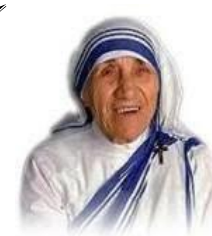
MOTHER TERESA WOMEN'S UNIVERSITY

KODAIKANAL – 624 102

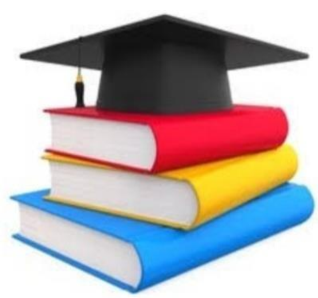


DEPARTMENT OF BUSINESS ADMINISTRATION

BACHELOR OF BUSINESS ADMINISTRATION

Curriculum Framework, Syllabus, and Regulations

(Based on TANSCHE Syllabus under Choice Based Credit System)
(CBCS)



(For the candidates to be admitted from the
Academic Year
2026-2027 onwards)

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MOTHER TERESA WOMEN'S UNIVERSITY, KODAIKANAL
DEPARTMENT OF BUSINESS ADMINISTRATION

1. ABOUT THE DEPARTMENT

Bachelor of Business Administration is one of the most popular Bachelor Degree Program after class XII. The BBA course offers knowledge and training in Management and Entrepreneurial skills to prepare them for Managerial Roles and Entrepreneurship. The overall objectives of this Academic Bachelor's Program is to develop the students' Intellectual capacity, Executive Personality, and Managerial skills in a way that enables them to assume entry-level Managerial positions in Industry, Consultancy companies and other organizations. Graduates of the Program may also choose to start their own Entrepreneurial Business Ventures.

2. PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

Vision

To empower rural women for the upliftment of the society through value based education

Mission

- ❖ To impart Entrepreneurial spirit, innovation and creativity with futuristic perspective for self sustenance and growth
- ❖ Fostering good citizenship with ethical, emotional, intellectual, social and cultural competency.

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3. PROGRAMME OBJECTIVES (PO)

PO1: Achieve academic excellence while upholding moral integrity, the dignity of womanhood, and professional standards in regional, national, and global contexts.

PO2 : Pursue advanced education or successful careers to become self-reliant, skilled, and employable individuals

PO3: Serve society with dedication, focusing especially on marginalized and underprivileged communities.

PO4: Inculcate ethical values, leadership competencies, and social responsibility to contribute meaningfully to the society.

PO5: Foster and demonstrate a holistic personality encompassing intellectual, emotional, physical, social, cultural, and spiritual development.

PO6: Encourage environmental responsibility and global awareness to promote sustainable living.

4. PROGRAM SPECIFIC OUTCOMES

PO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO
PO1.	Demonstrate comprehensive knowledge of accounting, management, finance, marketing, economics, legal and information systems, and apply theoretical principles effectively to business and industry practices.
PO2.	Communicate business information clearly and professionally through oral, written, and digital modes, and collaborate efficiently with diverse teams in organizational settings.
PO3.	Apply analytical reasoning and data-based decision-making to evaluate business situations, interpret financial and economic issues, and develop innovative and ethical solutions
PO4.	Exhibit ethical values, integrity, accountability, and leadership qualities, and contribute responsibly to society with commitment to social justice and community welfare.
PO5.	Utilize ICT tools, business software, and research skills to analyze data, enhance decision-making, and develop entrepreneurial and managerial competencies for self-reliance and industry readiness.
PO6.	Engage in lifelong learning, adapt to global business challenges, appreciate multicultural perspectives, and promote sustainable and environmentally responsible economic practices.

Programme Specific Outcomes

PSO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO
PSO1.	Apply integrated knowledge of management, accounting, finance, marketing, economics, business law, and information systems to address real-world managerial and organizational challenges ethically and professionally.
PSO2.	Remember effective business communication and interpersonal skills through professional reports, presentations, digital platforms, and teamwork in diverse organizational and social environments.
PSO3.	Analyse business data and economic information using analytical and quantitative tools to support informed decision-making, problem-solving, and innovative managerial solutions.

PSO4.	Exhibit ethical values, leadership qualities, social responsibility, and respect for the dignity of womanhood while contributing to organizational excellence and community development.
PSO5.	Utilize ICT tools, business software, and research techniques to enhance managerial efficiency, entrepreneurial capability, employability, and self-reliance in competitive business environments.
PSO6.	Demonstrate lifelong learning abilities, global awareness, multicultural sensitivity, and commitment to sustainable and environmentally responsible business practices.

5. LOCF Attributes

LO 1 Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate programme of study.

LO 2 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.

LO 3 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.

LO 4 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.

LO 5 Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyse and synthesise data from a variety of sources; drawvalid conclusions and support them with evidence and examples, and addressing opposing viewpoints.

LO 6 Research-related skills: A sense of inquiry and capability for asking relevant/ appropriate questions, problematizing, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.

LO 7 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. 8 Learning Outcomes-based Curriculum Framework for Undergraduate Education

LO 8 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.

LO 9 Reflective thinking: Critical sensibility to lived experiences, with self-awareness and reflexivity of both self and society.

LO 10 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.

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

LO 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.

LO 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.

LO 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.

LO 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/re-skilling.

6. ELIGIBILITY

Any candidate who has passed the Plus Two of the Higher Secondary Board of Tamil Nadu or that of any other university or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Tamil Nadu. Subject eligibility as per the **GO for Admission Guidelines** released by the Department of Higher education, Tamil Nadu.

7. GENERAL GUIDELINES FOR UG PROGRAMME

- Duration : 3 Years
- Medium of Instruction **:** English

8. **EVALUATION (40+60):** Evaluation of the candidates shall be through Internal Assessment and External Examination for Theory and Practical.

8.1 Evaluation Pattern

EVALUATION PATTERN		Maximum Marks (Theory & Practical)	Minimum Marks (Theory & Practical)
Internal Evaluation	Continuous Internal Assessment Naan Muthalvan	40 Marks (25 M)	20 Marks
External Evaluation	End Semester Examination Naan Muthalvan	60 Marks (75M)	30 Marks
Total		**100 Marks**	**50 Marks**

8.2 Internal Assessment –CIA (40 Marks)

The Continuous Internal Assessment (CIA) for each course includes written test and assignments for a maximum of 40 marks.

Assignment (any type) : 10 Marks
Seminar / Presentation : 10 Marks
Test (Best 2 out of 3) : 15 Marks
Quiz/MCQ : 5 Marks

8.3 End Semester Examination (Theory): Max.Marks:60 Time: 3hrs.

Part–A (5x2=10 Marks) - Answer ALL questions - Each Question carries 2marks

Part–B (5x4=20 Marks) - Answer ALL questions - Each question carries 4 Mark - Either or Type

Part-C (3x 10 = 30 Marks) - Answer ALL questions - Each question carries 10 Mark Either or Type

8.4 Written Examination Question Paper Pattern

Theory Paper (Bloom's Taxonomy based)

Intended Learning Skills	**Maximum 60 Marks** **Passing Minimum: 50%** **Duration :Three Hours**
Memory Recall/Example/ Counter Example / Knowledge about the Concepts/Understanding K1& K2	**Part–A** (**5x2=10Marks**)
	Answer ALL questions **Each Question carries 2marks** One questions from each Unit **Question 1to 5**
	Part–B (5x4=20Marks) Answer
	ALL questions
Descriptions/Application (problems)	**Each question carries 4 Marks Either - or Type** Both parts of each question from the same Unit
K2, K3, K4	**Question 6(a) or 6(b)** to
	Question 10(a) or 10(b)

Analysis/Synthesis / Evaluation/Create K4, K5, K6	**Part-C (3x 10 = 30 Marks)** ANSWER ALL THE QUESTIONS Each question carries 10 Marks From any Unit based on Weightage Either - or Type Both parts of each question from the same K Level Question 11(a) or 11(b) To Question 13(a) or 13

Each question should carry the course outcome and cognitive level For instance,

[CO1 : K2]
Question xxxx
[CO3 : K1]
Question xxxx

UG - EXTERNAL QUESTION PATTERN

Max. Marks - 60 **Duration - 3 Hours**

Sections	**Bloom's level**	**Course Outcome**	Questions
A MCQs 5*2=10	K1	CO1	1
			2
			3
			4
			5
B Answer ALL the Questions 5×4=20	K1	CO1	11. a) or b)
	K2	CO2	12. a) or b)
	K3	CO3	13. a) or b)
	K4	CO4	14. a) or b)
	K5	CO5	15. a) or b)
C Answer all the Questions 3×10=30	K2	CO1/CO2 /CO3	11. a) or b)
			12. a) or b)
	K3	CO4 /CO5	13. a) or b)

8.5 Methods of Assessment

METHODS OF ASSESSMENT	
Remembering (K1)	• The lowest level of questions requires students to recall information from the course content • Knowledge questions usually require students to identify information in the textbook.
Understanding (K2)	• Understanding of facts and ideas by comprehending organizing, comparing, translating, interpolating and interpreting in their own words. • The questions go beyond simple recall and require students to combine data together
Application (K3)	• Students have to solve problems by using / applying a concept learned in the classroom. • Students must use their knowledge to determine a exact response.
Analyze (K4)	• Analyzing the question is one that asks the students to break down something into its component parts. • Analyzing requires students to identify reasons causes or motives and reach conclusions or generalizations.
Evaluate (K5)	• Evaluation requires an individual to make judgment on something. • Questions to be asked to judge the value of an idea, a character, a work of art, or a solution to a problem. • Students are engaged in decision-making and problem –solving. • Evaluation questions do not have single right answers.
Create (K6)	• The questions of this category challenge students to get engaged in creative and original thinking. • Developing original ideas and problem solving skills

9. PROJECT

9.1 Project Report

A student should select a topic for the Project Work in the Sixthsemester itself and submit the Project Report at the end of the semester. The Project Report shall not be less than 30 typed pages in Times New Roman font with 1.5 line space.

9.2 Project Evaluation

There is a Viva Voce Examination for Project Work. The Guide and an External Examiner shall evaluate and conduct the Viva Voce Examination. The Project Work carries 100 marks (Internal: 40 Marks; External (Viva): 60 Marks).

10. Conversion of Marks to Grade Points and Letter Grade (Performance in a Course/Paper)

Range of Marks	Grade Points	Letter Grade	Description
90 – 100	9.0 – 10.0	O	Outstanding
80-89	8.0 – 8.9	D+	Excellent
75-79	7.5 – 7.9	D	Distinction
70-74	7.0 – 7.4	A+	Very Good
60-69	6.0 – 6.9	A	Good
50-59	5.0 – 5.9	B	Average
00-49	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

11. ATTENDANCE

Students must have earned 75% of attendance in each course for appearing for the examination. Students with 71% to 74% of attendance must apply for condonation in the Prescribed Form with prescribed fee. Students with 65% to 70% of attendance must apply for condonation in the Prescribed Form with the prescribed fee along with the Medical Certificate. Students with attendance less than 65% are not eligible to appear for the examination and they shall re-do the course with the prior permission of the Head of the Department, Principal and the Registrar of the University.

12. ANY OTHER INFORMATION

In addition to the above mentioned regulations, any other common regulations pertaining to the UG Programmes are also applicable for this Programme.

13. Faculty Course File Structure-Contents

a.	Academic Schedule	**q.**	Laboratory Experiments related to the Courses
b.	Students Name List	**r.**	Internal Question Paper
c.	Time Table	**s.**	External Question Paper
d.	Syllabus	**t.**	Sample Home Assignment Answer Sheets
e.	Lesson Plan	**u.**	Three best, three middle level and three average Answer sheets
f.	Staff Workload	**v.**	Result Analysis (CO wise and whole class)
g.	Course Design (content, Course Outcomes (COs), Delivery method, mapping of COs with Programme Outcomes(POs), Assessment Pattern interms of Revised Bloom's Taxonomy).	**w.**	Question Bank for Higher studies Preparation (GATE/Placement)
h.	Sample CO Assessment Tools	**x.**	List of mentees and their academic achievements
i.	Faculty Course Assessment Report(FCAR)		
j.	Course Evaluation Sheet		
k.	Teaching Materials (PPT, OHP etc)		
l.	Lecture Notes		
m.	Home Assignment Questions		
n.	Tutorial Sheets		
o.	Remedial Class Record, if any		
p.	Projects related to the Course		

14. SYLLABUS FRAMEWORK FOR BBAPROGRAMMES

15. SYLLABUS

DEPARTMENT OF BUSINESS ADMINISTRATION
U.G. COURSE PATTERN - 2026 – 2029 – BUSINESS ADMINISTRATION
SYLLABUS FOR BBAPROGRAMME

SEMESTER–I

PART	SUBJECT CODE	LIST OF COURSES	CRTS	HRS	INT	EXT	MARKS
I	U26TAL101	LANGUAGE-1–TAMIL	3	6	40	60	100
II	U26ENL101	LANGUAGE-2–ENGLISH	3	6	40	60	100
III	U26BAT101	**CORE-1**:PRINCIPLES OF MANAGEMENT	4	5	40	60	100
	U26BAT102	**CORE-2**: CORPORATE COMMUNICATION	3	5	40	60	100
	U26BAA11	**ALLIED-1:**MANAGERIAL ECONOMICS	3	4	40	60	100
IV	U26BAAE11	ABILITY ENHANCEMENT COURSE – 1 EVENT MANAGEMENT (PRACTICAL)	2	2	40	60	100
	U26BAS101	**SEC 1-** COMPUTER APPLICATIONS (PRACTICAL)	2	2	40	60	100
			20	**30**			**700**

SEMESTER-II

PART	SUBJECT CODE	LIST OF COURSES	CRTS	HRS	INT	EXT	MARKS
I	U26TAL202	LANGUAGE-1–TAMIL	3	6	40	60	100
II	U26ENL202	LANGUAGE-2–ENGLISH	3	6	40	60	100
III	U26BAT203	**CORE-3**:ORGANISATIONAL BEHAVIOUR	4	5	40	60	100
	U26BAT204	**CORE-4**:ACCOUNTING FOR MANAGERS-1	3	5	40	60	100
	U26BAA22	**ALLIED 2** :BUSINESS ENVIRONMENT	3	4	40	60	100
IV	U26VAE201	VALUE EDUCATION	2	2	40	60	100
IV	U26BANM21	NAAN MUDHALVAN-1	2	2	25	75	100
		TOTAL	**20**	**30**			**700**

SEMESTER-III

PART	SUBJECT CODE	LIST OF COURSES	CRTS	HRS	INT	EXT	MARKS
I	U26TAL303	LANGUAGE-1	3	6	40	60	100
II	U26ENL303	LANGUAGE-2	3	6	40	60	100
III	U26BAT305	**CORE- 5:** MARKETING MANAGEMENT	4	5	40	60	100
	U26BAP306	**CORE-6:** ACCOUNTING PACKAGE-TALLY PRIME FOR MANAGERS(PRACTICAL)	3	5	40	60	100
	U26BAA33	**ALLIED -3**BUSINESS STATISTICS	3	4	40	60	100
IV	U26BANM32	NAAN MUDHALVAN-2	2	2	25	75	100
	U26EVS301	EVS	2	2	40	60	100
	U26BAV301	VALUE ADDED COURSE – 1 ONLINE PAYMENTS / APPLICATIONS (Practical) OR EXPORT IMPORT PROCEDURES AND DOCUMENTATION (THEORY)	1*		**100**		**100**
		Total	**20+ 1**	**30**			**800**

SEMESTER-IV

PART	SUBJECT CODE	LIST OF COURSES	CRS	HRS	INT	EXT	MARKS
I	U26TAL404	LANGUAGE-1	3	6	40	60	100
II	U26ENL404	LANGUAGE-2	3	6	40	60	100
III	U26BAT407	**CORE-7:** ENTREPRENURSHIP DEVELOPMENT	4	5	40	60	100
III	U26BAP408	**CORE -8 :** GST COMPLIANCE (Registration, Return filing and maintenance of records under CGST Act 2017) **Practical**	3	5	40	60	100
IV	U26BAA44	**ALLIED-4** OPERATIONS RESEARCH	3	4	40	60	100
	U26BANM43	NAAN MUDHALVAN-3	2	2	25	75	100
	U26BAN401	NON MAJOR ELECTIVE -1 EDP PRACTICALS	2	2	40	60	100
		Total	**20**	**30**			**700**

SEMESTER-V

PART	SUBJECT CODE	LIST OF COURSES	CRS	HRS	INT	EXT	MARKS
III	U26BAT509	**CORE- 9:** ACCOUNTING FOR MANAGERS –II	4	6	40	60	100
	U26BAT510	**CORE- 10:** HUMAN RESOURCE MANAGEEMNT	4	6	40	60	100
	U26BAT511	**CORE11:** PRODUCTION MANAGEMENT	3	5	40	60	100
	U26BAT512	**CORE 12:** RESEARCH METHODOLOGY	3	5	40	60	100
	U26BAE51A U26BAE51B U26BAE51C	DEPARTMENT SPECIFIC ELECTIVE A) MANAGEMENT INFORMATION SYSTEM B) ADVERTISING AND SALES PROMOTION C) INNOVATION MANAGEMENT	3	4	40	60	100
	U26BAI501	**INTERNSHIP**	1	-	40	60	100
IV	U26DMG50	GENERIC COURSE I– DISASTER MANAGEMENT	2	2	40	60	100
	U26BANM54	NAAN MUDHALVAN-4	2	2	25	75	100
		TOTAL	**22**	**30**			**800**

SEMESTER-VI

PART	SUBJECT CODE	LIST OF COURSES	CRS	HRS	INT	EXT	MARKS
III	U26BAT613	Core- 13: FINANCIAL MANAGEMENT	4	6	40	60	100
	U26BAT614	Core- 14: TOTAL QUALITY MANAGEMENT.	4	6	40	60	100
	U26BAT615	Core- 15: STRATEGIC MANAGEMENT.	3	6	40	60	100
	U26BAPR61	CORE- 16: PROJECT	3	10	40	60	100
IV	U26BANM65	NAAN MUDHALVAN-5	2	2	25	75	100
V	U26EAS601	EXTENSIONACTIVITY ((NSS/NCC/YRC /RRC/ CLUB ACTIVITIES / SCIENCE FORUM/ PHYSICAL EDUCATION)	2	-	100		100
	U26BAO601	Online /SWAYAM MOOCs /NPTEL/ Professional Certificate Course(Additional Credit)*	2*	-		100	100
		Total	**18 +2***	**30**			
Grand Total			**120**				**4400**

*** Additional credit papers**

- VAC in the third semester is mandatory.
- Online / SWAYAM/ MOOC / NPTEL course is mandatory. It can be done anytime during the course but will be reflected in the 6th semester only.

*** Extension Activity:**

Extension activity includes participation in NSS/NCC/RRC/ Science Forum/Physical Education
Total marks: 100 (Purely internal)Credits: 2

VALUE ADDED COURSE(VAC)

Code	Title of the Course	Hours	Credit
26BB1VA02	ONLINE PAYMENTS / APPLICATIONS (Practical)	30	1
	Export Import Procedures and Documentation (Theory)	30	1

SYLLABUS

SEMESTER I

Course Code-	U26BAT101	Semester I	Year I	credits	L	T	P	Hrs
CORE-1	Course Name **PRINCIPLES OF MANAGEMENT**			4		5		5
Nature of the Course	Part-III							
Learning objectives	1. To understand the basic concepts, principles, and evolution of management. 2. To explain the managerial functions of planning and decision making. 3. To familiarize students with organization structure, authority, and delegation. 4. To develop knowledge of staffing, direction, control, and coordination. 5. To create awareness about business ethics and ethical managerial practices							
Units	Course Contents							
Unit I	Management Definition – Nature – Importance-process-skills required for a manager-Administration Vs Management – Management functions-Theories of Management							
Unit II	Planning: Nature – Importance –principles and process-types of plans- steps in planning – Management by Objectives (MBO) - Decision Making							
Unit III	Organization –Principles and process – Organisation structure - formal and informal organisation-Meaning of delegation – Authority and Responsibility – Centralisation and Decentralisation							
Unit IV	Direction: Direction and coordination : Need - Techniques control; meaning – Principles-Importance-Techniques. Leadership styles – Communication process- Communication Channels -Barriers to Communication							
Unit V	Control : Meaning – Objectives – Types of control – control process – control techniques Definition of Business ethics-Types of Ethical-issues-Role and importance of Business Ethics - Values in Business -Internal& External Ethics							
Question paper Coverage - 100% theory								
Text book	S.KathiresanRadha: Principles of Management, Prasanna Publishers and Distributers, 2021							
Reference Book	1. Dr. C.B. Gupta; Principles of Management, Sultan Chand & Sons, 3rd Edition 2021. 2. L.M. Prasad; Principles & Practice of Management, Sultan Chand & Sons, 11th Edition 2024. 3. R.K.Sharma , Shashi K.Gupta ; Principles of Management , Kalyani Publishers , 2024 4. Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017. 5. P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand & Sons, 6th Edition, 2017. 6. Harold Koontz, HienzWeihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015.							
E-Referenc0e	1 https://www.toolshero.com/management/14-principles-of-management 2 https://open.umn.edu/opentextbooks/textbooks/693 3 http40s://open.umn.edu/opentextbooks/textbooks/34							

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5 https://blog.hubspot.com/marketing/management-principles</td></tr>
<tr><td rowspan="7">Course learning outcomes</td><td colspan="12">On successful completion of the course, the students will be able to</td></tr>
<tr><td>COs</td><td colspan="7">Course Outcomes</td><td colspan="2">K Level</td><td colspan="2">Learning Outcomes (LO1-LO15)</td></tr>
<tr><td>CO1</td><td colspan="7">Explain the meaning, nature, functions, and evolution of management.</td><td colspan="2">K1 & K2</td><td colspan="2">LO1</td></tr>
<tr><td>CO2</td><td colspan="7">Apply planning and decision-making techniques in managerial situations</td><td colspan="2">K3</td><td colspan="2">LO4</td></tr>
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LO15</td></tr>
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Moderately Correlating (M) -2
Weakly Correlating (W) -1
No Correlation (N) -0</td></tr>
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<tr><td>Course Code</td><td>U26BAT102</td><td>Semester I</td><td>Year I</td><td>credits</td><td>L</td><td>T</td><td>P</td><td>Hrs</td></tr>
<tr><td>CORE-2</td><td colspan="3">CORPORATE COMMUNICATION</td><td>3</td><td></td><td>5</td><td></td><td>5</td></tr>
<tr><td>Nature of the Course</td><td colspan="8">Part - III</td></tr>
<tr><td>Learning objectives</td><td colspan="8">1. To understand the fundamentals, process, and importance of effective communication.
2. To develop skills in business correspondence and professional writing.
3. To enhance Bank Correspondence and Secretarial Correspondence.
4. To familiarize students with report writing and Public Speaking.
5. To expose students to modern and digital forms of business communication</td></tr>
<tr><td>Units</td><td colspan="8"></td></tr>
<tr><td>Unit I</td><td colspan="8">Understanding communication – Definition of Business Communication – Difference between communication and business communication, business communication – Objectives, Importance-Process of Communication – Principles of effective communication – Barriers of communication – communication ethics</td></tr>
<tr><td>Unit II</td><td colspan="8">Types of communication – formal and informal communication, Inter personal and Intra personal communication – verbal communication and its types – Non verbal communication and its types</td></tr>
<tr><td>Unit III</td><td colspan="8">Business Correspondence – Need, functions, kinds of business letter- planning business messages – structure and layout of business letter</td></tr>
<tr><td>Unit IV</td><td colspan="8">Employment related communication –Application letter – Types of application letter – Forms and contents of application letter – Resume – Curriculum Vitae, Enquires and Replies, Orders and Execution, Collection Letter, Circular letter, Sales Letter</td></tr>
<tr><td>Unit V</td><td colspan="8">Modern Forms of Communication – Introduction – Email - Name and Address Mechanics of an Email - virtual meetings - Websites and their use in Business - social media.</td></tr>
<tr><td colspan="9">Question paper Coverage - 100% theory</td></tr>
<tr><td>Text book</td><td colspan="8">K.SundarA.Kumara Raj, Essentials of Business communication, Vijay Nicole Imprints Privtae Limited, 15th Reprint, June 2022.</td></tr>
<tr><td>Reference Book</td><td colspan="8">1. Rajendra Paul & J S Korlahalli, 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.</td></tr>
</table>

	5. R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015.
E-Reference	1. HTTPS://WWW.MANAGEMENTSTUDYGUIDE.COM/BUSINESS_COMMUNICATION.HTML 2. HTTPS://STUDIOUSGUY.COM/BUSINESS-COMMUNICATION/ 3. HTTPS://WWW.OERCOMMONS.ORG/CURATED-COLLECTIONS/469 4. HTTPS://WWW.SCU.EDU/MOBI/BUSINESS-COURSES/STARTING-A-BUSINESS/SESSION-8-COMMUNICATION-TOOLS/ HTTPS://OPEN.UMN.EDU/OPENTEXTBOOKS/TEXTBOOKS/8

Course learning outcomes

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

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	Explain the concepts, process, types, and barriers of communication	K1 & K2	LO1
CO2	Prepare effective business letters and professional correspondence	K3	LO4
CO3	Apply communication skills Bank Correspondence and Secretarial Correspondence	K4	LO5
CO4	Analyze market reports, Public Speaking and report Presentation.	K5	LO11
CO5	Evaluate and utilize modern digital communication tools and professional networking platforms	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs

Programme Outcomes							**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**Mean Score**	**PSO1**	**PSO2**	**PSO3**	**Mean Score**	Strongly Correlating (S) - 3 Moderately Correlating (M) -2 Weakly Correlating (W) -1 No Correlation (N) -0
CO1	**3**	**2**	**3**	**3**	**3**	**2.8**	**3**	**2**	**3**	**2.7**	
CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**3**	**3**	**3**	**3**	
CO3	**3**	**2**	**3**	**3**	**3**	**2.8**	**2**	**3**	**3**	**2.7**	
CO4	**3**	**3**	**2**	**2**	**3**	**2.6**	**3**	**3**	**3**	**3**	
CO5	**3**	**3**	**3**	**2**	**3**	**2.8**	**3**	**3**	**3**	**3**	
	14	**13**	**13**	**13**	**14**	**2.68**	**14**	**14**	**15**	**2.8**	
Overall score for PO						**2.7**	**Overall score for PSO**			**2.8**	

TEACHING LEARNING &ASSESSMENT FRAME WORK	
TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD,MANAGEMENT GAMES,GROUP DISCUSSION INTERACTION WITH STUDENTS&BLENDED LEARNING	**CLASS TEST,QUIZ ASSIGNMENT&SEMINAR**

Course Code	U26BAA11	Semester I	Year I	credits	L	T	P	Hrs
Allied 1	**MANAGERIAL ECONOMICS**			3		4		4
Nature of the Course	Part - III							
Learning objectives	1. **To understand the basic ideas of managerial economics** and explain demand, production, cost, pricing, and different types of markets. 2. **To apply economic concepts in business decisions** by studying consumer behavior, demand patterns, production processes, costs, pricing methods, and market conditions. 3. **To analyze the objectives and behavior of firms** with respect to demand, production, cost control, pricing policies, and competition in various market structures. 4. **To evaluate business problems and solutions** using demand analysis, cost and revenue analysis, pricing strategies, and market classification. 5. **To develop effective managerial skills** by using economic theories of demand, production, pricing, and market structure to improve firm performance.							
Units								
Unit 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.							
Unit 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							
Unit 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 - Revenue curves of firms.							
Unit IV	Pricing methods and strategies - Objectives - Factors - General consideration of pricing - methods of pricing - Dual pricing - Price discrimination.							
Unit V	Market classification - Perfect competition - Monopoly - Monopolistic competition - Duopoly - Oligopoly.							
Question paper Coverage - 100% theory								
Text book	N. Srinivasan, Managerial Economics, MeenakshiPathippagam, Madurai, 2009							
Reference Book	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 edition, 2015. 4. H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.
E-Reference	**1.** HTTPS://WWW.STUDOCU.COM/ROW/DOCUMENT/AZERBAYCAN-DOVLET-IQTISAD-UNIVERSITETI/BUSINESS-AND-MANAGEMENT/LECTURE-NOTES-ON-MANAGERIAL-ECONOMICS/6061597 **2.** HTTP://WWW.SIMPLYNOTES.IN/E-NOTES/MBABBA/MANAGERIAL-ECONOMICS 3. HTTPS://BUSINESSJARGONS.COM/DETERMINANTS-OF-ELASTICITY-OF-DEMAND.HTML

Course learning outcomes

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

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	Understand the fundamental concepts of managerial economics, including demand, production, cost, pricing, and market structures.	K1 & K2	LO1
CO2	Explain the behaviors of consumer, their purchasing behaviour at different prices in different markets including the factors influencing demand.	K3	LO4
CO3	Apply economic concepts and principles to analyze demand, production, cost, pricing decisions, and firm behavior under different market conditions	K4	LO5
CO4	Analyze business problems using demand analysis, cost and revenue relationships, pricing strategies, and market classification and take appropriate business decisions	K5	LO11
CO5	Evaluate managerial decisions related to production planning, cost control, pricing policies, and competition in different market structures.	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs

	Programme Outcomes						**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**Mean Score**	**PSO1**	**PSO2**	**PSO3**	**Mean Score**	
CO1	**3**	**2**	**3**	**3**	**3**	**2.8**	**3**	**2**	**3**	**2.7**	Strongly Correlating (S) - 3
CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**3**	**3**	**3**	**3**	Moderately Correlating (M) -2
CO3	**3**	**2**	**3**	**3**	**3**	**2.8**	**2**	**3**	**3**	**2.7**	Weakly Correlating (W) -1
CO4	**3**	**3**	**2**	**2**	**3**	**2.6**	**3**	**3**	**3**	**3**	No Correlation (N) -0
CO5	**3**	**3**	**3**	**2**	**3**	**2.8**	**3**	**3**	**3**	**3**	
	14	**13**	**13**	**13**	**14**	**2.68**	**14**	**14**	**15**	**2.8**	
Overall score for PO						**2.7**	**Overall score for PSO**			**2.8**	

TEACHING LEARNING &ASSESSMENT FRAME WORK

TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD	**CLASS TEST**
INTERACTION WITH STUDENTS&BLENDED LEARNING	**ASSIGNMENT&SEMINAR**

Course Code	U26BAAE11	Semester I	Year I	credits	L	T	P	Hrs
AEC-1	**EVENT MANAGEMENT- PRACTICAL**						2	2
Nature of the Course	**ABILITY ENHANCEMENT COURSE -1** **PART IV**							
Learning objectives	1 To know the basic of event management its concepts 2 To make an event design 3 To make feasibility analysis for event. 4 To understand the5 Ps of Even marketing 5 To know the financial aspects of event management and its promotion							
Units								
Unit I	Introduction: Event Management–Definition, Need, Importance, Activities							
Unit II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept–Event Design							
Unit III	Event Feasibility: Resources–Feasibility, SWOT Analysis							
Unit IV	Event Planning & Promotion – Marketing &Promotion–5PsofEventMarketing–Product, Price, Place, Promotion, Public Relations							
Unit V	Event Budget – Financial Analysis–Event Cost– Event Sponsorship							
	Prepare a record note for any 10 events including the budget. **Guidelines for record note activities TWO Each for the below mentioned Events. Others can also be included** ➢ **Sports** ➢ **Education** ➢ **Family Function** ➢ **Medical Camp,** ➢ **Tour/Holiday Trips**							
Question paper Coverage - 100% Practical								
Text book	EventManagementByLynnVanDerWagen&BrendaRCarlos,PearsonPublishers							
Reference Book	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 ByRazaq 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: Managemen t& Marketing For Successful Events : Management & Marketing for Successful Events : Become an Event Planning Pro & Create a Successful Event Series by Alex GenadinikCreateSpaceIndependentPublishingPlatform,2015							
E-Reference	1.https://ebooks.lpude.in/management/bba/term_ 2. https://www.inderscience.com/jhome.php?jcode=ijhem 3.https://www.emeraldgrouppublishing.com/journal/ijefm 4.https://www.eventbrite.com/blog//?s=roundup							

	5.https://www.eventindustrynews.com/

Course learning outcomes

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

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	To understand basics of event management	K1 & K2	LO1
CO2	To design events	K3	LO4
CO3	To study feasibility of organizing an event	K4	LO5
CO4	To gain Familiarity with marketing & promotion of Event	K5	LO11
CO5	To develop event budget	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs

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Programme Outcomes							**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**Mean Score**	**PSO1**	**PSO2**	**PSO3**	**Mean Score**	
CO1	**3**	**3**	**2**	**2**	**3**	**2.6**	**2**	**2**	**3**	**2.3**	
CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**3**	**3**	**2**	**2.7**	
CO3	**3**	**2**	**3**	**2**	**2**	**2.4**	**2**	**3**	**3**	**2.7**	
CO4	**2**	**3**	**2**	**3**	**2**	**2.4**	**2**	**3**	**2**	**2.3**	
CO5	**3**	**3**	**3**	**2**	**3**	**2.8**	**2**	**3**	**3**	**2.7**	
	13	**14**	**12**	**12**	**12**	**2.5**	**11**	**14**	**13**	**2.5**	
Overall score for PO						**2.5**	**Overall score for PSO**			**2.5**	

Strongly Correlating (S) - 3 Marks
Moderately Correlating (M) - 2 Marks
Weakly Correlating (W) - 1 Mark
No Correlation (N) - 0 Mark

TEACHING LEARNING &ASSESSMENT FRAME WORK	
TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD,GROUP DISCUSSION INTERACTION WITH STUDENTS&BLENDED LEARNING	**CLASS TEST ASSIGNMENT&SEMINAR, PRESENTATION OF EVENTS**

<table>
<tr><td>Course Code</td><td>U26BAS101</td><td>Semester I</td><td>Year I</td><td>credits</td><td>L</td><td>T</td><td>P</td><td>Hrs</td></tr>
<tr><td>SEC-1</td><td colspan="3">COMPUTER APPLICATION IN BUSINESS (PRACTICAL)</td><td>2</td><td></td><td></td><td>2</td><td>2</td></tr>
<tr><td>Nature of the Course</td><td colspan="8">SKILL ENHANCEMENT COURSE -1
PART IV</td></tr>
<tr><td>Learning objectives</td><td colspan="8">1.TobuildskillsinMS-Word
2.TobuildskillsinMS-Excel
3.TobuildskillsinMS-PowerPoint
4.Tounderstand the basicsof tally
5.TofamiliarizestudentswithGoogleformsforstudentswithrelevanceinbusiness
Scenario and its applications.</td></tr>
<tr><td>Units</td><td colspan="8"></td></tr>
<tr><td>Unit I</td><td colspan="8">Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, Mail merge, Printing Documents.</td></tr>
<tr><td>Unit II</td><td colspan="8">Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, 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, Tools- Error checking, spell check</td></tr>
<tr><td>Unit III</td><td colspan="8">Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer</td></tr>
<tr><td>Unit IV</td><td colspan="8">Adding slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts</td></tr>
<tr><td>Unit V</td><td colspan="8">Use Google forms to develop & share questionnaire</td></tr>
<tr><td colspan="9">Question paper Coverage - 100% Practical</td></tr>
</table>

Basic Computer Applications – Practical Exercise List
Practical Exercises for Microsoft Word

Typing Practice

- Type a one-page document about “Importance of Computers”.
- Apply different fonts, sizes, and colors.

Text Formatting

- Create a document with bold, italic, underline, alignment, and line spacing.

Paragraph Formatting

Apply bullets and numbering to create a list of computer hardware and software.

Page Setup

Change margins, page orientation (portrait/landscape), and page size.

Table Creation

Create a 5×5 table showing student details (Name, Roll No, Course, Marks, Grade).

Insert Objects

Insert pictures, shapes, SmartArt, and WordArt.

Header and Footer

Add page numbers, date, and document title.

Mail Merge

Create a letter and merge it with an address list to generate multiple letters.

Resume Preparation

Design a professional resume/CV using formatting tools.

Report Preparation

- Prepare a 2-page report with headings, subheadings, table of contents, and images.

Practical Exercises for Microsoft Excel

Data Entry

Enter student marks for 10 students in 5 subjects.

Basic Formulas

Calculate Total, Average, Maximum, Minimum using formulas.

Percentage and Grade Calculation

Create formulas to calculate percentage and grade.

Sorting and Filtering

Sort student marks ascending and descending.

Charts

Create bar chart, pie chart, and line chart for marks analysis.

Formatting

Apply cell borders, colors, currency format, and conditional formatting.

Budget Sheet

Create a monthly family budget sheet with totals.

Attendance Sheet

Prepare a student attendance register using Excel formulas.

Simple Payroll

Calculate Basic Pay, HRA, DA, Gross Salary, and Net Salary.

Data Validation

- Create a dropdown list for course names or grades.

Practical Exercises for Microsoft PowerPoint

1.Basic Presentation

Create a 5-slide presentation on “About yourself”.

2.Themes and Layout

Apply design themes and slide layouts.

3.Insert Multimedia

Insert images, icons, audio, and video.

4.SmartArt and Charts

Create process diagrams and charts.

5.Animations

Apply text and object animations.

6.Slide Transitions

Add transition effects between slides.

7.Educational Presentation

Create a presentation on “Internet and Email”.

8.Project Presentation

Prepare 8–10 slides on a startup idea or innovation.

9.Photo Album Presentation

Create slides using multiple images and captions.

10.Final Seminar Presentation

Prepare a 10-slide seminar presentation with title, objectives, content, conclusion, and references.

Text book	Taxmann‘s Basics of Computer Applications in Business by Hem Chand Jain and H.N.Tiwari, Taxmann Publications Private Limited.
Reference Book	1. Bittu Kumar; Mastering Ms-Office, V & S Publishers, 2017. 2. Lisa A. Bucki, John Walkenbach, FaitheWempen, & Michael Alexander; Microsoft Office, Wiley, 2013. 3. S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015. 4. Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman, 2016. 5. Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited, 2019.
E-Reference	1. 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/

Course learning outcomes

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

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	Illustrate the Formatting Documents, Creating Tables	K1 & K2	LO1
CO2	Extract Spread sheet application, Computation Data	K3	LO4
CO3	Relate presentation, Adding Graphics	K4	LO5
CO4	Demonstrate hands on experience for business activities	K5	LO11
CO5	Defend hands on experience for reporting in business	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs

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	Programme Outcomes						**Programme Specific Outcomes**			
COs	PO1	PO 2	PO3	P O 4	PO5	Mean Score	PSO1	PS O2	PSO3	Mean Score
CO1	3	3	2	2	3	2.6	2	2	3	2.3
CO2	2	3	2	3	2	2.4	3	3	2	2.7
CO3	3	2	3	2	2	2.4	2	3	3	2.7
CO4	2	3	2	3	2	2.4	2	3	2	2.3
CO5	3	3	3	2	3	2.8	2	3	3	2.7
	13	14	12	12	12	2.5	11	14	13	2.5
Overall score for PO						2.5	Overall score for PO			2.5

Mapping Score of Cos with POs & PSOs

Strongly Correlating (S)

Moderately Correlating (M)

Weakly Correlating (W)

No Correlation (N) - 0 Mark

TEACHING LEARNING &ASSESSMENT FRAME WORK

TEACHING METHODOLOGY	ASSESSMENT TYPES
CHALK &TALK METHOD	CLASS TEST,QUIZ
INTERACTION WITH STUDENTS&BLENDED LEARNING	ASSIGNMENT&SEMINAR

SEMESTER II

Course Code	U26BAT203	Semester II	Year I	credits	L	T	P	Hrs
CORE-3	**ORGANISATIONAL BEHAVIOUR**			4		5		5
Nature of the Course	**PART III**							
Learning objectives	1. To have extensive knowledge of OB. 2. To create awareness of Motivation. 3. To enhance the importance of workplace and leadership. 4. To analyze the group decision making. 5. To familiarise the concept of organizational culture and development							
Units								
Unit I	Concepts, need and scope of organizational behaviour and Determinants- contributing disciplines of OB, OB models- Personality –Type A/B, big five personality types, factors influencing personality, - perception-concepts, factors influencing perception							
Unit II	Motivation - Financial and non-Financial motivational techniques- Theories of Motivation- Maslow Theory, ERG Theory, Two factor Theory. Attitude-concepts, components- Importance- Job satisfaction- meaning -Factors of job satisfaction							
Unit III	Work environment-Good house-keeping practices - Design of workplace – Fatigue, stress – Causes and prevention and their importance -Leadership-Types and theories of leadership							
Unit IV	Formation of groups-group behaviour-concepts- types – group norms, group roles, and group cohesiveness, Groups vs teams, group decision making-process, Conflict – nature, sources and types of conflicts.							
Unit V	Organizational culture -concepts and determinants, Organizational climate- concepts-characteristics- factors influencing organizational climate-Organizational Development-techniques							
Question paper Coverage - 100% Theory								
Text book	Fred Luthans (2013), Organisational Behavior, McGraw Hill, 12th Edition.							
Reference Book	1.Uma Sekaran, Organizational BehaviorsText&cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd 2. Gangadhar Rao, Narayana, V.S.P Rao, Organizational Behavior1987,Reprint 2000,Konark PublishersPvt.Ltd,1stedition 3.S.S.Khanka, Organizational Behavior, S.Chand& Co, New Delhi. 4.J.Jayasankar, Organizational Behavior, Margham Publications, Chennai,2017. 5.John New strom, *Organizational Behavior: Human Behavior at Work*, Mc Graw Hill Education; 12th edition (1July2017)							
E-Reference	1.https://www.iedunote.com/organizational-behavior 2.https://www.london.edu/faculty-and-research/organisational-behavior 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							

Course learning outcomes	**On successful completion of the course, the students will be able to**			
	COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
	CO1	To define Human behaviour at workplace.	K1 & K2	LO1
	CO2	To apply motivation and leadership theories at workplace	K3	LO4
	CO3	To analyze the hose keeping practices at work place	K4	LO5
	CO4	To explain issues relating to individual and group behaviour	K5	LO11
	CO5	To create a congenial climate in the organization	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs

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Programme Outcomes						**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**Mean Score**	**PSO1**	**PSO2**	**PSO3**	**Mean Score**
CO1	**3**	**2**	**3**	**3**	**3**	**2.8**	**3**	**2**	**3**	**2.7**
CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**3**	**3**	**3**	**3**
CO3	**3**	**2**	**3**	**3**	**3**	**2.8**	**2**	**3**	**3**	**2.7**
CO4	**3**	**3**	**2**	**2**	**3**	**2.6**	**3**	**3**	**3**	**3**
CO5	**3**	**3**	**3**	**2**	**3**	**2.8**	**3**	**3**	**3**	**3**
	14	**13**	**13**	**13**	**14**	**2.68**	**14**	**14**	**15**	**2.8**
Overall score for PO						**2.7**	**Overall score for PSO**			**2.8**

Strongly Correlating (S) - 3 Marks
Moderately Correlating (M) - 2 Marks
Weakly Correlating (W) - 1 Mark
No Correlation (N) - 0 Mark

TEACHING LEARNING &ASSESSMENT FRAME WORK	
TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD,CEO TALKS,(VIDEO)ROLE PLAY,MANAGEMENT GAMES INTERACTION WITH STUDENTS&BLENDED LEARNING	**CLASS TEST ASSIGNMENT&SEMINAR**

<table>
<tr><td>Course Code</td><td>U26BAT204</td><td>Semester II</td><td>Year I</td><td>credits</td><td>L</td><td>T</td><td>P</td><td>Hrs</td></tr>
<tr><td>CORE-4</td><td colspan="3">ACCOUNTING FOR MANAGERS I</td><td>3</td><td></td><td>5</td><td></td><td>5</td></tr>
<tr><td>Nature of the Course</td><td colspan="8">PART III</td></tr>
<tr><td>Learning objectives</td><td colspan="8">1.To impart knowledge about basic concepts of accounting its applications
2.To analyze and interpret financial reports of a company
3.To understand the gross profit and net profit earned by organization
4. To foster knowledge on Depreciation Accounting.
5.To understand the procedures of Accounting under Single entry system</td></tr>
<tr><td>Units</td><td colspan="8"></td></tr>
<tr><td>Unit I</td><td colspan="8">Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting –Accounting Transactions–Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance</td></tr>
<tr><td>Unit II</td><td colspan="8">Subsidiary books – purchase book, sales book, purchase returns book, sales book- Preparation of cash Book</td></tr>
<tr><td>Unit III</td><td colspan="8">Bank reconciliation statement – rectification of errors – Suspense account.</td></tr>
<tr><td>Unit IV</td><td colspan="8">Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital, Abnormal loss, managerial remuneration</td></tr>
<tr><td>Unit V</td><td colspan="8">Single Entry Meaning, Features, Defects, Differences between Single Entry and Double Entry System– Statement of Affairs Method – Conversion Method</td></tr>
<tr><td colspan="9">Question paper Coverage - 40% Theory 60% Problems</td></tr>
<tr><td colspan="9"></td></tr>
<tr><td>Text book</td><td colspan="8">Gupta,R.L andM.Radhaswamy.AdvancedAccountancy,SultanChand&Sons, 2016</td></tr>
<tr><td>Reference Book</td><td colspan="8">1.T S Reddy & amp; A. Murthy; Financial Accounting-Margham Publications, 6th Edition, 2019
2. David Kolitz; Financial Accounting–Taylor and Francis group, US A2017
3. M N Arora; Accounting for Management-Himalaya Publications House 2019.
4. S N Maheswari; Financial Accounting-Vikas Publishing House,Jan 2018.
5. T.Horngren Charles, L.Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson PublicationsOct2017.</td></tr>
<tr><td>E-Reference</td><td colspan="8">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</td></tr>
</table>

Course learning outcomes	On successful completion of the course, the students will be able to			
	COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
	CO1	Prepare Journal, ledger, trial balance and cashbook	K1 & K2	LO1
	CO2	Classify errors and making rectification entries	K3	LO4
	CO3	Prepare final accounts with adjustments	K4	LO5
	CO4	Pass depreciation entries and prepare depreciationAccounts	K5	LO11
	CO5	Prepare single and double entry system of accounting	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs	Programme Outcomes							Programme Specific Outcomes				Mapping Score of Cos with POs & PSOs
	COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**Mean Score**	**PSO1**	**PSO2**	**PSO3**	**Mean Score**	
	CO1	**3**	**3**	**2**	**2**	**3**	**2.6**	**2**	**2**	**3**	**2.3**	
	CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**3**	**3**	**2**	**2.7**	
	CO3	**3**	**2**	**3**	**2**	**2**	**2.4**	**2**	**3**	**3**	**2.7**	
	CO4	**2**	**3**	**2**	**3**	**2**	**2.4**	**2**	**3**	**2**	**2.3**	
	CO5	**3**	**3**	**3**	**2**	**3**	**2.8**	**2**	**3**	**3**	**2.7**	
.		**13**	**14**	**12**	**12**	**12**	**2.5**	**11**	**14**	**13**	**2.5**	
	Overall score for PO						**2.5**	**Overall score for PO**			**2.5**	

Strongly Correlating (S) - 3 Marks
Moderately Correlating (M) - 2 Marks
Weakly Correlating (W) - 1 Mark
No Correlation (N) - 0 Mark

TEACHING LEARNING &ASSESSMENT FRAME WORK	
TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD	**CLASS TEST**
INTERACTION WITH STUDENTS&BLENDED LEARNING	**ASSIGNMENT&SEMINAR**

Course Code	U26BAA22	Semester II	Year I	credits	L	T	P	Hrs
Allied-2	**BUSINESS ENVIRONMENT**			3		4		4
Nature of the Course	**PART III**							
Learning objectives	1.To impart knowledge about business and the external forces that influence business. 2.Understand relationship between environment and business, applying the environmental analysis techniques in practice 3.Understand economic social cultural and technological environment 4.Know state policies economic legislations and economic reforms laid by the Government							
Unit I	Business Environment: Meaning- concept – nature-significance- various environment affecting business- social, economic, political and legal, demographic, technological and their impact in business							
Unit II	Government and Political Environment: Government and Business relationship India – Provision of Indian Constitution about business – State regulations on business							
Unit III	Economic Environment: Economic systems, Socialism – Capitalism- Mixed Economy- their impact on business- Public sector, Private sector, joint Sector – Objectives, Growth of Public Sector in India							
Unit IV	Social Environment of business – types of social responsibilities – cultural heritage – Social system-Concept and implication - social attitudes –joint family system – types of social organisation							
Unit V	Financial Environment – RBI – functions – SEBI – NBFC-WTO-GATT-Impact of technological changes in business							
Question paper Coverage – 100% Theory								
Text book	Francis Cherunilam, Business Environment, Himalaya Publishing House, Himalaya Publishing House Pvt. Ltd., 22nd Edition 2013							
Reference Book	K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House Pvt. Ltd, Ninth Edition 2007. 2. Rosy Joshi, Sangam Kapoor, Business Environment, Kalyani Publishers, Third Revised edition 2011. 3. S.Adhikari- Business Environment 4. Misra and Pun- Business Environment 5. RuddarDutt and Sundaram K.P.S - Business Environment							
E-	1. https://pestleanalysis.com/political-factors-affecting-business/							

Reference	2. HTTPS://IIMM.ORG/WP-CONTENT/UPLOADS/2019/04/IIMM_BE_BOOK.PDF 3. https://www.marketingtutor.net/political-factors-affect-business/ 4. https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/ 5. HTTPS://OPENTEXT.WSU.EDU/CPIM/CHAPTER/CHAPTER-4-THE-ECONOMIC-AND-POLITICAL ENVIRONMENT/

Course learning outcomes

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

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	Business and its Environment Meaning	K1 & K2	LO1
CO2	Economic Environment Characteristics of the Indian Economy	K3	LO4
CO3	Political institutions- Legislature- The Fundamental Rightsimpact of Fiscal, Monetary, EXIM policy	K4	LO5
CO4	Meaning- features- impact of technology	K5	LO11
CO5	Nature of Corporate governance- factors influencing corporate governance	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs

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Programme Outcomes							**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**Mean Score**	**PSO1**	**PSO2**	**PSO3**	**Mean Score**	
CO1	**3**	**2**	**3**	**3**	**3**	**2.8**	**3**	**2**	**3**	**2.7**	
CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**3**	**3**	**3**	**3**	
CO3	**3**	**2**	**3**	**3**	**3**	**2.8**	**2**	**3**	**3**	**2.7**	
CO4	**3**	**3**	**2**	**2**	**3**	**2.6**	**3**	**3**	**3**	**3**	
CO5	**3**	**3**	**3**	**2**	**3**	**2.8**	**3**	**3**	**3**	**3**	
	14	**13**	**13**	**13**	**14**	**2.6**	**14**	**14**	**15**	**2.8**	
Overall score for PO						**2.6**	**Overall score for PSO**			**2.8**	

Strongly Correlating (S) - 3 Marks
Moderately Correlating (M) - 2 Marks
Weakly Correlating (W) - 1 Mark
No Correlation (N) - 0 Mark

TEACHING LEARNING &ASSESSMENT FRAME WORK	
TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD	**CLASS TEST**
INTERACTION WITH STUDENTS&BLENDED LEARNING	**ASSIGNMENT&SEMINAR**

SEMESTER III

Course Code	U26BAT305	Semester III	Year II	credits	L	T	P	Hrs
Core - 5	**MARKETING MANAGEMENT**			4		5		5
Nature of the Course	**PART III**							
Learning objectives	To understand the market place.							
	To identify the PLC stages and the pricing strategies.							
	To select the different marketing channels of distribution.							
	To appraise the Sales Forecasting.							
	To prepare according to the latest trends in market.							
Unit 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.							
Unit II	Product – Characteristics – Benefits – Classifications –Consumer Goods – Industrial Goods. New Product Development Process - Product Life Cycle. Branding –Packaging. Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Segmentation –Need And Basis of Segmentation--Targeting– Positioning							
Unit III	Physical Distribution : Importance– Various Kinds of Marketing Channels–Distribution Problems. A Brief Over view of: Advertising – Publicity –Public Relation –Personal Selling – Direct Selling and Sales Promotion –Buyer Behavior –Buying Motives–Factors Influencing Buyer Behavior.							
Unit IV	Sales Forecasting – Various Methods of Sales Forecasting-Sales Management: Motivation, Compensation and Control of Salesmen-CRM–Importance–Types of Media & its Characteristics- Print-Electronic-Outdoor–Internet-A tool to customer loyalty							
Unit V	DigitalMarketing:Introduction,Types(SearchEngine Marketing,SocialMediaMarketing,ContentMarketing,EmailMarketing,MobileMarketing)– Applications & Benefits - IMC (Integrated marketingcommunication):- Definition,Process,Need&Significance							
Question paper Coverage – 100% Theory								
Text book	Philip Kotler & Gary Armstrong, Principles of Marketing : A South Asian Perspective,PearsonEducation,2018							
Reference Book	1.Philip Kotler,2003, *Marketing Management*, 11th edition, Pearson 2.V. S. Ramaswamy&S.Namakumari,1994, *Principles of Marketing*, first edition, S.G. Wasani /Macmillan India Ltd, 3. Cranfield, *Marketing Management*, Palgrave Macmillan 4. Harsh VVerma&Ekta Duggal, *Marketing*, Oxford University Press, 2017. 5. Sontakki C.N, *Marketing Management*, Kalyani Publishers, Ludhiana.							

E-Reference	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. IndustrialMarketingManagement|Journal|ScienceDirect.combyElsevier 5. Journal of Marketing Management |Taylor &Francis Online(t and f online.com)

Course learning outcomes

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

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	To list and identify the core concepts of Marketing and its mix.	K1 & K2	LO1
CO2	To sketch the nature of product, PLC and pricing strategies	K3	LO4
CO3	To analyze the appropriate promotional mix.	K4	LO5
CO4	To assess the sales and evaluation of customers	K5	LO11
CO5	To prepare and rearrange the latest trends in market	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs

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Programme Outcomes							**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**Mean Score**	**PSO1**	**PSO2**	**PSO3**	**Mean Score**	
CO1	**3**	**3**	**2**	**2**	**3**	**2.6**	**2**	**2**	**3**	**2.3**	
CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**3**	**3**	**2**	**2.7**	
CO3	**3**	**2**	**3**	**2**	**2**	**2.4**	**2**	**3**	**3**	**2.7**	
CO4	**2**	**3**	**2**	**3**	**2**	**2.4**	**2**	**3**	**2**	**2.3**	
CO5	**3**	**3**	**3**	**2**	**3**	**2.8**	**2**	**3**	**3**	**2.7**	
	13	**14**	**12**	**12**	**12**	**2.5**	**11**	**14**	**13**	**2.5**	
Overall score for PO						**Over all score for PO**	**2.5**			**Over all score for PSO**	

Strongly Correlating (S) - 3 Marks
Moderately Correlating (M) - 2 Marks
Weakly Correlating (W) - 1 Mark
No Correlation (N) - 0 Mark

TEACHING LEARNING &ASSESSMENT FRAME WORK	
TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD,ROLE PLAY,MANAGEMENT GAMES INTERACTION WITH STUDENTS&BLENDED LEARNING	**CLASS TEST ASSIGNMENT&SEMINAR**

<table>
<tr><td>Course Code</td><td>U26BAP306</td><td>Semester III</td><td>Year II</td><td>credits</td><td>L</td><td>T</td><td>P</td><td>Hrs</td></tr>
<tr><td>Core - 6</td><td colspan="3">ACCOUNTING PACKAGE -
TALLYPRIME FOR MANAGERS (PRACTICAL)</td><td>3</td><td></td><td></td><td>5</td><td>5</td></tr>
<tr><td>Nature of the Course</td><td colspan="8">PART III</td></tr>
<tr><td>Learning objectives</td><td colspan="8">1. Help the students to know the fundamental concepts of Tally .
2. Help them to understand how to use Tally software in day to day applications.
3. Familiarize the students to use this package for business.
4. Introduce the students to some basic tools like creation of voucher, purchase order etc.
5. Familiarize the students in the preparation of tax related sales vouchers</td></tr>
<tr><td>Units</td><td colspan="8">1. Creation of company
2. Purchase voucher and sales voucher creation
3. Payment voucher and Receipt voucher creation
4. Contra voucher creation
5. Journal voucher creation
6. Preparation of Debit note and credit note
7. working for a calculator
8. Single-ledger and multiple ledger creation
9. single ledger and Multiple ledger
10. Preparation of Trial balance
11. Preparation of final accounts of a sole-trader
12. Preparation of final accounts of a partnership firm
13. Preparation of final accounts of a company
14. Single stock and multiple stock creation
15. Simple and compound unit</td></tr>
<tr><td colspan="9">Question paper Coverage – 100% Practical</td></tr>
<tr><td colspan="9"></td></tr>
<tr><td>Text book</td><td colspan="8">Tally.ERP 9with GST in Simple Steps by DT Editorial Services, Dreamtech Press</td></tr>
<tr><td>Reference Book</td><td colspan="8">1. Shraddha Singh &NavneetMehra, Tally. ERP 9, V&S Publishers,2015
2. Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised &Updated Edition, BPB Publications
3. Vinod Kumar, Tally. ERP9 Made Easy, Accounting Education
4. BimlenduShekhar,Tally Practical Work Book-1,2nd Edition
5. Asian‘s Quint essential CourseTally.ERP9withGSTbyVishnuPriyaSingh edition 2020</td></tr>
</table>

E-Reference	**Web Resources** **1.** https://tallysolutions.com/learning-hub/ **2.** https://www.tutorialkart.com/tally/tally-tutorial/ **3.** https://sscstudy.com/tally-erp-9-book-pdf-free-download/ **4.** https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/ **5.** https://www.javatpoint.com/tally

Course learning outcomes

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

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	Use Tally to create personal business documents following current professional and/or industry standards	K1 & K2	LO1
CO2	Create scientific and technical documents incorporating the billing procedures	K3	LO4
CO3	Develop entries for creation of vouchers	K4	LO5
CO4	Design bills for implementation of taxation aspects	K5	LO11
CO5	Design and construct financial statements after considering taxes and GST	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs

	Programme Outcomes						**Programme Specific Outcomes**			**Mapping Score of Cos with POs & PSOs**
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**Mean Score**	**PSO1**	**PSO2**	**PSO3**	**Mean Score**
CO1	**3**	**2**	**3**	**3**	**3**	**2.8**	**3**	**2**	**3**	**2.7**
CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**3**	**3**	**3**	**3**
CO3	**3**	**2**	**3**	**3**	**3**	**2.8**	**2**	**3**	**3**	**2.7**
CO4	**3**	**3**	**2**	**2**	**3**	**2.6**	**3**	**3**	**3**	**3**
CO5	**3**	**3**	**3**	**2**	**3**	**2.8**	**3**	**3**	**3**	**3**
	14	**13**	**13**	**13**	**14**	**2.68**	**14**	**14**	**15**	**2.8**
Overall score for PO						**2.7**	**Overall score for PSO**		**2.8**	

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Strongly Correlating (S) - 3 Marks
Moderately Correlating (M) - 2 Marks
Weakly Correlating (W) - 1 Mark
No Correlation (N) - 0 Mark

TEACHING LEARNING &ASSESSMENT FRAME WORK	
TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD	**CLASS TEST**
INTERACTION WITH STUDENTS&BLENDED LEARNING	**ASSIGNMENT&SEMINAR**

Exercises for Lab

To Create, Alter and Delete a Company owned by you.

1. Create, Alter and Delete a Company owned by you
2. Do the voucher entry for the transactions
    1. Mr. Girish started business with Rs.1,00,000
    2. Bought furniture forRs.1,000
    3. Goods purchased for Rs.1,500
    4. Goods sold for Rs.2,500
    5. Goods purchased from Selva& Co for creditworthRs.7,500
    6. Goods sold from Cheenu& Co for creditworthRs.10,000

3. Enter the following transactions of the company in Tally and show various reports and prepare a trial balance and final accounts

Date	Particulars	Amount
January 1	Commenced business with a capital	8000
January 3	Purchased machinery	10,000
January 5	Withdrawn from bank for office use	10,000
January7	Purchased goods from Siama on credit	9,000
January 8	Paid cash to Siama	8,800
	Discount received	200
January 11	Sold goods to Kima	5,000
January 16	Received cash from Kima	4,900
	Discount allowed	100
January18	Purchased goods from Siama from cash	6,000
January 20	Paid wages	3,000
January 22	Rent received	5,000

4. Record the following transaction that took place during the April to September2020

S.No	Transactions	Item	Quantity	amount
1	Purchase from Suresh	Reynolds Pen	20	200
2	Sales to Vani	Parker Pen	125	2400
3	Sales to Ragu	Camel Geometry	100	7500
4	Paid money to Suresh in full settlement for the Transaction at Ser.No1above			190
5	Received from Vani and Ragu Rs.9,500 cash in full settlement for their asset transaction at Ser. No2 and 3 above.			
6	Paid to Manoj			1000
7	Purchase from Hari	Parker Pen	15	1600
8	Purchase from Manoj	Reynolds pen	18	360
9	Sales to Priya	Pilot Pen	100	15000
10	Purchased furniture			2500
11	Paid insurance premium			1560
12	Sold all the investments			25000
13	Paid 1. Outstanding salaries 2. Electricity charges 3. Tax of the last year			 2000 1000 23000
14	Outstanding 1. Salaries 2. Provision for Tax			 5000 24000

Charge depreciation for the period 1.4.2020 to 30.9.2020 on furniture @ 20% p.a and Machinery @ 10%p.a.

1. Create a company as per details given above
2. Create appropriate groups and ledgers
3. Enter the transaction as given selecting appropriate voucher type
4. Trail balance as on 30.9.2020
5. Profit and loss account
6. Balance sheet as on30.9.2020
7. Cash book

5. From the following Trial Balance, prepare Trading, Profit &Loss A/c and a Balance Sheet as on31stMarch, 2015:

Particulars	Debit	Credit
Machinery	14,000	
Furniture	200	
Opening stock	2,000	
Wages	5,000	
Purchases	10,500	
Return inward	400	
Cash at bank	800	
Cash in hand	200	
Debtors	2,400	
Drawings	1,000	
Manufacturing expenses	800	
Rent	400	
Depreciation	420	
Sundry expenses	400	
Repairs	50	
Traveling expenses	100	
Bad debts	150	
Printing and stationary	50	
Carriage	130	
Capital		10,000
Sales		26,800
Creditors		1,700
Return outward		500
	39000	39000

The value of closing stock was Rs.11,355

6. Bill of Material Purchase the following items from Rishav Stores vide Ref No./ Invoice No.01/19-20

Sl No.	Particulars	Under	Rate	Qty(Pcs)	Amount	Godown
1	Perk	Raw Materials	7	100	700	Girish Park
2	Dairy Milk	Raw Materials	8	100	800	Girish Park
3	Gems	Raw Materials	8	100	800	Girish Park
4	Double Shots	Raw Materials	8	100	800	Girish Park
5	5-Stars	Raw Materials	6	100	600	Girish Park
After purchase all the items the company has decided to create 50 box finished goods named "Cadbury Celebration" containing the above items plus cost Rs.2/- per box and labour charges of Rs.500.						

7. Create the following stock particulars for Vimal Distribution

Stock Item	Tock Group	Sub stock group	Units of measures	Opening quantity	Unit Price
Bourbon	Biscuits	Cream Biscuits	Packet of 10 Pieces	500Pcs	10/pkt
Horlicks	Biscuits	Plain Biscuits	Packet of 10 Pieces	1000pkts	15/pkt
Lacto king	Chocolates	Candy	Packet of 50 Pieces	250pkts	1/pce
Fivestar	Chocolates	Bar	Box of 100 Pieces	50 Boxes	10/piece
Lays	Snacks	Potato chips	Box of 100 pieces	150pkts	10/pkt
Sunfest	Biscuits	Plain biscuits	Packet of 10 pieces	100pkts	12/pkt
Bournvita	Biscuits	Plain biscuits	Packet of 10 pieces	800pkts	20/pkt
Alphenliebe	Chocolates	Candy	Packet of 50 Pieces	100pkts	1/pce
Dairy Milk	Chocolates	Bar	Box of 100 Pieces	250 Boxes	10/piece
Bingo	Snacks	Potato chips	Box of 100 packets	300 boxes	15/pkt

8. On 1st October 2017 purchase raw material in cash for manufacture of pressure cooker voice

S.No	Item name	Qty	Rate
1	Handel set	100pcs	50
2	Rubber gasket	100pcs	3.10
3	Aluminium circle sheet	100kg	190
4	Safety valve	100pcs	25
5	Weight set	100pcs	50
6	Vent tube	100pcs	53
7	Pressure cooker manual	100pcs	5
8	Pressure cooker box	100pcs	11

Pass the necessary entry

<table>
<tr><td>Course Code</td><td>U26BAA33</td><td>Semester III</td><td>Year II</td><td>credits</td><td>L</td><td>T</td><td>P</td><td>Hrs</td></tr>
<tr><td>Allied-3</td><td colspan="3">BUSINESS STATISTICS</td><td>3</td><td></td><td>4</td><td></td><td>4</td></tr>
<tr><td>Nature of the Course</td><td colspan="8">PART III</td></tr>
<tr><td>Learning objectives</td><td colspan="8">1.To learn the applications of statistics in business statistics and logical decision making
. Knowledge of business statistics and its scope and importance in various fields.
2. Ability to understand the collection of data survey, different data types.
3.Knowledge of methods for summarising data, including common graphical tools
4. Ability to describe data with measures of central tendency and measures of dispersion.
5. Ability to understand measures of skewness and kurtosis and their utility and significance.</td></tr>
<tr><td>Units</td><td colspan="8"></td></tr>
<tr><td>Unit I</td><td colspan="8">Introduction–Meaning and Definition of Statistics –Collection and Tabulation of Statistical Data–Presentation of Statistical Data–Graphs and Diagrams</td></tr>
<tr><td>Unit II</td><td colspan="8">Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean. Measures of Variation– Standard Deviation– Mean deviation– Quartile deviation- Skewness and kurtosis–Lorenz Curve.</td></tr>
<tr><td>Unit III</td><td colspan="8">Simple Correlation– Scatter Diagram– Karl Pearson‘s Correlation – Rank Correlation – Simple Regression.</td></tr>
<tr><td>Unit IV</td><td colspan="8">Analysis of Time Series– Methods of Measuring Trend And Seasonal Variations</td></tr>
<tr><td>Unit V</td><td colspan="8">Index Numbers–Consumer Price Index– and Cost of Living Indices - Statistical quality control.</td></tr>
<tr><td colspan="9">Question paper Coverage – 100% Theory</td></tr>
<tr><td colspan="9"></td></tr>
<tr><td>Text book</td><td colspan="8">N.Arora,S.Arora;StatisticsforManagement;S.ChandandCompanyLtd.;NewDelhi2006</td></tr>
<tr><td>Reference Book</td><td colspan="8">1. Pillai R. S. N and Bagavathi (2009),Statistics Theory and practices, S. Chand and company ltd; N.D.875
2. John Vince (Second Edition), Foundation Mathematics for Computer Science, A visual Approach Springer
3. Gupta.S.P .-Statistical Methods, Sultan Chand & Co. New Delhi.
4. Arura – Statistics for Management, Sultan Chand &Co. New Delhi.
5. G.V.Shenoy, UmaK. Srivastava,S. C.Sharma-Business Statistics - New Age Publications</td></tr>
<tr><td>E-Reference</td><td colspan="8">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</td></tr>
</table>

	4.https://statisticsbyjim.com/basics/measures-central-tendency-mean median-mode 5./https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/

Course learning outcomes

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

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	To understand and solve business problems	K1 & K2	LO1
CO2	Apply statistical techniques to data sets, and correctly interpret the results.	K3	LO4
CO3	To develop skill-set that is in demand in both the research and business environments	K4	LO5
CO4	Enable the students to apply the statistical techniques in a work setting.	K5	LO11
CO5	Exposure to solving the Roots and Quadratic equation	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs

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Programme Outcomes							**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**Mean Score**	**PSO1**	**PSO2**	**PSO3**	**Mean Score**	
CO1	**3**	**2**	**3**	**3**	**3**	**2.8**	**3**	**2**	**3**	**2.7**	
CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**3**	**3**	**3**	**3**	
CO3	**3**	**2**	**3**	**3**	**3**	**2.8**	**2**	**3**	**3**	**2.7**	
CO4	**3**	**3**	**2**	**2**	**3**	**2.6**	**3**	**3**	**3**	**3**	
CO5	**3**	**3**	**3**	**2**	**3**	**2.8**	**3**	**3**	**3**	**3**	
	14	**13**	**13**	**13**	**14**	**2.68**	**14**	**14**	**15**	**2.8**	
Overall score for PO						**2.7**	**Overall score for PSO**			**2.8**	

Strongly Correlating (S) - 3 Marks
Moderately Correlating (M) - 2 Marks
Weakly Correlating (W) - 1 Mark
No Correlation (N) - 0 Mark

TEACHING LEARNING &ASSESSMENT FRAME WORK

TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD	**CLASS TEST**
INTERACTION WITH STUDENTS&BLENDED LEARNING	**ASSIGNMENT&SEMINAR**

Course Code	U26BAT407	Semester IV	Year II	credits	L	T	P	Hrs
Core 7	ENTREPRENEURSHIP DEVELOPMENT			4		5		5
Nature of the Course	PART III							
Learning objectives	1. To familiarize the students to the basic concepts of entrepreneurship and skills of entrepreneur 2. To provide insights on ideation and patents. 3. To throw light on feasibility. 4. To discuss business plan and startup. 5. To create awareness on funding and grants.							
Units								
Unit I	Entrepreneurship Entrepreneur : Meaning of entrepreneurship – Types of Entrepreneurships – Traits of entrepreneurship–Factors promoting entrepreneurship-Barriers to entrepreneurship- The entrepreneurial culture-Stages in entrepreneurial process Women entrepreneurship and economic development-SHG.							
Unit II	Developing Successful Business Ideas Recognizing opportunities–trend analysis–generating ideas – Brain storming, Focus Groups, Surveys, Customer advisory boards, Day in the life research – Encouraging focal point for ideas and creativity at a firm level-Protecting ideas from being lost or stolen–Patents and IPR							
Unit III	Opportunity Identification and Evaluation Opportunity identification and product/service selection – Generation and screening the project ideas – Market analysis, technical analysis, Cost benefit analysis and network analysis- Project formulation – Assessment of project feasibility-Dealing with basic and initial problems of setting up of Enterprises.							
Unit IV	Business Planning Process Meaning of business plan- Business plan process-Advantages of business planning- preparing a model project report for starting a new venture(Team-based project work)							
Unit V	Funding Sources of Finance – DIC ,Venture capital-Venture Capital process-Business angles-Commercial banks-Government Grants and Schemes.							
Question paper Coverage – 100% Theory								
Text book	SangramKeshariMohanty, Fundamentals of Entrepreneurship, PHI Learning, 2017							
Reference Book	1. Khanka , S.S. (2005) Entrepreneurial Development , S.Chand& Co. , New Delhi. 2. Vasanth Desai (2003) Small ,scale industry and entrepreneurship , Himalaya Publishing 3. Malli, D.D. (1999). Training for Entrepreneurship and Self Employment, Mittal,New Delhi. 4. Shukla(2003), Entrepreneurship and Small Business Management, Kitab Mahal, Agra. 5.Poornima M. Charantimath,Entrepreneurship Development & Small Business							

	Enterprises, Tata McGraw Hill, 2012.
E-Reference	1.https://leverageedu.com/blog/entrepreneurship-development/ 2.https://www.vedantu.com/commerce/entrepreneurship-development process 3. The Journal of Entrepreneurship – Sage 4. The international Journal of Entrepreneurship and Innovation – Sage 5. https://www.himpub.com/documents/Chapter2011.pdf

Course learning outcomes

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

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	To Understand the role of entrepreneur in economic development	K1 & K2	LO1
CO2	To sketch ideas and learnt o research and patent	K3	LO4
CO3	To analyze and draft a business plan.	K4	LO5
CO4	To assess the process involved in starting a new business	K5	LO11
CO5	To elaborate the agencies for funding	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs

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Programme Outcomes							**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**Mean Score**	**PSO1**	**PSO2**	**PSO3**	**Mean Score**	
CO1	**3**	**2**	**3**	**3**	**3**	**2.8**	**3**	**2**	**3**	**2.7**	
CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**3**	**3**	**3**	**3**	
CO3	**3**	**2**	**3**	**3**	**3**	**2.8**	**2**	**3**	**3**	**2.7**	
CO4	**3**	**3**	**2**	**2**	**3**	**2.6**	**3**	**3**	**3**	**3**	
CO5	**3**	**3**	**3**	**2**	**3**	**2.8**	**3**	**3**	**3**	**3**	
	14	**13**	**13**	**13**	**14**	**2.68**	**14**	**14**	**15**	**2.8**	
Overall score for PO						**2.7**	**Overall score for PSO**			**2.8**	

Strongly Correlating (S) - 3 Marks
Moderately Correlating (M) - 2 Marks
Weakly Correlating (W) - 1 Mark
No Correlation (N) - 0 Mark

TEACHING LEARNING & ASSESSMENT FRAME WORK	
TEACHING METHODOLOGY **CHALK &TALK METHOD** **INTERACTION WITH STUDENTS&BLENDED LEARNING**	**ASSESSMENT TYPES** **CLASS TEST** **ASSIGNMENT&SEMINAR**

Course Code	U26BAP408	Semester IV	Year II	credits	L	T	P	Hrs
Core-8	**GST Compliance – (Registration, Return filing and maintenance of records under CGST Act 2017) - PRACTICAL**			3			5	5
Nature of the Course	**PART III**							
Learning objectives	1. To provide fundamental knowledge of taxation in India. 2. To understand the concepts and framework of GST 3.To equip students with practical knowledge of GST procedures 4.To develop knowledge of Income Tax laws and provisions. 5. To enhance skills in computation of taxable income and tax liability. 6.To understand filing of Income Tax returns and compliance 7.To create awareness about tax planning and management 8.To develop analytical and problem-solving skills in taxation							
Unit I	GST Registration form -06, Offline tools on GST portal							
Unit II	Working knowledge on GST portal, Ledger balance at portal							
Unit III	Filing of returns							
Unit IV	Maintaining Records using Tally Prime(Accounting Software)							
Unit V	Verification							
Question paper Coverage – 100% Practical								
Text book								
Reference Book	1.Datey, V. S.; Indirect Taxes. Taxmann Publications Pvt. Ltd. 2. Balachandran, V. ; Indirect Tax Laws. Sultan Chand & Sons. 3. Datey, V. S.; GST and Customs Law. Taxmann Publications Pvt. Ltd. 4. Singhania, V. K., &Singhania, K.; Indirect Taxation. Taxmann Publications Pvt. Ltd. 5. Sahay, B. S., &Ranjan, R.; Goods and Services Tax (GST). CengageLearning India.							
E-Reference								
Course learning outcomes	**On successful completion of the course, the students will be able to**							

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	Analyse the legal provisions governing GST and Customs Duty to comprehendtheir scope and application in business transactions	K1 & K2	LO1

<table>
<tr><td></td><td>CO2</td><td colspan="7">Examine the tax implications of GST and Customs Duty on different business activities.</td><td>K3</td><td>LO4</td></tr>
<tr><td></td><td>CO3</td><td colspan="7">Explain procedures and methods to calculate GST liabilities and Customs Dutyobligations accurately, ensuring compliance with relevant laws and regulations.</td><td>K4</td><td>LO5</td></tr>
<tr><td></td><td>CO4</td><td colspan="7">Orient with the practical application of GST and Customs Duty in business decision-making processes</td><td>K5</td><td>LO11</td></tr>
<tr><td></td><td>CO5</td><td colspan="7">Provide knowledge of latest amendments and changes in GST and Customs Dutylaws to adapt business strategies and practices accordingly</td><td>K5 & K6</td><td>LO2
LO15</td></tr>
<tr><td rowspan="10">Mapping of Cos with Pos& PSOs
.</td><td colspan="7">Programme Outcomes</td><td colspan="4">Programme Specific Outcomes</td><td>Mapping Score of Cos with POs & PSOs</td></tr>
<tr><td>COs</td><td>PO1</td><td>PO2</td><td>PO3</td><td>PO4</td><td>PO5</td><td>Mean Score</td><td>PSO1</td><td>PSO2</td><td>PSO3</td><td>Mean Score</td><td rowspan="8"></td></tr>
<tr><td>CO1</td><td>2</td><td>2</td><td>3</td><td>2</td><td>3</td><td>2.4</td><td>3</td><td>2</td><td>2</td><td>2.3</td></tr>
<tr><td>CO2</td><td>2</td><td>3</td><td>2</td><td>3</td><td>2</td><td>2.4</td><td>2</td><td>3</td><td>3</td><td>2.6</td></tr>
<tr><td>CO3</td><td>3</td><td>2</td><td>3</td><td>3</td><td>3</td><td>2.8</td><td>2</td><td>3</td><td>2</td><td>2.3</td></tr>
<tr><td>CO4</td><td>2</td><td>2</td><td>2</td><td>2</td><td>2</td><td>2.0</td><td>3</td><td>2</td><td>2</td><td>2.3</td></tr>
<tr><td>CO5</td><td>3</td><td>3</td><td>3</td><td>2</td><td>2</td><td>2.6</td><td>3</td><td>2</td><td>3</td><td>2.6</td></tr>
<tr><td></td><td>12</td><td>12</td><td>13</td><td>12</td><td>12</td><td>2.4</td><td>13</td><td>12</td><td>12</td><td>2.4</td></tr>
<tr><td colspan="6">Overall score for PO</td><td>2.4</td><td colspan="3">Overall score for PSO</td><td>2.4</td></tr>
<tr><td colspan="12">Strongly Correlating (S) - 3 Marks
Moderately Correlating (M) - 2 Marks
Weakly Correlating (W) - 1 Mark
No Correlation (N) - 0 Mark</td></tr>
</table>

TEACHING LEARNING &ASSESSMENT FRAME WORK	
TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD	**CLASS TEST**
INTERACTION WITH STUDENTS&BLENDED LEARNING	**ASSIGNMENT&SEMINAR**

Exercises for Lab

Registration- 4 exercises

Return filing -4 exercises

Maintenance of records(ie) using Accounting Software Tally Prime below transactions

1. Mr. Ankur purchased goods for Rs. 8,00,000 and paid tax @ 5% from a dealer in same locality. He sold Rs. 4,00,000 worth goods to Raj and collected tax from him. Record the following transaction with the help of accounting Software.

2. Mahesh Enterprises of Hyderabad purchased goods from Ashish Enterprises of Chennai, he paid GST @ 28%. Record the transaction in Accounting software.

3. Create 3 stock items named milk, bread and Ice creams. Opening balances of these 3 stock items would be milk –10 litres, Bread– 20 Pkts and Ice creams– 25 numbers. Create 1 sundry debtor and 1 sundry creditor within state. Record a purchase entry of 5 liters of milk at 5% GST rate for Rs. 80 per liter, 10 Pkts of Bread for Rs. 25 per pkt at 5% GST rate and 30 numbers of Ice creams for Rs. 30 per Ice cream at 18% GST rate. A sale entry 10 liter of milk Rs.90 per liter, 15 Pkts of Bread for Rs.40 per pkt and 35 numbers of Ice creams for Rs.50 per Ice cream.

4. What is the value in GST invoices when Rs. 10000 worth of goods are purchased, GST tax rate @ 5%. In second invoice two purchases of Rs 5000 worth goods GST rate @ 5% and another Rs 5000 GST @ 18%. Both the transactions are intra state and show the GST Tax ledger.

5. Mr. A sold goods to Mr. B for Rs .20,000. Mr. A is charging packing charges of Rs. 800. And also paying freight of Rs. 2800 from Mr. A's premises to Mr. B's premises. Mr. A also charged interest of Rs. 750 for delay in payment. Determine the taxable value for levy of GST. Whether packing charges or freight, Interstate required to include in the invoice to determine taxable value? Show Tax Invoice GST @ 12% (intrastate supply).

6. Mr. X sold 1000 units of goods to Mr. Y for Rs. 20,000 and total unit sold during the year to Mr. Y after including these units is 2500 unit. As per terms of the agreement if Mr. Y is purchasing more than 2000 unit of goods in a year then Mr. X is allowing 10% discount in all the supplies. Assuming IGST rate is 18%. How discount will be recorded?

7. Create 5 stock items with GST@ zero tax rate, @ 5%, @ 12%, @ 18%, record interstate purchase and sale transactions. Show the details of input tax credit.

8. What are the conditions for E-Way bill? What are the options available in Tally.

9. Mr. Ajay (Hyderabad) provides consultancy services to Mr. Vijay (unregistered, address on record shows Tamil Nadu) and charged Rs.10000, levied GST @ 18%. Even provided consultancy services to Mr. Anand (unregistered and address is not available) Rs. 15000, GST @ 12%. Show the transactions in Tally.

10. Mrs. Rani, resident of Hyderabad has a Bank account and withdraws money from ATM in Hyderabad. She went on tour and withdrawn Rs50000 from ATM in Kerala. Identify place of service, type of taxes levied in both the cases.

11. M/s. Pooja sold 250 laptops to M/s. Raj for Rs. 50,000 each. Tax Invoice was raised. They were given discount of Rs.5000. M/s. Raj returned 250 laptops. Assuming GST rate is 18%. Show discount and GST ledger.

Course Code	U26BAA44	Semester IV	Year II	credits	L	T	P	Hrs
Allied-4	OPERATIONS RESEARCH			3		4		4
Nature of the Course	PART IV							
Learning objectives	1.Introduction to Operations Research definition and concept Essential features of LPP. 2.Formulation of Transportation problem and finding an initial basic feasible solution. 3.Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem. 4.Analyse Network models and constructing network- critical path, various floats. 5.Analyse Game Theory and Decision Theory							
Units								
Unit 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							
Unit 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.							
Unit 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.							
Unit IV	Network models - PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT							
Unit V	Game Theory- Maximin- Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game.							
Question paper Coverage –40% Theory 60% Problem								
Text book								
Reference Book	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
E-Reference	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%20theo ry.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*

Course learning outcomes

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

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	Analyse Linear Programming	K1 & K2	LO1
CO2	Analyse Transportation problem	K3	LO4
CO3	Analyse Assignment problem	K4	LO5
CO4	Analyse Network models	K5	LO11
CO5	Analyse Game Theory and Decision Theory	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs

	Programme Outcomes						**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**Mean Score**	**PSO1**	**PSO2**	**PSO3**	**Mean Score**	
CO1	**3**	**2**	**3**	**3**	**3**	**2.8**	**3**	**2**	**3**	**2.7**	
CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**3**	**3**	**3**	**3**	
CO3	**3**	**2**	**3**	**3**	**3**	**2.8**	**2**	**3**	**3**	**2.7**	
CO4	**3**	**3**	**2**	**2**	**3**	**2.6**	**3**	**3**	**3**	**3**	
CO5	**3**	**3**	**3**	**2**	**3**	**2.8**	**3**	**3**	**3**	**3**	
	14	**13**	**13**	**13**	**14**	**2.68**	**14**	**14**	**15**	**2.8**	
Overall score for PO						**2.7**	**Overall score for PSO**			**2.8**	

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Strongly Correlating (S) - 3 Marks
Moderately Correlating (M) - 2 Marks
Weakly Correlating (W) - 1 Mark
No Correlation (N) - 0 Mark

TEACHING LEARNING &ASSESSMENT FRAME WORK

TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD	**CLASS TEST**
INTERACTION WITH STUDENTS&BLENDED LEARNING	**ASSIGNMENT&SEMINAR**

Course Code	U26BAN401	Semester IV	Year II	credits	L	T	P	Hrs
Non-Major Elective-1	EDP PRACTICALS			2			2	2
Nature of the Course	PART IV							
Learning objectives								
Units								
Unit I	Entrepreneurship-Concepts, types and functions of entrepreneurs – Entrepreneurial Development In India – Role of entrepreneurs in economic development.							
Unit II	Business Ideas: Steps to start a business- Licensing, Registration and local laws- problem and prospectus to start a business. Feasibility analysis of Business Idea.							
Unit III	Developing entrepreneurs–Role of DIC, MSME, DST, STARTUPS –activities, services and its functions							
Unit IV	Promoting enterprises – SSI – MSME – Role and growth of SSI – Regulations governing SSI – incentives and concessions for SSI units – sickness in SSI – causes and remedies							
Unit V	Women Entrepreneurs- Concept of Women Entrepreneurs – Factors Influencing the Women Entrepreneur – Types of Women Entrepreneur – Problems of Women Entrepreneur – Remedial							
Question paper Coverage – 100% Practical								

PRACTICALS:

Prepare the following for any of the options given below

1. Developing a Business Plan
2. Preparation of Business Proposal
3. Study of various cost involved in Business
4. Preparation of Budget
5. Preparation of Cash flow statement
6. Preparation of Balance sheet
7. Assessing Entrepreneurial Traits of a Successful Women Entrepreneur. Students can opt any of the below not less than 3 activities from each option.

Option: I

1. Hand embroidery – 20 stiches – 10 samples
2. Smocking – 4 types
3. Bead work – 1 sample
4. Sequins work – 1 sample
5. Zardosi work – 1 sample
6. Mirror work - 3 samples

Option: II

1. Stained glass painting – 3 samples
2. Glass painting – 3 samples
3. Oil painting – 3 samples

4. Fabric Painting – 3 samples
5. Tiles painting – 3 samples

6. Pot painting – 3 samples
Option IV
1. Apparel Dress designing.

Course learning outcomes	**On successful completion of the course, the students will be able to**			
	COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
	CO1	Understand the basic concepts entrepreneurship	K1 & K2	LO1
	CO2	Foster the students in the areas of entrepreneurial growth and equip them with different entrepreneurial development programmes	K3	LO4
	CO3	Identify the different institutions that supporting entrepreneurs	K4	LO5
	CO4	Discriminate the benefits Regulations governing SSI	K5	LO11
	CO5	Understand the concepts of Women Entrepreneurs	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs .	**Programme Outcomes**							**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
	COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**Mean Score**	**PSO1**	**PSO2**	**PSO3**	**Mean Score**	
	CO1	**3**	**2**	**3**	**3**	**3**	**2.8**	**3**	**2**	**3**	**2.7**	
	CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**3**	**3**	**3**	**3**	
	CO3	**3**	**2**	**3**	**3**	**3**	**2.8**	**2**	**3**	**3**	**2.7**	
	CO4	**3**	**3**	**2**	**2**	**3**	**2.6**	**3**	**3**	**3**	**3**	
	CO5	**3**	**3**	**3**	**2**	**3**	**2.8**	**3**	**3**	**3**	**3**	
		14	**13**	**13**	**13**	**14**	**2.68**	**14**	**14**	**15**	**2.8**	
	Overall score for PO						**2.7**	**Overall score for PSO**			**2.8**	

TEACHING LEARNING &ASSESSMENT FRAME WORK	
TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD	**CLASS TEST**
INTERACTION WITH STUDENTS&BLENDED LEARNING	GROUP DISCUSSION, ASSIGNMENT, SEMINAR PROPOSAL FOR SMALL BUSINESS

SEMESTER V

Course Code	U26BAT509	Semester V	Year III	credits	L	T	P	Hrs
Core - 9	Accounting for Managers II			4		6		6
Nature of the Course	PART III							
Learning objectives	1. To provide basic understanding of cost concepts and classification. 2. To develop skills in tools & techniques and critically evaluate decision making business. 3. To understand various ratios and cash flow related to finance 4. To recognize the role of budgets and variance as a tool of planning and control 5. To gain insights into the fundamental principles of accounting and use them In day-to-day business scenarios							
Units								
Unit I	Cost accounting–Meaning, nature, scope and functions, need, importance and limitations-Cost concepts and classification–cost sheets–Tenders & Quotation							
Unit II	Management accounting – Meaning, nature, scope and functions, need, importance and limitations, Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.							
Unit III	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios-Liquidity, Profitability, turnover ratios							
Unit IV	Budgetsandbudgetarycontrol–Meaning,objectives,meritsanddemerits–Sales,Production,flexiblebudgets andcash budget							
Unit V	Marginal Costing – CVP analysis – Breakeven analysis							
Question paper Coverage – 60% Theory 40% problems								
Text book	Man Mohan and S. N. Goyal. Principles of Management Accounting. Agra: Sahitya Shawan,2017.							
Reference Book	1.T.S.Reddy and HariPrasad Reddy- Management Accounting, Margham Publication,2016 2. Antony Atkinson, Rebert SKalpan, Advance Management Accounting,Pearson Publications,2015. 3. HorngrenSunderu Stratton, Introduction to Management Accounting, Pearson Education,2013. 4. Rajiv Kumar Goel& Ishaan Goel ,Concept Building Approach to ManagementAccounting,2019 5. Colin Drury, Management and Cost Accounting (with Course Mate and eBook Access), Cengage, 2015.							

E-Reference	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-accountingmeaning-limitations-and-scope/5859 4.https://www.wallstreetmojo.com/ratio-analysis/ 5.http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656

Course learning outcomes

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

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	Interpret cost sheet & write comments.	K1 & K2	LO1
CO2	Compare cost, management & financial accounting	K3	LO4
CO3	Analyze the various ratio and compare it with Standards to assess deviations	K4	LO5
CO4	Estimate budget and use budgetary control	K5	LO11
CO5	Evaluate marginal costing and its components	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs

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	Programme Outcomes						**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**Mean Score**	**PSO1**	**PSO2**	**PSO3**	**Mean Score**	
CO1	**2**	**2**	**3**	**2**	**3**	**2.4**	**3**	**2**	**2**	**2.3**	
CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**2**	**3**	**3**	**2.6**	
CO3	**3**	**2**	**3**	**3**	**3**	**2.8**	**2**	**3**	**2**	**2.3**	
CO4	**2**	**2**	**2**	**2**	**2**	**2.0**	**3**	**2**	**2**	**2.3**	
CO5	**3**	**3**	**3**	**2**	**2**	**2.6**	**3**	**2**	**3**	**2.6**	
	12	**12**	**13**	**12**	**12**	**2.4**	**13**	**12**	**12**	**2.4**	
Overall score for PO						**2.4**	**Overall score for PSO**			**2.4**	

Strongly Correlating (S) - 3 Marks
Moderately Correlating (M) - 2 Marks
Weakly Correlating (W) - 1 Mark
No Correlation (N) - 0 Mark

TEACHING LEARNING &ASSESSMENT FRAME WORK	
TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD	**CLASS TEST**
INTERACTION WITH STUDENTS&BLENDED LEARNING	**ASSIGNMENT&SEMINAR**

Course Code	U26BAT510	Semester V	Year III	credits	L	T	P	Hrs
Core - 10	**Human Resource Management**			4		6		6
Nature of the Course	**PART III**							
Learning objectives	1. Explain the concepts, functions and process of HRM 2. Examine the selection and placement process 3. Evaluate performance appraisal and compensation 4. Understand Labor management strategies and trade union policies 5. Understand the recent trends in HR							
Units								
Unit I	Nature and scope of Human Resources Management–Differences between personnel management and HRM – Environment of HRM– Human resource planning–							
Unit II	Recruitment– Selection – Methods of Selection – Uses of various tests – interview techniques in selection and placement. Induction –Training–Methods– Techniques–Identification of the training needs–Training and -Development.							
Unit III	Job Analysis - Performance appraisal – Transfer – Promotion and termination of services–Career development. Remuneration – Components of remuneration – Incentives – Benefits–Motivation–Welfare and social-Security measures.							
Unit IV	Labour Relation – Functions of Trade Unions – Forms of collective bargaining-Workers' participation in management–Types and effectiveness–Industrial Disputes and Settlements (laws excluded)							
Unit V	Human Resource Audit–Nature–Benefits–Scope– Approaches. HRIS. Recent trends in HRM : Green HRM &Virtual HRM Practices							
Question paper Coverage – 100%								
Text book	Srinivas R Kandula, Compentency Based Human Resource Management, PHI Learning, 1stEdition, 2013							
Reference Book	1. V S P Rao, Human Resource Management : Text &Cases, Excel Books, 3rdEdition ,2010 2. K. Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6thEdition 3. GarryDeseler,Human ResourceManagement,Pearson,15th Edition, 2017 4. L M Prasad , Human Resource Management , Sultan Chand and Sons 3rd Edition ,2014 5. Tripathi .P C, Human Resource Management, Sultan Chand and Sons 1st Edition,2010							

E-Reference	1. HTTPS://MRCET.COM/DOWNLOADS/MBA/DIGITALNOTES/HUMAN%20RESOURCE%2MANAGEment.pdf
	2. http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%2 0-%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/SLMII%20Sem%20BBA%20Human%20Resource%20Management.pdf

Course learning outcomes

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

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	Explain the concepts, functions and process of HRM	K1 & K2	LO1
CO2	Examine the selection and placement process	K3	LO4
CO3	Evaluate performance appraisal and compensation	K4	LO5
CO4	Understand labour management strategies and trade Union policies	K5	LO11
CO5	Understand the recent trends in HR	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs

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	Programme Outcomes						**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
COs	**PO 1**	**PO2**	**PO3**	**PO 4**	**PO5**	**Mean Score**	**PSO1**	**PS O2**	**PSO3**	**Mean Score**	
CO1	**3**	**2**	**3**	**3**	**3**	**2.8**	**3**	**2**	**3**	**2.7**	
CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**3**	**3**	**3**	**3**	
CO3	**3**	**2**	**3**	**3**	**3**	**2.8**	**2**	**3**	**3**	**2.7**	
CO4	**3**	**3**	**2**	**2**	**3**	**2.6**	**3**	**3**	**3**	**3**	
CO5	**3**	**3**	**3**	**2**	**3**	**2.8**	**3**	**3**	**3**	**3**	
	14	**13**	**13**	**13**	**14**	**2.68**	**14**	**14**	**15**	**2.8**	
Overall score for PO						**2.7**	**Overall score for PSO**			**2.8**	

Strongly Correlating (S) - 3 Marks
Moderately Correlating (M) - 2 Marks
Weakly Correlating (W) - 1 Mark
No Correlation (N) - 0 Mark

TEACHING LEARNING &ASSESSMENT FRAME WORK	
TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD	**CLASS TEST**
INTERACTION WITH STUDENTS&BLENDED LEARNING	**ASSIGNMENT,ROLE PLAY&SEMINAR**

Course Code	U26BAT511	Semester V	Year III	credits	L	T	P	Hrs
Core -11	**PRODUCTION MANAGEMENT**			3		5		5
Nature of the Course	**PART III**							
Learning objectives	To provide comprehensive outlook on basic concepts, theories and practices of production.							
	To know the quality concepts & and quality control measures in the area of production.							
	To understand layout and service facilities							
	To compare and contrast inventory management techniques							
	To analyse work study methods							
Units								
Unit 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.							
Unit II	Layout of manufacturing facilities : Principles of a Good Layout – Layout Factors–Basic Types of Layouts – Service Facilities.							
Unit III	Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time. Quality Control : Purposes of Inspection and Quality Control– Control Charts.							
Unit IV	Integrated materials management- the concept- service function advantages-Inventory Control-Function of Inventory –Material demand forecasting – MRP –Basis tools-ABC-VED-FSN Analysis -EOQ-EBQ-Stores Planning–Stores Keeping and Materials Handling–objectives and functions							
Unit V	Purchase Management- Purchasing - Procedure -Dynamic Purchasing - Principles – import substitution-,Vendor rating and Management							
Question paper Coverage – 100% Theory								
Text book	Anil Kumar S and N Suresh, Operation Management, NewAgeInternational1stEdition, 2018							
Reference Book	P. Saravanavel and S. Sumathi; Production Margham Publications, 2015							
	N. G. Nair; Production Management, J B A Publishers, Edition 2004							
	K. Shridhara Bhat; Production and Materials Management, Himalaya publishing house, 2012							
	P. Ramamurthy; Production and Operations Management, J B A publishers, 2nd edition 2013.							
	P.Saravanavel and S. Sumathi ; Production Margham Publications, 2015							
E-Reference	https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf							
	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf							
	https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf							
	HTTPS://BACKUP.PONDIUNI.EDU.IN/SITES/DEFAULT/FILES/PART%20I%20OPERATIONS %Management.pdf							
	HTTPS://WWW.STUDOCU.COM/IN/COURSE/LOVELY-PROFESSIONAL-							

UNIVERSITY/OPERATIONmanagement/4335497

Course learning outcomes

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

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	Provide comprehensive outlook on basic concepts, and practices of production	K1 & K2	LO1
CO2	Identify right plant location and plant layout of factory	K3	LO4
CO3	Know work study & method study, its procedure &Quality control techniques in production.	K4	LO5
CO4	Outline inventory control concepts Replenishment to manage inventory	K5	LO11
CO5	Discuss purchase management procedure and Identify vendor rating mechanisms	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs

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	Programme Outcomes						**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**Mean Score**	**PSO1**	**PSO2**	**PSO3**	**Mean Score**	
CO1	**3**	**2**	**3**	**3**	**3**	**2.8**	**3**	**2**	**3**	**2.7**	
CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**3**	**3**	**3**	**3**	
CO3	**3**	**2**	**3**	**3**	**3**	**2.8**	**2**	**3**	**3**	**2.7**	
CO4	**3**	**3**	**2**	**2**	**3**	**2.6**	**3**	**3**	**3**	**3**	
CO5	**3**	**3**	**3**	**2**	**3**	**2.8**	**3**	**3**	**3**	**3**	
	14	**13**	**13**	**13**	**14**	**2.68**	**14**	**14**	**15**	**2.8**	
Overall score for PO						**2.7**	**Overall score for PSO**			**2.8**	

Strongly Correlating (S) - 3 Marks
Moderately Correlating (M) - 2 Marks
Weakly Correlating (W) - 1 Mark
No Correlation (N) - 0 Mark

TEACHING LEARNING &ASSESSMENT FRAME WORK	
TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD	**CLASS TEST**
INTERACTION WITH STUDENTS&BLENDED LEARNING	**ASSIGNMENT&SEMINAR**

Course Code	U26BAT512	Semester V	Year III	credits	L	T	P	Hrs
Core -12	**RESEARCH METHODOLOGY**			3		5		5
Nature of the Course	**PART III**							
Learning objectives	To familiarize the students to the basic concepts of Research and operationalize research problem							
	To provide insights on research design and scaling							
	To throw light on data collection and presentation							
	To elucidate on Hypothesis Testing and other statistical Test							
	To summarize and present research results with focus on ethics and plagiarism							
Units								
Unit I	Introduction to Research: Definition - Importance - Advantages and Limitations – Types: Basic and Applied, exploratory, descriptive and causal - Phases of business research - The research process - problem identification							
Unit II	Research Design: Types of Design - Exploratory, Descriptive, Casual, Hypothesis –its sources – formulation of Hypothesis and types of Hypothesis.							
Unit III	Methods of Data Collection :methods - tools - Questionnaire – Interview Schedule - Kinds of Data–Primary data, Secondary data - Sampling process and selection - sample types –Sample size and sampling errors. Attitude measurement of scaling technique -Editing, Coding, Tabulation,							
Unit IV	Statistical Data Analysis: Analysis Interpretation of data - Tools and Techniques of data analysis .							
Unit V	Interpretation and Report writing: Drafting of reports – Contents of a report - steps in writing reports- layout of report, types, and principles of report writing – Graphical representation of results.							
Question paper Coverage – 100% Theory								
Text book	C. RKothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher2019							
Reference Book	Donald R. Cooper, Pamela S. Schindler, Business ResearchMethods,12th edition, Tata McGraw Hill,2018.							
	KumarR, Research Methodology, a step-by-step guide for beginners, Sage SouthAsia2011.							
	Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H.Siddiqui, StatisticsFor Management, Pearson Education,8th edition,2017.							
	Dr. R.K. Jain, Research Methodology, Methods and Techniques, Vayu Education2021							
	Naresh K Malhotra, Marketing Research an applied orientation, Pearson,7th Edition, 2019							
E-Reference	https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODLOGY.pdf							
	https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf							
	https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf							
	https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf							

	https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODOLOGY.pdf

Course learning outcomes

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

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	Understand the concepts and principles of Research formulate hypothesis	K1 & K2	LO1
CO2	Comprehend and decide the usage of design and	K3	LO4
CO3	Analyze data collection sources and tools	K4	LO5
CO4	Summarize and establish solutions through data analysis	K5	LO11
CO5	Compare and justify the process of writing and Organizing a research report.	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs

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Programme Outcomes							**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
COs	**PO 1**	**PO2**	**PO3**	**PO 4**	**PO5**	**Mean Score**	**PSO 1**	**PSO2**	**PSO 3**	**Mean Score**	
CO1	**2**	**2**	**3**	**2**	**3**	**2.4**	**3**	**2**	**2**	**2.3**	
CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**2**	**3**	**3**	**2.6**	
CO3	**3**	**2**	**3**	**3**	**3**	**2.8**	**2**	**3**	**2**	**2.3**	
CO4	**2**	**2**	**2**	**2**	**2**	**2.0**	**3**	**2**	**2**	**2.3**	
CO5	**3**	**3**	**3**	**2**	**2**	**2.6**	**3**	**2**	**3**	**2.6**	
	12	**12**	**13**	**12**	**12**	**2.4**	**13**	**12**	**12**	**2.4**	
Overall score for PO						**2.4**	**Overall score for PSO**			**2.4**	

Strongly Correlating (S) - 3 Marks
Moderately Correlating (M) - 2 Marks
Weakly Correlating (W) - 1 Mark
No Correlation (N) - 0 Mark

TEACHING LEARNING &ASSESSMENT FRAME WORK	
TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD	**CLASS TEST**
INTERACTION WITH STUDENTS&BLENDED LEARNING	**ASSIGNMENT&SEMINAR**

<table>
<tr><td>Course Code</td><td>U26BAE51A</td><td>Semester V</td><td>Year III</td><td>credits</td><td>L</td><td>T</td><td>P</td><td>Hrs</td></tr>
<tr><td>Dept-Specific Elective-1</td><td colspan="3">MANAGEMENT INFORMATION SYSTEM</td><td>3</td><td></td><td>4</td><td></td><td>4</td></tr>
<tr><td>Nature of the Course</td><td colspan="8">PART III</td></tr>
<tr><td rowspan="5">Learning objectives</td><td colspan="8">Understand MIS in decision making</td></tr>
<tr><td colspan="8">Explain MIS, its structure and role in management functions</td></tr>
<tr><td colspan="8">Classify & discuss information system categories, Database Management systems</td></tr>
<tr><td colspan="8">Discuss SDLC and functional information system categories</td></tr>
<tr><td colspan="8">Outline functions of BPO, Data mining and the recent trends in information management</td></tr>
<tr><td>Units</td><td colspan="8"></td></tr>
<tr><td>Unit I</td><td colspan="8">Definition of Management Information System- MIS support for planning, Organizing and controlling – Structure of MIS-Information for decision-making.–Ethical issues</td></tr>
<tr><td>Unit II</td><td colspan="8">Concept of System – Characteristics of System –Systems classification-Categories of Information Systems-Strategic information system and competitiveadvantage</td></tr>
<tr><td>Unit III</td><td colspan="8">Computers and Information Processing – Classification of computer - Input Devices – Output devices – Storage devices, -Batch and online processing. Hardware-
Software. Database management Systems.</td></tr>
<tr><td>Unit IV</td><td colspan="8">System Analysis and design - SDLC- Role of System Analyst-Functional Information system-Personnel, production, material, marketing.</td></tr>
<tr><td>Unit V</td><td colspan="8">Decision Support Systems - Business Process Outsourcing-Definition and function-Introduction to Business analytics & relevance of big data.</td></tr>
<tr><td colspan="9">Question paper Coverage – 100% Theory</td></tr>
<tr><td>Text book</td><td colspan="8">Management Information System by Jawadekar, Tata McGraw hill Publication, 2nd Edition</td></tr>
<tr><td rowspan="5">Reference Book</td><td colspan="8">Mudrick& Ross, "Management Information Systems",Prentice –Hall of India.</td></tr>
<tr><td colspan="8">Sadagopan, "Management Information Systems"-Prentice-Hall of India</td></tr>
<tr><td colspan="8">C S V Murthy-"Management Information Systems "Himalaya publishing House.</td></tr>
<tr><td colspan="8">Dr. S.P. Rajagopalan, –Management Information Systems and EDP ", Margham Publications, Chennai.</td></tr>
<tr><td colspan="8">Management InformationSystembyOkaMM</td></tr>
<tr><td rowspan="3">E-Reference</td><td colspan="8">https://www.tutorialspoint.com/management_information_system/management_information_system.htm</td></tr>
<tr><td colspan="8">http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf</td></tr>
<tr><td colspan="8">JMIS-JournalofManagementInformationSystems(jmis-web.org)</td></tr>
</table>

	[Management Information Systems Quarterly | AIS Affiliated Journals | AssociationforInformation Systems(aisnet.org)](Management Information Systems Quarterly)
	https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes

Course learning outcomes

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

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	Understand MIS in decision making	K1 & K2	LO1
CO2	Explain MIS, its structure and role in management functions	K3	LO4
CO3	Classify & discuss information system categories, Database Management systems	K4	LO5
CO4	Discuss SDLC and functional information system categories	K5	LO11

Mapping of Cos with Pos& PSOs

.

	Programme Outcomes						**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**Mean Score**	**PSO1**	**PSO2**	**PSO3**	**Mean Score**	
CO1	**3**	**2**	**3**	**3**	**3**	**2.8**	**3**	**2**	**3**	**2.7**	
CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**3**	**3**	**3**	**3**	
CO3	**3**	**2**	**3**	**3**	**3**	**2.8**	**2**	**3**	**3**	**2.7**	
CO4	**3**	**3**	**2**	**2**	**3**	**2.6**	**3**	**3**	**3**	**3**	
CO5	**3**	**3**	**3**	**2**	**3**	**2.8**	**3**	**3**	**3**	**3**	
	14	**13**	**13**	**13**	**14**	**2.68**	**14**	**14**	**15**	**2.8**	
Overall score for PO						**2.7**	**Overall score for PSO**			**2.8**	

Strongly Correlating (S) - 3 Marks
Moderately Correlating (M) - 2 Marks
Weakly Correlating (W) - 1 Mark
No Correlation (N) - 0 Mark

TEACHING LEARNING &ASSESSMENT FRAME WORK	
TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD	**CLASS TEST**
INTERACTION WITH STUDENTS&BLENDED LEARNING	**ASSIGNMENT&SEMINAR**

Course Code	U26BAE51B	Semester V	Year III	credits	L	T	P	Hrs
Dept-Specific Elective-2	**ADVERTISING AND SALES PROMOTION**			3		4		4

Nature of the Course	**PART III**
Learning objectives	To understand the role of advertising and audience
	To manage Media
	To design implementation strategies and select agencies
	To device sale promotion
	To understand social impact of sales and advertising
Units	
Unit I	Advertising : Advertising, objectives, task and process, market segmentation and target audience–Message and copy development.
Unit II	Media: Mass Media - Selection, Planning and Scheduling– Web Advertising
Unit III	Implementation: Implementing the programmecoordination and control–Advertising agencies–Organization and operation.
Unit IV	Sales Promotion : Why and When Sales promotion activities, Consumer and sales channel oriented–planning, budgeting and implementing and controlling campaigns
Unit V	Control: Measurement of effectiveness – Ethics, Economics and Social Relevance-Integrated marketing communication.
Question paper Coverage – 100% Theory	
Text book	Advertising and Sales promotion By Dr TK Jain and Madhvi Singh
Reference Book	Advertising Promotion and other Aspects of Integrated Marketing Communications, 9th Edition, J Craig Andrews
	Advertising and promotion By George E Belch, KeyoorPurai, Michael A Belch, Tata McGraw Hill Publishing
	Advertising and Personal selling by DrRuchi Gupta
	Advertising : Principles and practices By wells, W./Moriarty, S./Burnett, Pearsons
	Tested advertising methods by John Caples, prentice hall
E-Reference	https://oms.bdu.ac.in/ec/admin/contents/175_P16MBA4EM4_2020051909561946.pdf
	https://www.bimkadapa.in/materials/ASPM%20TOTAL%205%20UNITS%20MATERIAL.pdf
	International Journal of Research in Marketing. Elsevier
	Journal of Advertising–Taylor and Francis
	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7010.pdf

Course learning outcomes	On successful completion of the course, the students will be able to			
	COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
	CO1	Understand the concepts and principles of sales and advertising	K1 & K2	LO1
	CO2	Comprehend and decide the usage of mass media	K3	LO4
	CO3	Design and deliver advertisements	K4	LO5
	CO4	Summarize and operationalize sales promotion	K5	LO11
	CO5	Control and justify the process of advertising.	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs	**Programme Outcomes**						**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
	COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**Mean Score**	**PSO1**	**PSO2**	**PSO3**	**Mean Score**
	CO1	**3**	**2**	**3**	**3**	**3**	**2.8**	**3**	**2**	**3**	**2.7**
	CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**3**	**3**	**3**	**3**
	CO3	**3**	**2**	**3**	**3**	**3**	**2.8**	**2**	**3**	**3**	**2.7**
	CO4	**3**	**3**	**2**	**2**	**3**	**2.6**	**3**	**3**	**3**	**3**
	CO5	**3**	**3**	**3**	**2**	**3**	**2.8**	**3**	**3**	**3**	**3**
.		**14**	**13**	**13**	**13**	**14**	**2.68**	**14**	**14**	**15**	**2.8**
	Overall score for PO						**2.7**	**Overall score for PSO**			**2.8**

Strongly Correlating (S) - 3 Marks
Moderately Correlating (M) - 2 Marks
Weakly Correlating (W) - 1 Mark
No Correlation (N) - 0 Mark

TEACHING LEARNING &ASSESSMENT FRAME WORK	
TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD **INTERACTION WITH STUDENTS&BLENDED LEARNING**	**CLASS TEST** **ASSIGNMENT&SEMINAR,DESIGNING CREATIVE ADVERTISEMENT**

Course Code	U26BAE51C	Semester V	Year III	credits	L	T	P	Hrs
Dept-Specific Elective-3	INNOVATION MANAGEMENT			3		5		5
Nature of the Course	PART III							

Learning objectives	To have a broad understanding on the concept innovation management.
	To familiarize the students about the creativity and innovation in product development.
	To have a broad understanding of the innovation strategy and its competitive advantage.
	To provide the knowledge about the technical innovation and its need and importance.
	To understand the business strategy and objectives in current scenario.
Units	
Unit I	Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of innovation
Unit II	Tools for Innovation Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness,&CreativeFocus.GroupCreativeTechniques:BrainStorming, off The Wall Thinking &Thinking Hats Method.
Unit III	Areas of Innovation Product Innovation: Concept, New product development, Packaging And Positioning Innovation Process Innovation : Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering
Unit IV	Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.
Unit V	Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge in to a productive process.
Question paper Coverage – 100% Theory	
Text book	Anil Kumar S and N Suresh, Operation Management, NewAgeInternational1st Edition, 2018
Reference Book	Innovation Management by CSG Krishnamacharyulu&Lalitha R, Himalaya Publishing House
	James A Christiansen, ―Competitive Innovation Management‖, published by Macmillan Business,2000
	Paul Trott, ―Innovation Management &New Product Development‖, published by Pitman, 2000
	Kelley,Tom, JonathnLittmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America‘s Leading Design Firm.NewYork:Doubleday,2001
	Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.
E-Reference	https://www.coursera.org/learn/innovation-management
	https://sloanreview.mit.edu/tag/innovation-management/

	https://www.worldscientific.com/worldscinet/ijim
	https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to- IMS-2020.pdf
	https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials

Course learning outcomes

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

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	To understand the concepts of Innovation management.	K1 & K2	LO1
CO2	To apply knowledge new business plans and strategy.	K3	LO4
CO3	To demonstrate the value of customers in increasing the profitability ratio.	K4	LO5
CO4	To impart knowledge about the need and importance of technical innovation	K5	LO11
CO5	In short the goal of this study is to understand the current state of your business.	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs

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	Programme Outcomes						**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**Mean Score**	**PSO1**	**PSO2**	**PSO3**	**Mean Score**	
CO1	**2**	**2**	**3**	**2**	**3**	**2.4**	**3**	**2**	**2**	**2.3**	
CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**2**	**3**	**3**	**2.6**	
CO3	**3**	**2**	**3**	**3**	**3**	**2.8**	**2**	**3**	**2**	**2.3**	
CO4	**2**	**2**	**2**	**2**	**2**	**2.0**	**3**	**2**	**2**	**2.3**	
CO5	**3**	**3**	**3**	**2**	**2**	**2.6**	**3**	**2**	**3**	**2.6**	
	12	**12**	**13**	**12**	**12**	**2.4**	**13**	**12**	**12**	**2.4**	
Overall score for PO						**2.4**	**Overall score for PSO**			**2.4**	

Strongly Correlating (S) - 3 Marks
Moderately Correlating (M) - 2 Marks
Weakly Correlating (W) - 1 Mark
No Correlation (N) - 0 Mark

TEACHING LEARNING &ASSESSMENT FRAME WORK

TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD	**CLASS TEST**
INTERACTION WITH STUDENTS&BLENDED LEARNING	**ASSIGNMENT&SEMINAR,MODEL DEVELOPMENT**

Course Code	U26BAI501	Semester V	Year III	credits	L	T	P	Hrs
	INTERNSHIP			1	-	-	-	-

GUIDELINES FOR INTERNSHIP

1. Objectives:

a) The internship aims at enabling the students to get a practical exposure to the working/ functioning of the industry.

b) The internship provides an opportunity to students to substantiate their classroom learning with practical experience.

2. Guidelines for Internship: The students will undertake Internship program during the V Semester

3. Duration of the internship-The students of 6th semester have to undergo the internship for a minimum of 4-6 weeks (min 90 hours). The area of Internship should be only in the fields of Commerce and Management. The choice of internship is no way associated with choice of electives

4.The choice of organization- for Internship is restricted to business enterprises and corporate establishments only like Micro, Small, Medium, and Large-Scale organizations, Sole Proprietary and Partnership firm, Government Organizations, Government departments and local bodies, Public and private sector banks.

5.Internship Report-On completion of the internship, a certificate from the company is to be obtained stating the period of the internship and a brief description of the nature of the internship i.e. responsibilities handled.

The Internship Report should include
Introduction:- Introduction of the organization includes - Inception, SWOC analysis, nature of business, profile, Organizational Structure, Functional Areas. conclusions, and suggestions
Learning Outcomes:- Learning Experience like Work profile and job responsibilities handled by the students during internship, their contribution and learning experience. Weekly report of work done etc.
6. Presentation of the Report:
1. Typing should be done on one side ofthe A-4 size paper.
2. The margin left side 1.75 inches, the right, top and bottom margin should be 1 inch each.
3. Font size: Chapter heading: 14; Sub-heading: 12 (Bold) and text of the running matter: 12.
4. Fonts to be used are Times New Roman.
5. The text of the report should have 1.5 line spacing; quotations and foot notes should be in single-line space
6. The total of the report to be in the range of 20 to 25pages
7. The report should be presented in hardbound/ Spiral (Normal binding) for report evaluation 8. The students shall also submit the hard & PDF Soft copy of the report to the HOD, Department of Commerce, Concerned College.

EVALUATION - CIA - 40M . VIVA (INTERNAL) - 60M , TOTAL - 100M

Course Code	**U26BAT613**	**Semester VI**	**Year III**	**credits**	**L**	**T**	**P**	**Hrs**
CORE-13	**FINANCIAL MANAGEMENT**			4		6		6
Nature of the Course	**PART III**							
Learning objectives	Understand the basics of finance and roles of finance manager							
	Evaluate Capital structure & Cost of capital							
	Evaluate Capital budgeting							
	Assess dividends							
	Appraise Working Capital							
Units								
Unit I	Meaning, objectives and Importance of Finance – Sources of finance–Functions of financial management–Role of financial manager in Financial Management.							
Unit II	Capital structures planning - Factors affecting capital structures – Determining Debt and equity proportion –Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – cost of preference capital –Cost of debt–Cost of retained earnings–weighted Average (or) composite cost of capital (WACC)							
Unit III	Capital Budgeting : ARR, Payback period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.							
Unit IV	Dividend policies–Factors affecting dividend payment-Company Law provision on dividend payment–Various Dividend Models (Walter‘s Gordon‘s–M.M. Hypothesis)							
Unit V	Working capital–components of working capital–operating cycle – Factors influencing working capital –Determining (or)Forecasting of working capital requirements.							
Question paper Coverage – 100% Theory								
Text book	Financial Management Kishore RM, Taxman Allied Service							
Reference Book	Financial Management-I.M.Pandey, 2009 Vikas Publishing							
	Financial Management –Prasanna Chandra,2008,Tata McGraw Hill,NewDelhi							
	Financial Management– S.N.Maheswari							
	Financial Management –Y.Khanand Jain 2009Edition,SultanChand&Sons							
	Financial Management –A.Murthy							
E-Reference	https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/							
	https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf							
	JournalofFinancialManagement(esciencepress.net)							

	[Financial Management on JSTOR]
	Financial Management Wiley online library
Course learning outcomes	**On successful completion of the course, the students will be able to**

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	Understand the basics of finance and roles of finance manager	K1 & K2	LO1
CO2	Evaluate Capital structure & Cost of capital	K3	LO4
CO3	Evaluate Capital budgeting	K4	LO5
CO4	Assessing dividends	K5	LO11
CO5	Appraise Working Capital	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs

.

Programme Outcomes							**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**Mean Score**	**PSO1**	**PSO2**	**PSO3**	**Mean Score**	
CO1	**3**	**2**	**3**	**3**	**3**	**2.8**	**3**	**2**	**3**	**2.7**	
CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**3**	**3**	**3**	**3**	
CO3	**3**	**2**	**3**	**3**	**3**	**2.8**	**2**	**3**	**3**	**2.7**	
CO4	**3**	**3**	**2**	**2**	**3**	**2.6**	**3**	**3**	**3**	**3**	
CO5	**3**	**3**	**3**	**2**	**3**	**2.8**	**3**	**3**	**3**	**3**	
	14	**13**	**13**	**13**	**14**	**2.68**	**14**	**14**	**15**	**2.8**	
Overall score for PO						**2.7**	**Overall score for PSO**			**2.8**	

Strongly Correlating (S) - 3 Marks
Moderately Correlating (M) - 2 Marks
Weakly Correlating (W) - 1 Mark
No Correlation (N) - 0 Mark

TEACHING LEARNING &ASSESSMENT FRAME WORK	
TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD	**CLASS TEST**
INTERACTION WITH STUDENTS&BLENDED LEARNING	**ASSIGNMENT&SEMINAR**

Course Code	U26BAT614	Semester VI	Year III	credits	L	T	P	Hrs
CORE-14	**TOTAL QUALITY MANAGEMENT**			4		6		6
Nature of the Course	**PART III**							
Learning objectives	To make them understand the philosophy and core values of Total Quality Management (TQM).							
	To make them understand the voice of the customer							
	To understand the impact of quality on economic performance and long-term Business success of an organization;							
	To educate them about the best practices for the attainment of total quality							
	To help the students understand the relationship between business strategy, business performance and quality management							
Units								
Unit I	Introduction–Need for quality – Evolution of quality – Definition of quality–Dimensions of manufacturing and service quality – Basic concepts of TQM – Definition of TQM–TQM framework–Contributions of Deming, Juran and Crosby – Barriers to TQM							
Unit II	Leadership– Strategic quality planning, Quality Statements -Customer focus, customer orientation, customer satisfaction, Customer complaints, Customer retention – PDSA cycle, 5s, Kaizen.							
Unit III	The seven traditional tools of quality – New management tools – Six Sigma: Concepts, Methodology –Benchmarking - Reason to bench mark, Benchmarking process.							
Unit IV	Quality circles–Quality Function Development (QFD) –Taguchi quality loss function–TPM –Concepts,–Cost of Quality–Performance measures							
Unit V	Need for IMS–elements, Documentation, Quality auditing IMS, Concepts, Requirements and benefits – Implementation- in manufacturing and service sectors including IT.							
Question paper Coverage – 100% Theory								
Text book	D.R.Kiran,TotalQualityManagement–,B.S.Publishers,2016							
Reference Book	Total Quality Management Key Concepts and Case Studies By D.R. Kiran·2016							
	Total Quality Management By Prof M.P. Poonia, S.C. Sharma, Khanna Book Publishing Co,							
	Total Quality Management (TQM) Principles, Methods, and Applications BySunilLuthra,DixitGarg,Ashish Agarwal,SachinK. Mangla·2020							
	Total Quality Management By L.SUGANTHI, ANANDA. SAMUEL· 2004							
	Total Quality Management ByS. Rajaram· 2008							
E-	https://www.fmtvaranasi.edu.in/sites/default/files/TQM.pdf							

Reference	https://www.diva-portal.org/smash/get/diva2:999931/FULLTEXT01.pdf
	https://courseware.cutm.ac.in/wp-content/uploads/2020/06/TQM-PDF.pdf
	https://oms.bdu.ac.in/ec/admin/contents/316_P16MBA18_2020052401385377.pdf
	https://mace.ac.in/files/me/MET%20455%20%20Quality%20Engineering%20and %20Management%20(1).pdf

Course learning outcomes

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

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	Understand the basic concepts of TQM	K1 & K2	LO1
CO2	Know the Strategic quality planning	K3	LO4
CO3	Evaluate the traditional tools and new management Tools of quality	K4	LO5
CO4	Apply the Quality Function Development	K5	LO11
CO5	Understand the Quality auditing IMS	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs

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	Programme Outcomes						**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
COs	**PO 1**	**PO2**	**PO3**	**PO4**	**PO5**	**Mean Score**	**PSO1**	**PS O2**	**PSO3**	**Mean Score**	
CO1	**2**	**2**	**3**	**2**	**3**	**2.4**	**3**	**2**	**2**	**2.3**	
CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**2**	**3**	**3**	**2.6**	
CO3	**3**	**2**	**3**	**3**	**3**	**2.8**	**2**	**3**	**2**	**2.3**	
CO4	**2**	**2**	**2**	**2**	**2**	**2.0**	**3**	**2**	**2**	**2.3**	
CO5	**3**	**3**	**3**	**2**	**2**	**2.6**	**3**	**2**	**3**	**2.6**	
	12	**12**	**13**	**12**	**12**	**2.4**	**13**	**12**	**12**	**2.4**	
Overall score for PO						**2.4**	**Overall score for PSO**			**2.4**	

Strongly Correlating (S) - 3 Marks
Moderately Correlating (M) - 2 Marks
Weakly Correlating (W) - 1 Mark
No Correlation (N) - 0 Mark

TEACHING LEARNING &ASSESSMENT FRAME WORK	
TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD	**CLASS TEST**
INTERACTION WITH STUDENTS&BLENDED LEARNING	**ASSIGNMENT&SEMINAR**

<table>
<tr><td>Course Code</td><td>U26BAT615</td><td>Semester VI</td><td>Year III</td><td>credits</td><td>L</td><td>T</td><td>P</td><td>Hrs</td></tr>
<tr><td>CORE-15</td><td colspan="3">STRATEGIC MANAGEMENT</td><td>3</td><td></td><td>6</td><td></td><td>6</td></tr>
<tr><td>Nature of the Course</td><td colspan="8">PART III</td></tr>
<tr><td rowspan="5">Learning objectives</td><td colspan="8">To apply strategic management principles in business situations.</td></tr>
<tr><td colspan="8">To understand the formulation and choice strategy.</td></tr>
<tr><td colspan="8">To know the functional strategies.</td></tr>
<tr><td colspan="8">To know how to implement strategies.</td></tr>
<tr><td colspan="8">To know how to apply the various types of strategic evaluation and control</td></tr>
<tr><td>Unit I</td><td colspan="8">Strategic Management: Definition – Strategy Vs Strategic Management - Strategic Intent – Strategic Management Process – Approaches and modes of strategic decision making – Strategic Planning – Environmental Scanning and Environmental Analysis - Industry-internal- SWOT- Competitive- advantage – Porter’s Competitive analysis</td></tr>
<tr><td>Unit II</td><td colspan="8">Strategy Formulation and Choice: Approaches to Strategic formulation – Levels of strategies – types of strategies – Grand strategies – Generic competitive advantage – Portfolio analysis - BCG Matrix</td></tr>
<tr><td>Unit III</td><td colspan="8">Functional Strategies: Definition – Development of Functional Strategies – Production / Operation Strategy – Marketing Strategy – Financial Strategy – HR Strategy</td></tr>
<tr><td>Unit IV</td><td colspan="8">Strategy Implementation: Definition – Inter relationship between formulation and implementation – Importance – Issues.</td></tr>
<tr><td>Unit V</td><td colspan="8">Resource Allocation - Importance - Approaches- techniques. Strategic Evaluation & Control:– Definition – Types - approaches</td></tr>
<tr><td colspan="9">Question paper Coverage – 100% Theory</td></tr>
<tr><td rowspan="4">Reference Book</td><td colspan="8">Aswathappa, K (1996) , Business Environment for Strategic Management , Himalaya Publishing House , New Delhi.</td></tr>
<tr><td colspan="8">Azhar Kazmi (2002) , Business Policy and Strategic Management , Tata McGraw Hill ,</td></tr>
<tr><td colspan="8">Cherunilam , Francis (2005) , Strategic Management , Himalaya Publishing House , New Delhi.</td></tr>
<tr><td colspan="8">Hax ,Majluf (1988) , Strategy Concept and Process , Pragmatic Approach , Prentice Hall , New Delhi.</td></tr>
</table>

E-Reference	HTTPS://WWW.YOUTUBE.COM/WATCH?V=LKESAPAMSQK
	HTTP://WWW.GLOBAL-INTEGRATION.COM/BLOG/LIFE-IN-A-MATRIX-PODCAST-MATRIX-WORKING/
	HTTPS://HBR.ORG/2009/09/HOW-STRATEGY-SHAPES-STRUCTURE

Course learning outcomes

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

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	Have knowledge in strategic management principles-strategic planning and analyzing environment.	K1 & K2	LO1
CO2	Able to explain approaches- levels and types of strategies.	K3	LO4
CO3	Able to formulate functional strategies.	K4	LO5
CO4	Able to implement strategies adopting various approaches and techniques.	K5	LO11
CO5	Able to evaluate and control strategies	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs

.

Programme Outcomes							**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**Mean Score**	**PSO1**	**PSO2**	**PSO3**	**Mean Score**	
CO1	**3**	**2**	**3**	**3**	**3**	**2.8**	**3**	**2**	**3**	**2.7**	
CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**3**	**3**	**3**	**3**	
CO3	**3**	**2**	**3**	**3**	**3**	**2.8**	**2**	**3**	**3**	**2.7**	
CO4	**3**	**3**	**2**	**2**	**3**	**2.6**	**3**	**3**	**3**	**3**	
CO5	**3**	**3**	**3**	**2**	**3**	**2.8**	**3**	**3**	**3**	**3**	
	14	**13**	**13**	**13**	**14**	**2.68**	**14**	**14**	**15**	**2.8**	
Overall score for PO						**2.7**	**Overall score for PSO**			**2.8**	

Strongly Correlating (S) - 3 Marks
Moderately Correlating (M) - 2 Marks
Weakly Correlating (W) - 1 Mark
No Correlation (N) - 0 Mark

TEACHING LEARNING &ASSESSMENT FRAME WORK	
TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD	**CLASS TEST**
INTERACTION WITH STUDENTS&BLENDED LEARNING	**ASSIGNMENT&SEMINAR**

Course Code	U26BAPR61	Semester VI	Year III	credits	L	T	P	Hrs
CORE16	**PROJECT**			3			6	10
Nature of the Course	PART III							

PROJECT WORK (UG)

Course Objectives:

Major Project is expected provide students with an opportunity to apply their class room learning to a real life business situation. The Project work can be done either individually or by a group not exceeding two students, under the supervision and guidance of the Faculty of the Department. The topics shall either be allotted by the supervising teacher or be selected by the students in consultation with the supervising teacher.

The project work shall have the following stages:

a. Project proposal presentation and literature review
b. Field work and data analysis
c. Report writing and draft report presentation
d. Final report submission

The report shall be printed and flexi paper binding with around 30 A4 size pages.

The layouts:

Font: Times New Roman Font: Size:12

Line Spacing: 1.5

Margin: Left-1.5; Right-1;Top-1; Bottom-1

Structure of the Report

1. Title Pages
2. Certificate of the supervising Teacher with signature
3. Contents
4. List of Tables, Figures etc.
5. Chapter 1- Introduction, Review of literature, Statement of the problem, Need and Significance of the study, Objectives of the study, Research Methodology (Sample, Data sources, Tool of analysis etc.), Limitations of the study Presentation of the study (5pages)
6. Chapter II–Theoretical Back Ground (5pages)
7. Chapter III–Data Analysis and Interpretation(15pages)
8. Chapter IV–Summary of Findings, Conclusion and Suggestions(5 pages)
9. Appendix: Questionnaire, Specimen copies of forms, other exhibits
10. Bibliography (Books, journal articles, website etc. Used for the project work) (Written based on APA format)

Evaluation of the Report

- A Viva voce based on the project report shall be conducted individually by the department
- External viva need to be conducted
- The total credits for Project work is 3.
- The Maximum Marks for evaluation of the report shall be 100 (Internal 40 M, viva 60 M)

COMMON PAPERS

Course Code	U26VAE201	Semester II	Year I	credits	L	T	P	Hrs
VAC	VALUE EDUCATION			2		2		2
UNIT I	Introduction to Value Education Values (Valuation)- Explanation- Problem of Values-Old, New Values; Conflicts-Direct Value; Opposite Value-Adhering to Direct Values; Decaying of values- Individuals/ Community/ Impact of Decaying Values of Culture-Ways to Recover- the Impact of Decaying Values as a CultureValues found in Tamil Literature- Concept of Individual values and Societal Values in "Thirukkural".							
UNIT II	Personal Values Personal Values- Human Advancement-Individual and Cognitive Freedom - New Economic Predation-Production and Sharing – Globalization-Liberalization-Intellectual Property Rights– Patent-Expropriation-World Trade Organization-Pricing of Drugs- Resourceful Life and Social Justice-(Peace) (Prosperity, Social, Justice)-Poverty Alleviation and Sustainability Project in India- Peace and Hygiene.							
UNIT III	Community Values Community Values -Plural Community- Unity in Diversity-Social Responsibilities of Individualsconsumer rights-consumer awareness-consumer protection act-Healthy Responsibilities-Social Responsibility-Dealing with the Media with Dignity-Being Ambitious- Admiration of Psychological Values-Self-esteem-self-Recognition-Emotional Cognitive Ability- Spiritual Values and Spiritual Self-sufficiency							
UNIT IV	Biological Values Biological Values-Biology - Medical Ethics - Acceptance - Reliability - Improper Medicine - Transplantation - Life Extension - Euthanasia - Medical Cruelty - Human Studies - Reproductive Science Rights - Contraception - Abortion - Artificial Fertility - Surrogacy- Genetically modified foods – Science of Humanity - Biological warfare - Biological weapons against agriculture - Nanotechnology - Ways to recover from drug addiction - Animal use. Slave - Child labor							
UNIT V	Feminist Values Feminist Values - Gender - Obstacles to Women's Empowerment –Obstructions to Women's Development - Violence Against Women - Abortion - Infanticide - Sexual Harassment - Sexual Violence –Harassment at Workplace-Domestic Violence - Women Stigma - Women Development - Government laws and programs for Women Question Paper shall cover 100% Theory							

Course Code	U26EVS301	Semester III	Year II	credits	L	T	P	Hrs
EVS	ENVIRONMENTAL STUDIES			2		2		2
Nature of the Course	PART IV							
Learning objectives	1. To impart the basic knowledge about the environment and its associated problems among students. 2. To develop an attitude of concern for environment and create harmony with nature among students. 3. To motivate students to acquire a set of values for environmental conservation and for improvement. 4. To create awareness & importance of sustainable development without degrading the environmental resources.							
Unit I	Introduction to environment and natural resources. Forest resources: Use and over-exploitation of forest resources and its impact on forest and tribal people. Water resources: Use and over- exploitation of water and impact. Land resources: land degradation and soil-erosion, desertification. Food resources: Effect of modern agriculture, fertilizer- pesticide problems. Energy resources: Growing energy needs renewable and non renewable energy resources use of alternative energy sources.							
Unit II	Concept of an ecosystem, Structure and Function of an ecosystem, Food chains, food webs and ecological pyramids, Types of ecosystem, Biodiversity: Genetic, species and ecosystem diversity, Threats to biodiversity: habitat loss, poaching of wild life, man – wildlife conflicts, Endangered and endemic species of India, Conservation of Biodiversity: In-situ and Ex-situ conservation of Biodiversity							
Unit III	Causes, effects and control measures of: Air pollution, water pollution, Soil pollution, Noise pollution and Nuclear hazards, Solid waste management							
Unit IV	Sustainable development, Rural urban problems related to environment, Water management and rain water harvesting, Environmental ethics: Issues and possible solutions, Environmental protection policy, Act and Legislation, Population and the environment, HIV/AIDS, Women and child welfare, Gender Issues, Institutions for gender studies and research							
Unit V	Disaster: Meaning and concepts, types, causes and management, Effects of disaster on community, economy, environment, Disaster management cycle: early response, rehabilitation, reconstruction and preparedness, Disaster management authority: National state and district level. The Disaster Management Act, 2005, Ill effects of fireworks							
Question paper Coverage – 100% Theory								
Text book	Jadhav, H &Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi							
Reference Book	1.Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner. 2. Asthana. D.K., Meera Asthana, 2006, A text book of Environmental Studies, S.Chand& Company Ltd., New Delhi. 3. Benny Joseph, 2005, Environmental Studies, Tata Mcgraw –Hill publishing company, New Delhi. 4. ErachBharucha, 2005, A text book of Environmental Studies, UGC, University Press, New Delhi.							

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

COs	Course Outcomes	K Level	Learning Outcomes (LO1-LO15)
CO1	Appreciate the concepts and methods from ecological, biological and physical sciences and their application in solving environmental problem.	K1 & K2	LO1
CO2	Appreciate the ethical and historical context of environmental issues and links between human and natural ecosystems	K3	LO4
CO3	Reflect critically about their roles and identities as a consumers and environmental actors in an interconnected world.	K4	LO5
CO4	Have a clear knowledge on sustainability	K5	LO11
CO5	Students should be able to know about the basics of disaster management	K5 & K6	LO2 LO15

Mapping of Cos with Pos& PSOs

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Programme Outcomes						**Programme Specific Outcomes**				**Mapping Score of Cos with POs & PSOs**
COs	**PO 1**	**PO2**	**PO3**	**PO 4**	**PO5**	**Mean Score**	**PSO1**	**PS O2**	**PSO3**	**Mean Score**
CO1	**3**	**3**	**2**	**2**	**3**	**2.6**	**2**	**2**	**3**	**2.3**
CO2	**2**	**3**	**2**	**3**	**2**	**2.4**	**3**	**3**	**2**	**2.7**
CO3	**3**	**2**	**3**	**2**	**2**	**2.4**	**2**	**3**	**3**	**2.7**
CO4	**2**	**3**	**2**	**3**	**2**	**2.4**	**2**	**3**	**2**	**2.3**
CO5	**3**	**3**	**3**	**2**	**3**	**2.8**	**2**	**3**	**3**	**2.7**
	13	**14**	**12**	**12**	**12**	**2.5**	**11**	**14**	**13**	**2.5**
Overall score for PO						**2.5**	**Overall Overall score for PSO**			**2.5**

Strongly Correlating (S)	-	3 Marks
Moderately Correlating (M)	-	2 Marks
Weakly Correlating (W)	-	1 Mark
No Correlation (N)	-	0 Mark

TEACHING LEARNING &ASSESSMENT FRAME WORK

TEACHING METHODOLOGY	**ASSESSMENT TYPES**
CHALK &TALK METHOD	**CLASS TEST**
INTERACTION WITH STUDENTS&BLENDED LEARNING	**ASSIGNMENT&SEMINAR**