	https://www.gst.gov.in/		
2.	https://gstcouncil.gov.in/		
3.	https://taxguru.in/custom-duty/types-duties-customs.html		
4.	https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901		
5.	https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/		

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23/8/23

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination (NO PROBLEMS)	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	M	M	S	M	M	M
CO2	S	M	M	M	M	M	M	M
CO3	S	M	M	M	S	M	M	M
CO4	S	M	M	M	S	M	M	M
CO5	M	M	M	M	S	M	M	M

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0



Labhu Bala
23/8/23

Subject Code	Subject Name	C a t e g o r y	L	T	P	O	C r e d i t s	I n s t - H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
23K5BB12	Retail Supply Chain Management	Core	Y	-	-	-	4	5	25	75	100

Learning Objectives

- | | |
|------|---|
| CLO1 | To give a basic understanding on Supply Chain Management. |
| CLO2 | To examine the operation of Supply Chain Management |
| CLO3 | To provide knowledge towards procurement of Supply Chain. |
| CLO4 | To understand the elements of Logistics Management. |
| CLO5 | To know the Global issues faced in Supply Chain Management. |

UNIT	Details	No. of Hours	Learning Objectives
I	Supply Chain Management - Meaning, Definition, Need and Evolution - Traditional and Modern approaches to SCM - Key issues in SCM - Phases of SCM - SCM in Organizations.	15	CLO1
II	Operations Management in SCM: Type of Manufacturing Systems - Lean Manufacturing - Mass Customization - Outsourcing - Service Operations Management - Managing Supply and Demand.	15	CLO2
III	Procurement for Supply Chain: Type of Purchases - Inventory Models - Inventory Counting Systems - Universal Bar Code - Materials Requirement Planning - Just In Time and Vendor Management Inventory.	15	CLO3
IV	Logistics Management: Elements of Logistics Management - Supply Chain Integration Innovations in SCM - Retail Logistics - Distribution Management and Strategies - Transportation Management - Warehousing and Warehouse Management Systems - Packaging for Logistics - Third Party Logistics - GPS and GIS Technologies.	15	CLO4
V	Global Issues in SCM: Forces behind Globalization - World Class SCM - World Class Demand Management (WCDM) - World Class Logistics Management (WCLM).	15	CLO5
	Total	75	



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Course Outcomes

Course Outcomes	On completion of this course, students will;	
CO1	Understand the fundamentals of Supply Chain Management.	PO1, PO2
CO2	Understand the Operations of Supply Chain.	PO1, PO2
CO3	Know the ways and methods of Procurement in Supply Chain.	PO1, PO2, PO4
CO4	Understand Logistics Management and Supply Chain Integration.	PO1, PO2, PO7
CO5	Analyze the issues in Supply Chain Management.	PO1, PO2, PO6

Text Book(s)

1	Rahul V. Altekar - Supply Chain Management - Concepts and Cases, Prentice Hall of India, 2012.
2	Michael H. Hugos, Chris Thomas- Supply Chain Management in the Retail Industry- Wiley- 2006
3	James Ayers-Handbook of Supply Chain Management- Taylor & Francis-2000
4	Kuldeepak Singh - A Handbook on Retail Supply Chain Management - notion press- 2021
5	Barry Berman, Joel R. Evans -Retail Management: A Strategic Approach - Prentice Hall- 2001

Reference Books

1	David Simchi Levi, Philip Kaminsky and Edith Simchi Levi - Managing the Supply Chain-The Definitive Guide, Tata McGraw Hill, 2004.
2	David Burt, Donald Dobler and Stephen Starling - World Class Supply Management: The Key to Supply Chain Management, Tata McGraw Hill, Seventh Edition, 2006.
3	Christopher Ryan, High - Performance Interactive Marketing, Viva Books Ltd., 2003.
4	James B. Ayers, Mary Ann Odegaard - Retail Supply Chain Management- Taylor & Francis- 2017
5	Narasimha Kamath, Swapnil Saurav, Handbook of Research on Strategic Supply Chain Management in the Retail Industry- IGI Global- 2016

Web Resources

1.	https://onlinecourses.swayam2.ac.in/imb20_mg29/preview
2.	https://www.gartner.com/en/supply-chain/insights/retail-supply-chain-management
3.	https://www.mckinsey.com/industries/retail/our-insights/supply-chain-of-the-future-key-principles-in-building-an-omnichannel-distribution-network
4.	https://www.vinculumgroup.com/what-are-the-five-components-of-retail-supply-chain-management/
5.	https://www.nchannel.com/blog/retail-supply-chain-management/

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks



Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

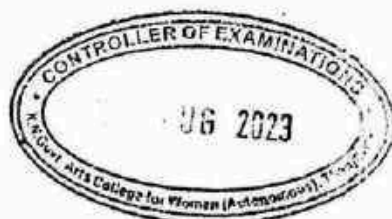
Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S
CO4	S	M	S	S	M	S	M	S
CO5	S	S	S	S	M	S	S	S

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

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

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



M. K. R. B. S.
23/8/23

Subject Code	Subject Name	Category	L	T	P	O	Credits
23K5BBECBB5 :1	Digital Marketing	Specific Elective	Y	4	-	-	3

Learning Objectives

CLO1	To provide basic knowledge about digital marketing.
CLO2	To understand and develop various digital marketing tools used for business.
CLO3	To know the digital analytics and measurement tools used for digital marketing.
CLO4	To familiarise online and Social media marketing
CLO5	To Understand various data analytics and measurement tools in digital marketing

UNIT Details

I	Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.		
II	Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.		
III	Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowdsourcing – Lead generation & sales in social media.		
IV	Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing – Influencer Marketing.		
V	Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value)	12	CLO3
Total		60	



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Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Discuss digital marketing and its framework	PO1, PO2, PO7, PO8
CO2	Identify, use appropriately and explain digital marketing tools	PO1, PO2, PO4, PO6, PO7, PO8
CO3	Explain social media marketing and crowdsourcing	PO1, PO2, PO4, PO6, PO7, PO8
CO4	Discuss online reputation management and its influence	PO1, PO2, PO6, PO7, PO8
CO5	Identify the various data analytics and measurement tools in digital marketing	PO1, PO2, PO6, PO7, PO8

Reading List

1.	Journal of Digital & Social Media Marketing
2.	International Journal of Internet Marketing and Advertising
3.	Understanding Digital Marketing, Damian ryan, 4 th Edition 2017 publisher: Korgan page limited USA
4.	Digital Marketing current trends , vandanahuja, 7 th edition 2015 Oxford University press , Chennai
5.	Digital Marketing essentials you always wanted to know, 7 th edition 2012, Vibrant publishers USA

References Books

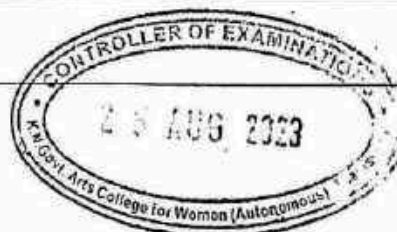
1.	Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.
2.	Nitin C Kamat & Chinmay Nitin Kamat, Digital Social Media Marketing, Himalaya Publishing House, 2018.
3.	Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.
4.	Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015.
5.	Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.

Web Resources

1	.https://www.soravjain.com/ebook/ebook.pdf
2	.https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners
3	https://www.optron.in/blog/digital-marketing/
4	. https://www.tutorialsduniya.com/notes/digital-marketing-notes
5	https://digitalmarketinginstitute.com/resources/ebooks

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks



Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	S	S	S	S	S	M
CO2	M	M	S	M	S	M	S	M
CO3	M	M	S	M	S	M	S	M
CO4	M	M	S	S	S	M	S	M
CO5	M	M	S	S	S	M	S	M

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0



M. Lakshmi
23/8/23

Subject Code	Subject Name	C a t e g o r y	I	T	P	C	C r e d i t s	I n s t r u c t i o n a l H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
23K5BBECBB5 :2	MANAGEMENT INFORMATION SYSTEM	Spec ific Elec tive	Y	-	-	-	3	4	25	75	100

Learning Objectives

CLO1	Understand MIS in decision making		
CLO2	Explain MIS, its structure and role in management functions		
CLO3	Classify & discuss information system categories, Database Management systems		
CLO4	Discuss SDLC and functional information system categories		
CLO5	Outline functions of BPO, Data mining and the recent trends in information management		
UNIT	Details	No. of Hours	Learning Objectives
I	Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. - Ethical issues	12	CLO1
II	Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage	12	CLO2
III	Computers and Information Processing - Classification of computer - Input Devices - Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.	12	CLO3
IV	System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.	12	CLO4
V	Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data.	12	CLO5
		60	



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23/8/23

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Understand MIS in decision making	PO1, PO4, PO5, PO7, PO8
CO2	Explain MIS, its structure and role in management functions	PO1, PO4, PO5, PO7
CO3	Classify & discuss information system categories, Database Management systems	PO2, PO5, PO6, PO7, PO8
CO4	Discuss SDLC and functional information system categories	PO1, PO4, PO5, PO7
CO5	Outline functions of BPO, Data mining and the recent trends in information management	PO2, PO3, PO4, PO6, PO7, PO8
Reading List		
1.	Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India	
2.	Dr. S.P. Rajagopalan, "Management Information Systems and EDP ", Margham Publications , Chennai.	
3	Management Information System by Jawadekar, Tata McGraw hill Publication, 2 nd Edition	
4	Management Information System by OzzEffy	
5	Sadagopan, "Management Information Systems" - Prentice- Hall of India	
References Books		
1.	Mudrick& Ross, "Management Information Systems", Prentice - Hall of India.	
2.	Management Information System by Concise study by Kelkhar S A	
3.	CSV Murthy -"Management Information Systems" Himalaya publishing House.	
4.	Michael Alexander (2014) Business Intelligence Tools for Excel Analysts	
5	Management Information System by Oka MM	
Web Resources		
1.	https://www.tutorialspoint.com/management_information_system/management_information_system.htm	
2.	http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf	
3	JMIS - Journal of Management Information Systems (jmis-web.org)	
4	Management Information Systems Quarterly AIS Affiliated Journals Association for Information Systems (aisnet.org)	
5	https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes	



Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	2	3	3
CO 3	3	3	3	3	3
CO 4	2	3	3	3	3
CO 5	3	3	3	3	3
Weightage	14	15	14	15	15
Weighted percentage of Course Contribution to Pos	2.8	3.0	2.8	3	3.0



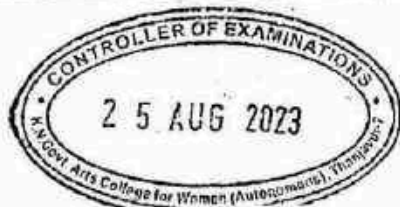
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K5BBECBB5 :3	FINANCIAL SERVICES	Spec ific Elec tive	Y	-	-	-	3	4	25	75	100

Learning Objectives

CLO1	Understand the types of financial services and its environment
CLO2	Recognize role and functions of merchant banker and capital market
CLO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance
CLO4	Understand Consumer Finance, Venture capital and credit rating
CLO5	Understand mutual funds and its functions

UNIT	Details	No. of Hours	Learning Objectives
I	Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector. Financial Environment; Financial System- RBI, Commercial Banks; Financial Institutions-National Stock Exchange; Non-Banking Financial Companies (NBFCs)	12	CLO1
II	Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI	12	CLO2
III	Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor	12	CLO3
IV	Venture Capital – Credit Rating – Consumer Finance	12	CLO4
V	Mutual Funds: Meaning – Types – Functions – Advantages. Introduction to digital payments- crypto currency.	12	CLO5
		60	

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	List types of financial services and their role	PO1,PO2,PO6
CO2	Recognize role and functions of merchant banker and capital market	PO1, PO2, PO3, PO4, PO6
CO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance	PO1, PO2, PO3 , PO6
CO4	Understand Consumer Finance, Venture capital and credit rating	PO2, PO6, PO8
CO5	Understand mutual funds and its functions	PO 2



M. Lakshmi Balu
23/8/20

125

Reading List

1.	Management of Banking and financial services by Padmalathasuresh and Justin Paul
2.	Financial Services By ThmmuluriSiddaiah
3.	Financial Services By Kevin D Peterson
4.	Financial markets and services By E.Gordon and K.Natarajan
5.	Financial services and Markets By DrPunithavathypandian

References Books

1.	1. Financial Services –M.Y.Khan
2.	2. Financial Services –B.Santhanam
3.	3. Law of Insurance – Dr.M.N.Mishra
4.	4. Indian Financial System – H.r.Machiraju
5.	5. A Review of current Banking Theory and Practice – S.K.Basu.

Web Resources

1.	http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf
2.	http://kanmarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf
3.	https://academyfinancial.org/journal
4.	Financial Remedies Journal
5.	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations



Mapping with program outcomes

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

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	2
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	14
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	2.8



M. Lakshmi Bai
23/8/23

**PROJECT WORK (GROUP)-
4 Hours, 3 Credits**

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

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

Learning Objectives	
CLO1	To Give Idea about Research Project
CLO2	To identify the research problem
CLO3	To review Literature
CLO4	To give knowledge on Data Collection and Analysis
CLO5	To Learn Project Preparation

Course Outcome	On completion of this course, students will;	
CO1	Gain knowledge about Research Project	PO1
CO2	Increase knowledge on research problem	PO2
CO3	Improve practice in review of literature	PO3
CO4	Gain knowledge on Data Collection and Analysis	PO1,PO2
CO5	Be Proficient in Project Preparation	PO6,PO7,PO8

**PROJECT DESCRIPTION
GUIDELINES**

1. Project report is to bridge theory and practice.
2. The project work should be neatly presented in not less than 50 pages and not more than 120 pages
3. Paper Size should be A4
4. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Times New Roman / Font Size: 12 for text)
5. Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings). The report should be professional.
6. The candidate should submit periodical report of the project to the supervisor.
7. Two reviews will be conducted before the Viva Voce
8. Each candidate should submit hardcopy (3 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.



M. Lakshmi Bai
23/8/20

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	20Marks
	Review I	
	Review II	
External Evaluation	Project Report – Viva Voce	80 Marks
	Total	100 Marks

Method of Assessment	
Review I	Problem Identification and Review of Literature
Review II	Rough Draft
Final	Project Report – Viva Voce

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15

Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0
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M. Leela Rani Bal
23/8/23

SEM I	VE	VALUE EDUCATION	23K5VE	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

1. **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.

References

1. Radhakrishnan, "Religion and Culture"(1968), Orient paperbacks, New delhi.
2. Das, M.S. & Gupta, 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.
D. Kulanthaiyaya "Evai manitha urimaigal" Narmadha Publishers.

SIXTH SEMESTER

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K6BB13	Entrepreneurship Development	Core	Y	-	-	-	4	6	25	75	100

Course Objectives

- CLO1 To impart knowledge on the concept of Entrepreneur and Entrepreneurship.
 CLO2 To know the various ideas and implementation of business plan.
 CLO3 To throw light on importance of the Business analysis and evaluation.
 CLO4 To discuss the role of Government in developing entrepreneurship.
 CLO5 To understand the problems and remedies of Entrepreneurial failure.

UNIT	Details	No. of Hours	Course Objectives
I	Entrepreneur- Meaning & definition, Types of entrepreneurs, traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. Entrepreneurship- Meaning & definition, Factors affecting entrepreneurship, Difference between entrepreneur and entrepreneurship. Recent development in entrepreneurship.	15	CLO1
II	Generating innovative ideas of business- Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Capital budgeting, Project profile preparation, matching entrepreneur with the project., Introduction of Patent and Trademarks.	15	CLO2
III	Business Plan Development- Feasibility study and evaluation of projects -Market analysis, technical analysis, cost-benefit analysis, Project formulation, Assessment of business Models, Dealing with basic and initial problems of setting up of enterprises.	15	CLO3
IV	Awareness of various government schemes for start-up business- Start-up India, Stand-up India, Aatmanirbhar Bharat mission, 'Make in India' Program, ASPIRE, MUDRA. Role of Women Entrepreneurs in Economic development.- Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Stree Shakti scheme. Role of MSME, SSI, SIDO, EDI and MDI.	15	CLO4
V	Problems and remedies of sick industries, Causes of Industrial sickness, Preventive and remedial measures of Sick industries. Preventive and rehabilitation of business.	15	CLO5
Total		75	



M. Lakshmi Bai
23/8/23

Course Outcomes

Course Outcomes	On completion of this course, students will;	
CO1	To understand the concepts of Entrepreneurship development.	PO1,PO2
CO2	To apply knowledge in the business plans and implementation.	PO1, PO2,PO3
CO3	To analyze the various analyses of business in setting up of enterprises.	PO2,PO4, PO5,PO8
CO4	To create the awareness about various schemes and subsidies of government for entrepreneurial development.	PO3,PO4, PO5, PO6,PO7
CO5	To evaluate and assess the various problems and remedies of entrepreneurship	PO1,PO2,PO3, PO8

Reading List

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

References Books

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

Web Resources

1.	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf
2.	https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf
3.	https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20Sailaja.pdf
4.	http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf



Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

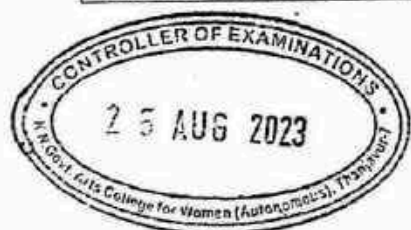
Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	2	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Weightage	15	14	15	14	14
Weighted percentage of Course Contribution to Pos	3.0	2.8	3.0	2.8	2.8



Labana Baly
23/8/23

Subject Code	Subject Name	C a t e g o r y	L	T	P	O	C r e d i t s	I n s t . H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
23K6BB14	CHANNEL MANAGEMENT	Core	Y	-	-	-	4	6	25	75	100

Course Objectives

CLO1	To introduce the role and importance of Channel management in business world.
CLO2	To develop marketing skills and career at global level by understanding their channels strategy
CLO3	To understand the channel methods of marketing and channel members and its impact in international organization
CLO4	To apply and develop retail channels and handle the conflicts efficiently
CLO5	To provide knowledge on global channel management for business competitiveness

UNIT	Details	No. of Hours	Course Objectives
I	Marketing channels-structure, functions and relationships-meaning, need, importance and functions of marketing channels-emergence of marketing channel structure-primary and specialized participants-channel structure.	12	CLO1
II	Channel strategy and design-enterprise positioning-corporate strategy-customer, competitive and internal environmental analysis-channel objectives-product impact on marketing channel design-transaction cost analysis-analytical tools for evaluating alternative structures-evaluation of channel members-channel strategy-multiple channels.	12	CLO2
III	Channel development and marketing: Negotiations in marketing-negotiation strategy channel negotiation process-leadership-vertical marketing system-conflict-types and resolution-macro prospective of channel performance-measuring final performance-measuring customer satisfaction.	12	CLO3
IV	Issues in retail channel management: Channel dynamics-impact of information age information systems and channel management-channel change and management-strategic issues in international retailing-need for distribution innovation.	12	CLO4



V	Channel institutions-retailing-non-store retailing-wholesaling-international distribution channels-channels of distribution for services. Retail organizations-independent retailers-chain retailers-leased departments-franchises integrated and consumer co-operatives.	12	CLO5
Total		60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Understand various channel management concepts and the functions at various levels of business	PO1, PO2	
CO2	Identify and understand the various types of channels and their participants and functions	PO1, PO3	
CO3	Interpret how a good channel structure and coordination is needed for effective business	PO5, PO6	
CO4	Understand the various types of channels strategy and how to apply in retail business decision making process	PO1, PO2, PO3, PO6	
CO5	Estimate and promote efficient and optimal utilization of resources through proper channels	PO4, PO5, PO6, PO7	
Reading List			
1.	Donald J Powerson-Strategic Marketing Channels Management, McGraw Hill, 2002		
2.	Meenal Dhotre - Channel Management And Retail Marketing- Himalaya Publishing House- 2010		
3.	Patrick Forsyth- Channel Management-Wiley Publisher- 2002		
4.	Sandro Castaldo, Monica Grosso, Katia Premazzi- Retail and Channel Marketing- Edward Elgar- 2013		
5.	Russell W. McCalley- Marketing Channel Management- Praeger publisher-1996		
References Books			
1.	Stren, El. Ansary, Cough man and Anderson-Marketing Channels, Prentice Hall of India Sixth Edition, 2003.		
2.	Barry Berman and Joel R Evans-Retail Management-A strategic approach, prentice Hall of India, Tenth Edition, 2006.		
3.	Christopher Ryan, High Performance Interactive marketing, Viva Books Ltd 2003.		
4.	Wild. J - Channel Management- Juta Legal and Academic Publications- 2017		
5.	Julian Dent- Distribution Channels Understanding and Managing Channels to Market-Kogan Page- 2008		
Web Resources			
1.	https://onlinecourses.nptel.ac.in/noc20_mgl3/preview		
2.	https://www.marketing91.com/channel-management/		
3.	https://www.syncoria.com/blog/channel-management/		
4.	https://www.zinfi.com/blog/what-is-channel-management		
5.	https://www.mckinsey.com/capabilities/growth-marketing-and-sales/how-we-help-clients/sales-and-channel-management		



Wabhu Bal
23/8/23

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	S	S	S	S	S	S
CO2	S	S	S	M	S	S	S	S
CO3	S	S	S	S	S	S	S	S
CO4	M	S	M	S	S	M	S	M
CO5	M	S	S	S	S	M	S	S

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

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

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0



M. Lakshmi Bai
23/8/23

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CI A	External	Total
23K6BB15	Production & Materials Management	Core	Y	-	-	-	4	6	25	75	100

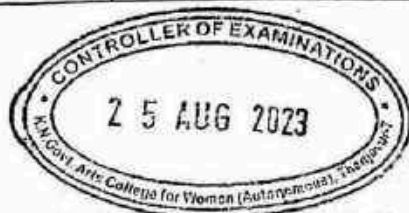
Learning Objectives

CLO1	To provide comprehensive outlook on basic concepts and practices of production.
CLO2	To understand types of layout facilities
CLO3	To analyse work study methods and quality control
CLO4	To enable the students to gain knowledge on Inventory control and Vendor rating
CLO5	To give an insight to Purchase management

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction – Meaning, scope and Functions of Production Management - Different types of Production Systems. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.	15	CLO1
II	Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.	15	CLO2
III	Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.	15	CLO3
IV	Integrated materials management- the concept- service function advantages- Inventory Control- Function of	15	CLO4



	Inventory - Importance-Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ- Stores Planning – Stores Keeping and Materials Handling – objectives and Functions		
V	Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution-, Vendor rating and Management	15	CLO5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Provide comprehensive outlook on basic concepts, and practices of production	PO1, PO2, PO6	
CO2	Identify right plant location and plant layout of factory	PO1, PO2, PO6	
CO3	Know work study & method study, its procedure & quality control techniques in production.	PO1, PO2, PO3, PO6	
CO4	Outline inventory control concepts and its replenishment to manage inventory	PO1, PO6, PO7	
CO5	Discuss purchase management procedure and identify vendor rating mechanisms	PO1, PO2, PO6, PO8	
Text Books			
1.	K.ShridharaBhat; Material Management; Himalaya Publishing House; Mumbai 2020		
2.	R.B Khanna, Production and Operations management , Prentice Hall Publications, 2015		
3	Biswajit Banerjee, Operations Management and Control, S Chand, Revised Edition, 2010		
4	Anil Kumar S and N Suresh, Operation Management, New Age International 1 st Edition, 2018		
5	,tnnmlnietv sltltlnlnn ,Snsntvet .Jiaail WMcGraw Hill; 13th Edition, 2022		
References Books			
1.	P.Saravanel and S.Sumathi; Production and Materials Management, Margham Publications, 2015		
2.	M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004		
3.	P. Gopalakrishnan&AbidHaleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.		
4.	P. Ramamurthy, Production and Operations Management, JBA publishers,		



139

Y. Lab. R. B. Balu
23/8/23

	2nd edition 2013.	
5.	S.N.Chary, Production and Operations Management, JBA Publishers, Edition Edition VI	
Web Resources		
1	https://mrcet.com/downloads/digital notes/ME/III%20year/POM%20NOTES.pdf	
2	https://www.iare.ac.in/sites/default/files/lecture notes/IARE OM NOTES.pdf	
3	https://www.vssut.ac.in/lecture notes/lecture1429900757.pdf	
4	https://ebooks.lpude.in/management/mba/term 4/DMGT525 MATERIALS MANAGEMENT.pdf	
5	https://examupdates.in/materials-management-notes/	
Methods of Evaluation		
Internal Evaluation	Continuous Assessment Test	25 Marks
	Internal Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low



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

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

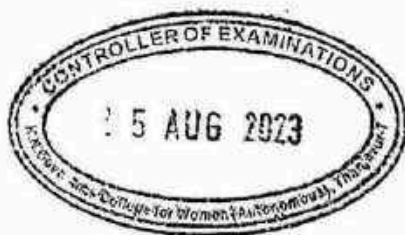


Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K6BB ECBB7 :1	Merchandising Management	ELECTIVE	Y	-	-	-	3	5	25	75	100

Learning Objectives

CLO1	To understand general concepts of merchandising
CLO2	To learn how to receive, present and maintain merchandise.
CLO3	To understand and apply merchandise pricing strategies.
CLO4	To understand the process of pricing and methods of evaluating merchandise performance
CLO5	To gain insights on visual merchandising

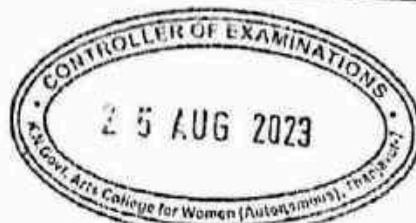
UNIT	Details	No. of Hours	Learning Objectives
I	Merchandising — meaning — concept — factors affecting merchandising function — merchandise manager functions — merchandise mix — components of merchandise management — merchandise strategies	12	CLO1
II	Merchandise Planning — steps involved — merchandise control — assortment planning — merchandising stages	12	CLO2
III	Merchandise buying — types — sources of supply — identifying and contracting - evaluating sources- branding strategies — category management	12	CLO3
IV	Merchandise performance — retail pricing — merchandise allocation — analysing merchandise performance — methods.	12	CLO4
V	Visual Merchandising — types of display — display planning — methods of display — Exterior and interior display — space management — planning lay out	12	CLO5
	Total	60	



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23/8/23

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	To understand the basic concepts of merchandise management	PO1, PO2
CO2	To be able to develop a merchandise plan	PO1, PO2, PO6
CO3	To understand merchandise flow in the shopfloor	PO1, PO2, PO4
CO4	To evaluate the process of pricing, price changes and planogram	PO1, PO2, PO6, PO7
CO5	To analyse the impact of visual merchandising	PO2, PO3, PO5, PO6, PO8
Text Books		
1.	John Donnellan - Merchandise Buying and Management- Bloomsbury Academic- 2013	
2.	James Topps, Glenn Taylor - Managing the Retail Supply Chain- Kogan Page- 2018	
3	Merchandise Buying and Management- John Donnellan- Fairchild Books and Visuals- 2013	
4	Retail Management- An Effective Management Strategy for Retail Store Managers- Nestfame Creations Pvt. Ltd.- 2019	
5	Berman- Retail Management: A Strategic Approach- Pearson Education- 2007	
References Books		
1	Chetan Bajaj and Ranjith — Retail Management — Oxford University Press, Second Edition, 2005	
2	Gillespie Hecht and Lebowitz — Retail Business Management, McGraw Hill Book Company, Third Edition, 2002	
3	James Rogden, Denise T.Ogden - Integrated Retail Management, Wiley Pvt Ltd, 2005	
4	Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004	
Web Resources		
1	https://onlinecourses.swayam2.ac.in/imb19_mg02/preview	
2	https://www.tutorialspoint.com/retail_management/merchandise_management.htm	
3	https://indiafreenotes.com/merchandise-management-concept-types-of-merchandise-principles-of-merchandising/	
4	https://ca.indeed.com/career-advice/career-development/merchandising-management	
5	https://www.wallstreetmojo.com/merchandising/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	
	Assignments	
	Seminar	
	Attendance and Class Participation	
		25 Marks

143



External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0



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23/8/23

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CI A	External	Total
23K6BBE CBB7:2	Franchise Operations Management	Core	Y	-	-	-	3	5	25	75	100

Learning Objectives

CLO1	Determine critical success factors for managing a franchise
CLO2	Leverage emerging trends in the franchise industry
CLO3	Gain insight and analytical skills required to succeed in franchising
CLO4	To prepare and study business plans for franchising
CLO5	To understand the legal aspects in franchising

UNIT	Details	No. of Hours	Learning Objectives
I	Building Blocks of Franchising – What is franchising – Economic Impact –The Franchise Business Concept: When to Use Franchising -- Types of franchising – A Global Perspective– Strategic Franchise Structures – The Economic Impact of Franchising – International Franchise Overview	12	CLO1
II	Managing Franchise Business – Threshold Business Issues – The Feasibility of Franchising -- Steps involved in preparing for franchising – Advantages and Disadvantages to Franchisor & Franchisee – Elements of a Successful System – Marketing & Promotion – Trade name sharing	12	CLO2
III	Choosing Franchisees: What's the Right Profile? – Sources of Revenue – Trends in franchising – Multiple unit franchising – Key Franchising Policies -- Recruiting, Selecting, and Managing Franchisees – Understanding Chain Organizations – HR in Franchise Businesses – The Terminology of Franchising	12	CLO3
IV	Criteria to evaluate a franchise by a franchisor – Franchise Disclose Agreement – Benefits of Brand name – The Future of Franchising – The Franchise Business Plan & Market Process – Running a Franchise –Marketing & Managing a Franchise – Franchisee Support –	12	CLO4

C.45



	Protecting & Financing a Franchise -- Franchisor Business Plan		
V	Legal and Taxation Aspects - Infrastructure/Services Provided - Profit Pie to Share - Multi-Level Franchising - Company Owned Stores -- Multi-Concept Franchises - Market Development/Encroachment - The Financial Position - Finance Sources and Assistance -- Starting the Operation - Operations Manual and Contract	12	CLO5
	Total	60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Define the concept and pros & cons of franchisee option	PO1, PO3	
CO2	Identify legal formalities & process of franchisee	PO1, PO4	
CO3	Develop relationship between Franchisor & franchisee, Resolve the conflict between franchisor & franchisee.	PO4, PO5, PO6, PO7	
CO4	Develop Franchisee marketing plan	PO2, PO6	
CO5	Analyze the way to enter into International Market entry strategies	PO2, PO3, PO5, PO7	
Text Books			
1	Norman, (2006). Franchising. USA: Kaplan Publishing		
2.	Manish V. Sidhpuria - Retail Franchising- McGraw-Hill Education (India) Pvt Limited- 2009		
3	Vincent Gabriel · - Success In Franchising- 2013		
4	Mark Siebert- The Franchisee Handbook- Entrepreneur Press-2019		
5	Rick Grossman- Franchise Bible- Entrepreneur Press- 2017		
References Books			
1	Bisio,R. (2011). The Educated Franchisee . Bascom Hill Publishing		
2	Fairbourne, J. Gibson, S.W., Micro Franchising: Creating wealth at the bottom of the		
3	Pyramid. Edward Elgar Publishing		
4	Michael H. Seid, Joyce Mazero- Franchise Management For Dummies- Wiley Publisher- 2017		
5	Carl Reader - The Franchising Handbook: How to Choose, Start and Run a Successful Franchise (Teach Yourself) -2016		
Web Resources			
1	https://onlinecourses.swayam2.ac.in/imb20_mg29/preview		
2	https://dynamics.folio3.com/blog/franchise-management-software/		
3	https://www.udemy.com/course/franchise-management/		
4	https://na.eventscloud.com/ehome/82030/170296/		
5	https://meetbrandwide.com/blog/2022/08/16/what-is-franchise-management/		



M. Lakshmi Bal
23/8/23

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
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Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	S	S	S	S	S	S
CO2	S	S	S	M	S	S	S	S
CO3	S	S	S	S	S	S	S	S
CO4	M	S	M	S	S	M	S	M
CO5	M	S	S	S	S	M	S	S

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

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

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CI A	External	Total
23K6BB ECBB 7:3	Services Marketing	Specific Elective	Y	-	-	-	3	5	25	75	100

Learning Objectives

CLO1	To recall the basic concepts of Services Marketing.
CLO2	To know the Marketing Mix in Service Marketing.
CLO3	To examine effectiveness of Service Marketing.
CLO4	To discuss on delivering Quality Service.
CLO5	To analyze the Marketing of Services.

UNIT	Details	No. of Hours	Learning Objectives
I	Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.	15	CLO1
II	Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing-people, physical evidence and process.	15	CLO2
III	Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.	15	CLO3
IV	Delivering Quality Service: Causes of service - quality gaps- SERVQUAL-SERVPEF. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions - the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.	15	CLO4
V	Marketing of Service With Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services and e-services.	15	CLO5
Total		75	



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23/8/23

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To define and understand the concepts of Services Marketing.	PO1, PO4, PO6, PO8
CO2	To Examine and apply Marketing Mix in Service Marketing.	PO2, PO3, PO4, PO6, PO7, PO8
CO3	To analyze and design various strategies in the field of Services Marketing.	PO4, PO5, PO6
CO4	To evaluate the role of delivering Quality Service.	PO2, PO7
CO5	To design the tools of Marketing	PO1, PO3, PO5, PO8
Reading List		
1.	Reddy P.N. (2011)– Services Marketing – Himalaya Publication	
2.	Christopher Lovelock ,JochenWirtz (2016)– Services Marketing – World Scientific Publisher	
3.	The Journal Of Services Marketing	
4.	Valarie A Zeithmal and Mary JO Bitner,ServicesMarketing:Integrating Customer Focus across the firm,TataMcGraw Hill NewDelhi	
5	C.Bhattacharjee,Services Marketing ,Excel Books,NewDelhi	
References Books		
1.	Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.	
2.	S.M. Jha, Services marketing, Himalaya Publishers, India	
3.	Baron, Services Marketing, Second Edition. Palgrave Macmillan	
4.	Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.	
5.	Thakur.G.S. Sandhusupreet&DograBabzan, Services marketing, kalyanni Publishers, Ludhianna.	
Web Resources		
1	https://www.managementstudyguide.com/seven-p-of-services-marketing.htm	
2	https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875	
3	https://www.marketingtutor.net/service-marketing/	
4	https://www.marketing91.com/service-marketing/	
5	https://www.marketing91.com/service-marketing-mix/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	
	Total	
		25 Marks
		75 Marks
		100 Marks



Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand / Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	S	M	S	M	S	M
CO2	S	M	S	M	S	M	M	M
CO3	S	S	S	M	M	M	S	S
CO4	S	M	S	S	S	S	M	S
CO5	M	S	M	S	M	S	S	M

CO-PO Mapping (Course Articulation Matrix)

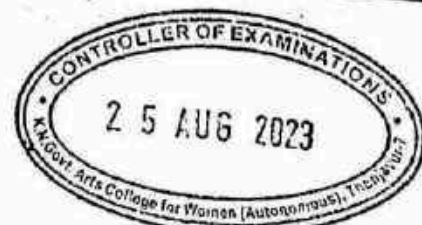
Level of Correlation between PSO's and CO's

CO / PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0



M. Lehar Bala
23/8/23

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K6BB ECBB8:1	CONSUMER BEHAVIOR	Spec ific Elec tive	Y	-	-	-	3	5	25	75	100
Learning Objectives											
CLO1	Understand the different concepts relating to nature, scope and application of consumer behavior										
CLO2	Understand the various internal influences on consumer behavior										
CLO3	Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.										
CLO4	Learn about the various external influences on consumer behavior										
CLO5	Understand the process of human decision making in a marketing context.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Consumer Behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; Introduction to Industrial Buying Behavior; Market Segmentation, (VALS-2-segmentation profile. E-Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer, Influences on E-Buying)							15	CLO1		
II	Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory. Types of involvement.							15	CLO2		
III	Consumer Personality- theories of personality- Freudian theory, Jungian-theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process- selection, organization & interpretation- Learning & Consumer Involvement: learning theories- classical conditioning, instrumental conditioning, cognitive learning; involvement-theory. Consumer Attitudes: Formation of attitudes; functions performed by attitudes; attitude-towards advertisement model.							15	CLO3		
IV	External Influences on Consumer Behavior: Group Dynamics & consumer reference groups: Different							15	CLO4		



Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand / Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	S	M	S	M	S	M
CO2	S	M	S	M	S	M	M	M
CO3	S	S	S	M	M	M	S	S
CO4	S	M	S	S	S	S	M	S
CO5	M	S	M	S	M	S	S	M

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

M. Lakshmi Bai
23/8/23

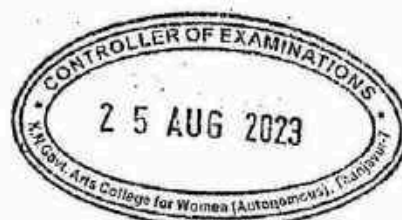


Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K6BB ECBB8:1	CONSUMER BEHAVIOR	Spec ific Elec tive	Y	-	-	-	3	5	25	75	100

Learning Objectives

CLO1	Understand the different concepts relating to nature, scope and application of consumer behavior
CLO2	Understand the various internal influences on consumer behavior
CLO3	Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.
CLO4	Learn about the various external influences on consumer behavior
CLO5	Understand the process of human decision making in a marketing context.

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to Consumer Behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; Introduction to Industrial Buying Behavior; Market Segmentation.	15	CLO1
II	Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory. Types of involvement.	15	CLO2
III	Consumer Personality- theories of personality- Freudian theory, Trait theory; Theory of self- images; Consumer Perception: Perceptual Process- selection, Learning & Consumer Involvement: learning theories- classical conditioning, instrumental conditioning, cognitive learning; Consumer Attitudes: Formation of attitudes; functions performed by attitudes;	15	CLO3
IV	External Influences on Consumer Behavior: Group Dynamics & consumer reference 'groups: Different	15	CLO4



	types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class & Consumer behavior: Determinants of social class;		
V	Consumer Decision Making: Diffusion of Innovation: Definition of innovation -resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation	15	CLO5
	Total	75	

Course Outcomes

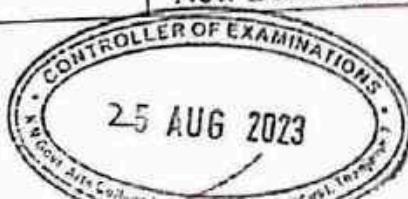
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Explain the concept of Consumer Behaviour & describe Consumer research process in detail.	PO4
CO2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.	PO2, PO3, PO4, PO6
CO3	Analyze the consumer decision process.	PO6, PO8, PO2
CO4	Assess the impact of consumer's motivation, personality on the buying behaviour.	PO6, PO8
CO5	Determine customer satisfaction and consequent post purchase behavior	PO3, PO1, PO2

Text Books

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

References Books

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



154

M. Jais Ran Bah
23/8/23

Web Resources

1.	https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457
2.	https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition
3.	https://www.youtube.com/watch?v=ssexfXwoeuc&list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFeeuDr
4.	https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf
5.	https://www.iedunote.com/attitude-and-consumer-behavior

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)



155

Level of Correlation between PSO's and CO's
S

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0



M. Lakshmi Bai
23/8/23

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23K6BB ECBB8:2	E-Business	Spec ific Elec tive	Y	-	-	-	3	5	25	75	100

Learning Objectives

CLO1	To understand the basic concepts of electronic business.
CLO2	To identify web-based tools.
CLO3	To examine the security threats to e-business.
CLO4	To discuss the strategies on marketing.
CLO5	To analyze the business plan for e-business.

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business	15	CLO1
II	Web based tools for e - business - e - business software - overview of packages	15	CLO2
III	Security threats to e - business - implementing security for e - commerce and electronic payment systems.	15	CLO3
IV	Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals	15	CLO4
V	The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business	15	CLO5
Total		75	

Course Outcomes

Course Outcomes	On completion of this course, students will;	
CO1	To define and understand the basic concepts of business done through web	PO2, PO6, PO7
CO2	To Examine and apply web tools in real-time business situations.	PO2, PO5, PO6, PO7
CO3	To analyze the security threats in e-business.	PO6, PO7, PO8
CO4	To evaluate strategies for marketing.	PO2, PO4, PO7
CO5	To prepare the environment for e-business.	PO1, PO2, PO4, PO7, PO8



M. Lakshmi Bai
23/8/23

Text Books		
1.	Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000	
2.	Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business	
3.	Kosivr, David - Understanding E-Commerce	
4.	Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.	
5.	C S Rayudu, E Commerce E Business, HPH	
References Books		
1.	Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.	
2.	Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.	
3.	SmanthaShurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.	
4.	David Whitely, E Commerce Strategy, Technology and Applications, TMH	
5.	J. Christopher Westle and Theodre H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press	
Web Resources		
1	https://www.tutorialspoint.com/e-commerce/e-commerce-tutorial.pdf	
2	https://www.techtarget.com/searchcio/definition/e-business	
3	https://www.britannica.com/technology/e-commerce	
4	https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/	
5	https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	



Mapping with program outcomes

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

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0



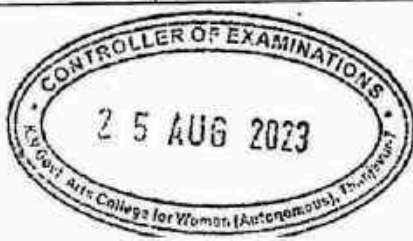
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23/8/23

Subject Code	Subject Name	C a t e g o r y	I	T	P	C	C r e d i t s	I n s t - H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
23K6BB ECBB8:3	Strategic Management	Core	Y	-	-	-	3	5	25	75	100

Learning Objectives

CLO1	To understand the concept of strategy and strategic management process.
CLO2	To create awareness of evolving business environment.
CLO3	To understand strategic alternatives and make appropriate strategic choice
CLO4	To know the basics of strategic implementation
CLO5	To understand recent trends for competitive advantage

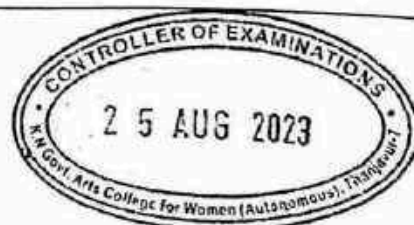
UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to Strategic Management -Overview of Strategic Management Process Levels of Strategy Strategic Intent-Vision and Mission Business Definition	12	CLO1
II	External Environment Appraisal using PESTEL Competitor Analysis using Porter's 5-Forces model Environmental Threat and Opportunity Profile (ETOP) Value chain Analysis Strategic Advantage Profile(SAP) Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis	16	CLO2
III	Strategic alternatives at corporate level: concept of grand strategies -Strategic choice models - BCG, GE Nine Cell Matrix , Hofer's matrix-Strategic alternatives at business level: Michael Porter's Generic competitive strategies	16	CLO3
IV	Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards Structural Implementation: an overview of Structural Considerations Behavioural Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control	16	CLO4
V	Concept of Balanced Scorecard approach. Use of Big data for Balanced score card Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate Sustainability	15	CLO5



M. Lab. R. R. Bal
23/8/23

		75
Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	To develop an understanding of the strategic management process and the complexities of business environment.	PO1, PO2, PO5, PO6
CO2	To analyze the external environmental and internal organizational factors influencing strategy formulation.	PO1, PO2, PO6, PO7
CO3	To demonstrate the skills required for selection of the most suitable strategies for a business organization.	PO1, PO2, PO4, PO5, PO6
CO4	To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies.	PO1, PO2, PO4, PO5, PO8
CO5	To familiarize with current developments	PO1, PO3, PO4, PO8
Reading List		
1.	Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14th Edition (2017)	
2.	AzharKazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition(2012)	
3.	Jauch, Glueck& Gupta, Business Policy and Strategic Management, (Frank Brothers), (7th Edition)	
4.	Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12th Edition)	
5.	Hitt, Ireland, Hoskisson&Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)	
References Books		
1.	Thomson & Strickland,(2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011)	
2.	N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press – First Edition – Second Impression (2012)	
3.	Ireland, Hoskisson&Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)	
4.	Dr.LM.Prasad, Strategic Management, Sultan Chand & Sons	
5.	Kenneth Carrig,Scott A Snell.StrategicExecution:Driving Breakthrough performance in business, Stanford University Press(2019)	
Web Resources		
1	Strategic management journal https://onlinelibrary.wiley.com/journal/10970266	
2	https://str.aom.org/teaching/all-levels	
3	https://online.hbs.edu/courses/business-strategy/	
4	https://study.sagepub.com/parnell4e	
5	https://www.strategicmanagement.net/	

(6)



Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
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Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

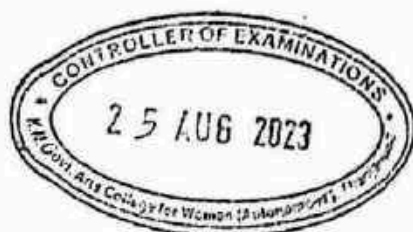
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	M	S
CO 2	S	S	S	M	S	S	M	S
CO 3	M	S	M	M	S	M	M	M
CO 4	S	S	M	M	S	S	M	S
CO 5	M	M	S	M	M	M	M	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):

Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0



M. Lakshmi Bai
23/8/23