

DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)



OUTCOME BASED EDUCATION SYLLABUS

Effective from Batch 2022



DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE (AUTONOMOUS)

College with Potential for Excellence

Linguistic Minority Institution Affiliated to University of Madras

E.V.R. Periyar High Road, Arumbakkam, Chennai – 600106, Tamilnadu.

CONTENTS:

1. Vision, Mission and Program Educational Objectives (PEO)
2. Program Outcomes (PO) with Graduate Attributes
3. Mapping of POs with PEOs
4. Scheme & Syllabus of the programme. (Semester I – VI)

Institution

Vision

To impart value-based quality academia; to empower students with wisdom and to charge them with rich Indian traditions and culture; to invoke the self, to broaden the same towards nation building, harmony and Universal brotherhood.

Mission

To ensure sustained progress and development in imparting quality education, to pioneer new avenues of teaching and research and to emerge as an institution with potential for excellence.

DEPARTMENT OF BUSINESS ADMINISTRATION

VISION

To evolve as an institution providing wholesome quality education in the field of management for building and developing entrepreneurship.

MISSION

M1	To provide sustained comprehensive quality management education inculcating social and ethical values.
M2	To spearhead new teaching practices for course delivery for management education.
M3	To stay abreast and constantly strive to provide students with the latest developments in the field of education and integrating with ICT.

PROGRAM EDUCATION OBJECTIVES (PEOs)

PEO1	Raise a career in the field of management and contribute to the growth of the company and nation.
PEO2	Kindles the entrepreneurship spirit and start their own business and/or develop their existing business.
PEO3	To pursue higher studies and research in the specialized areas of management of their interest.
PEO4	Build and/or develop organisations adherence to legal, social, ethical regulations of the nation.

PEO TO MISSION STATEMENT MAPPING

MISSION STATEMENTS	PEO1	PEO2	PEO3	PEO4
M1	3	3	3	3
M2	1	1	1	2
M3	2	2	1	3

CORRELATION: 3- STRONG 2- MEDIUM 1- LOW

PROGRAM OUTCOMES (PO) IN RELATION TO GRADUATE ATTRIBUTES

1	PO1	Disciplinary knowledge: Provides a comprehensive knowledge and capable of demonstrating it the field of management and apply the in-depth knowledge in their field of specialization Marketing or Human resources.
2	PO2	Problem analysis: Identify, review, formulate and analyse the problem or reformation to provide conclusions applying analytic thought to body of knowledge.
3	PO3	Design/Development of solutions: Design solutions for social and economic needs applying their core management competencies to solve the problem integrated with real life learning.
4	PO4	Conduct investigations of complex problems: Ability to inquire, identifying problems, logical flaws, analyse data from various sources, interpret and draw valid conclusions.
5	PO5	Modern tool usage: Identify and access, evaluate appropriate software and integrating management competencies. Gain skills to use ICT for learning.
6	PO6	With society: To apply rational thinking with contextual knowledge and evaluate the subsequent responsibilities of the professional management to the society.
7	PO7	Environment & sustainability: Analyze the impact of professional management in the society and plan for sustainable development.
8	PO8	Ethics: Demonstrate moral/ethical values in carrying out his duties in his profession and identify unethical work.
9	PO9	Individual and teamwork: Demonstrate ability to work effectively individually, within the group and with other groups.
10	PO10	Communications: Effectively communicate thoughts, ideas or any complex information orally or written using appropriate media clearly and concisely.
11	PO11	Project management: Demonstrate knowledge and understanding of core management concepts applying to real scenarios in the work environment.
12	PO12	Lifelong learning: Gain skills and knowledge through self-paced and self-directed learning and use to develop them personally and to be abreast with changing environment.

Mapping of POs TO PEOs

<u>PEO/ PO</u>	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9	PO 10	PO 11	PO12
PEO 1	3	3	3	3	2	3	3	2	3	3	3	2
PEO 2	3	3	3	3	3	1	3	3	3	3	2	1
PEO 3	3	1	1	1	1	2	1	1	2	2	1	3
PEO 4	3	3	3	2	2	2	3	3	3	2	3	2

3-Strong Correlation 2- Medium Correlation 1- Low Correlation

PROGRAM SPECIFIC OUTCOMES

PSO 1: Students will be able to apply the knowledge of management concepts in business environment and describe the recent trends.

PSO2: Students will build proficiency in their area of specialization (Marketing or Human Resource Management or Family Business Management or Media Management).

PSO3: Students undergo co-curricular activities to demonstrate practical knowledge in their domain area.

PSO4: Students acquire practical skills to identify & solve a problem/area of improvement.

PSO5: Students gain knowledge & skills to start their own enterprises, effectively contribute to the growth of the organization and/or pursue higher studies in management.

PSO6: Students will be able to identify the technology trends and its impact on business.

**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV
COLLEGE
(AUTONOMOUS)
DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)**

DEPARTMENT PROFILE:

With the blessing of Lord Almighty, the Department of Business Administration, (BBA) D.G. Vaishnav College had a modest beginning in the year 1991 with 1 section. Presently, the Department has 4 sections with around 1040 students and 16 faculty members. The Department provides conducive ambience for learning Management & Career oriented subjects, keeping in view the changing trends in education. In the year 2009 the college attained autonomous status which helped the department to design its own syllabus and came out with innovative papers to meet the current requirement of the industry. The Department has been revising the syllabus regularly under the choice-based system. The Department offers specialization in Marketing, Human Resources, Family Business Management and Media Management. Institutional training & Industrial visit are part of the academics which student undergoes every year to get exposure of the corporate world.

The Department has signed MoUs with National Council for Vocational Training & Education (MHRD) and National Foundation for Entrepreneurship Development. The Department in collaboration with institutes offers certificate courses on E-entrepreneurship, Supply Chain & Logistics Management, GST Filing, Innovation and creativity for Business. The Department hosts Markutsav & Synergy – two inter college events every year and publishes EPITOME – Annual Magazine. The Department takes pride in its Student Social Responsibility (SSR) activities. The recent ones include Ne Ne Programmes, CareNimals. The BBA Programme has been recognized as the best in Chennai and ranked number 5 in South India by the Times BBA education ranking survey 2021.

REGULATIONS

1. Eligibility for admission:

Candidates for admission to the first years of Bachelor of Business Administration (BBA) course shall be required to have passed Higher Secondary examinations conducted by the Government of Tamil Nadu, or an examination accepted as equivalent thereto by the syndicate of the University of Madras.

Aggregate marks obtained in Commerce/Business studies, Accountancy, Mathematics / Business Mathematics/Economics/ Computer science will be considered for admission.

2. Eligibility of award of Degree:

A candidate shall be eligible for the award of Degree only if he or she has undergone the prescribed course for a period of not less than three academic years, passed the examinations of all Six Semesters prescribed.

3. Course of Study

:

The main subject of study for Bachelor's degree shall consist of the following: Part 1: Foundation course exclusive for language.

Part 2: English

Part 3: Core courses / Allied subjects I and II – Job and skill-oriented entrepreneurship components.

Part 4: Non-major Elective and Skill based subjects.

Part 5: Extension Activities / Sports/NCC

4. Passing Minimum:

A candidate shall be declared to have passed in each paper/practical of the main subject of study wherever prescribed, if he/she secured not less than 40% of the marks prescribed for the examination.

5. Classification of successful candidates:

PART I, II, III & IV

Successful candidates passing the examination and securing the marks (i) 60% and above and (ii) 50% and above but below 60% in the aggregate shall be declared to have passed the examination in the FIRST and SECOND class respectively. All other successful candidates shall be declared to have passed the examination in the THIRD class.

Candidates who passed all the examination (Part I, II, III & IV) prescribed for the courses in the FIRST APPEARANCE ITSELF ALONE are eligible for ranking.

CERTIFICATE COURSE

One certificate programme (for all III years) is offered during the academic year other than undergoing Swayam / MOOCs Online Courses(s). On completion of every certificate programme, 2 credits will be allotted for every certificate programme for the student.

Certificate Course Programme	Year
E-entrepreneurship or Innovation & Creativity for Business (Any one)	For I year
Supply Chain & Logistics Management	For II year
GST Filing	For III year

CERTIFICATE COURSE SYLLABUS

E-Entrepreneurship

Unit 1 – Introduction to E-Business

E-Business – Genesis – Concept & Definitions – History of Internet – Opportunities & Challenges – Working of E-Business – Advantages & Disadvantages – Fundamental Goals & E-Business Prospects – Illustrations – Success Stories of Entrepreneurs – Ideas & Opportunities – Types of Entrepreneurship & Skills – Difference between E-Commerce & E-Business – Challenges faced by Entrepreneurs – Scenarios.

Unit 2 – Devising Successful Business Model

Business Models & Emerging Trends in E-Commerce – Internet & Web Change Business: Structure – Strategy & Process – Internet of Things (IoT): Internet Today & Next Gen – World Wide Web: Features & Growth – Comparison of Traditional Commerce & E-Commerce – Overview Software Applications & Hardware Requirements – Cloud & On Premises.

Unit 3 – Business Operations & Strategy

Business Models in E-Commerce – Business to Business (B2B) Model – Business to Consumer (B2C) Model – Consumer-to-Consumer (C2C) Model – Consumer-to-Business (C2B) Model – Peer-

to-Peer (P2P) Model – Strategic Planning of Business – Cases – Content Strategy – Goal Setting – Resource Allocation & Management.

Unit 4 – Business Plan Inception

Business Plan Overview – Feasibility Study & Assessment Strategies – Decision Making & Problem Solving – Significant Components – Breakeven Ratio – Preparation & Submission – Business Development Plan for E-Entrepreneurship - SWOT Analysis & FMEA Overview.

Unit 5 – Business Types & Compliances

Types of Enterprises – Creativity & Innovation – Registration Modalities & Approvals –Investor Choice & Relations – Art of Negotiation – Legal & Ethical Policy Issues: Protection of Privacy – Copyright – Trademark & Intellectual Property Rights – Internet Marketing- Advertisement & Display Strategies on Internet – E-Business for Service Industry – Ethical & Legal Issues.

Unit 6 – MSME Schemes, Procedures & Policies

Enterprise Promotion – Understanding & Differences in MSMEs – Role of Financial Institutions – MSME Start-up Procedures & Policies – Governmental Support – Schemes & Modalities for Start-ups – Risk Assessment & Crisis Management.

Unit 7 – Business Transformation

Sales & Marketing – Concepts & Comparison - Challenges of Traditional Marketing – Business Digitalization – Branding & Promotion for Retailing Growth in E-Business Space – Enhancement of Business Prospects.

Unit 8 – Digital Marketing Overview

SEO & SEM Concepts – Social Media Marketing – Google Ads – E-Payment Systems: B2B Electronic Payments – Third-Party Payment Processing – Electronic Payment Gateway – Online Payment Technologies, e-Transactions & Security – Digital Signature & QR Code.

Innovation & Creativity for Business

Unit 1 – Innovation & Ideation

Innovation – Concept – Principles – Characteristic Features – Qualities of Innovation – Ideation Concepts – Idea Mobilization – Areas of Innovation & Processes – Continuous Improvement – Problem Solving – Game Changer – Types of Innovation – Self-Recognition & Continuity – Success Cases.

Unit 2 – Creativity for Business Development

Creativity – Meaning & Concept – Stages – Source & Process – Nature & Characteristics – Factors – Views – Components – Motivation & Support – Innovation Vs Creativity – Divergent Thinking – Case Studies – Creative & Innovative Business Personalities.

Unit 3 – Self-Management & Skill Acquisition

Self-Realization & Understanding Psyche – Self-Management – Concepts & Practices – Psychological Aspects – Self-Learning & Social Learning – Achievement Motivation & Reinforcement Theories – Time Management – Skill Acquisition Techniques – Upskilling – Adoption & Rejuvenation.

Unit 4 – Design Thinking

Design Thinking – Process – Phases & Steps – Source – Types of Thinking – Creative & Analytical – Brain Functions – Mindsets – Modes – Dimensions – Case Studies.

Unit 5 – Managing Innovation

Importance of Innovation – Understanding Differences – Invention & Creativity – Case Studies – Successful Innovation – Methods & Techniques – Assessment & Effectiveness – Organizational Factors – Legal Aspects – Trademark – Copyright – IPR – Patent – Examples.

Unit 6 – Understanding Business Start-ups

Start-up – Concept & Process – Types & Models – Barriers & Influences – Registration Formalities – Business Plan & Feasibility – Working Capital Management – Break Even Point – Promotion – Strategies – Instructional Design – Training Needs & Evaluation – Cases.

Unit 7 – Role of EDIs & TBIs

EDIs & TBIs – Overview – Roles & Functions – Incubation Process – Technical Guidance – Promotional Schemes – Start-up & Enterprise Development – Training Modalities – Assessment.

Unit 8 – Innovative Ventures & Investors Behaviour

Innovative Ventures – Branding – Digital Transformation – Social Media Marketing – Investor Types – Role of Investors – Investors Behaviour – Funding Sources – Features & Patterns – Types of Funding – Case Studies.

SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Unit 1: Concept of Logistics: Introduction, Objectives, Concept of Logistics, Objectives of logistics, Types of logistics, Concept of Logistics Management, Evolution of Logistics, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, Logistics and Competitive Advantage, Logistics Mix, Logistics in Organised Retail in India.

Unit 2: Integrated Logistics: Introduction, Objectives, Concept of Integrated Logistics, Inventory flow, Information flow, Operational Objectives of Integrated Logistics, Barriers to Integration, Organisation structure, Measurement system, Inventory ownership, Information technology, Knowledge transfer capability, Logistical Performance Cycle, Logistics performance cycle, Manufacturing support performance cycle, Procurement performance cycle.

Unit 3: Supply Chain Management: Introduction, Objectives, Defining Value Chain, Organisation level, Activities, Industry level, Value reference model, Concept of Supply Chain Management (SCM), Functions and Contribution of Supply Chain Management, Creating value, Enlisting suppliers to innovate, Leveraging value chain partners, Supply Chain Effectiveness and Indian Infrastructure, Framework for Supply Chain Solution, Supply Chain Relationships, Building a long-term relationship with vendors, Supplier relationship management (SRM).

Unit 4: Demand Forecasting: Introduction, Objectives, Concept of Demand Forecasting, Impact of Forecasts on Logistics and Supply Chain Management, Forecasting Process, Forecasting Techniques, Selecting the Appropriate Forecasting Technique, Operating Principles of Forecasting.

Unit 5: Inventory Management: Introduction, Objectives, Concept of Inventory, Types of Inventory, Concept of Inventory Management, Importance of inventory management, Objectives of inventory management, Different Types of Inventory Costs, Inventory Performance Measures, Inventory turnover ratio (ITR), Framework of performance indicators, Inventory Planning Measures, Economic order quantity (EOQ), Reorder point, Safety stock, Supplier-managed inventory.

Unit 6: Material Handling: Introduction, Objectives, Concept of Material Handling, Objectives of material handling, Principles of material handling, Equipment Used for Material Handling, Points to be Considered While Handling Materials, Role of Material Handling in Logistics

Unit 7: Material Storage System: Introduction, Objectives, Concept of Material Storage System, Unit Load Storage, Storage principles, Storage design and its benefits, Storage Methods.

Unit 8: Warehousing: Introduction, Objectives, Concept of Warehousing, Need for warehousing management, Evolution of warehousing, Functions of Warehouses, Types of Warehouses, Warehousing Cost, Warehousing Strategies, Significance of Warehousing in Logistics, Warehousing Management System (WMS).

Unit 9: Storehouse Operations and Control: Introduction, Objectives, Storehouse Operations and its Objectives, Daily Activities of Stores, Organising a Store, Store Location and Layout, Selecting appropriate storage system, Centralisation, Decentralization and variety reduction of stores, Store Housekeeping, Stores Accounting.

Unit 10: Logistical Packaging: Introduction, Objectives, Concept of Logistical Packaging, Design Consideration in Packaging, Types of Packaging Material, Packaging Costs

Unit 11: Transportation: Introduction, Objectives, Transportation System, Transportation Infrastructure, Different Modes of Transportation, Freight Management, Factors Affecting Freight Cost, Transportation Network, Containerisation.

Unit 12: Customer Service: Key Element of Logistics: Introduction, Objectives, Concept of Customer Service, Attributes of customer service, Different phases of customer services, Customer Service for Competitiveness, Value-Added Logistical Service.

Unit 13: Logistics Outsourcing: Introduction, Objectives, Concept of Logistics Outsourcing, Catalyst for logistics outsourcing, Benefits of logistics outsourcing, Issues in logistics outsourcing, Third-Party Logistics, Fourth-Party Logistics, Selection of Logistics Service Provider, Logistics Service Contract, Outsourcing-Value Proposition.

Unit 14: Logistics Information System: Introduction, Objectives, Concept of Logistics Information System (LIS), Importance of LIS, Principles of designing LIS, Logistics Information Architecture, Application of Information Technology in Logistics and Supply Chain Management

Unit 15: E-Commerce Logistics: Introduction, Objectives, Concept of E-Commerce, Requirements of Logistics in E-Commerce, E-Logistics Structure and Operation, Logistic Resource Management.

GST FILING

UNIT -1 OVERVIEW OF GST AND MODEL GST LAW (CGST & SGST)

Constitutional Provisions-Taxable Event – Supply- Destination Principle-Concurrent Dual GST IGST Model (Introduction)- Composition Levy-Taxable Persons-Casual Taxable Person Non-resident Taxable Persons.

UNIT -2 MEANING/SCOPE OF SUPPLY OF GOODS & SERVICES

Definition-Intra-State and Inter-State Supply-Exempted & Zero-rated Supply- Mixed and Composite Supply.

UNIT- 3 GST BUSINESS PROCESS – REGISTRATION

Legal Provisions, Schedule V- Migration of existing dealers/assesses- Fresh Registration, Amendment, Cancellation and Surrender & Revocation-Transitional Provisions relating to Registration.

UNIT -4 TIME OF SUPPLY & VALUATION OF SUPPLY OF GOODS AND SERVICES; CHANGE IN RATE OF TAX, GST BUSINESS PROCESS - RETURNS

Filing of Returns-Types of Returns and Formats- Input Tax Credit and its matching - Tax Return Preparers Accounts and Records Tax Invoice, Credit / Debit Notes & Payments.

UNIT- 5 PLACE OF SUPPLY OF GOODS AND SERVICES AND OVERVIEW OF IGST ACT

Domestic Supplies-International Supplies.

PATTERNS FOR CONTINUOUS ASSESSMENT

Effective from 2021 Batch onwards

Internal Marks: 50 Marks

CIA I & II Test	30 Marks
Attendance	05 Marks
III Component CIA (Assignment/Seminar)	15 Marks

External Marks: 100 Marks

End semester examination will be for 100 Marks and the mark scored will be converted to 50 Marks.

Project Evaluation:

Project Report	60 Marks
Viva Voce	40 Marks
Total	100 Marks

Note: For Accounting for Managers (I year – I & II semesters) and Financial Management (II year – III Semester), the question paper is to be set in the ratio of 80:20 (80% problems and 20% theory)

Question Paper Pattern:

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CHENNAI – 106.**

Office of the Controller of Examinations

Time: 3 hours

Max.marks: 100

PATTERN OF THE QUESTION PAPER

Section – A (10x2 = 20 Marks)

Answer all the Questions

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

Section – B (5x7 = 35 Marks)

Answer all the Questions

11) a)*****

Or

b)*****

12) a)*****

Or

b)*****

13) a)*****

Or

b)*****

14) a)*****

Or

b)*****

15) a)*****

Or

b)*****

Section – C (3x15 = 45 Marks)

Answer all the Questions (Qn.no:16 is compulsory)

16)*****

17) a)*****

Or

b)*****

18) a)*****

Or

b)*****

DEPARTMENT OF BBA

SCHEME OF I SEMESTER BBA PROGRAM

Sl. NO	Course Category	Course Code	Course	Over all Credits	Total Contact Hours/ Week	Marks		
						CIA	ESE	Total
1	Foundation		Language –I	3	4	50	50	100
2	Foundation		English – I	3	4	50	50	100
3	Core I	03101	Accounting for managers-I	4	6	50	50	100
4	Core II	03102	Principles of Management	4	6	50	50	100
5	Allied I	03103	Managerial Economics	4	6	50	50	100
6	Non-Major	03104	Consumer Behavior	2	2	50	50	100
7			Soft skills	2	1	50	50	100
Total				22	30			

SCHEME OF II SEMESTER BBA PROGRAM

Sl.	Course category	Course	Course	Overall Credits	Total Contact Hours/Week	Marks		
						CIA	ESE	Total
1	Foundation		Language –II	3	4	50	50	100
2	Foundation		English – II	3	4	50	50	100
3	Core III	03205	Accounting for managers -II	4	6	50	50	100
4	Core IV	03207	*Computer Application In Business	4	6	50	50	100
5	Allied I	03206	Corporate Communication	4	6	50	50	100
6	Non-major	03208	Personality Development	2	2	50	50	100
7			Soft skills	2	2	50	50	100
Total				22	30			

SCHEME OF III SEMESTER BBA PROGRAM

Sl.No	Course category	Course Code	Course	Overall Credits	Total Contact Hours/Week	Marks		
						CIA	ESE	Total
1	Core V	03309	Financial Management	4	6	50	50	100
2	Core VI	03310	Marketing Management	4	6	50	50	100
3	Core VII	03311	Human Resource Management	4	5	50	50	100
4	Allied I	08321	Business Maths	4	5	50	50	100
5	Allied II	03312	Production Management	4	5	50	50	100
6			Soft Skill	2	2	50	50	100
7			Environmental Studies		1			
Total				22	30			

SCHEME OF IV SEMESTER BBA PROGRAM

Sl.NO	Course category	Course Code	Course	Overall Credits	Total Contact Hours/W week	Marks		
						CIA	ESE	Total
1	Core VIII	03413	Research Methodology	5	5	50	50	100
2	Core IX (Elective)**	03414A	(A) Digital Marketing	5	6	50	50	100
		03414B	(B)Industrial Relation					
		03414C	(C) Family Business Management I					
		03414D	(D) Media Management					
3	Core X	08426	Operation Research	5	5	50	50	100
4	Allied I	03415	Business Statistics	4	5	50	50	100
5	Allied II	03416	International Trade	4	6	50	50	100
6			Soft Skill	2	2	50	50	100
7			Environmental Studies	2	1	50	50	100
Total				27	30			

SCHEME OF V SEMESTER BBA PROGRAM

Sl.NO	Course category	Course Code	Course	Over all Credits	Total Contact Hours/Week	Marks		
						CIA	ESE	Total
1	Core XI (Elective)**	03517A	(A)Services Marketing	5	6	50	50	100
		03517B	(B)Organization Psychology					
		03517C	(C) Family Business Management II					
		03517D	(D) Media Business Planning					
2	Core XII	03518	Business Taxation	5	6	50	50	100
3	Core XIII	03519	Legal Aspects of Business	5	6	50	50	100
4	Allied I	03520	Entrepreneurial Development	5	6	50	50	100
5	Allied II	03521	Materials Management	5	6	50	50	100
Total				25	30			

SCHEME OF VI SEMESTER BBA PROGRAM

Sl.NO	Course category	Course Code	Course	Over all Credits	Total Contact Hours/Week	Marks		
						CIA	ESE	Total
1	Core XIV	03622	Business ethics & values	5	6	50	50	100
2	Core XV	03623	Personality Development	5	6	50	50	100
3	Core XVI	03626	Project	6	6	40	60	100
4	Allied I	03624	Financial Services	5	6	50	50	100
5	Allied II	03625	Information Management	5	6	50	50	100
Total				26	30			

SEMESTER I

Sl. NO	Course Category	Course Code	Course	Over all Credits	Total Contact Hours/ Week	Marks		
						CIA	ESE	Total
1	Foundation		Language –I	3	4	50	50	100
2	Foundation		English – I	3	4	50	50	100
3	Core I	03101	Accounting for managers-I	4	6	50	50	100
4	Core II	03102	Principles of management	4	6	50	50	100
5	Allied I	03103	Managerial Economics	4	6	50	50	100
6	Non-Major	03104	Consumer Behavior	2	2	50	50	100
7			Soft skills	2	1	50	50	100
Total				22	30			

ACCOUNTING FOR MANAGERS – I

Course Code : 03101	Credits : 04
L:T:P:S : 6:0:0:0	CIA/ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

- To impart knowledge about basic concepts of Accounting its applications
- To analyze and interpret financial reports of a company

Unit I:

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 – Preparation Of Cash Book.(18 Hours)

Unit II:

Preparation Of Final Accounts – with adjustments. Introduction to Departmental Accounting - Meaning, Methods, Preparation of General Profit & Loss Account, Trading and Profit & Loss Account of different Departments. Introduction to Departmental Accounting - Meaning, Methods, Preparation of General Profit & Loss Account, Trading and Profit & Loss Account of different Departments. (18 Hours).

Unit III:

Classification of Errors – Rectification of Errors – Preparation of Suspense Account.Bank Reconciliation Statement (Only Simple Problems).(18Hours).

Unit IV:

Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method (Change In Method Excluded).(16 Hours).

Unit V:

Single Entry System – Meaning, Features, Defects. Difference between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method (Only Simple Problems). (20 Hours).

RECOMMENDED TEXT BOOKS:

1. TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019.
2. David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017.

REFERENCE BOOKS:

1. M N Arora; Accounting for Management- Himalaya Publications House 2019.
2. SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
3. T. Horngren Charles , L. Sundern Gary , A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.

ONLINE REFERENCES:

1. <https://open.umn.edu/opentextbooks/textbooks/introduction-to-financial-accounting>
2. <https://corporatefinanceinstitute.com/resources/ebooks/principles-accounting-book-pdf/>
3. https://www.barnesandnoble.com/b/free-ebooks/nook-books/accounting/financial-accounting/_/N-ry0Z8qaZtsg
4. <https://www.profitbooks.net/what-is-depreciation/>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Prepare Journal, ledger, trial balance and cash book
CO2	Prepare final accounts with adjustments
CO3	Classify errors and making rectification entries
CO4	Pass depreciation entries and prepare depreciation accounts
CO5	Prepare single and double entry system of accounting.

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1			3	2			
CO2			3	3			
CO3			3	3			
CO4			2	3			
CO5			2	3			

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3			2	2	
CO2	3			3	3	
CO3	3			2	2	
CO4	3				2	
CO5	3				2	

Correlation levels: 1- Weak 2-Medium 3-High

SI NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	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 – Preparation Of Cash Book.	18	CO1
2	Preparation Of Final Accounts Of A Sole Trading Concern – Adjustments – Closing Stock, Outstanding And Prepaid Items - Depreciation, Provision For Bad Debts, Provision For Discount On Debtors – Interest On Capital And Drawings	18	CO2
3	Classification of Errors – Rectification of Errors – Preparation of Suspense Account. Bank Reconciliation Statement	12	CO3
4	Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method (Change In Method Excluded)	10	CO4
5	Single Entry System – Meaning, Features, Defects. Difference between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method (Only Simple Problems)	14	CO5

PRINCIPLES OF MANAGEMENT

Course Code : 03102	Credits : 04
L:T:P:S : 6:0:0:0	CIA/ESE Marks : 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To impart knowledge about basic functions of management – planning, organizing, leading and controlling.
2. To provide understanding about historical evolution of management theories.
3. To provide an overview of Strategic management concepts & decision making.

Unit I:

Management: Importance – Definition – Nature and Scope Of Management Process – Role And Functions Of A Manager – Levels Of Management – Development of Scientific Management And Other Schools Of Thought And Approaches. (18 Hours)

Unit II:

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision – Making Process of Decision – Making – Types of Decision. (18 Hours)

Unit III:

Organizing: Types of Organizations' – Organization Structure – Span Of Control and Committees – Departmentalization – Informal Organization- Enterprise Mobility. (18 Hours)

Unit IV:

Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility – Direction – Nature and Purpose. Co-Ordination – Need, Type and Techniques and Requisites for Excellent Co-Ordination – Controlling – Meaning and Importance – Control Process. (22 Hours)

Unit V:

Strategic Management – Introduction – Roles and Importance – Process – Strategic Decision-Making in Current Scenario (14 Hours).

RECOMMENDED TEXT BOOKS:

1. P.C. Tripathi & P.N Reddy; Principles of Management, Sultan Chand & Sons, 6th Edition, 2017.
2. L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8th Edition.
3. Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017

REFERENCE BOOKS:

1. Dr.C.B.Gupta; Principles of Management, Sultan Chand & Sons, 3rd Edition.
2. J.Jayashankar; Business Management, Margham Publication, 2019.
3. Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015
4. Azhar Kazmi; Strategic Management, McGraw Hill, 5th Edition, 2020.

ONLINE REFERENCES:

1. <https://courses.lumenlearning.com/principlesmanagement/>
2. <http://www.maciejczak.pl/download/pmgt-w2.pdf>
3. <https://rlshumancare.com/modern-management-thoughts-recent-trends/>
4. <https://www.business.com/articles/popular-management-theories-decoded/>
5. <https://toggl.com/blog/?s=principles+of+management>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Describe nature, scope, role, levels, functions and approaches of management
CO2	Apply planning and decision making in management
CO3	Identify types of organization and its structure
CO4	Explain authority, delegation, co-ordination and control mechanisms in organisation
CO5	Understand strategic management concepts

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1		2	2	2	1		
CO2	3	2	2	3		2	2
CO3	3	3	2	3		3	3
CO4			2	3		2	2
CO5	3		2	1			2

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2		3	2	3
CO2	3	3		2		
CO3	3			2	3	
CO4		3				2
CO5	3	2			2	

Correlation levels: 1- Weak 2-Medium 3-High

Sl. No	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions Of A Manager – Levels of Management – Development of Scientific Management And Other Schools Of Thought And Approaches.	18	CO1
2	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –Making Process of Decision – Making – Types of Decision.	18	CO2
3	Organizing: Types of Organizations’ – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization	18	CO3
4	Authority – Delegation – Decentralization – Difference Between Authority and Power – Responsibility. Direction – Nature and Purpose. Co-Ordination – Need, Type and Techniques and Requisites for Excellent Co-Ordination. Controlling – Meaning and Importance – Control Process.	22	CO4
5	Strategic Management – Introduction – Roles and Importance – Process – Strategic Decision-Making in Current Scenario.	14	CO5

MANAGERIAL ECONOMICS

Course Code : 03103	Credits : 04
L:T:P:S : 6:0:0:0	CIA/ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To familiarize students with concepts of economics and its relevant in business scenario.
2. To understand the applications & implications of economics in business aspects.

Unit I:

Nature and Scope of Managerial Economics – Definition of Economics – Important Concepts Of Economics – Relationship Between Micro And Macro And Managerial Economics – Objectives Of The Firm. (18 Hours)

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- Elasticity Of Demand – Demand Forecasting. (18 Hours)

Unit III:

Production And Cost Analysis – Concept of Law Of Variable Proportion – Law Of Return To Scale And Economies Of Scale – Cost Analysis; Different Cost Concepts – Cost Output Relationships, Short Run And Long Run – Revenue Curves Of Firms – Supply Analysis. (20 Hours)

Unit IV:

Pricing Methods And Strategies – Objectives – Factors – General Consideration Of Pricing – Methods Of Pricing – Dual Pricing – Price Discrimination. (18 Hours)

Unit V:

Market Classification – Perfect Competition – Monopoly – Monopolistic Competition – Duopoly – Oligopoly (16 Hours).

RECOMMENDED TEXT BOOKS:

1. Dr. S.Sankaran; Managerial Economics; Margham Publication, Chennai, 2019.
2. Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 edition, 2017.

REFERENCE BOOKS:

1. D N Dwivedi; Managerial Economics: Vikas Publishing House, 8th edition, 2015.

2. H L Ahuja; Managerial Economics, S.Chand, 9th Edition,2017.
3. Dominick Salvatore ; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016.

ONLINE REFERENCES:

1. <http://www.economicdiscussion.net/managerial-economics/notes-on-managerial-economics/19271>
2. http://home.cerge-ei.cz/pstankov/Teaching/UNVA/Econ_510_F09/Ch05.pdf
3. <https://www.toppr.com/guides/business-economics/determination-of-prices/intro-to-determination-of-prices/>

COURSE OUTCOME:

On completion of the course, student will be able to:

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

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	2	3	1	2	2
CO2	3	3	3	3		2	2
CO3	2	2	2	3		2	2
CO4		2	3			3	2
CO5			2	1			1

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3			3	
CO2	2	2			2	
CO3	2	3				
CO4	3	2			3	
CO5	2				2	2

Correlation levels: 1- Weak 2-Medium 3-High

SI NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Nature and scope of managerial economics - Definition of economics - Important concept of economics - Relationship between Micro, Macro and Managerial economics - Objectives of the firm.	18	CO1 CO2
2	Demand analysis - Theory of consumer behaviour - Marginal Utility analysis - Indifference curve analysis - Meaning of Demand - Law of Demand - Types of Demand - Determinants of Demand - Elasticity of demand - Demand forecasting	24	CO2 CO3
3	Production and cost analysis - Concept of Law of Variable Proportion - Law of return to scale and economics of scale - Cost Analysis - Different cost concepts - Cost Output relationship - Short run and Long Run - Revenue curves of firms - Supply Analysis	32	CO3, CO4
4	Pricing Methods and Strategies Objectives - Factors - General Consideration of Pricing - Methods of Pricing - Dual Pricing - Price Discrimination	18	CO4, CO5
5	Market Classification - Perfect Competition - Monopoly - Monopolistic competition - Duopoly – Oligopoly	16	CO5 CO6

CONSUMER BEHAVIOUR

Course Code : 03104	Credits : 02
L:T:P:S : 2:0:0:0	CIA/ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 36

Learning Objectives:

1. To study the various theoretical models and factors influencing consumer behaviour.
2. To know the implications of personality, motivation and attitude on consumer behaviour.

UNIT I: Meaning and nature of consumer behavior, factors affecting consumer behavior, models of consumer behavior - consumer involvement and decision making - types of involvement- model of consumer involvement (12 hours)

UNIT II: Personality and consumer behavior – nature and characteristics of personality-theories of personality- influence of personality on consumer behavior- consumer motivation-concepts-needs, goals and motives-themes in consumer motivation (12 hours)

UNIT-III: Attitude – characteristics – components – functions of attitude – factors influencing attitude – themes of attitude – factors influencing purchase decision of a consumer – culture, social class, reference group (12 hours).

RECOMMENDED TEXT BOOKS:

1. Dr. L Natarajan; Consumer Behavior, Margham Publication, 2019
2. Ms. Suja and R. Nair; Consumer Behavior, Himalaya Publishing house Pvt Ltd, 2009

REFERENCE BOOKS:

1. Michael R Solomon; Consumer Behaviour: Buying, Having and Being. Pearson Education, 2014
2. Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015

ONLINE REFERENCES:

1. http://cbsmohali.org/img/Journal_1-50-53.pdf
2. www.mintel.com/global-consumer-trends?gclid=EAIaIQobChMirfCI5e_75wIV2Q0rCh36ZACdEAAYASAAEgL93vD_BwE
3. <https://www.intelligencecode.com/blog/category/consumer-behavior/>
4. <https://www.omniconvert.com/blog/>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Describe concepts underlying consumer behavior and relate consumer involvement & decision making.
CO2	Identify & outline the significance of motivation & personality with consumer behavior
CO3	Identify & outline the significance of Attitude, Culture with consumer behavior.

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	2	3	1	2	2
CO2	3	3	3	3		2	2
CO3	2	2	2	3		2	2
CO4		2	3			3	2
CO5			2	1			1

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3			3	
CO2	2	2			2	
CO3	2	3				
CO4	3	2			3	
CO5	2				2	2

Correlation levels: 1- Weak 2-Medium 3-High

SI NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Meaning and nature of consumer behavior, factors affecting consumer behavior, models of consumer behavior - consumer involvement and decision making - types of involvement- model of consumer involvement	12	CO1, CO2
2	Personality and consumer behavior – nature and characteristics of personality-theories of personality- influence of personality on consumer behavior- consumer motivation-concepts-needs, goals and motives-themes in consumer motivation (12 hours)	12	CO2, CO3
3	Attitude – characteristics – components – functions of attitude – factors influencing attitude – themes of attitude – factors influencing purchase decision of a consumer – culture, social class, reference group	12	CO2, CO3

SEMESTER II

Sl.	Course category	Course	Course	Overall Credits	Total Contact Hours/Week	Marks		
						CIA	ESE	Total
1	Foundation		Language –II	3	4	50	50	100
2	Foundation		English – II	3	4	50	50	100
3	Core III	03205	Accounting for managers -II	4	6	50	50	100
4	Core IV	03207	*Computer Application In Business	4	6	50	50	100
5	Allied I	03206	Corporate Communication	4	6	50	50	100
6	Non-major	03208	Personality Development	2	2	50	50	100
7			Soft skills	2	2	50	50	100
Total				22	30			

ACCOUNTING FOR MANAGERS –II

Course Code : 3205	Credits : 04
L:T:P:S : 6 :0:0:0	CIA/ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To provide basic understanding of cost concepts and classification.
2. To develop skills in tools & techniques and critically evaluate decision making in business.

Unit-I:

Cost Accounting - Nature And Scope- Cost Analysis – Concepts And Classification – Installation Of Costing System – Cost Sheet-Tender – Reconciliation Of Cost And Financial Accounts (Theory And Problems) (14 Hours)

Unit-II:

Management Accounting – Meaning, Nature, Scope and Functions, Need, Importance and Limitations – Management Accounting Vs Cost Accounting – Management Accounting Vs Financial Accounting (Theory Only), (12 Hours)

Unit-III:

Fund Flow and Cash Flow Analysis – Budgets And Budgetary Control – Meaning, Objectives, Merits And Demerits (Simple Problems) (24 Hours)

Unit-IV:

Marginal Costing (Excluding Decision Making) – Absorption Costing and CVP Analysis (Simple Problems)(20Hours)

Unit-V:

Ratio Analysis – Interpretation – Benefits and Limitations – Classification Of Ratios – Liquidity – Profitability – Turnover – Capital Structure (Simple Problems) (20 Hours)

RECOMMENDED TEXT BOOKS:

1. T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016.
2. Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015.

REFERENCE BOOKS:

1. Horngren Sunderu Stratton, Introduction to Management Accounting, Pearson Education,2013.
2. Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting ,2019.
3. Colin Drury, Management and Cost Accounting (with CourseMate and eBook Access), Cengage, 2015.

ONLINE REFERENCES:

1. <https://www.freebookcentre.net/business-books-download/Accounting-for-Managers-by-Vardhaman-Mahaveer-Open-University.html>
2. http://ebooks.lpude.in/commerce/mcom/term_1/DCOM302_DCOM403_MANAGEMENT_ACCOUNTING.pdf
3. <http://213.55.83.214:8181/Bussiness%20Ebook/mang%20end%20accounting/Advanced%20Management%20Accounting.pdf>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Interpret cost sheet & write comments
CO2	Compare cost, management & financial accounting
CO3	Calculate fund flow and cash flow statements
CO4	Evaluate marginal costing and its components
CO5	Analyse the various ratio and compare it with standards to assess deviations

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1			3	2			
CO2			3	2			
CO3			3	2			
CO4			3	3			
CO5			3	3			

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3		2	3		
CO2	3		2	2		
CO3	3		3			
CO4	3		3	3		
CO5	3		3	3		

Correlation levels: 1- Weak 2-Medium 3-High

Sl NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Cost Accounting - Nature And Scope- Cost Analysis – Concepts And Classification –Installation Of Costing System – Cost Sheet-Tender – Reconciliation Of Cost And Financial Accounts (Theory And Problems)(14	CO1
2	Management Accounting – Meaning, Nature, Scope and Functions, Need, Importance and Limitations – Management Accounting Vs Cost Accounting – Management Accounting Vs Financial Accounting (Theory Only),	06	CO2
3	Fund Flow and Cash Flow Analysis – Budgets And Budgetary Control – Meaning, Objectives, Merits And Demerits (Simple Problems)	24	CO3
4	Marginal Costing (Excluding Decision Making) – Absorption Costing and CVP Analysis (Simple Problems)	14	CO4
5	Ratio Analysis –Interpretation – Benefits and Limitations – Classification Of Ratios – Liquidity – Profitability – Turnover – Capital Structure (Simple Problems)	14	CO5

COMPUTER APPLICATIONS IN BUSINESS

Course Code : 03207	Credits : 04
L:T:P:S : 6 :0:0:0	CIA/ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To build skills in Ms-Word, Ms-Excel, Ms-Power point, Tally and Google Forms for students with relevance in business scenario and its applications.

Unit-I: MS-Word

Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .(20 HOURS)

Unit-II: MS-Excel

Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types-Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization (20 HOURS).

Unit-III: MS-Power Point

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, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts. (15 HOURS)

Unit-IV: Introduction to Tally

Introduction to Tally - Features of tally, creation of company, Accounts only andAccounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet (25 HOURS)

Unit -V: Google Forms

Use Google forms to develop & share questionnaire. (10HOURS)

RECOMMENDED TEXT BOOKS:

1. P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.
2. P.Rizwan Ahmed; Computer Application in Business & Management, Margham Publications, 2020.

REFERENCE BOOKS:

1. Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
2. Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.
3. S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.

ONLINE REFERENCES:

1. <https://www.microsoft.com/en-us/microsoft-365/blog/>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Demonstrate hands on experience with Ms-word for business activities
CO2	Demonstrate hands on experience with Ms-Excel for business activities
CO3	Demonstrate hands on experience with Ms-power point for business activities
CO4	Demonstrate hands on experience with Tally for business activities
CO5	Demonstrate hands on experience with Tally for reporting in business

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	1	3	2		3
CO2	3	3	2	3	1	3	3
CO3	3	3	1	3	3		3
CO4	2	3	2	3	1	2	3
CO5	2	3	2	3	1	2	3

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	2	3	3	1
CO2	3	3	2	3	3	1
CO3	2	2	1	3	3	2
CO4	3			1	2	
CO5	3				2	3

Correlation levels: 1- Weak 2-Medium 3-High

SI NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .	20	CO1, CO4, CO5, CO6
2	Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization	20	CO1, CO3, CO4, CO5, C06
3	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, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.	15	C01, CO2, CO5, CO5

4	Introduction to Tally - Features of tally, creation of company, Accounts only and Accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet	25	CO1, CO2, CO3, CO4, CO5
5	Use Google forms to develop & share questionnaire	10	CO1, CO2, CO3, CO4, CO5, CO6

CORPORATE COMMUNICATION

Course Code : 03206	Credits : 04
L:T:P:S : 6 :0:0:0	CIA/ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To educate students role & importance of communication skills.
2. To build their listening, reading, writing & speaking communication skills.
3. To gain a knowledge about corporate communication, corporate reputation and identity.

Unit -I:

INTRODUCTION TO MANAGERIAL COMMUNICATION

Meaning, importance, objectives – Principles of communication- Forms of communication – Communication process –Barriers to communication- Techniques of effective communication. (20 hours)

Unit – II:

INTERVIEW TECHNIQUES

Mastering the art of conducting interviews, placement interviews – Exit interviews, Group discussions- Meetings – Group discussions, video conferencing- Appointment. Developing oral communication skills, SQ3R reading technique. (20 hours)

Unit– III:

INTRODUCTION TO MANAGERIAL WRITING

Business letters: Enquiries, circulars, orders, acknowledgement, sales, circulars, complaints, correspondence with shareholders, Agenda – Minutes of meeting – Memorandum – Notes.

MODERN COMMUNICATION FOR MANAGERS

Facebook, Whats APP, LinkedIn, Twitter, Internet, E-mail, YouTube and their uses in business. E- communication etiquettes (20 hours)

Unit – IV:

CORPORATE COMMUNICATION

Introduction-Meaning –Types of corporate Communication-Importance of corporate communication.

Unit – V:

CORPORATE REPUTATIONS AND IDENTITY

Meaning - The value of good Reputation - Linking corporate communication to Reputation - Defining Corporate Identity - The Identity Mix – Employer Branding

RECOMMENDED TEXT BOOKS:

1. N.S. Raghunathan and B.Sumathi; Business Communication, Margham Publications, Reprint 2019.
2. Herta A Murthy, Herbert W.Hildebrand and Jana R. Thomas; Effective Business Communication, 7th Edition, Mc Graw Hill Education.
3. Cees B.M. Van Riel, Charles J .Fombrun ; Essentials of corporate communication ,Taylor and Francis Group,2007.
4. Sandra M. Oliver; Handbook of Corporate Communication and Public Relation; Routledge ,Taylor and Francis Group,2004.

REFERENCE BOOKS:

1. Hory Sankar Mukerjee; Business Communication: Connecting at Work; 2nd Edition, Oxford University Press, 2016.
2. Payal R. Mehra; Business Communication for Managers, 2nd Edition, Pearson Education India, 2016.
3. Raymond V. Lesikar; Business Communication (SIE): Connecting in a Digital World; 13th Edition, McGraw Hill Publication, 2017.
4. Urmilarai; Business Communication, Himalaya Publication, 2015.

ONLINE REFERENCES:

1. <http://www.edukart.com/blog/importance-of-effective-communication-in-an-organization/>
2. <https://www.educationobserver.com/forum/showthread.php?tid=14538>
3. <http://www.careerlauncher.com/banking/correspondence/>
4. <https://thebusinesscommunication.com/what-is-circular-letter-importance-or-advantages- of-circular-letter/>
5. <https://study.com/academy/lesson/internal-communication-in-an-organization-definition- strategies-examples.html>
6. <https://asue.am/upload/files/asue/Essentials-of-Corporate-Communication-PDFDrive.com-.pdf>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Understand communication process and its barriers
CO2	Develop oral communication skills & conducting interviews
CO3	Use managerial writing for business communication
CO4	Aware about corporate communication and its importance
CO5	Know about corporate reputation and identity

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1							1
CO2	3						
CO3	3				3		
CO4	3		1				
CO5	3		2				

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2				
CO2	3	2			2	
CO3	2	2			2	3
CO4	3	2				2
CO5	3			1	3	

Correlation levels: 1- Weak 2-Medium 3-High

SI NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	<p>INTRODUCTION TO MANAGERIAL COMMUNICATION</p> <p>Meaning, importance, objectives – Principles of communication- Forms of communication – Communication process – Barriers to communication- Techniques of effective communication.</p>	20	CO1
2	<p>INTERVIEW TECHNIQUES</p> <p>Mastering the art of conducting interviews, placement interviews – Exit interviews, Group discussions- Meetings – Group discussions, video conferencing- Appointment. Developing oral communication skills, SQ3R reading technique.</p>	20	CO2
3	<p>INTRODUCTION TO MANAGERIAL WRITING</p> <p>Business letters: Enquiries, circulars, orders, acknowledgement, sales, circulars, complaints, correspondence with shareholders, Agenda – Minutes of meeting – Memorandum – Notes.</p> <p>MODERN COMMUNICATION FOR MANAGERS</p> <p>Facebook, Whats APP, LinkedIn, Twitter, Internet, E-mail, YouTube and their uses in business. E-communication etiquettes</p>	20	CO3
4	<p>CORORATE COMMUNICATION</p> <p>Introduction-Meaning –Types of corporate Communication-Importance of corporate communication.</p>	18	CO4
5	<p>CORPORATE REPUTATIONS AND IDENTITY</p> <p>Meaning-The value of good Reputation-Linking corporate communication to Reputation-Defining Corporate Identity-The Identity Mix - Employer Branding</p>	12	CO5

PERSONALITY DEVELOPMENT

Course Code : 03208	Credits : 02
L:T:P:S : 6 :0:0:0	CIA /ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 36

Learning Objective:

1. To groom students with proper behaviour, socially and professionally
2. To improve overall personality of the students.
3. To know techniques to overcome and manage stress levels experienced.

Unit I

Personality definition Elements of personality Determinants of personality SWOT analysis. (8 Hours)

Unit II:

Self Esteem, Advantages of high self-esteem, Characteristics of people with high and low self-esteem, Steps to building positive self-esteem.

Attitude- Factors that determine our attitude Benefits of a positive attitude-Consequences of a Negative attitude.

Motivation-The difference between inspiration and motivation (14 Hours)

Unit III:

Success- Defining success- Real or imagined obstacles to success- Qualities that make a person successful- Reasons for failure- Steps for building a positive personality- Body language - Projecting positive body language

Stress management -Causes of stress handling stress - Stress management techniques. (14 hours)

RECOMMENDED BOOKS

1. Wallace (Harold R) and masters Ann., Personality Development, south-western publishers, edition 2006.
2. Swami Srikantananda, Personality Development through Human Excellence, Adhyaksha Publications, Edition 2010.
3. Dr. K. Rao Prashant Jyoty, Handbook for Personality Development, BBA, DGVC.

REFERENCE BOOKS:

1. Elizabeth B. Hurlock, Personality Development, Tata McGraw-Hill, edition 2010
2. Mithrabarum. k. Personality Development and Soft Skills, Oxford University Press, edition 2012.
3. Swami Vivekananda, Personality Development, Ramakrishna mission institute, edition 2011.
4. Arnavanand, Personality Development, veekumar Publication Pvt Ltd, New Delhi 2012.
5. D.P.Sabharwal, Personality Development Handbook, Prakash Books, India pvt ltd, edition 2011.

ONLINE REFERENCES:

1. https://www.youtube.com/watch?v=jD_hP080UO0<https://www.artofliving.org/in-en/personality-development>
2. <https://books.google.co.in/books?id=qfXrwgEACAAJ&dq=7+Habits+Of+Highly+Effective+People&hl=en&sa=X&ved=0ahUKEwjUyKGmwPHIAhXBYo8KHSS-D1MQ6AEIKTAA>
3. <https://books.google.co.in/books?id=ZU04cwk7hIEC&printsec=frontcover&dq=stress+management&hl=en&sa=X&ved=0ahUKEwjElODBwPHIAhUW5o8KHQcbBkEQ6AEIKTAA>

4. <https://books.google.co.in/books?id=RzP-VLndJgMC&pg=PT14&dq=RECRUITERS+EXPECTATIONS&hl=en&sa=X&ved=0ahUKEwjJjOzWwPHIAhXBso8KHX-mAgUQ6AEIPjAD>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Explore the elements of Personality and SWOT
CO2	Understand Self Esteem, Attitude and Motivation
CO3	Achieve success and manage stress

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3		3				
CO2	3						
CO3	2		3	3			

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3				
CO2	3	2				
CO3	3	3		3		

Correlation levels: 1- Weak 2-Medium 3-High

SI NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Unit I: Personality definition Elements of personality Determinants of personality SWOT analysis. (8 Hours)	8	CO 1
2	Unit II: Self Esteem, Advantages of high self-esteem, Characteristics of people with high and low self-esteem, Steps to building positive self esteem Attitude- Factors that determine our attitude Benefits of a positive attitude-Consequences of a Negative attitude. Motivation-The difference between inspiration and motivation (14 Hours)	14	CO 2
3	Unit III: Success- Defining success- Real or imagined obstacles to success- Qualities that make a person successful- Reasons for failure- Steps for building a positive personality- Body language, - Projecting positive body language Stress management -Causes of stress Handling stress - Stress management techniques. (14 hours)	14	CO 3

SEMESTER III

Sl. No	Course category	Course Code	Course	Overall Credits	Total Contact Hours/Week	Marks		
						CIA	ESE	Total
1	Core V	03309	Financial Management	4	6	50	50	100
2	Core VI	03310	Marketing Management	4	6	50	50	100
3	Core VII	03311	Human Resource Management	4	5	50	50	100
4	Allied I	08321	Business Maths	4	5	50	50	100
5	Allied II	03312	Production Management	4	5	50	50	100
6			Soft Skill	2	2	50	50	100
7			Environmental Studies	2	1	50	50	100
Total				24	30			

FINANCIAL MANAGEMENT

Course Code : 03309	Credits : 04
L:T:P:S : 6 :0:0:0	CIA / ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To appreciate basic finance concepts.
2. To acquaint the students financial management tools & techniques.
3. To critically evaluate financial viability of investments.

Unit-I

Meaning-Objective and Importance of Finance-Sources of Finance-Function of Financial Management- Role of Financial Manager in Financial Management. (8 Hours)

Unit-II

Capital Structures Planning-Factors Affecting Capital Structure-Determining Debt and Equity Proportion-Theories of Capital Structure-Leverage Concept. (24 Hours)

Unit-III

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). (26 Hours)

Unit-IV

Capital Budgeting – Pay back method, Net present Value, Internal rate of return, Profitability index, Accounting rate of return. (16 Hours)

Unit-V

Working Capital- Components of Working Capital-Working Capital Operating Cycle-Factors Influencing Working Capital-Determining or Forecasting Of Working Capital Requirements. (16 Hours)

RECOMMENDED TEXT BOOKS:

1. S.N. Maheswari; Financial Management, Sultan Chand and Sons, 2019.
2. James C Van Horne & Sanjay Dhamjia; Financial Management and Policy, Pearson Publications, 13th Edition, 2019.

REFERENCE BOOKS:

1. I.M. Pandey; Financial Management, Vikas Publishing House, 2015.
2. Prasanna Chandra; Financial Management, TATA McGraw Hill Publications, 2019.
3. Sheridan Titman, Arthur J Keown & John D Martin; Financial Management (Principles and Applications) Pearson Publications, 2019.

ONLINE REFERENCES:

1. http://vcmdrp.tums.ac.ir/files/financial/istgahe_mali/moton_english/financial_management_%5Bwww.acfile.com%5D.pdf
2. <https://freebookcentre.net/business-books-download/Financial-Management.html>
3. http://14.139.242.244/extra/library/library/_13022020100037FinancialManagement.pdf

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Understand the importance of finance and its source to operate the business
CO2	Analysis the structure of capital and determine the debt and equity portion in business
CO3	Know the cost incurred to the company to raise capital through long term sources
CO4	Analyse ARR, IRR, NPV and PI
CO5	Understand the concept of working capital and its importance in administration of finance in business.

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1					3	2	1
CO2			2	3			
CO3				3	3		
CO4			2	3	2		
CO5			2	2	3		

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	1			3	1
CO2	2	1			3	2
CO3	1				3	3
CO4	1			3	1	1
CO5	2			3	2	2

Correlation levels: 1- Weak 2-Medium 3-High

SI NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Meaning-Objective and Importance of Finance-Sources of Finance-Function of Financial Management- Role of Financial Manager in Financial Management.	8 hrs	CO1
2	Capital Structures Planning-Factors Affecting Capital Structure-Determining Debt and Equity Proportion-Theories of Capital Structure-Leverage Concept.	24 hrs	CO2
3	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	26 hrs	CO2, CO3
4	Capital Budgeting – Pay back method, Net present Value, Internal rate of return, Profitability index, Accounting rate of return.	16 hrs	CO4, CO5
5	Working Capital- Components of Working Capital-Working Capital Operating Cycle-Factors Influencing Working Capital-Determining or Forecasting Of Working Capital Requirements.	16 hrs	CO5 CO6

MARKETING MANAGEMENT

Course Code : 03310	Credits : 04
L:T:P:S : 6 :0:0:0	CIA / ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To impart knowledge about the fundamental concepts of marketing.
2. To provide insight into marketing implications on business.
3. To educate and provide exposure of new marketing initiatives.

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. (12 Hours)

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 (20 Hours)

Unit III

Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.

A Brief Overview of: Advertising – Publicity –Public Relation – Personal Selling – Direct Selling and Sales Promotion - Buyer Behavior –Buying Motives – Factors Influencing Buyer Behaviour. (20 Hours)

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.(25 Hours)

Unit V

Digital Marketing: Introduction, Types (Search Engine Marketing, Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing) – Applications & Benefits - IMC (Integrated marketing communication): - Definition, Process, Need & Significance (13 Hours)

RECOMMENDED TEXT BOOKS:

1. J.JayaSankar; Marketing, Margham Publication, 2019.
2. Philip Kotler, Kevin Lane Keller, Abraham Koshy, MithileshwarJha; Marketing Management: A South Asian perspective, Pearson Prentice Hall, 14th edition.

REFERENCE BOOKS:

1. L.Natarajan; Marketing, Margham Publication, 2019
2. Philip Kotler, Gary Armstrong, Prafulla Agnihotri; Principles of Marketing, 17th edition.
3. Puneet Singh Bhatia; Fundamentals of Digital Marketing, Pearson Publications, 2017.
4. Rajan Saxena; —Marketing Management, Tata McGraw Hill Publications, 2016.
5. Noor Warsia; BW Businessworld -Marketing Whitebook, BW Businessworld Media Pvt. Ltd., 2019

ONLINE REFERENCES:

1. <https://study.com/academy/lesson/what-is-consumer-behavior-in-marketing-factors-model-definition.html>
2. <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/10538-consumer-research.html>
3. <https://www.academia.edu/32346771/MARKETING-MANAGEMENT-NOTES.pdf>
4. https://www.researchgate.net/publication/225084026_Marketing_Management
5. <https://www.contentgarden.org/digital-marketing-fundamentals/>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Understand the fundamental concepts of marketing and apply 4P's of marketing
CO2	Apply and demonstrate the 4P's of marketing.
CO3	Apply and demonstrate STP in marketing.
CO4	Outline the concepts of buyer behavior, sales management techniques and sales forecasting method
CO5	Identify the recent trends of digital marketing.

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2					3
CO2	3	2	3	3		2	2
CO3	3		3	3	3	3	3
CO4		2			2		2
CO5		3		2	3	3	3

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3			2	2
CO2	3	3	3	3	3	2
CO3	3	3	3	3	3	3
CO4	3	3			2	
CO5	3	3	3	3	3	3

Correlation levels: 1- Weak 2-Medium 3-High

Sl NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	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.	12	CO1
2	Buyer Behaviour –Buying Motives – Factors Influencing Buyer Behaviour Market Segmentation – Need And Basis of Segmentation - Targeting – Positioning. CRM – Importance – A tool to customer loyalty.	15	CO2 CO4
3	Sales Forecasting – Various Methods of Sales Forecasting the Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. New Product Development Process - Product Life Cycle. Branding – Packaging.	20	CO1 CO3
4	Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems. Sales Management: Motivation, Compensation and Control of Salesmen A Brief Overview of: Advertising – Publicity –Public Relation – Personal Selling – Direct Selling and Sales Promotion	30	CO1 CO3
5	Digital Marketing : Introduction, Types (Search Engine Marketing, Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing) – Applications & Benefits - IMC (Integrated marketing communication): - Definition, Process, Need & Significance	13	CO5

HUMAN RESOURCE MANAGEMENT

Course Code : 03311	Credits : 04
L:T:P:S : 5 :0:0:0	CIA / ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To understand concepts & importance of Human Resource Management.
2. To equip students on various function of human resource management.
3. To keep students familiar with Human Resources Practices.

Unit 1

Introduction to HRM: Definition, Scope, Features, Objectives, Importance and Functions of HRM .Personnel Management: Definition, Functions and Scope. Difference between HRM and Personnel Management. Environment of HRM. Role & Qualities of HR Manager. (25 Hours)

Unit - 2

Human Resource Planning: Definition, Factors affecting HRP and Process. Job Analysis: Definition, Job Description and Job Specification. Job Enrichment and Job Enlargement. Recruitment: Types and Process. Selection: Definition & Process. Placement and induction. (20 Hours)

Unit -3

HRD: Origin, Definition Nature, Importance and Scope. Training: Definition, types, effectiveness and importance. Wage and salary administration: Wages, Salary, Bonus, Incentives & Employee Benefits. Social Security Measures. (10 Hours)

Unit-4

Performance appraisal: Definition and Types. Quality of work life- Definition & Importance. Employee Engagement- Activities and Importance. Employee Grievance Handling & Counseling. Employee Separation: Transfer – Promotion and Termination of Services. Career Development: Definition, Importance and stages. (25 Hours)

Unit 5

International HRM: Definition & Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices. (10 Hours)

RECOMMENDED TEXT BOOKS :

1. Aswathappa; Human Resource Management, MccGraw hill Publishers,2017.
2. Gary Desler; Human Resource Management, Prentice Hall, 12th edition.
3. Aswathappa & Sadhana Dash:International Human Resource Management, MccGraw hill Publishers, 2020, Edition 3

REFERENCE BOOKS:

1. J Jayashankar; Human Resource Management, Margham Publications, 2018
2. S P Rao; Human Resource Management, Scholar Tech Press, 2011
3. Wende L frenchhughton; Human Resource Management, Mifflin company Publishers, 4th edition.

ONLINE REFERENCES:

1. https://www.researchgate.net/publication/305954894_Human_Resource_Management_Theory_and_Practice
2. <https://www.freebookcentre.net/business-books-download/Introduction-to-Human-Resource-Management.html>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Understand basic concepts and importance of human resource management
CO2	Provide insights on HR planning, recruitment, selection procedures in organization
CO3	Identify remuneration and its components
CO4	Understand the concepts of Performance Management
CO5	Describing IHRM, Green HRM and Virtual HRM

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	3	3	3	3
CO2	3	3	2	3	2	2	3
CO3	3	3	3	3	2	3	3
CO4	3	2	3	3	2	3	3
CO5	3	2	2	2	2	2	2

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	3	3	3	3
CO2	3	2	2	2	3	2
CO3	3	3	2	2	3	3
CO4	3	3	2	2	3	3
CO5	3	2	2	2	3	2

Correlation levels: 1- Weak 2-Medium 3-Hig

SI NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Introduction to HRM: Definition, Scope, Features, Objectives, Importance and Functions of HRM .Personnel Management: Definition, Functions and Scope. Difference between HRM and Personnel Management. Environment of HRM. Role & Qualities of HR Manager.	25	CO1 CO2
2	Human Resource Planning: Definition, Factors affecting HRP and Process. Job Analysis: Definition, Job Description and Job Specification. Job Enrichment and Job Enlargement. Recruitment: Types and Process. Selection: Definition & Process. Placement and induction.	20	CO2 CO3
3	HRD: Origin, Definition Nature, Importance and Scope. Training: Definition, types, effectiveness and importance. Wage and salary administration: Wages, Salary, Bonus, Incentives & Employee Benefits. Social Security Measures.	10	CO3
4	Performance appraisal: Definition and Types. Quality of work life- Definition & Importance. Employee Engagement- Activities and Importance. Employee Grievance Handling & Counseling. Employee Separation: Transfer – Promotion And Termination of Services Career Development: Definition, Importance and stages.	25	CO4
5	International HRM: Definition & Approaches. HRIS. Recent trends in HRM: Green HRM &Virtual HRM Practices.	10	CO5

BUSINESS MATHEMATICS

Course Code : 08321	Credits : 04
L:T:P:S : 5:0:0:0	CIA / ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

To understand quantitative methods and its applications in business arena.

Unit –I

Progressions: arithmetic progression – nth term of an AP, sum to n terms of an AP, Geometric progression – nth term of a GP, sum to n terms of a GP

Unit-II

Plane Analytic Geometry: Straight line- length of a line segment – section formula- gradient or slope of a line, various forms of equation of straight line

Unit –III

Differential Calculus: Differentiation(involving polynomial function only) – product rule, quotient rule, Applications – Average cost, Marginal Cost, Marginal Revenue, Elasticity, Maxima and Minima, Point of Inflexion

Unit-IV

Matrices: Types of Matrices, Addition, Subtraction and Multiplication of two matrices, transpose, matrix inversion and solution to system of linear equations

Unit V

Mathematics for Finance – Simple and Compound Interest – Annuities – amount of an annuity, free hold estate and lease hold estate, sinking fund, Amortization, Discount

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Restate concept of Arithmetic progression; Solve the problems in A.P; Demonstrate the term geometric progression and solve its problems.
CO2	Define the term Analytic geometry; Solve the problems in straight lines; Differentiate various forms of lines;
CO3	Define the term differential calculus; Define the term Average cost, marginal cost & revenue; Solve the problems in maxima and minima.
CO4	Restate the concept of metrics; Define algebra of matrices; Solve the matrix problem by using matrix inversion method.
CO5	Judge and classify simple and compound interests; Define the term annuity; Differentiate S.I, C.I and Annuity.

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	1	3	2	2	2	2
CO2	2	1	3	2	2	2	2
CO3	2	1	3	2	2	2	2
CO4	2	1	3	2	2	2	2
CO5	2	1	3	2	2	2	2

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	2	1	3	2	2
CO2	1	2	1	3	2	2
CO3	1	2	1	3	2	2
CO4	1	2	1	3	2	2
CO5	1	2	1	3	2	2

Correlation levels: 1- Weak 2-Medium 3-High

SI NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Progressions: Arithmetic progression-nth term of an A.P, Sum to n terms of an A.P Geometric progression-nth term of a G.P, Sum to n terms of G.P.	12	CO1 CO2 CO5
2	Plane analytic geometry: Straight line- length of the line segment, Section formula, Gradient or slope of a line, Various forms of equation of straight lines-simple problems.	12	CO3 CO4 CO6
3	Differential calculus: Differentiation (involving polynomial functions only)-product rule, quotient rule, Applications-Average cost, Marginal cost, Marginal revenue, elasticity, Maxima and minima, point of inflexion.	12	CO3 CO2 CO5
4	Matrices: Types of matrices, Addition, subtraction and multiplication of matrices, transpose, matrix inversion and solution to system of linear equations.	12	CO2 CO4 CO5
5	Mathematics of finance: Simple interest and compound interest, Annuities-Amount of an annuity, freehold estate and leasehold estate, Sinking fund, Amortization, Discount	12	CO1 CO5 CO6

PRODUCTION MANAGEMENT

Course Code : 03312	Credits : 04
L:T:P:S : 5 :0:0:0	CIA / ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To provide comprehensive outlook on basic concepts, theories and practices of production.
2. To know the quality concepts & and quality control measures in area of production.

Unit-I

Production System - Introduction -Production And Productivity - Production Management - Objectives - Functions - Scope- Relationship With Other Functional Areas. (12 Hours)

Unit-II

Production Planning and Control - Routing and Scheduling - Dispatching - Maintenance Management -Types of Maintenance - Breakdown - Preventive - Routine - Maintenance Scheduling. (24 Hours)

Unit-III

Plant Location - Introduction - Need For Selecting A Suitable Location - Plant Location Problems - Advantages of Urban-Rural And Semi Urban Locations - Factors Influencing Plant Locations - Plant Layout - Problems - Objectives -Principles - Factors And Types of Layout. (24 Hours)

Unit-IV

Work And Method Study - Importance of Work Study - Procedures - Time Study - Human Considerations in Work Study - Introduction to Method Study - Objectives of Method Study - Steps Involved in Method Study. (16 Hours)

Unit-V

Quality Control -Types of Inspection - Centralized and Decentralized - Business Process Reengineering - TQM. (14 Hours)

RECOMMENDED TEXT BOOKS:

1. P.Saravanel and S.Sumathi; Production and Materials Management, Margham Publications, 2015
2. N.G. Nair; Production Management, JBA Publishers, Edition 2004

REFERENCE BOOKS:

1. K.ShridharaBhat; Production and Materials Management, Himalaya publishing house, 2012.
2. P. Ramamurthy; Production and Operations Management, JBA publishers, 2nd edition 2013.
3. R.B.Khana; Production and Operations Management, Prentice hall publications, 2007.
4. S.N.Chari; Production and Materials Management, Tata McGraw Hill, 2004.
5. Shubhada.S.Ghorpade; Production and materials management, Vision Publications, 2010

ONLINE REFERENCES:

1. <https://ifwe.3ds.com/sites/default/files/2017-12/nr-ebook-production-management.pdf>
2. https://www.barnesandnoble.com/b/free-ebooks/nook-books/management-leadership/production-operations-management/_/N-ry0Z8qaZto1
3. https://www.academia.edu/23992923/Production_and_Operations_Management_2nd_Edition_by_S._Anil_Kumar_and_N._Suresh
4. https://thefactfactor.com/facts/management/production_operations/production-management/578/

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Provide comprehensive outlook on basic concepts, theories and practices of production
CO2	Describe route chart, maintenance schedule for production.
CO3	Identify right plant location and plant layout of factory
CO4	Know work study & method study, its procedure
CO5	Identify quality control techniques in production

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3	3	3	2	1	2
CO2	2	3	3	3	2	2	2
CO3	2	3	3	3	3	3	2
CO4	2	3	3	3	3	2	2
CO5	2	3	3	3	2	2	2

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	1	2	2	3	3
CO2	3	1	2	2	3	3
CO3	3	1	2	2	3	3
CO4	3	1	2	2	3	3
CO5	3	1	2	2	3	3

Correlation levels: 1- Weak 2-Medium 3-High

Sl NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Production System - Introduction -Production And Productivity - Production Management - Objectives - Functions - Scope- Relationship With Other Functional Areas	12	CO 1
2	Production Planning and Control - Routing and Scheduling - Dispatching - Maintenance Management -Types of Maintenance - Breakdown - Preventive - Routine - Maintenance Scheduling.	18	CO 2
3	Plant Location - Introduction - Need For Selecting A Suitable Location - Plant Location Problems - Advantages of Urban-Rural And Semi Urban Locations - Factors Influencing Plant Locations - Plant Layout - Problems - Objectives -Principles - Factors And Types of Layout.	16	CO 3, CO 4
4	Work And Method Study - Importance of Work Study - Procedures - Time Study - Human Considerations in Work Study - Introduction to Method Study - Objectives of Method Study – Steps Involved in Method Study.	16	CO 5, CO 6
5	Quality Control -Types of Inspection - Centralized and Decentralized - Business Process Reengineering - TQM. (10 Hours)	10	CO 7

SEMESTER IV

Sl.NO	Course category	Course Code	Course	Overall Credits	Total Contact Hours/Week	Marks		
						CIA	ESE	Total
1	Core VIII	03413	Research Methodology	5	5	50	50	100
2	Core IX (Elective)**	03414A	(B) Digital Marketing	5	6	50	50	100
		03414B	(B)Industrial Relations					
		03414C	(C) Family Business Management I					
		03414D	(D) Media Management					
3	Core X	08426	Operation Research	5	5	50	50	100
4	Allied I	03415	Business Statistics	4	5	50	50	100
5	Allied II	03416	International Trade	4	6	50	50	100
6			Soft Skill	2	2	50	50	100
7			Environmental Studies	2	1	50	50	100
Total				27	30			

RESEARCH METHODOLOGY

Course Code : 03413	Credits : 05
L:T:P:S : 5 :0:0:0	CIA / ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To acquire basic knowledge about research and its approaches.
2. To equip students in carrying out a research project
3. To familiarize the students to present their research findings.

Unit – I:

Nature and scope of social research, Aims, objectives, nature of theory and data, relevance to social research (15 hours)

Unit – II:

Stages of research, selection of problem, formulation of problem, theoretical problem, formulation of hypothesis, research design (15 hours)

Unit – III:

Data collection, technique, observation, schedule, questionnaire, interview methods, Social Survey, importance and scope of social survey, preparation of budgets, staff and its training (25 hours)

Unit -IV: Analysis of data, editing, processing, consolidation and tabulation, application of techniques, scaling techniques (15 hours)

Unit - V:

Research presentation, organization of research presentation, aims and objectives, effectiveness in the presentation of statistical data, rules for arrangement of text, diagrams, references .(20 hours)

RECOMMENDED TEXT BOOKS:

1. Kothari CR Research Methodology & Techniques, New Age International Pvt Ltd 2016
2. Ravi Lochanan; Research Methodology, Margham Publications ,2019

REFERENCE BOOKS:

1. John W Creswell ;Craft of Research , University of Chicago Press, 4th edition
2. Gregory and Joseph M Williams; Research Design Qualitative and Quantitative and Mixed method approach , Sage Publications, 5th Edition

ONLINE REFERENCES:

1. https://www.researchgate.net/publication/303381524_Fundamentals_of_research_methodology_and_data_collection
2. https://www.academia.edu/35386086/BOOK_REVIEW_FUNDAMENTALS_OF_RESEARCH_METHODODOLOGY_AND_STATISTICS

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Identify and select social research methods
CO2	Outline stage of research and research design
CO3	Apply appropriate data collection and compile data for analysis
CO4	Outline data analysis techniques
CO5	Prepare and present research findings in standard format

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	1	1	3	3	2
CO2	1	2	3	2	3	3	2
CO3	2	2	2	2	3	3	2
CO4	1	1	1	1	3	3	2
CO5	2	2	2	3	3	3	2

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	2	3	3	2	2
CO2	2	2	2	2	2	2
CO3	1	2	3	2	2	2
CO4	1	2	3	3	2	2
CO5	2	2	2	1	2	1

Correlation Level: 1-Weak, 2-Medium, 3-High

SI NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Nature and scope of social research, Aims, objectives, nature of theory and data, relevance to social research	15	CO1
2	Stages of research, selection of problem, formulation of problem, theoretical problem, formulation of hypothesis, research design.	15	CO2
3	Data collection, technique, observation, schedule, questionnaire, interview methods, Social Survey, importance and scope of social survey, preparation of budgets, staff and its training	25	CO3
4	Analysis of data, editing, processing, consolidation and tabulation, application of techniques, scaling techniques	15	CO4
5	Research presentation, organization of research presentation, aims and objectives, effectiveness in the presentation of statistical data, rules for arrangement of text, diagrams, references.	20	CO5

DIGITAL MARKETING

Course Code : 03414A	Credits : 05
L:T:P:S : 6 :0:0:0	CIA /ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To provide basic knowledge about digital marketing.
2. To understand and develop various digital marketing tools used for business.
3. To know the digital analytics and measurement tools used for digital marketing.

Unit I

Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.

Unit II

Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.

Unit III

Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowdsourcing – Lead generation & sales in social media.

Unit IV

Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.

Unit V

Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value)

RECOMMENDED TEXT BOOKS:

1. Seema Gupta, Digital Marketing, McGraw Hill Education Private Limited, Second Edition, 2020.
2. Puneet Bhatia, Fundamentals Of Digital Marketing, First Edition, Pearson Publication, First Edition, 2018.

REFERENCE BOOKS :

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

ONLINE REFERENCES:

1. <https://www.soravjain.com/ebook/ebook.pdf>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Discuss digital marketing and its framework
CO2	Identify, use appropriately and explain digital marketing tools
CO3	Explain social media marketing and crowdsourcing
CO4	Discuss online reputation management and its influence
CO5	Identify the various data analytics and measurement tools in digital marketing

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3		1	2	3
CO2	3	3	3	2	3	2	3
CO3	3	2	2	2	2	2	3
CO4	3	2	3		2	2	3
CO5	2	2	2		1	2	2

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3			3	3
CO2	3	3	2		3	3
CO3	3	3	2		3	3
CO4	3	3	1		3	3
CO5	3	3	1		3	3

Correlation levels: 1- Weak 2-Medium 3-High

Sl. NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.	16	CO1
2	Content Marketing – Content creation process – Content pillar - Types – A/B Testing –Display Advertising – Search Engine Marketing –Search Engine Optimisation (On page & Off page optimization), - Email Marketing – Mobile Marketing .	18	CO2
3	Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowdsourcing – Lead generation & sales in social media.	20	CO3
4	Online Reputation Management : Social commerce : Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing –Affiliate Marketing - Influencer Marketing.	18	CO4
5	Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Adwords & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value)	18	CO5

INDUSTRIAL RELATIONS

Course Code : 03414B	Credits : 05
L:T:P:S : 6 :0:0:0	CIA /ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To educate about the Industrial legislation in India.
2. To provide knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances etc.,
3. To know about growth and implications of trade union.

Unit -1

Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India. (10 hours)

Unit -2

Industrial Dispute: Meaning, Employee Dissatisfaction, Strikes – Lockouts, Lay Off, & Causes of Conflict. Settlement of Disputes – Machinery – Negotiations Conciliation, Meditation, Arbitration and Adjudication. Grievance: Definition & Redressal Procedure (25 hours)

Unit -3

Labor Legislation: Factories Act 1948, Employee state insurance act 1948, Employee Compensation act 1923, Employee Provident Funds and Miscellaneous Provisions Act 1952 & Trade Union Act 1926. (15 hours)

Unit-4

Workers participation in management: Labors Participation in Management Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. Collective Bargaining: Definition, Meaning, Types, Process & Importance. Role of Government in Collective Bargaining. (25 hours)

Unit-5

Trade Unions – Growth – Economic, Social And Political Conditions For Trade Union – Objectives - Structures And Functions – Social And Economic Responsibilities of Trade Union.(15hours)

RECOMMENDED TEXT BOOKS:

1. Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018
2. Tripathi; Personnel Management and Industrial Relations, Sultan Chand and Sons, 2018.

REFERENCE BOOKS:

1. Chris Hall; Trade Union and its state, Princeton University, 2017
2. Ian Beard well; Contemporary Industrial Relation, Oxford University Press, 1996
3. R C Sharma; Industrial relation and labour legislation, PHL learning Pvt Ltd, 2016

ONLINE REFERENCES:

1. https://www.academia.edu/4277328/INDUSTRIAL_RELATIONS_AND_LABOUR_WELFARE
2. https://www.researchgate.net/publication/318673488_INDUSTRIAL_RELATIONS

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Understand the role and importance of Industrial Relations
CO2	Understanding the concepts of industrial Disputes and settlement
CO3	Understanding the concepts of labour legislation.
CO4	Identifying the concepts of Workers Participation in Management
CO5	Understanding the concepts of Trade Union.

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1		2		3	2		
CO2	2	3	3	2	3		
CO3		3		2	3	3	3
CO4		2		3	3	2	2
CO5				3	2	2	2

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1					2	
CO2	2	2		3	2	
CO3	2			3	2	
CO4	3			2	3	
CO5	2				3	

Correlation levels: 1- Weak 2-Medium 3-High

SI NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India.	10	CO1
2	Industrial Dispute: Meaning, Employee Dissatisfaction, Strikes – Lockouts, Lay Off & Causes of Conflict. Settlement of Disputes – Machinery – Negotiations Conciliation, Mediation, Arbitration and Adjudication. Grievance: Definition & Redressal Procedure	25	CO2 CO3
3	Labor Legislation: Factories Act 1948, Employee state insurance act 1948, Employee Compensation act 1923, Employee Provident Funds and Miscellaneous Provisions Act 1952 & Trade Union Act 1926.	15	CO3
4	Workers participation in management: Labors Participation in Management Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. Collective Bargaining: Definition, Meaning, Types, Process & Importance.	25	CO4
5	Trade Unions – Growth – Economic, Social and Political Conditions For Objectives-Structures And Functions–Social And Economic Responsibility of Union.	15	CO5

FAMILY BUSINESS MANAGEMENT – I

Course Code : 03414C	Credits : 05
L:T:P:S : 6 :0:0:0	CIA /ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To impart basic knowledge about family business management
2. To provide understanding of various Indian Trader Families.

Unit I: Introduction

Definition of Business - Family Business – Family Business Management. Origin & Evolution of family business in India. Role & Impact of family business to the Indian Economy. Pros & Cons of family business. Family Constitution – Structure & Components. Family Genograms. (20 hours)

Unit II: Family Business

Nature- Importance – Types - Uniqueness - Strengths & weakness - Challenges in family business. (18 hours)

Unit III: Family Communication & Participation

Family Meetings – Family Councils – Family Offices. Family Meetings as tool for Participation – Creating Environment. (18 hours)

Unit IV: Family Business Planning

Need – Benefits – Obstacles – Parallel Planning Process – Influence of life cycles on family business. (16 hours)

Unit V: Indian Trader Families

Qualities/Characteristics of Indian Family Business – Bohra, Kerala Christians Gujarathis, Khatri, Marwaris, Parsis, Sindhis (18 hours)

RECOMMENDED TEXT BOOKS:

1. Mukesh Bhatia; Family Business Management, Regal Publications, New Delhi, 2015.

REFERENCE TEXT BOOKS:

1. Ernesto J. Poza, Mary S. Dagherty; Cengage Learning, 2013.
2. IFC Family Business Governance Handbook, 2008.
3. Randel S. Carlock & John L. Ward; Strategic Planning for the family business, Palgrave, 2001.
4. James C. Collins & Jerry J. Porras; Built to Last, William Collins, 1994.

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Discuss family business in Indian context
CO2	Outline concepts of family business
CO3	Explain tools for family communication and participation
CO4	Outline family business planning and its influence on life cycle
CO5	Identify and compile about Indian trader families

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3	3	2	2	2	3
CO2	3	3	2	3	2	2	3
CO3	3	3	2	3	3	3	3
CO4	3	3	2	2	2	2	3
CO5	2	2	1	1	3	1	2

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	3	1	1	3	1
CO2	3	3	1	2	3	1
CO3	3	3	1	2	2	1
CO4	2	3	1	1	3	1
CO5	2	3	3	3	2	1

Correlation levels: 1- Weak 2-Medium 3-High

Sl No	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Definition of Business - Family Business – Family Business Management. Origin & Evolution of family business in India. Role & Impact of family business to the Indian Economy. Pros & Cons of family business. Family Constitution – Structure & Components. Family Genograms	20	CO1
2	Nature- Importance – Types - Uniqueness - Strengths & weakness - Challenges in family business.	18	CO2
3	Family Meetings – Family Councils – Family Offices. Family Meetings as tool for Participation – Creating Environment	18	CO3
4	Need – Benefits – Obstacles – Parallel Planning Process – Influence of life cycles on family business.	18	CO4
5	Qualities/Characteristics of Indian Family Business – Bohra, Kerala Christians Gujarathis, Khatri, Marwaris, , Parsis, Sindhis	18	CO5

MEDIA MANAGEMENT

Course Code : 03414D	Credits : 05
L:T:P:S : 6 :0:0:0	CIA /ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

- To deliver students with an insight into the management practices of media organizations
- To understand the operational aspects of media ecosystem
- To analyze effective management strategies through print and electronic media

Unit I: Media Management – Concept - Significance - Media Ownership – Types - Patterns of Mass Media in India - Media as a Business and Social Institution- Global Media Scenario, Advertising – Concept - Nature – Role of Advertisement in promoting business (16 Hours)

Unit II: Print Media – Evolution – Types - Marketing through Print Media - Print Media Supply Chain Management in Print Media – Channels – structure – Challenges (18 Hours)

Unit III: Electronic Media – Role – Importance - Commercial vs Non-commercial radio – Satellite and Cable Television in India – Broadcast Promotion - Budgeting and Scheduling (20 Hours)

Unit IV: Digital Media - Introduction to Social Media Platforms – Significance - Marketing Strategies - Brand Building through Social Media – Challenges - Content Regulation (18 Hours)

Unit V: Promotional Techniques – Process - Advertisement Planning and Execution – New Horizons in advertising (18 Hours)

RECOMMENDED TEXT BOOKS:

1. Bernd W. Wirtz, Media Management: Strategy, Business Models and Case Studies, Springer International Publishing, 2020.
2. B. K. Chaturvedi, B. N. Mandal, Media Management, Global Vision Publishing House, 2009

REFERENCE BOOKS:

1. Helmut Kipphan, Handbook of Print Media Technologies and Production Methods, Springer Berlin Heidelberg Publications, 2014
2. Twyla J. Cummings, Bernice LeMaire, Print Media Distribution: A Look at Infrastructure, Systems, and Trends, RIT Cary Graphic Arts Press, 2008.
3. Peter Pringle, Michael F Starr, Electronic Media Management, Revised, Taylor & Francis publisher, 2013
4. Barton, R., *Handbook of Advertising Management*, US: McGraw Hill Pub, 1970
5. Corinne Tan, Regulating Content on Social Media Copyright, Terms of Service and Technological Features, UCL Press, 2018.
6. Manendra Mohan, Advertising Management Concepts and Cases, Tata McGraw-Hill publisher, 1989

ONLINE REFERENCES:

1. https://www.academia.edu/13226828/2_Media_Management_in_Theory_and_Prac
2. <http://studymaterial.unipune.ac.in:8080/jspui/bitstream/123456789/2420/1/M%204%20Media%20Ownership%20Patterns-1.pdf>
3. https://www.premclt.com/uploads/9/1/5/9/9159993/media_studies_one.pdf
4. <https://nios.ac.in/media/documents/srsec335new/ch5.pdf>

On completion of the course, student will be able to:

CO1	Comprehend the Business practices of Mass Media
CO2	Explain marketing concepts, underlying theories and challenges of Print Media
CO3	Apply and demonstrate Budgeting and scheduling in Electronic Media
CO4	Understand the Marketing strategies and Brand Building techniques through Digital media
CO5	Identify the concept and recent trends in Media Advertising.

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2		1	2	2		3
CO2	2		1	2	1	2	2
CO3	3	1	3	3	3		2
CO4	3	1	2	2	3	2	2
CO5	3	1	3	2	3	1	3

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3				2	
CO2	2	3				
CO3	3		2			2
CO4	3	3	2		3	3
CO5	3	3			3	3

Correlation levels: 1- Weak 2-Medium 3-High

S.No.	CONTENTS OF MODULES/UNITS	Hrs	COs
1	Introduction to Media Management – Significance - Media Ownership – Types - Patterns of Mass Media in India - Media as a Business and Social Institution- Global Media Scenario	16	CO 1
2	Concept of Print Media - Evolution – Types - Marketing through Print Media - Print Media Distribution – Channels – structure - Challenges	18	CO 2
3	Electronic Media Management - Commercial vs Non-commercial radio – Satellite and Cable Television in India – Broadcast Promotion - Budgeting and Scheduling	20	CO 3
4	Digital Media Management - Introduction to Social Media Platforms - Marketing Strategies - Brand Building through Social Media - Content Regulation	18	CO 4
5	Advertising Management – Concept - Nature - Techniques – Process - Advertisement Planning and execution – New Horizons in advertising	18	CO 5

OPERATIONS RESEARCH

Course Code : 08426	Credits : 05
L:T:P:S : 5:0:0:0	CIA /ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To provide basic understanding of operations research and its significance in business.
2. To study and build models for complex decision making.

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 $2 \times n$ and $m \times 2$ game.

RECOMMENDED TEXT BOOKS:

1. P.K Gupta and Manmohan; Operations Research, S.Chand & company.
2. P.R. Vittal; Operations Research, Margham Publications.

REFERENCE BOOKS:

1. Dr.S.P.Rajagopalan; Business Statistics & Operations Research, Tata McGraw Hill.
2. Anand Sharma; Quantitative Techniques for Decision Making, Himalaya Publications

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Relate concept and scope of Operations Research; Demonstrate the steps of LPP model and graphical model; Differentiate LPP and graphical method.
CO2	Define the term transportation problem. Solve the transportation problem by its various methods; Summarise the optimum solution.
CO3	Define the term Assignment; Demonstrate the Hungarian method; Solve the problem on sequencing p
CO4	Define the term Network – PERT and CPM; Differentiate PERT and CPM; Judge and classify constructing network.
CO5	Define the term game theory; Demonstrate maxima and minima in game theory; Define the graphical method for solving $2 \times n$ and $m \times 2$.

Mapping of CO v/s PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	1	3	2	2	2	2
CO2	2	1	3	2	2	2	2
CO3	2	1	3	2	2	2	2
CO4	2	1	3	2	2	2	2
CO5	2	1	3	2	2	2	2

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	2	1	3	2	2
CO2	1	2	1	3	2	2
CO3	1	2	1	3	2	2
CO4	1	2	1	3	2	2
CO5	1	2	1	3	2	2

Correlation levels: 1- Weak 2-Medium 3-High

Sl No	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Linear programming problems: Concept and scope of OR, general mathematical model of LPP, Steps of LP model formulations, Graphical method of the solution of LPP – Simple problems.	12	CO1 CO2 CO5
2	Transportation problem: Basic definitions, Formulation of transportation problem as LPP, Finding an initial basic feasible solution- North west corner rule, Row minima method, Column minima method, Least cost entry method- Vogel's approximation method to find the optimal solution.	12	CO3 CO4 CO6
3	Assignment problem: Hungarian method -Minimization and maximization case, Unbalanced assignment problem. Sequencing problem- Processing n jobs on 2 machines, Processing n jobs on 3 machines, Processing n jobs on m machines	12	CO3 CO2 CO5
4	Network models: PERT and CPM – Difference between PERT and CPM- constructing network- Critical path, Various floats, Three estimates for PERT .	12	CO2 CO4 CO5
5	Game theory: Maximin-minmax criterion, Saddle point, Dominance property, Graphical method for solving $2 \times n$ and $m \times 2$ game	12	CO1 CO5 CO6

BUSINESS STATISTICS

Course Code : 03415	Credits : 04
L:T:P:S : 5:0:0:0	CIA /ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To introduce statistics and its role in business.
2. To gain knowledge about statistical tools and its implications for business.

Unit I

Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams. (16 Hours)

Unit II

Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean. (16 Hours)

Unit III

Measures of Variation – Standard Deviation – Skewness – Lorenz Curve – Simple Correlation – Scatter Diagram – Karl Pearson's Correlation – Rank Correlation – Regression. (24 Hours)

Unit IV

Analysis of Time Series – Methods Of Measuring Trend And Seasonal Variations - Index Numbers – Consumer Price Index – And Cost Of Living Indices. (18 Hours)

Unit V

Concept of Sampling-Types-Quota, Sampling-Cluster-Probability and Random Sampling-Sampling and Non Sampling Errors-Labour Statistics. (16 Hours)

RECOMMENDED TEXT BOOKS:

1. P.R.Vittal; Business Statistics, Margham Publications, 2017.
2. Gareth James, Daniela Witten; An Introduction to Statistical Learning, Seventh Edition, Springer, 2017.

REFERENCE BOOKS:

1. S.P.Gupta; Statistical Methods, Sultan and Chands, New Delhi, 2019.
2. S.P.Gupta; Elements of Business Statistics, Sultan and Chands, New Delhi, 2019.
3. David R Anderson; Statistics for Business and Economics, 13th Edition, Cengage, 2019.

ONLINE REFERENCES:

1. <http://www.ddegjust.ac.in/studymaterial/mcom/mc-106.pdf>
2. <https://www.free-ebooks.net/business-textbooks/Basic-Business-Statistics>
3. <https://cnx.org/exports/733d1554-5d75-4798-9e54-7dcdc1ee5690%405.40.pdf/principles-of-business-statistics-5.40.pdf>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Define different types of data for decision making
CO2	Analyse the measures of central tendency
CO3	Describe the statistics to solve business problems
CO4	Discuss various types of data to solve corporate problems
CO5	Understand the different types of samples to study population

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1			3	3			
CO2			3	3			
CO3			3	3	2		
CO4		2	3	3			
CO5		2	3	3			

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1			3		
CO2				3		
CO3				3	2	
CO4	2			3		
CO5				3		

Correlation levels: 1- Weak 2-Medium 3-High

Sl NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams.	15 hrs	CO1
2	Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean	15 hrs	CO2
3	Measures of Variation – Standard Deviation – Skewness – Lorenz Curve – Simple Correlation – Scatter Diagram – Karl Pearson’s Correlation – Rand Correlation – Regression	20 hrs	CO2, CO3
4	Analysis of Time Series – Methods Of Measuring Trend And Seasonal Variations - Index Numbers – Consumer Price Index – And Cost Of Living Indices	12 hrs	CO4, CO5
5	Concept of Sampling-Types-Quota, Sampling-Cluster-Probability and Random Sampling-Sampling and Non Sampling Errors-Labour Statistics.	10 hrs	CO5 CO6

INTERNATIONAL TRADE

Course Code: 03416	Credits : 04
L:T:P:S : 6 :0:0:0	CIA /ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To familiarize students on basics & theories of International Trade.
2. To impart knowledge about international financial institutions, structure and functions.
3. To provide awareness about recent trends in International Trade and its implications.

Unit I:

Features of International trade, Difference between Internal and International Trade- Importance of International Trade. (15 Hours)

Unit II:

Theories of Foreign Trade – Absolute, Comparative, Equal Cost Differences (Adam Smiths, Ricardo, Haberler, Hecksher- Ohlin Theories Only).(20 Hours)

Unit III:

Balance of Trade, Balance of Payment-Concepts, Causes of Disequilibrium-Methods to Correct Disequilibrium -Fixed and Floating Exchange Rates.(20 Hours)

Unit IV:

Institutional Environment : IMF, IBRD, WTO, ADB, UNCTAD. Trading blocks – ASEAN, SAFTA, SAARC, NAFTA, EU – Types & Importance. (15 Hours)

Unit V:

Globalization of Business, Levels of Globalization, Causes of Globalization, Issues and Concerns in Globalization.

MNC – Meaning, Characteristics, Benefits.

FDI – Meaning, Importance, Forms of International Investments. (20 Hours)

RECOMMENDED TEXT BOOKS:

1. Dr. S.Sankaran; International Trade, Margham publication, 2019.
2. Amrita Narlikar; International Trade and Developing Countries: Bargaining Coalitions in the GATT & WTO, Routledge, 2016.

REFERENCE BOOKS:

1. Francis Cherunilam; International Trade & Export Management, Himalaya Publications, 20th edition, 2017.
2. V.K. Bhalla, International Business, SCHAND publications, First edition, 2013.
3. Avinash Dexit; Theory of International Trade, Cambridge University Press, 2016.

ONLINE REFERENCES:

1. https://www.researchgate.net/publication/312212506_International_trade_theories_and_its_trends
2. <https://www.investopedia.com/terms/i/imf.asp>
3. <https://www.investopedia.com/insights/what-is-international-trade/>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Discuss the difference between internal and international trade and its significance
CO2	Explain international trade theories
CO3	Outline the balance of trade, balance of payment, exchange rate concepts
CO4	Identify the relevance of international institutions and trading blocs.
CO5	Understand globalization and its impact on Indian business scenario

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	2	3	2	3
CO2	2	1	3	3	1	3	3
CO3	3	3	3	2	2	3	3
CO4	3	3	3	3	2	3	3
CO5	3	3	3	2	2	3	3

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	1	2	2	2	3	2
CO3	2	3	3	3	3	3
CO4	3	3	2	3	3	3
CO5	3	3	3	3	3	3

Correlation levels: 1- Weak 2-Medium 3-High

Sl No	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Features of International trade, Difference between Internal and International Trade- Importance of International Trade.	16	CO1
2	Theories of Foreign Trade – Absolute, Comparative, Equal Cost Differences (Adam Smiths, Ricardo, Haberler, Hecksher- Ohlin Theories Only).	28	CO2
3	Balance of Trade, Balance of Payment-Concepts, Causes of Disequilibrium-Methods to Correct Disequilibrium -Fixed and Floating Exchange Rates.	36	CO1,CO3
4	Institutional Environment: IMF, IBRD, WTO, ADB, UNCTAD. Trading blocks – ASEAN, SAFTA, SAARC, NAFTA, EU – Types & Importance.	20	CO1,CO4,
5	Globalization of Business, Levels of Globalization, Causes of Globalization, Issues and Concerns in Globalization,MNC – Meaning, Characteristics, Benefits,FDI – Meaning, Importance, Forms of International Investments.	20	CO1, CO5

SEMESTER V

Sl.NO	Course category	Course Code	Course	Over all Credits	Total Contact Hours/Week	Marks		
						CIA	ESE	Total
1	Core XI (Elective)**	03517A	(A)Services Marketing	5	6	50	50	100
		03517B	(B)Organization Psychology					
		03517C	(C) Family Business Management II					
		03517D	(D) Media Business Planning					
2	Core XII	03518	Business Taxation	5	6	50	50	100
3	Core XIII	03519	Legal Aspects of Business	5	6	50	50	100
4	Allied I	03520	Entrepreneurial Development	5	6	50	50	100
5	Allied II	03521	Materials Management	5	6	50	50	100
Total				25	30			

SERVICES MARKETING

Course Code : 03517A	Credits : 05
L:T:P:S : 6 :0:0:0	CIA /ESE Marks: 50 / 50
Exam Hours : 03	Teaching hours: 90

Learning Objective:

1. To provide overview of service marketing, its evolution & growth.
2. To understand the marketing mix of services and its implications.
3. To design & implement effective management of service marketing and deliver quality service
4. To appreciate the service marketing strategies adopted in various sectors.

Unit 1:

Marketing Services: Introduction Growth of the Service Sector. The Concept of Service. Characteristics of Service – Classification of Service – Designing Of the Service, Blueprinting Using Technology, Developing Human Resources, Building Service Aspiration (16 Hours)

Unit 2:

Marketing Mix in Service Marketing the Seven Ps: Product Decision, Pricing Strategies and Tactics, Promotion of Service and Distribution Methods for Services. Additional Dimension in Services Marketing – People, Physical Evidence and Process. (12 Hours)

Unit 3:

Effective Management of Service Marketing: Marketing Demand and Supply Through Capacity Planning and Segmentation – Internal Marketing of Services – External Versus Internal Orientation of Service Strategy. (18 Hours)

Unit 4:

Delivering Quality Service: Causes of Service – Quality Gaps. The Customer Expectation versus Perceived Service Gap. Gaps in Services-Quality Standards, Factors and Solutions – Service Performance Gap. Customer Relationship Management. (25 Hours)

Unit 5:

Marketing Of Service With Special Reference To: 1. Financial Services, 2. Health Services, 3. Hospitality Services Including Travel, Hotels And Tourism, 4. Professional Service, 5. Public Utility Service, 6. Educational Services. (19 Hours)

RECOMMENDED TEXT BOOKS:

1. Dr.C.Natarajan; Service Marketing; Margham Publication, 2019.
2. Lovelock Christopher and Wirtz Jochen, –Services Marketing: People, Technology, Strategy, Pearson Education, 7th edition 2011.

REFERENCE BOOKS:

1. Dr.R.Balaji; Service Marketing and Management, Sultan Chand & sons, 2016.
2. Dr. Shajahan S., –Services Marketing: Concepts, Practices and Cases from Indian Environment, Himalaya Publishing House, 2nd edition 2014.
3. Zenithal (Valarei), Service Marketing, The Indian Perspective, McGraw Hill Publication, 2018.

ONLINE REFERENCES:

1. <http://www.yourarticlelibrary.com/services/4-main-components-of-a-service-explained-with-diagram/34016>
2. <https://www.interaction-design.org/literature/topics/service-design>
3. <https://www.marketing91.com/service-marketing-mix/>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Understand the concepts of service and growth of service sector.
CO2	Apply the 7P's of service marketing.
CO3	Understand service design and effective management of service marketing.
CO4	Explain the service quality gaps.
CO5	Demonstrate service marketing with specific sectors.

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2					3
CO2	3	2	3	3	2	3	2
CO3	3						3
CO4		2			3	3	2
CO5	3	3	3	3	3	3	3

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3			2	2
CO2	3	3	3	3	3	3
CO3	3	3			2	
CO4	3	3		3	3	3
CO5	3	3	3	3	3	3

Correlation levels: 1- Weak 2-Medium 3-High

SI No	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Marketing Services: Introduction Growth of the Service Sector. The Concept of Service. Characteristics of Service – Classification of Service – Designing Of the Service, Blueprinting Using Technology, Developing Human Resources, Building Service Aspiration	16	CO1,CO4
2	Marketing Mix in Service Marketing the Seven Ps: Product Decision, Pricing Strategies and Tactics, Promotion of Service and Distribution Methods for Services. Additional Dimension in Services Marketing – People, Physical Evidence and Process.	12	CO2
3	Effective Management of Service Marketing: Marketing Demand and Supply Through Capacity Planning and Segmentation – Internal Marketing of Services – External Versus Internal Orientation of Service Strategy.	18	CO4
4	Delivering Quality Service: Causes of Service – Quality Gaps. The Customer Expectation versus Perceived Service Gap. Gaps in Services-Quality Standards, Factors and Solutions – Service Performance Gap. Customer Relationship Management.	25	CO3
5	Marketing of Service with Special Reference To: 1. Financial Services, 2. Health Services, 3. Hospitality Services Including Travel, Hotels and Tourism, 4. Professional Service, 5. Public Utility Service, 6. Educational Services.	19	CO5

ORGANIZATION PSYCHOLOGY

Course Code : 03517B	Credits : 05
L:T:P:S : 6 :0:0:0	CIA /ESE Marks: 50/ 50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To familiarize students concepts of organizational behaviour and work environment.
2. To understand the motivating theories & strategies and their significance in productivity.
3. To understand group dynamics, organization culture & climate and implications in organization.

Unit 1

Organizational Behaviour - Origin, Definition, Need, Importance, Scope & Nature -Theories of Organisation. - Organizational Behaviour Models. Personality: Definition, Theories & Factors influencing Personality. Perception: Definition, Factors influencing Perception and its uses.. (12 Hours)

Unit-2

Learning: Definition and theories. Motivation: Theories and Types. Attitudes: Definition and Importance. Morale: Definition, Factors and Importance. Job Satisfaction: Definition & Importance. Employee Productivity- Factors and significance. (22 Hours)

Unit 3:

Work Environment- Good House Keeping Practices- Design of Workplace – Fatigue – Causes and Prevention and Their Importance. Leadership—Types And Theories of Leadership. (20 Hours)

Unit 4:

Group Dynamics – Cohesiveness- Co-Operation -Competition –Conflict –Resolution – Sociometry – Group Norms – Role Position Status. Difference between Individual and Group Intelligence.(12 Hours)

Unit 5:

Organizational Culture And Climate – Organizational Effectiveness – Organizational Development – Counselling
– Guidance – Importance of Counsellor – Types of Counselling – Information Needed for Counselling. (18 Hours)

RECOMMENDED TEXT BOOKS:

1. J.Jayashankar; Organization Psychology, Margham Publication, 2019.
2. L.M. Prasad; Organizational Behaviour, Sultan Chand & Sons, 2014.

REFERENCE TEXT BOOKS:

1. C D Balaji; Organisational Psychology, Margham Publications, 2017.
2. Laurie J.Mullins; Organization Psychology, Pearson Publication, 2013.
3. Adrzej, Huczynski, David B Uchanan; Organization Psychology, Pearson Publication, 8th Edition, 2013.

ONLINE REFERENCES:

1. https://www.researchgate.net/publication/330409514_UNIT_1_ORGANISATIONAL_BEHAVIOUR
2. <https://www.ebsglobal.net/EBS/media/EBS/PDFs/Organisational-Behaviour-Course-Taster.pdf>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Describe role of organization behaviour.
CO2	Explain Motivation, its techniques and employee morale.
CO3	Outline work environment and leadership theories
CO4	Understand group dynamics
CO5	Outline organization culture, climate and counseling

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	3	2	3	3	3
CO2	2	3	3	3	3	3	3
CO3	3	2	2	3	3	3	3
CO4	2	2	2	2	3	2	2
CO5	3	3	3	3	2	2	2

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	3	3	2	2
CO2	3	3	2	3	3	2
CO3	3	3	3	3	3	3
CO4	3	3	2	2	2	2
CO5	3	3	3	3	3	3

Correlation levels: 1- Weak 2-Medium 3-High

SI NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Organizational Behaviour - Origin, Definition, Need, Importance, Scope & Nature -Theories of Organisation. - Organizational Behaviour Models. Personality: Definition, Theories & Factors influencing Personality. Perception: Definition, Factors influencing Perception and its uses.. (12 Hours)	12	CO1
2	Learning: Definition and theories. Motivation: Theories and Types. Attitudes: Definition and Importance. Morale: Definition, Factors and Importance. Job Satisfaction: Definition & Importance. Employee Productivity- Factors and significance.	22	CO2 CO3
3	Work Environment- Good House Keeping Practices- Design of Workplace – Fatigue – Causes and Prevention and Their Importance. Leadership—Types And Theories of Leadership. (20 Hours)	20	CO3
4	Group Dynamics – Cohesiveness- Co-Operation- -Competition – Conflict –Resolution – Sociometry – Group Norms – Role Position Status. Difference between Individual and Group Intelligence.	12	CO4
5	Organizational Culture And Climate – Organizational Effectiveness – Organizational Development – Counseling – And Guidance – Importance of Counselor – Types of Counseling – Information Needed for Counseling.	18	CO5

FAMILY BUSINESS MANAGEMENT – II

Course Code : 03517C	Credits : 05
L:T:P:S : 6 :0:0:0	CIA /ESE Marks: 50/ 50
Exam Hours : 03	Teaching hours: 90

Learning Objective:

1. To provide comprehensive outlook on family business ownership, governance and succession.
2. To educate about family business as a career

Unit : I Ownership

Role, Structure, Board of Directors in family business - Advisory Board, Board of Directors, Independent Directors. Advantages & Disadvantage of family business going public. Role of Board in family business planning. Estate plans. (20 Hours)

Unit II : Family Governance

Components – Stages of growth in family business – Evolution of ownership – Complexity in cousin companies – Golden rules for setting up governance process. (15 Hours)

Unit III : Succession

Succession planning – Succession options – Opportunities & Challenges – Significance of succession options – Structuring the succession process. Role of CEO's spouse. (15 Hours)

Unit IV : Next Gen Family Managers & Leaders

Family business as a career - Launching a family business career – Planning a meaningful career – Identify next gen of managers & leaders – Planning for next generation relationships. Influence of lifecycle on family business careers. (15 Hours)

Unit V : Family Business Stories

Aditya Birla – Ford – Samsung – Tata Group - Dalmia Group – Hyundai – Hero Motor Corp – LG Group – Reliance Group. SWOT analysis for Family Business. (20 Hours)

RECOMMENDED TEXT BOOKS:

1. Mukesh Bhatia; Family Business Management, Regal Publications, New Delhi, 2015.

REFERENCE TEXT BOOKS:

1. Ernesto J. Poza, Mary S. Dagherty; Cengage Learning, 2013.
2. IFC Family Business Governance Handbook, 2008.
3. Randel S. Carlock & John L. Ward; Strategic Planning for the family business, Palgrave, 2001.
4. James C. Collins & Jerry J. Porras; Built to Last, William Collins, 1994.

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Outline ownership in family business
CO2	Discuss governance of family business
CO3	Identify succession options in family business
CO4	Prepare Next Gen family managers & leaders
CO5	Identify SWOT on their own family business and report.

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	1	2	1	2	3
CO2	3	3	1	2	2	1	3
CO3	3	1	1	1	3	1	3
CO4	3	2	1	1	1	3	3
CO5	2	2	2	2	1	3	3

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	1	1	3	1
CO2	3	3	1	1	3	1
CO3	3	3	1	1	3	1
CO4	3	3	1	1	3	1
CO5	3	3	3	3	3	1

Correlation levels: 1- Weak 2-Medium 3-High

Sl No	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Role, Structure, Board of Directors in family business- Advisory Board, Board of Directors, Independent Directors. Advantages & Disadvantage of family business going public. Role of Board in family business planning. Estate plans.	18	CO1
2	Components – Stages of growth in family business – Evolution of ownership – Complexity in cousin companies – Golden rules for setting up governance process.	18	CO2
3	Succession planning – Succession options – Opportunities & Challenges – Significance of succession options – Structuring the succession process. Role of CEO’s spouse	18	CO3
4	Family business as a career - Launching a family business career – Planning a meaningful career – Identify next gen of managers & leaders – Planning for next generation relationships. Influence of lifecycle on family business careers.	18	CO4
5	Aditya Birla – Ford – Samsung – Tata Group - Dalmia Group – Hyundai – Hero Motor Corp – LG Group – Reliance Group. Identify SWOT on your own family business and prepare report	18	CO5

MEDIA BUSINESS PLANNING

Course Code : 03517D	Credits : 05
L:T:P:S : 6 :0:0:0	CIA /ESE Marks: 50/ 50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

- To understand the fundamentals of Media Planning with an emphasis on budgeting and formulating strategies
- To comprehend the Media operations from the perspective of an advertiser, the agency and the medium itself
- To recognize the trends in traditional media, new media and the client's choices to reach the target audience

Unit I: Media Planning – Concept, Features, Elements and Process - Role of Media in Business, Media Planning Process - Factors Influencing Media Planning (18 Hours)

Unit II: Media Economics – Significance - Challenges – Market Condition – Target Rating Point (TRP) – Calculation - Influence in Business - Strategic Planning- Reach and Coverage Study (16 Hours)

Unit III: Media Mix — Characteristics – Advantages and Limitations - Media Strategies – Need for Media Strategy – Components - Steps in Formulating Media Strategies (18 Hours)

Unit IV: Media Budgeting - Meaning – Role – Importance - Significance of Media Budgeting in Business - Concept and Factors affecting advertising Budget - Methods of Setting Advertising Budget – Media Scheduling (20 Hours)

Unit V: New Media Business - Meaning, Importance, Nature and Evolution of New Media - Challenges - New Media versus Traditional Media - Digital Advertising - Case Studies on Social Media Marketing (Amazon, Flipkart, Alibaba etc.) (18 Hours)

RECOMMENDED TEXT BOOKS:

1. Larry D. Kelly, Donald W. Jugenheimer, Kim Bartel Sheehan, Advertising Media Planning: A Brand Management Approach, Taylor & Francis, 2015.
2. Ronald D. Geskey, Media Planning & Buying in the 21st Century, Createspace Independent Pub, 2015.

REFERENCE BOOKS:

1. Arpita Menon, Media Planning and Buying, Principles and Practices in the Indian Context, Tata McGrawhill, McGraw-Hill Education (India) Pvt Limited, 2009
2. Gillian Doyle, Understanding Media Economics, SAGE Publications, 2002
3. Jim Surmanek, Media Planning: A Practical Guide, Third Edition, 1996
4. Kohli Vanita, Indian Media Business, Sage Publication, New Delhi, 2010

ONLINE REFERENCES:

1. http://eprints.undip.ac.id/9799/2/Media_Planning_Ita.pdf
2. <https://www.managementstudyguide.com/advertising-management.htm>
3. <http://www.apcollege.in/wp-content/uploads/2015/10/Media-Planning-notes-17.pdf>
4. <http://www.ddegjust.ac.in/studymaterial/bba/bba-103.pdf>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Identify the basic concepts of Media Management in Business
CO2	Understand Economics in Media to make optimal business decisions
CO3	Explain the steps in formulating strategies in Media Business
CO4	Apply and demonstrate Budgeting and scheduling in Media Business
CO5	Compare and Contrast the trends in new media business

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	2	3	2	2	2
CO2	1	1	2	1			1
CO3			1	2		1	2
CO4	2		3	3	3	2	2
CO5	1		1		2	3	3

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3			1	3	1
CO2	1		1			1
CO3	3	2			2	2
CO4	3	2	3		3	3
CO5	1	1		1	2	3

Correlation levels: 1- Weak 2-Medium 3-High

	CONTENTS OF MODULES/UNITS	Hrs	COs
1	Media Planning – Concept, Features, Elements and Process - Role of Media in Business, Media Planning Process - Factors Influencing Media Planning	18	CO 1
2	Media Economics – Significance - Challenges – Market Condition – Target Rating Point (TRP) – Calculation - Influence in Business - Strategic Planning- Reach and Coverage Study	16	CO 2
3	Media Mix — Characteristics – Advantages and Limitations - Media Strategies – Need for Media Strategy – Components - Steps in Formulating Media Strategies	18	CO 3
4	Media Budgeting - Meaning – Role – Importance - Significance of Media Budgeting in Business - Concept and Factors affecting advertising Budget - Methods of Setting Advertising Budget – Media Scheduling	20	CO 4
5	New Media Business - Meaning, Importance, Nature and Evolution of New Media - Challenges - New Media Versus Traditional Media - Digital Advertising - Case Studies on Social Media Marketing (Amazon, Flipkart, Alibaba etc.)	18	CO 5

BUSINESS TAXATION

Course Code : 03518	Credits : 05
L:T:P:S : 6 :0:0:0	CIA /ESE Marks: 50/ 50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To provide understanding of Direct taxes and Indirect Taxes.
2. To expose students the legislations for Business taxation.
3. To present the concept of GST and its impact on suppliers and customers.

Unit I:

Objectives Of Taxation – Canons Of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types. (12 Hours)

Unit 2:

Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure. (24 Hours)

Unit 3:

Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback. (18 Hours)

Unit 4:

Definitions of GST – business related person’s capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casual

taxable person, deemed on cancellation of registration, revocation of cancellation of registration. (20 Hours)

Unit 5:

Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions. (16 Hours)

RECOMMENDED TEXT BOOKS:

1. T. S. Reddy and Hari Prasad Reddy; Business Taxation (GST), Margham Publication, 2019.
2. Brian Spilker, Benjamin Ayers, John Robinson, Edmund Outslay, Ronald Worsham, John Barrick, Connie Weaver; Taxation of Business, 11th edition, McGraw-Hill's, 2020

REFERENCE BOOKS:

1. Akhileshwar Pathak and Savan Godiawala; Business Taxation, McGraw Hill Education, 3rd edition (2014).
2. Dr. Vinod K. Singhania , Dr. Dr. H.C. Mehrotra, Prof. V.P. Agarwal; Goods and Services Tax (G.S.T), Sahitya Bhawan Publications, Edition:5th, 2019
3. Monica Singhania; Corporate Tax Planning & Business Tax Procedures with Case Studies, Taxmann, 23rd Edition, 2019

ONLINE REFERENCES:

1. <https://cleartax.in/s/gst-law-goods-and-services-tax>
2. <https://www.avalara.com/in/en/learn/whitepapers/hsn-codes-goods-service-tax-gst-india.html>
3. <https://www.shiprocket.in/blog/customs-duty-meaning-types-india/>
4. <https://cleartax.in/s/gst-audit-annual-turnover-2-crores>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Explain tax system in India
CO2	Outline Income Tax Act 1961 inclusive underlying concepts & definitions
CO3	Outline Customs Act 1961 inclusive Types (Goods & Custom duty) & procedure.
CO4	Discuss procedures involved in GST Registration and its issues
CO5	Outline Tax audit and relevant taxation procedure

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1		3		1			2
CO2		2	1	3		2	
CO3	2	3		3			
CO4	3	3		2	3		3
CO5	3	3	2		3	2	3

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2				3	
CO2	3	3		3	2	
CO3	3	3			3	
CO4	3	3				2
CO5	3	3		1	3	2

Correlation levels: 1- Weak 2-Medium 3-High

Sl. NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Objectives of Taxation-Canon of Taxation - Tax system in India – Direct and Indirect Taxes – Meaning and its types.	12	CO1
2	Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Returns of Income, TDS, Advance Tax, Rates of Taxation, Assessment Procedure.	24	CO2, CO3
3	Customs Act 1961 – Introduction, Objectives, Definition, Functions and Powers of Customs Duties. Classification of Goods, Procedure for Assessment and Methods of Valuation of Customs, Demand and Recovery of Customs Duty, Procedure for claiming customs duty drawback.	18	CO4
4	Definition of GST – Business related person’s capital goods – levy and collection of tax – mixed supply, Composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration , not liable for registration, Registration of Casual Taxable Person, deemed on cancellation of registration, revocation of cancellation of registration	20	CO5
5	Tax invoice, Credit and Debit notes – Return of GST, Refunds, Payment of tax, assessment and Audit – An overview of Tax Audit – Tax incentives and Export Promotions, Deductions and Exemptions	16	CO5

LEGAL ASPECTS OF BUSINESS

Course Code : 03519	Credits : 05
L:T:P:S : 6 :0:0:0	CIA /ESE Marks: 50/ 50
Exam Hours : 03	Teaching hours: 90

Learning Objective :

1. To introduce the legislations in India for business.
2. To understand the legal legislations about Indian Companies Act, Contracts, Sale of goods, Negotiable Instruments & IPR.

Unit-I

Indian Companies Act, 2013 : Company – Definition – Formation - Nature of company – Advantages & Disadvantages of company – Types – Incorporation – Memorandum of Association – Articles of Association – Prospectus (Overview). Difference between private and public company. (18 Hours)

Unit-II

The Indian Contract Act: Meaning and Nature of Contract- Essentials Elements of a Valid Contract- Offer or Proposal and Acceptance- Intention to Create Legal Relations- Consideration- Flaws in contract- Performance of contracts - Discharge of contracts – Breach of contract & remedies against breach of contract.

Wagering agreement-contingent contract-quasi contract-contract of indemnity and guarantee-contract of bailment and pledge. (20 hours)

Unit-III

Intellectual Property Rights(IPRs) : Introduction and trade related IPRs - Patents, Trademarks, Copyrights, Geographical Indications and Industrial designs. (20 Hours)

Unit-IV

Sale of goods Act, 1930: goods and their classification-conditions and warranties, passing of properties and goods, performance of a contract of sales, buyers' right. (14 Hours)

Unit-V

Negotiable Instruments Act, 2013: Definition and characteristics of Negotiable instruments –

Types of Negotiable instruments – Parties to negotiable instruments – Methods of negotiation of instrument – endorsement and delivery of a negotiable instrument – its kinds - negotiation by unauthorized parties – dishonor and discharge of negotiable instruments. (18 hours)

RECOMMENDED TEXT BOOKS:

1. M C Kuchal & Vivek Kuchal; Business Law - Sultan Chands Seventh Edition 2018.
2. Ashcroft & Patterson Barrons; Business Law, Cengage Advantage Book, 19th Edition, 2016.

REFERENCE BOOKS:

1. K.Ramachander, B.Chandrasekara, Chandrakant Kanakahe; Legal aspects of Business – Text, Jurisprudence and Cases, Himalayas Publishing house, 2nd Edition, 2016.
2. N.D. Kapoor; Elements of Company Law, Sultan chand and sons, 30th Edition 2016.
3. Daniel Aibuquerque; Legal aspects of Business, Second edition, Oxford HED, 2017.
4. L Bently & B Sherman Intellectual Property Law Oxford 3rd Edition 2009.
5. Vinod V Sople Managing Intellectual Property- The Strategic Perspective PHI Latest Edition

ONLINE REFERENCES:

1. <https://www.freebookcentre.net/law-books-download/Advanced-Business-Law-and-the-Legal-Environment.html>
2. http://164.100.133.129:81/econtent/Uploads/Business_Law.pdf
3. <http://ebiblioteka.efsa.unsa.ba/xmlui/bitstream/handle/EFSA/543/BUSINESS%20LAW.pdf?sequence=1>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Outline companies Act and discuss incorporation of companies
CO2	Understand contract act and its legal implications
CO3	Understand the Concept of laws pertaining to IPR
CO4	Outline sale of goods acts and discuss its legal framework
CO5	Outline Negotiable Instruments Act and discuss its legal framework.

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1				3			
CO2	2			3		2	
CO3				3			2
CO4				3			
CO5		3		3			

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3				3	
CO2	3			3	3	
CO3	3			3	3	
CO4	3			3	3	
CO5	3				3	

Correlation levels: 1- Weak 2-Medium 3-High

S.No.	CONTENTS OF MODULES/UNITS	Hrs	COs
1	Indian Companies Act, 2013 : Company – Definition – Formation - Nature of company – Advantages & Disadvantages of company – Types – Incorporation – Memorandum of Association – Articles of Association – Prospectus (Overview). Difference between private and public company.	18	CO 1
2	The Indian Contract Act: Meaning and Nature of Contract- Essentials Elements of a Valid Contract- Offer or Proposal and Acceptance- Intention to Create Legal Relations- Consideration- Flaws in contract- Performance of contracts - Discharge of contracts – Breach of contract & remedies against breach of contract. Wagering agreement - Contingent contract-quasi contract-contract of indemnity and guarantee-contract of bailment and pledge.	20	CO 2
3	Intellectual Property Rights(IPRs) : Introduction and trade related IPRs - Patents, Trademarks, Copyrights, Geographical Indications and Industrial designs.	20	CO 3

4	Sale of goods Act, 1930: goods and their classification-conditions and warranties, passing of properties and goods, performance of a contract of sales, buyers right	14	CO 4
5	Negotiable Instruments Act, 2013: Definition and characteristics of Negotiable instruments – Types of Negotiable instruments – Parties to negotiable instruments – Methods of negotiation of instrument – endorsement and delivery of a negotiable instrument – its kinds - negotiation by unauthorized parties – dishonor and discharge of negotiable instruments.	18	CO 5

ENTREPRENEURIAL DEVELOPMENT

Course Code : 03520	Credits : 05
L:T:P:S : 6 :0:0:0	CIA /ESE Marks: 50/ 50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To motivate students for promoting entrepreneurship.
2. To emphasize the importance of entrepreneurship and its significance in economic development.
3. To facilitate students with various sources promoting entrepreneurship.

Unit I - Women Entrepreneurs - Opportunities and Challenges

Unit II - Entrepreneurship Ecosystem - Start-Up India, Skill India, Make in India, Ministry of MSME - Udyam Registration - Role of Banks - Sources of Finance - New Age

Unit III - Business Planning - Idea to Opportunity - Business Plan components - Legal Forms

Unit IV - Entrepreneurial Finance: Sources of Funding - Commercial Banks, Subsidy Schemes, New Age Investors - Crowd Funding / Angel Investors / Venture Capital - Art of Pitching - Expectations of Investors - Pitch Desk

Unit V - Introduction to Intellectual Property Rights- Patent, Copyrights & Trademark - IPR as an Entrepreneurship Strategy - Benefits and Challenges.

RECOMMENDED TEXT BOOKS:

1. S. S. KHANKA; Entrepreneurship Development, S Chand Publication, 2018.
2. Poornima M Charanthimath, Entrepreneurship Development and Small Business Enterprises 3rd Edition, Pearson Publication, 2020
3. Jayashree Suresh, Entrepreneurial Development, Margham Publication, 2012.

REFERENCE BOOKS:

1. C.B. Gupta & N.D. Srinivasan, Entrepreneurship Development. Sultan Chand & Sons, 2012.
2. Vasanth Desai, Dynamics of Entrepreneurial Development & Management, Himalaya Publishing House, 2016.
3. Robert D. Hisrich, International Entrepreneurship, Sage Publications, Third Edition, 2016.

ONLINE REFERENCES:

1. <https://www.earlytorise.com/entrepreneurship-development>
2. <https://uk.directhit.com/Entrepreneurial%20development%20book/Look%20no%20further>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Outline concepts, factors, functions, classification of entrepreneurship
CO2	Identify funding sources for entrepreneurship
CO3	Identify business idea generation techniques and outline project report writing
CO4	Discuss EDP and its role of Government, Family entrepreneurs, Women entrepreneurs
CO5	Outline international entrepreneurship and its significance.

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	2	2	3	3
CO2	2	3	2	2	2	3	3
CO3	2	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	3	3	3	3	2	3	3

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	3	3	3	2	3	2
CO3	3	3	2	3	3	3
CO4	3	3	3	3	3	3
CO5	3	3	3	3	3	3

Correlation levels: 1- Weak 2-Medium 3-High

SI NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Concept Of Entrepreneurship– Meaning – Types – Qualities Of Entrepreneurs – Classification - Factors Influencing Entrepreneurship Function Of Entrepreneurs.(10 Hours)	10	CO1
2	Entrepreneurial Development – Agencies Commercial Banks – District Industries Centre – National Small Industries Development Organization – Small Industries Service Institute.(20 Hours)	20	CO2
3	Project Management Business Idea Generation Techniques – Identification Of Business Opportunities – Feasibility Study- Marketing, Finance, And Technology & Legal Formalities – Preparation of Project Report – Tools of Appraisal. (30 Hours)	20	CO3,CO4
4	Entrepreneurial Development Programmes (EDP) – Role of Government in organizing EDP – Economic Development & Entrepreneurial growth. Role of Family entrepreneurs – Role of women entrepreneurs – challenges for women entrepreneurs	25	CO5
5	International entrepreneurship – importance of International business to firm – International versus Domestic entrepreneurship	15	CO6

MATERIALS MANAGEMENT

Course Code : 03521	Credits : 05
L:T:P:S : 6 :0:0:0	CIA /ESE Marks: 50/ 50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To provide functional knowledge on Materials Management.
2. Enable students to gain knowledge on Inventory control, Procurement, Store keeping.
3. To furnish students about Vendor management and Vendor rating.

Unit-1

Materials Management- Definition-Function-Importance of Materials Management. (14 Hours)

Unit-2

Inventory Control- Function Of Inventory - Importance-Replenishment Stock-MRP- ABC-FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning. (20 Hours)

Unit-3

Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles - Price Forecasting - Techniques Of Price Forecasting. (18 Hours)

Unit-4

Store Keeping And Materials Handling- Objectives - Functions - Store Keeping - Stores Responsibilities - Location Of Store House - Centralized Store Room - Equipment – Security Measures - Protection And Prevention Of Stores. (22 Hours)

Unit-5

Vendor Rating - Vendor Management - Purchase Department - Responsibility - Buyer Seller Relationship - Value Analysis - Iso Types. (16 Hours)

RECOMMENDED TEXT BOOKS:

1. P. Saravanavel & S. Sumathi; Production and Materials Management, Margham Publications, 2015.
2. Steve Chapman, Tony K. Arnold, Ann K. Gatewood, Lloyd Clive; Introduction to Materials Management. Eighth Edition, Pearson, 2017.

REFERENCE BOOKS:

1. P. Gopalakrishnan; Purchasing Materials Management, 1s edition, McGraw Hill Education, 2017.
2. P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.
3. Prem Virat; Materials Management, Springer Nature, 2014.

ONLINE REFERENCES:

1. <http://blog.mitsde.com/introduction-to-materials-management/>
2. <https://www.supplychainquarterly.com/topics/Strategy/>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Understand the principles of effective materials management
CO2	Outline inventory control concepts and its replenishment to manage inventory
CO3	Discuss purchase management procedure
CO4	Explain store keeping functions and its security
CO5	Identify Vendor rating mechanisms and vendor relationship management.

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2				1	1	3
CO2		2				3	2
CO3	1	2	3	3	3		2
CO4		2	2	2	3		2
CO5	2	2	3	2		3	3

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1				3	
CO2	2		1		3	
CO3	3				2	
CO4	3		1		3	
CO5	3				2	

Correlation levels: 1- Weak 2-Medium 3-High

SI No	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Materials Management- Definition-Function-Importance of Materials Management.	14	CO5
2	Inventory Control- Function Of Inventory - Importance- Replenishment Stock-MRP- ABC- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning.	20	CO6
3	Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles - Price Forecasting - Techniques of Price Forecasting.	18	CO3,CO5
4	Store Keeping And Materials Handling- Objectives - Functions - Store Keeping - Stores Responsibilities - Location Of Store House - Centralized Store Room - Equipment – Security Measures - Protection And Prevention Of Stores	22	CO4,CO5
5	Vendor Rating - Vendor Management - Purchase Department - Responsibility - Buyer Seller Relationship - Value Analysis - Iso Types.	16	CO5,CO6

SEMESTER VI

Sl.NO	Course category	Course Code	Course	Over all Credits	Total Contact Hours/Week	Marks		
						CIA	ESE	Total
1	Core XIV	03622	Business ethics & values	5	6	50	50	100
2	Core XV	03623	Personality Development	5	6	50	50	100
3	Core XVI	03626	Project	6	6	40	60	100
4	Allied I	03624	Financial Services	5	6	50	50	100
5	Allied II	03625	Information Management	5	6	50	50	100
Total				26	30			

BUSINESS ETHICS AND VALUES

Course Code : 03622	Credits : 05
L:T:P:S : 6 :0:0:0	CIA /ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives :

Learning Objectives :

1. To provide insight about ethics in workplace.
2. To appreciate the relationship between business ethics and corporate social responsibility.

Unit-I

Introduction to business ethics-Definition - Role -Importance of Business Ethics in Business-Values-Features of Morality - Role of CEO. (12 Hours)

Unit-II

Ethics in work place – code of conduct – code of ethics. Types of Ethical Issues - Bribes – Coercion -Deception – Theft - Unfair Discrimination. The Media’s impact on Business Ethics.(18 Hours)

Unit-III

Internal Ethics - Hiring Employees - Promotions -Discipline - Wages - Job Description - Exploitation Of Employees - Ethics External - Consumers - Fair Prices - False Claim Advertisement. (24 Hours)

Unit-IV

External Ethics - Environment Protection -Natural -Physical - Society - Social Audit. (16 Hours)

Unit -V

Corporate responsibility : Definition – Case study. Corporate compliance – Definition, Laws & Regulations. Social Responsibilities of Business towards Shareholders - Employees - Customers - Dealer - Vendors – Government - Friedman view and Carroll view (20 Hours)

RECOMMENDED TEXT BOOKS :

1. S.Sankaran, Business ethics and values, Margham Publication, 2019.
2. Robert W.Kolb; Business Ethics and society, Sage,2nd edition,2018.

REFERENCE BOOKS:

1. A.C.Fernando; Business Ethics and Corporate Goveranance, Pearson

- education India, 2012.
2. Dr. S.S Khanka; Business Ethics and Corporate Governance; S Chand and company; 2014
 3. Jyotsna G B, R.C Joshi; Business Ethics and Corporate Governance; McGraw Hill, 2019
 4. S Prabhakaran; Business Ethics and Corporate Governance; Excel books, Second edition, 2009

ONLINE REFERENCES:

1. <https://www.humanrightscommission.vic.gov.au/discrimination/discrimination/types-of-discrimination>
2. <http://ddceutkal.ac.in/Syllabus/BECG-MBA.pdf>
3. <https://www.tutor2u.net/business/reference/external-environment-business-ethics-gcse>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Understand significance of ethics & values in business and outline role of CEO in business
CO2	Analyze types of ethical issues in business environment
CO3	Identify and relate internal ethics to business environment
CO4	Identify and relate external ethics to business environment and outline social audit
CO5	Discuss corporate social responsibility

Mapping of CO v/s PO:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1		2		3	2		
CO2	2	3	3	2	3		
CO3		3		2	3	3	3
CO4		2		3	3	2	2
CO5				3	2	2	2

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1					2	
CO2	2	2		3	2	
CO3	2			3	2	
CO4	3			2	3	
CO5	2				3	

Correlation levels: 1- Weak 2-Medium 3-High

SI NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Introduction to business ethics - Definition - Role -Importance of Business Ethics in Business - Values - Features of Morality - Role of CEO.	12	CO1
2	Ethics in work place – code of conduct – code of ethics. Types of Ethical Issues - Bribes - Coercion -Deception - Theft - Unfair Discrimination. The Media’s impact on Business Ethics.	18	CO2
3	Internal Ethics-Hiring Employees-Promotions -Discipline - Wages - Job Description - Exploitation Of Employees - Ethics External - Consumers - Fair Prices - False Claim Advertisement.	24	CO3
4	External Ethics - Environment Protection -Natural -Physical - Society - Social Audit	16	CO4
5	Corporate responsibility: Definition – Case study. Corporate compliance – Definition, Laws & Regulations. Social Responsibilities of Business towards Shareholders - Employees - Customers - Dealer - Vendors - Government- Friedman view and Carroll view	20	CO5

PERSONALITY DEVELOPMENT

Course Code : 03623	Credits : 05
L:T:P:S : 6 :0:0:0	CIA /ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objective:

1. To groom students with proper behaviour, socially and professionally
2. To improve overall personality of the students.
3. To know techniques to overcome and manage stress levels experienced.

Unit I:

Personality definition – Elements of personality – Determinants of personality – personal SWOT analysis.(12 Hours)

Unit II:

Self Esteem – self-concept – advantages of high self-esteem – characteristics of people with high and low self-esteem – steps to building positive self-esteem – attitude – factors that determine our attitude – benefits of a positive attitude and consequences of a negative attitude – Motivation – The difference between inspiration and motivation – motivation redefined – external motivation v/s internal motivation.(18 Hours)

Unit III:

Success – defining success – real or imagined obstacles to success – qualities that make a person successful – Reasons for failure – inter personal skills – dealing with seniors, colleagues, juniors, customers, suppliers at the work place – factors that prevent building and maintaining positive relationships – difference between ego and pride – the difference between selfishness and self-interest – steps for building a positive personality – body language, understanding body language – projecting positive body language. (20 Hours)

Unit IV:

Recruiter expectation – Career counseling (based on student SWOT analysis) – creating a career path. (20 Hours)

Unit V:

Stress management – causes of stress – handling stress / stress management techniques. (20 Hours)

RECOMMENDED TEXT BOOKS:

1. Wallace (Harold R) and masters Ann, Personality Development, south – western Publishers
2. Swami Sri Kantananda, Personality Development through Human Excellence, Adhyaksha Publications, Edition 2010

REFERENCE BOOKS:

1. Amavanand, Personality Development, Veekumar Publications Pvt. Ltd, 2011.
2. Elizabeth B.Hurlock, Personality Development, Tata McGraw Hill, Edition 2010.
3. K.Rao Prashanth Jyoty, Hand Book on Personality Development
4. Swami Vivekananda, Personality Development, Ramakrishna Mission Institute, 2011

ONLINE REFERENCES:

5. https://www.youtube.com/watch?v=jD_hP080UO0<https://www.artofliving.org/in-en/personality-development>
6. <https://books.google.co.in/books?id=qfXrwgEACAAJ&dq=7+Habits+Of+Highly+Effective+People&hl=en&sa=X&ved=0ahUKEwjUyKGmwPHIAhXBYo8KHSS-D1MQ6AEIKTAA>
7. <https://books.google.co.in/books?id=ZU04cwk7hIEC&printsec=frontcover&dq=stress+management&hl=en&sa=X&ved=0ahUKEwjElIODBwPHIAhUW5o8KHQcbBkEQ6AEIKTAA>
8. <https://books.google.co.in/books?id=RzP-VLndJgMC&pg=PT14&dq=RECRUITERS+EXPECTATIONS&hl=en&sa=X&ved=0ahUKEwjJjOzWwPHIAhXBso8KHX-mAgUQ6AEIPjAD>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	Outline the pattern of thoughts, feelings and behavior
CO2	Enhance communication
CO3	Identify their personality
CO4	Balance EQ/IQ levels
CO5	Transform adolescence to adult stage

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	2	1	2	3
CO2	3	3	2	3	2	3	3
CO3	3	2	2	3	3	3	3
CO4	3	3	3	3	2	1	2
CO5	3	2	2	2	1	2	2

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	1	2	3	3	1
CO2	3	1	2	3	3	2
CO3	3	1	2	3	3	2
CO4	3	1	2	3	3	2
CO5	2	1	2	3	3	2

Correlation levels: 1- Weak 2-Medium 3-High

SI NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Personality definition – Elements of personality – Determinants of personality – personal SWOT analysis.	12	CO 1
2	Self Esteem – self-concept – advantages of high self-esteem – characteristics of people with high and low self-esteem – steps to building positive self-esteem – attitude – factors that determine our attitude – benefits of a positive attitude and consequences of a negative attitude – Motivation – The difference between inspiration and motivation – motivation redefined – external motivation v/s internal motivation	18	CO 4
3	Success – defining success – real or imagined obstacles to success – qualities that make a person successful – Reasons for failure – inter personal skills – dealing with seniors, colleagues, juniors, customers, suppliers at the work place – factors that prevent building and maintaining positive relationships – difference between ego and pride – the difference between selfishness and self-interest – steps for building a positive personality – body language, understanding body language – projecting positive body language.	20	CO 2
4	Recruiter expectation – Career counseling (based on student SWOT analysis) – creating a career path.	20	CO 3
5	Stress management – causes of stress – handling stress / Stress management techniques.	20	CO 5

FINANCIAL SERVICES

Course Code : 03624	Credits : 05
L:T:P:S : 6 :0:0:0	CIA /ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To provide overview and understand the importance & role of financial services.
2. To know the comprehensive outlook of SEBI.
3. To provide an in depth understanding of various players in the financial market.

Unit-I

Meaning and importance of financial services – Types of financial services – Financial services and economic environment – Players in Financial Services Sector. (18 Hours)

Unit-II

Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI. (18 Hours)

Unit-III

Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor - Consumer Finance (18 Hours)

Unit-IV

Mutual Funds: Meaning – Types – Functions – Advantages – Institutions Involved -Credit Rating - ADR, GDR & Sovereign bonds- Venture capital(18 hours)

Unit-V

Introduction of crypto currency - Bit coin and block chain - Online trading, dematerialization and re-materialization (With demo) (18 Hours)

RECOMMENDED TEXT BOOKS :

1. M.Y.Khan, Financial Services, TATA McGraw Hill Publications 10th Edition 2019.

2. Clifford Gomez, Financial Markets Institutions and Financial Services, PHI Learning P LTD, 2015.

REFERENCE BOOKS:

1. Santhanam; Financial Services, Margham publications, 2019.
2. K.Natarajan, E.Gordon; Financial Markets & Services; Himalaya Publications House 2019.
3. Peter S Rose, Sylvia C Hudgins; Banking management and Financial Services, TATA McGraw Hill Publications 2017.

ONLINE REFERENCES:

1. http://www.pondiuni.edu.in/storage/dde/downloads/finiii_mfc.pdf
2. <https://www.sigc.edu/department/commerce/studymet/FinancialServices.pdf>
3. <http://www.ddegjust.ac.in/studymaterial/mba/fm-404.pdf>

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	List types of financial services and their role
CO2	Recognize role and functions of merchant banker and capital market
CO3	Compare and contrast factoring ,leasing, hire purchase and consumer Finance
CO4	Understand mutual funds , Bonds, Venture capital and credit rating
CO5	Describe Online trading & Bit coin

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1				3	2		
CO2				3	2		
CO3				3	2		
CO4				3	2		
CO5				3	2		

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3				2	
CO2	3				2	
CO3	3				2	
CO4	3				2	
CO5	3				2	

Correlation levels: 1- Weak 2-Medium 3-High

S.No.	CONTENTS OF MODULES/UNITS	Hrs	COs
1	Meaning and importance of financial services – Types of financial services – Financial services and economic environment – Players in Financial Services Sector.	18	CO 1
2	Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting –Capital market – Stock Exchange – Role of SEBI.	18	CO 2
3	Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor - Consumer Finance	18	CO 3
4	Mutual Funds: Meaning – Types – Functions – Advantages – Institutions Involved -Credit Rating - ADR, GDR & Sovereign bonds- Venture capital	18	CO 4
5	Introduction of crypto currency - Bit coin and block chain - Online trading, dematerialization and re-materialization (With demo)	18	CO 5

INFORMATION MANAGEMENT

Course Code : 03625	Credits : 05
L:T:P:S : 6 :0:0:0	CIA /ESE Marks: 50/50
Exam Hours : 03	Teaching hours: 90

Learning Objectives:

1. To educate basic idea of information systems and its impacts in business.
2. To provide insight about system concepts and development.
3. To provide exposure of new IT initiatives and their applications in business.

Unit-I

Introduction : Data, Information, Information Technology, Information Systems, Information for decision making, Ethical issues. (14 hours)

Unit-II

Definition of Management Information System – MIS support for planning, organizing and controlling – Structure of MIS. (12 hours)

Unit-III

Concept of system- Characteristics of system – System classification- categories of information systems – Strategic information system and competitive advantage. Database management system (14 hours)

Unit-IV

System Analysis and design – SDLC – Role of system analyst- Functional information system – Personnel, production, material, marketing. Decision support system and Group decision support system. (25 hours)

Unit-V

Introduction to Data Mining-functionalities; Business process outsourcing – Process; Overview – Definition, Applications - Virtual reality based information system & Pervasive computing. Cyber security – Definition, Benefits and Challenges (25 hours).

RECOMMENDED TEXT BOOKS:

1. S.P Rajagopalan, Management Information System, Margham Publications, 2019
2. Robert Schultheis and Mary Summer; Management Information Systems – The Managers View, Tata McGraw Hill, 2008

REFERENCE BOOKS:

1. C.S.V. Murthy, Management Information Systems, Himalaya Publishing House, 2009.
2. James A O' Brain, Management Information Systems, Tata McGraw Hill, 2006
3. Kenneth C Laudon, Jane P. Laudon, Management Information system, Pearson Education Ltd, 2014.
4. Sadagopan S, Management Information Systems, Prentice Hall India, 2014.

ONLINE REFERENCES:

- <https://www.managementstudyguide.com/management-information-system-articles.htm>
1. <https://erwin.com/news/trend-setting-products-in-data-and-information-management-for-2019/>

COURSE OUTCOME:

On completion of the course, student will be able to:

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

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	2	1	2	1	2
CO2	3	2	2	1	1	1	2
CO3	3	3	2	2	2	2	2
CO4	3	3	2	3	1	2	2
CO5	3	1	2	2	3	2	3

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	1	1	2	2
CO2	3	2	1	1	2	2
CO3	3	2	1	1	2	1
CO4	3	2	1	1	2	1
CO5	3	2	1	1	2	3

Correlation levels: 1- Weak 2-Medium 3-High

Sl NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Introduction: Data, Information, Information Technology, Information Systems, Information for decision making.	14	CO1
2	Definition of Management Information System – MIS support for planning, organizing and controlling – Structure of MIS.	12	CO2
3	Concept of system- Characteristics of system – System classification- categories of information systems – Strategic information system and competitive advantage. Database management system	12	CO3
4	System Analysis and design – SDLC – Role of system analyst- Functional information system – Personnel, production, material, marketing. Decision support system and Group decision support system	25	CO4
5	Introduction to Data Mining-functionalities; Business process outsourcing – Process; Overview – Definition, Applications - Virtual reality based information system & Pervasive computing. Cyber security – Definition, Benefits and Challenges.	25	CO5

PROJECT

Course Code : 03626	Credits : 06
L:T:P:S : 6 :0:0:0	CIA /ESE Marks: 40/60
Exam Hours : 03	Teaching Hours: 90

GUIDELINES FOR THE PROJECT

- The project carries 40 Internal Marks (Internal marks to be given based on reviews & attendance) and 100 External Marks (For Viva voce).
- Each review carries 10 marks (3 reviews – 30 marks) and attendance 10 marks for internals.
- The project should be carried out in a private or public limited company. It should not be done in a partnership / sole proprietorship or firm excluding finance projects.
- Projects have to be carried out preferably in their choice of specialization.
- **No 2 students** should carry out projects in a title or related title with the same company.
- Students who failed to attend the 3 reviews will not be allowed to submit project and attend the final viva-voce.
- Copied /Duplication of projects will not be entertained. Plagiarism test will be undertaken.

- **Project Review**

I Review (With panel)

Requirements: Company letter/Title of the project/ Chapter I & II & III (With Questionnaire)

II Review (With guide)

Requirements: Completion of Chapter IV

III Review (With external panel)

Requirements: Submission of rough draft.

PROJECT REPORT FORMAT/CONTENTS

Project report should be in Times New Roman font 14 for headings & 12 for contents with 1.5 line spacing. The project report should contain minimum 50 pages not exceeding 75 pages. The project report should be hard bound in blue colour.

The project report should include Cover page, Bonafide certificate, Declaration, Internship certificate photocopy, Acknowledgement, Contents, List of tables, and List of charts

1. Cover page 2. Duplication of cover page 3. Bonafide certificate 4. Company certificate 5. Declaration		6. Viva-voce letter 7. Acknowledgement 8. Contents 9. List of Tables 10. List of Graphs
CHAPTER I	INTRODUCTION (Max 4 sides)	1.1 Introduction about the project title 1.2 Objectives 1.3 Area of Study 1.4 Methodology 1.5 Limitations of the study 1.6 Chapterization
CHAPTER II	THEORETICAL OUTLOOK	
CHAPTER III	COMPANY PROFILE	
CHAPTER IV	DATA ANALYSIS & INTERPRETATION	
CHAPTER V	FINDINGS, SUGGESTIONS & CONCLUSION	5.1 Findings 5.2 Suggestions 5.3. Conclusion
REFERENCES		BOOKS WEBSITES
ANNEXURE		QUESTIONNAIRE

COURSE OUTCOME:

On completion of the course, student will be able to:

CO1	To understand problem area or area of improvement in the organization
CO2	To apply and relate his conceptual knowledge in the field of study
CO3	To analyse the data collected related to the objectives of the study
CO4	To interpret the results of data analysis
CO5	To compile and design suggestions/solutions for the study and report the study in prescribed format.

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	3	1	1	3
CO2	3	3	2	2	1	1	3
CO3	1	1	3	3	1	1	3
CO4	1	1	3	3	1	1	3
CO5	3	2	3	3	1	3	3

Correlation levels: 1- Weak 2-Medium 3-High

Mapping of CO v/s PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	1
CO2	3	3	3	3	3	1
CO3	3	3	3	3	3	1
CO4	3	3	3	3	3	1
CO5	3	3	3	3	3	1

Correlation levels: 1- Weak 2-Medium 3-High

ASSESSMENT PATTERN

CIE- Continuous Internal Evaluation (40 Marks)

Bloom's Category	Tests	Assignments	Quizzes	Current Affairs quizzes
Marks (out of 50)	20	5	5	10
Remember			5	
Understand		5		
Apply	10			10
Analyze	5			
Evaluate	5			
Create				

ESE- Semester End Examination (100 Marks; weightage 60%)

Bloom's Category	Weightage %
Remember	20
Understand	20
Apply	30
Analyse	15
Evaluate	10
Create	5

**** Elective – 70 student / paper on first cum first serve basis.**