

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BISHOP HEBER COLLEGE (Autonomous)

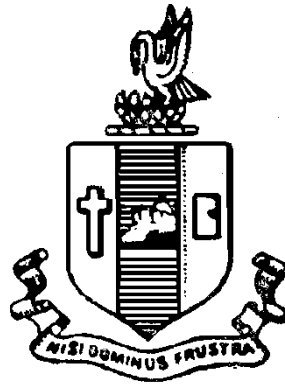
Affiliated to Bharathidasan University

Nationally Reaccredited with 'A' Grade by NAAC with a CGPA of 3.58 out of 4

Recognized by UGC as "College of Excellence"

Tiruchirappalli- 620017

South India



SYLLABUS

2021- 2022

(Admitted Students)

PG & RESEARCH DEPARTMENT OF MANAGEMENT STUDIES

VISION

World class business school with satellite campuses across the globe and to cater to all who strive to become management professionals.

MISSION

- Provide quality management education to students who aspire to become future managers and entrepreneurs.
- Bring total transformation in their personality to perform effectively and efficiently in corporate world.

Programme Outcomes (POs) - BBA

On completion of this course, the graduate will be able to

KNOWLEGE

PO1: Demonstrate comprehensive knowledge and understanding of one or more functions in management that form a part of an Bachelor of Business Administration programme.

PO2: Analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.

PO3: Critically evaluate practices, policies and theories by following scientific approach to knowledge development in field of business studies.

SKILL

PO4: Communicate effectively with others in a business environment and confidently sharing his/her views in appropriate media.

PO5: Work independently and to identify appropriate resources required for a project, manage a project effectively till its completion.

PO6: Make use of ICT in a variety of learning situations, demonstrate ability to access, evaluate and use appropriate software for analysis of data.

ATTITUDE

PO7:Exhibit knowledge and skills that are necessary for participating in lifelong learning activities.

PO8: Work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group and act together as a group or a team in the interests of a common cause.

ETHICAL & SOCIAL VALUES

PO9: Embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work.

Programme Specific Outcomes (PSOs) - BBA

On Completion of this course, the graduate will be able to

PSO1: Build new entrepreneurial ventures on their own or to manage the existing businesses effectively through their entrepreneurial skills learned in this programme.

PSO2: Pursue higher education programme like MBA, MHRM, ACS, LLB, MSW

PSO3: Take-up the roles of supervisors, managers, businessmen and entrepreneurs with the help of the theoretical knowledge and soft skills developed.

PSO4: Engage effectively in MBA entrance examinations like IELTS, CAT, MAT, XAT and TANCET to pursue higher education in global business schools and also to participate in competitive examinations like UPSC, SSC, IBPS, RRB and others which makes them employable.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER I

Part	Course	Course Title	Course Code	Hours/ Week	Credits	Marks		
						CIA	ESE	Total
I	Tamil I/*	Tamil I	U18TMILI	6	3	25	75	100
II	English I	Literature and Language: Prose and Short Stories	U21EGNL1	6	3	40	60	100
III	Core I	Principles of Management	U19MS101	6	5	25	75	100
	Allied I	Business Economics	U19MS1Y1	5	4	25	75	100
	Allied II	Organizational Behaviour	U21MS1Y2	5	4	25	75	100
IV	Val.Edu	Value Education (RI / MI)	U15VL1:1/ U15VL1:2	2	2	25	75	100

SEMESTER II

Part	Course	Course Title	Course Code	Hours/ Week	Credits	Marks		
						CIA	ESE	Total
I	Tamil II/*	Tamil II	U18TM2L2	6	3	25	75	100
II	English II	Literature and Language: Poetry and Shakespeare	U21EGNL2	6	3	40	60	100
III	Core II	Principles of Marketing	U20MS202	6	5	25	75	100
	Allied III	Entrepreneurial Development	U21MS2Y3	5	4	25	75	100
	Allied IV	Business Mathematics & Statistics	U19MS2Y4	5	4	25	75	100
IV	Env.Stu	Environmental studies	U16EST21	2	2	25	75	100

SEMESTER III

Part	Course	Course Title	Course Code	Hours/ Week	Credits	Marks		
						CIA	ESE	Total
I	Tamil III/*	Tamil III	U18TM3L3	6	3	25	75	100
II	English III	Business Communication in English	U17EGCL3	6	3	40	60	100
III	Core III	Management Accounting-I	U19MS303	5	4	25	75	100
	Elective I	Sales and Distribution Management/ Total Quality Management	U19MS3:1/ U19MS3:3	5	5	25	75	100
	Allied V	Operations Research	U20MS3Y5	4	3	25	75	100
IV	SBEC I	Computer Application in Business-I (Theory and Practicals)	U20MSPS1	2	2	40	60	100
	NMEC I	Students have to opt from other Major	-	2	2	25	75	100

SEMESTER IV

Part	Course	Course Title	Course Code	Hours/Week	Credits	Marks		
						CIA	ESE	Total
I	Tamil IV/*	Tamil IV	U18TM4L4	5	3	25	75	100
II	English IV	Language Through Literature	U21EGNL4	5	3	40	60	100
III	Core IV	Management Accounting–II	U20MS404	5	5	25	75	100
	Elective II	Training and Development/ Organizational Change & Development/ Personal Financial Services/ Services Marketing	U19MS4:1/ U19MS4:2/ U21MS4:3/ U21MS4:4	5	5	25	75	100
	Allied VI	Business Law	U20MS4Y6	4	3	25	75	100
IV	SBEC II	Computer Application in Business-II (Theory and Practicals)	U19MSPS2	2	2	40	60	100
	NMEC II	Students have to opt from other Major	-	2	2	25	75	100
	Soft Skills	Life Skills	U16LFS41	2	1	-	-	100
V	Extension Activities	NSS, NCC, Rotaract, Leo Club, etc.,	U16ETA41	-	1	-	-	-

SEMESTER V

Part	Course	Course Title	Course Code	Hours/Week	Credits	Marks		
						CIA	ESE	Total
III	Core V	Financial Management	U19MS505	6	5	25	75	100
	Core VI	Production Management	U19MS506	6	5	25	75	100
	Core VII	Human Resource Management	U19MS507	6	5	25	75	100
	Core VIII	Research Methodology & Introduction to Statistical Packages (Theory and Practical)	U19MSP08	5	5	40	60	100
	Elective III	Investment Management/ Project Management/ Retail Management	U20MS5:1/ U19MS5:2 U19MS5:3	5	5	25	75	100
IV	SBEC III	Interview Skills	U19MS5S3	2	2	25	75	100

SEMESTER VI

Part	Course	Course Title	Course Code	Hours/Week	Credits	Marks		
						CIA	ESE	Total
III	Core IX	Strategic Management	U19MS609	6	5	25	75	100
	Core X	Management Information System	U19MS610	6	5	25	75	100
	Core XI	Digital Marketing	U21MS611	6	4	25	75	100
	Core XII	Company Law and Secretarial Practice	U19MS612	6	4	25	75	100
	Core Project	Project Work	U19MS6PJ	6	5	-	-	100
V	Gender Studies	Gender Studies	U16GST61	-	1	-	-	100

Total Credit	140
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SBEC: Skill Based Elective Courses NMEC: Non Major Elective Courses

***Other Languages:**

	Hindi	Sanskrit	French		Hindi	Sanskrit	French
Semester I	U14HD1L1	U14SK1L1	U14FR1L1	Semester III	U14HD3L3	U14SK3L3	U14FR3L3
Semester II	U14HD2L2	U14SK2L2	U14FR2L2	Semester IV	U14HD4L4	U14SK4L4	U14FR4L4

Part I	4
Part II	4
Core Theory	12
Core Project	1
Allied	6
Elective	3
NMEC	2
SBEC	2
Env.Studies	1
Extension Activities	1
Value Education	1
Soft Skills	1
Gender Studies	1
TOTAL	40

NMEC offered by the Department:

- 1) Fundamentals of Management – U19MS3E1
- 2) Fundamentals of Marketing - U19MS4E2

PROGRAMME ARTICULATION MATRIX - BBA

S. No	COURSE NAME	COURSE CODE	CORRELATION WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES													
			PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PS O1	PS O2	PS O3	PS O4	
1.	Principles of Management	U19MS101	H	M	H	M	M	M	M	M	M	L	M	L	H	M
2.	Business Economics	U19MS1Y1	H	H	M	M	M	M	H	M	M	H	H	M	M	
3.	Organizational Behaviour	U21MS1Y2	M	M	H	H	H	M	H	H	M	M	H	H	M	
4.	Principles of Marketing	U19MS202	H	M	M	H	L	M	L	H	L	M	L	M	H	
5.	Entrepreneurial Development	U21MS2Y3	H	H	H	M	H	M	H	H	M	H	M	M	L	
6.	Business Mathematics & Statistics	U19MS2Y4	H	H	H	H	M	M	H	H	M	H	H	H	M	
7.	Management Accounting-I	U19MS303	H	L	M	H	M	M	L	H	H	H	H	H	L	
8.	Sales and Distribution Management	U19MS3:1	M	M	M	M	M	M	M	M	M	M	M	H	H	
9.	Advertising and Sales promotion	U19MS3:2	H	H	H	H	M	L	H	M	L	M	M	M	L	
10	Total Quality Management	U19MS3:3	M	M	H	H	H	H	M	M	M	L	M	H	M	
11	Operations Research	U19MS3Y5	H	H	H	M	L	L	H	M	L	H	M	L	L	
12	Computer Application in Business-I(Theory and Practical)	U19MSPS1	H	H	H	M	H	H	M	M	M	H	L	H	M	
13	Fundamentals of Management	U19MS3E1	H	H	H	H	M	H	M	H	H	H	H	H	H	
14	Management Accounting–II	U19MS404	H	M	H	H	M	M	H	H	M	H	H	H	H	

15	Training and Development	U19MS4:1	H	M	H	M	M	H	M	H	M	H	M	H	L
16	Organizational Change & Development	U19MS4:2	H	M	H	M	L	M	L	H	L	L	M	M	M
17	Personal Financial Services	U21MS4:3	H	M	H	M	L	M	L	H	L	L	M	M	M
18	Business Law	U19MS4Y6	M	M	M	M	H	M	M	M	M	M	M	H	M
19	Computer Application in Business-II (Theory and Practical)	U19MSPS2	H	L	H	M	M	M	M	H	L	M	H	M	L
20	Fundamentals of Marketing (NMEC)	U19MS4E2	H	M	M	M	L	M	M	H	L	M	L	M	L
21	Financial Management	U19MS505	H	H	H	H	H	H	H	H	M	M	H	H	M
22	Production Management	U19MS506	H	H	M	H	H	H	M	L	L	H	M	M	M
23	Human Resource Management	U19MS507	H	L	H	M	M	M	M	H	L	M	H	M	L
24	Research Methodology & Introduction to Statistical Packages (Theory and Practical)	U19MSP08	H	M	H	H	H	M	L	H	L	L	L	M	H
25	Investment Management	U19MS5:1	H	H	M	M	L	M	H	H	L	H	M	H	M
26	Project Management	U19MS5:2	M	H	H	M	M	M	H	M	L	H	M	H	L
27	Retail Management	U19MS5:3	M	M	H	H	H	L	H	M	M	L	M	H	H
28	Interview Skills	U19MS5S3	M	M	H	M	H	H	M	H	M	M	M	H	M
29	Strategic Management	U19MS609	M	M	H	M	L	M	L	M	L	L	L	H	L
30	Management Information System	U19MS610	H	M	M	M	M	L	H	H	L	H	M	H	M
31	Digital Marketing	U21MS611	H	M	H	M	M	M	H	M	L	H	M	H	M

32	Company Law and Secretarial Practice	U19MS612	H	M	H	M	H	H	H	H	H	H	H	M	L
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BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER – I

S.NO	TITLE OF THE PAPER	COURSE CODE
1	Tamil-I	U18TMILI
2	English Communication Skills-I	U20EGNL1
3	Principles of Management	U19MS101
4	Business Economics	U19MS1Y1
5	Organisational Behaviour	U21MS1Y2
6	Value Education (RI / MI)	U15VL1:1/ U15VL1:2

Core I: PRINCIPLES OF MANAGEMENT

SEMESTER: I
CREDITS: 5
HOURS/WEEK: 6

CODE: U19MS101
TOTAL HOURS: 75

1. COURSE OUTCOMES :

On Completion of this course, the student will be able to,

S. No	Course Outcomes	Level	Unit Covered
1	Comprehend the principles, theories of Management.	K2	I
2	Accomplish the given tasks effectively and to handle situations which may arise in management	K3	II
3	Identify the various functional activities prevailing in the organizations	K3	III
4	Discuss and communicate the management evolution and how it will affect future managers	K2	IV
5	Practice the process of management's four functions: planning, organizing, leading, and controlling	K3	V
6	Evaluate leadership styles to anticipate the consequences of each leadership style	K2	IV

2A. SYLLABUS

UNIT-I INTRODUCTION

15 Hours

Introduction - The development of management thoughts - Functions of a Manager.

UNIT-II PLANNING

15 Hours

Planning - Meaning and definition of Planning - Nature and purpose of Planning - Objectives of Planning - Types of Planning - Operational and strategic planning - Steps in planning – Limitations – Authority - Delegation (Definition) - Centralization and Decentralization.

UNIT-III ORGANIZATION AND STAFFING**15 Hours**

Organisation - Organization theory - Organization structure - Staffing - Definitions – Objectives
- Merits and Demerits.

UNIT IV-DIRECTING**15 Hours**

Directing - Concept of Direction - Role theory and role analysis - Hawthorne studies -
Contributions of Taylor, Henry Fayol, Elton Mayo, Gilbreth Maslow, Peter Drucker, Mintzberg -
Morale and motivation - Co-ordination

UNIT V-CONTROL**15 Hours**

Controlling – Function – Steps – Budgeting - Reviewing.

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Management of Technology and Innovation	http://maryannfeldman.web.unc.edu/files/2011/11/Contribution-of-Public-Entities_2008.pdf
2	Vroom's Expectancy Theory	https://www.yourcoach.be/en/employee-motivation-theories/vroom-expectancy-motivation-theory.php
3	Career Development in Management	https://www.businessmanagementideas.com/human-resource-management-2/career-development/what-is-career-development/20203
4	Likert's Management System	https://www.businessballs.com/organisational-culture/likerts-management-systems/

2C. TEXT BOOKS:

1. L M Prasad, Principles of Management, 9th Edition, Sultan Chand & Sons, 2015.
2. T. Ramasamy, Principles of Management, Himalaya Publishing House, 2016

2D. REFERENCE BOOKS:

1. Shrelekar, Principles of Management, 1st Edition, Himalaya Publishing house, 2017

2. DinkarPagare ,Business Management , 5th edition, Sultan chand& Sons, 2013
3. Tripathi and Reddy Principles of Management, 5th Edition, McGraw Hill, 2012
4. Koontz and O Donnel (TMH), Essentials of Management, 5th Edition, Tata McGraw Hill, 1990
5. Dr. S C Saxena, Modern Business Organization, Sahitiya Bhawan Publications, 2000

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	Introduction	Define Management	K1
1.1.1	The development of management thoughts	List the development of management thoughts	K2
1.1.2	Functions of a Manager.	Demonstrate the applicability of the dimensions	K2
II	PLANNING		
2.1.0	Planning	Illustrate the meaning of planning	K1
2.1.1	Meaning and definition of Planning	Recall the definition of planning	K2
2.1.2	Nature and purpose of Planning	Demonstrate the nature and purpose of planning with examples	K2
2.1.3	Objectives of Planning	List the objectives of planning	K2
2.1.4	Types of Planning	Classify the different types of planning	K2
2.1.5	Operational and strategic planning	Illustrate the usage of operational and strategic planning	K2
2.1.6	Steps in planning	Outline the steps in planning	K2
2.1.7	Limitations	Relate the limitations with objectives of planning	K2
2.2.0	Authority	Explain the meaning of authority	K2
2.2.1	Delegation (Definition)	Explain the meaning of delegation	K2
2.2.2	Centralization and Decentralization	Define Centralization and Decentralization	K2

III	ORGANIZATION AND STAFFING		
3.1.0	Organization	Explain about Organization.	K1
3.1.1	Organization theory	Demonstrate the organization theory	K2
3.1.2	Organization structure	Explain the importance organization structure	K2
3.2.0	Staffing	Explain the meaning of staffing	K2
3.2.1	Definitions	Recall the definition of staffing	K2
3.2.2	Objectives	Explain the objectives of staffing	K2
3.2.3	Merits and Demerits	List the merits and demerits	K2
IV	DIRECTING		
4.1.0	Directing	Explain the importance of Directing	K1
4.1.1	Concept of Direction	Recall the nature of direction	K1
4.1.2	Role theory and role analysis	Define role theory	K1
4.1.3	Hawthorne studies	Show Hawthorne experiments	K2
4.1.4	Contributions of Taylor, Henry Fayol, Elton Mayo, Gilbreth Maslow, Peter Drucker, Mintzberg	Illustrate the functions of manager	K2
4.1.5	Morale and motivation	Define morale and motivation	K2
4.1.6	Co-ordination	Define Coordination	K1
V	CONTROL		
5.1.0	Controlling	Define Controlling	K1
5.1.1	Function	Illustrate the function and uses of controlling	K2
5.1.2	Steps	List the steps in controlling	K2
5.1.3	Budgeting	Compare budgetary control and non-budgetary control	K2
5.1.4	Reviewing	Illustrate the importance of reviewing	K2

	PROGRAMME OUTCOMES	PROGRAMME SPECIFIC OUTCOMES
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4. MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	M	M	H	H	M	M	M	H	M	L	M	M
CO2	H	M	H	H	M	M	M	H	M	L	-	H	M
CO3	M	M	H	M	M	L	M	H	-	M	M	H	M
CO4	H	M	M	M	L	M	L	H	L	-	L	H	M
CO5	H	-	H	M	L	M	-	M	L	M	-	H	M
CO6	-	M	H	H	-	M	L	L	M	-	H	M	M

5. COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Name of the Course Co-ordinator: Mrs. Cynthiya Sheeba Catherine

Allied I: BUSINESS ECONOMICS

SEMESTER-I

CODE: U19MS1Y1

CREDITS: 4

TOTAL HOURS: 60

HOURS/WEEK: 5

1. COURSE OUTCOMES:

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

S. No	Course Outcomes	Level	Unit Covered
1	Recollect the Concept of Demand, Supply analysis, consumer surplus, National income and functions of money, concepts of micro economics and to Relate the demand and supply conditions, able to understand the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty	K1	I
2	Distinguish the types of market to predict the real-world business problems with a systematic theoretical framework	K4	III
3	Understand the roles of managers in firms to design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products.	K2	II
4	Understand & evaluate the different market structure and their different equilibrium for industry as well as for consumers for the survival in the industry by the application of various pricing strategic.	K2, K5	III
5	Understand the Monetary and Fiscal Policy and able to Apply the Utility of Economics in Business Management & various techniques to forecast demand for better utilization of resources	K2	V
6	Analyze the macroeconomic concepts & their relation to micro economic concept & how they affect the business & economy	K4	IV

2A. SYLLABUS

UNIT-I INTRODUCTION

12 Hours

Introduction about demand analysis-Utility of Economics in Business management and industrial administration- Analysis of demand and supply, Law of Diminishing marginal utility- Concept of Consumer Surplus, Elasticity of demand- Indifference curve analysis. Returns to scale importance of increasing returns in industrial activity - Concepts of cost – concepts of elasticity of supply – forces governing the supply of production, land, Labor, capital and enterprise.

UNIT-II THEORIES OF DEMAND AND SUPPLY 12 Hours

Pricing function - Theory of firm – The problem of price fixation – the role of supply and demand- Concept of normal profit – sales maximization principle.

UNIT – III MARKET STRUCTURE 12 Hours

Types of market structure - Monopoly, Monopolistic competition, Imperfect competition, Oligopoly - Economics of Bulk purchase - Pricing strategies.

UNIT – IV NATIONAL INCOME 12 Hours

National Income – Circular flow of income-Measurement and difficulties in the measurement.

UNIT – V MONEY SUPPLY 12 Hours

Usage of Money- Functions of money – theories of money supply- Role of commercial banks – RBI – methods of credit control - Monetary and fiscal policy.

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Agricultural Economics	https://www.britannica.com/topic/agricultural-economics

2	Labour Economics	https://www.britannica.com/topic/labour-economics
3	Natural Resource Economics	https://courses.lumenlearning.com/boundless-economics/chapter/introduction-to-natural-resource-economics/

2C. TEXT BOOK:

1. Varshney and Maheshwari, 2009, Managerial Economics, 6th Edition, Sultan Chand and Sons

2D. REFERENCE BOOKS:

1. M L Seth, Iswhwar Dhingra, P L Metha, 2008 Micro Economics, 7th Revised Edition, Sultan Chand and Sons.
2. G S Gupta, 2014, Macro Economics, 4th Edition, Tata McGraw Hill.
3. Dominik Salvatore, 2012, Managerial Economics, 7th Edition, Oxford publishers.

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	Introduction about demand analysis	Recall about demand analysis and Micro Economics.	K1
1.1.1	Utility of Economics in Business management and industrial administration	Illustrate the importance of economics in business and industrial administration.	K2
1.1.2	Analysis of demand and supply	Explain the demand and supply analysis	K2
1.1.3	Law of Diminishing marginal utility	Explain the Law of Diminishing marginal utility	K2
1.1.4	Concept of Consumer Surplus	Demonstrate the concept of consumer surplus	K2
1.1.5	Elasticity of demand	Illustrate Elasticity of demand	K2
1.1.6	Indifference curve analysis, Returns to scale importance of increasing returns in industrial activity	Demonstrate Indifference curve analysis, returns to scale and increasing returns in industrial activity.	K2
1.1.7	Concepts of cost, concepts of	Demonstrate cost, concepts of	K2

	elasticity of supply – forces governing the supply of production, land, Labour, capital and enterprise.	elasticity of supply – forces governing the supply of production, land, Labour, capital and enterprise.	
II	THEORIES OF DEMAND AND SUPPLY		
2.1.0	Pricing function	Illustrate pricing function	K2
2.1.1	Theory of firm – The problem of price fixation – the role of supply and demand	Explain the theory of firm and the problem in price fixation and role of supply and demand.	K2
2.1.2	Concept of normal profit – sales maximization principle	Demonstrate the concept of normal profit and explain sales maximization principle.	K2
III	MARKET STRUCTURE		
3.1.0	Types of market structure	Illustrate Types of market structure.	K2
3.1.1	Monopoly, Monopolistic competition, Imperfect competition, Oligopoly	Analyse the various market structure to make decisions.	K4
3.1.2	Economics of Bulk purchase	Illustrate Economics of Bulk purchase	K2
3.1.3	Pricing strategies.	Select appropriate Pricing strategies.	K4
IV	NATIONAL INCOME		
4.1.0	National Income – Circular flow of income	Demonstrate the Macro Economics, National Income and circular flow of income.	K2
4.1.1	Measurement and difficulties in the measurement.	Examine the difficulties in measuring national Income.	K4
V	MONEY SUPPLY		
5.1.0	Usage of Money	Explain the usage of money for various business activities.	K2
5.1.1	Functions of money – theories of money supply	Demonstrate the Functions of money – theories of money supply.	K2
5.1.2	Role of commercial banks – RBI – methods of credit control.	Explain the role of commercial banks and methods of credit control.	K2
5.1.3	Monetary and fiscal policy.	Illustrate about monetary and fiscal policy.	K2

4. MAPPING:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	M	L	M	H	H	M	M	H	H	H	M
CO2	H	H	M	M	L	M	H	M	M	H	H	M	M
CO3	H	H	M	M	L	M	H	M	M	M	H	H	M
CO4	H	H	H	M	M	M	H	H	M	H	H	M	M
CO5	H	M	H	H	H	M	L	H	M	M	H	H	M
CO6	H	H	M	M	H	H	H	M	M	H	H	M	M

5. COURSE ASSESSMENT METHODS

Direct
<ol style="list-style-type: none">1. Continuous Assessment Test I, II2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation3. End Semester Examination
Indirect
<ol style="list-style-type: none">1. Course-end survey

Name of the Course Co-ordinator: Mr. J. Manikandan

Allied II: ORGANISATIONAL BEHAVIOUR

SEMESTER-II

CODE: U21MS1Y2

CREDITS: 4

TOTAL HOURS: 60

HOURS/WEEK: 5

1. COURSE OUTCOMES:

S. No	Course Outcomes	Level	Unit Covered
1	Demonstrate the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization	K2	I
2	Demonstrate the applicability of analysing the complexities associated with management of individual behaviour in the organization.	K2	II
3	Analyse the complexities associated with management of the group behaviour in the organization.	K4	III
4	Demonstrate how the organizational behaviour can integrate in understanding the motivation(why) behind behaviour of people in the organization	K2	V
5	Analyse organisational behavioural issues in the context of organisational behaviour theories, models and concepts	K4	IV
6	Evaluate the appropriateness of various leadership styles and evaluate motivational theories used in a variety of organizational settings.	K5	IV

2A. SYLLABUS

UNIT-I INTRODUCTION

12 Hours

The Concept of organizational Behaviour-Nature of Man-Nature of organization-Models of organization behaviour-S.O.B.C. model-Organization Behaviour and Human Relation

UNIT-II INDIVIDUAL BEHAVIOUR

12 Hours

Learning—Perception-Personality-Attitude.

UNIT-III GROUP BEHAVIOUR

12 Hours

Group Dynamics -Group Formation-Groups at work-Formal and informal groups-Group Cohesiveness-Group Pressure and norms-Individual Vs Group goals.

UNIT-IV LEADERSHIP**12 Hours**

Leadership—Characteristics-Theories of Leadership -Behavioural Theory-Transactional Leadership-Transformation Leadership-Styles of leadership-Power and authority

UNIT-V MOTIVATION**12 Hours**

Motivation in industry-Motivation Theories of Maslow, Herzberg and Alderfer-McGregor's X and Y Theory-Types of motivation-Definition of Morale -Difference between Morale and Motivation

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Cross-Culture Management	https://bizfluent.com/info-7809007-common-workplace-issues.html https://www.ukessays.com/essays/commerce/the-concept-of-cross-cultural-management-commerce-essay.php
2	Conflict Management	https://www.thebalancecareers.com/conflict-management-skills-2059687 https://www.yourarticlelibrary.com/business/conflict-management-characteristics-types-stages-causes-and-other-details/5431
3	International Organizational Behavior	https://www.scribd.com/document/484982862/International-Organisational-Behaviour

2C. TEXT BOOK:

1. S.S. Khanka,2014.Organizational Behaviour, 11thEdition, S.Chand.

2D. REFERENCE BOOKS:

1. V.S.P. Rao & D.S Narayana,2000, Organization theory and behaviour, 2nd edition, Konark Publishers Pvt, Ltd,
2. Keith Davis,2002, Human Behaviour at work, 11thEdition, Tata McGraw Hill book Company,
- 3.Stephen P. Robbins, 2013, Organization Behaviour, Concepts, Controversies and application, 15thEdition, Pearson Publication.

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
UNIT-I INTRODUCTION			
1.1.0	The Concept of organizational Behaviour	Recall the concept of Organisational behaviour	K1
1.1.1	Nature of Man	Demonstrate nature of man in organisation	K2
1.1.2	Nature of organization	Explain the nature of organisation	K2
1.1.3	Models of organization behaviour	Explain the models of organisation behaviour	K2
1.1.4	S.O.B.C. model	Explain SOBC Model	K2
1.1.5	Organization Behaviour and Human Relation	Illustrate Organisation Behaviour and Human relation in organisation.	K2
UNIT-II INDIVIDUAL BEHAVIOUR			
2.1.0	Learning	Explain learning and its principles	K2
2.1.1	Perception	Explain perception and perceptual process	K2
2.1.2	Personality	Analyse personality and its traits of human in organisation.	K4
2.1.3	Attitude	Interpret the attitude of human in organisation	K2
UNIT-III GROUP BEHAVIOUR			
3.1.0	Group Dynamics	Apply group dynamics in organisation	K3
3.1.1	Group Formation	Explain group formation and its prerequisites	K2
3.1.2	Groups at work	Analyse groups at work	K4

3.1.3	Formal and informal groups	Create Formal and informal groups	K6
3.1.4	Group Cohesiveness	Explain group cohesiveness	K2
3.1.5	Group Pressure	Measure group pressure	K5
3.1.6	Group Norms	Explain group norms	K2
3.1.7	Individual Vs Group goals	Distinguish the individual and group goal in an organisation.	K4
UNIT-IV LEADERSHIP			
4.1.0	Leadership	Explain leadership	K2
4.1.1	Characteristics	Explain the characteristics of a leader	K2
4.1.2	Theories of Leadership	Explain the theories of leadership	K2
4.1.3	Behavioural Theory	Illustrate behavioural theory	K2
4.1.4	Transactional Leadership	Demonstrate Transactional Leadership	K2
4.1.5	Transformation Leadership	Demonstrate Transformation Leadership	K3
4.1.5	Styles of leadership	Apply the Styles of leadership	K3
4.16	Power and authority	Make use of Power and authority	K3
UNIT-V MOTIVATION			
5.1.0	Motivation in industry	Recall motivation	K1
5.1.1	Motivation Theories of Maslow, Herzberg and Alderfer, McGregor's X and Y Theory	Apply theories of motivation in organisation.	K3
5.1.2	Types of motivation	Demonstrate types of motivation.	K2
5.1.3	Definition of Morale	Define morale	K1
5.1.4	Difference between Morale and Motivation	Distinguish morale vs motivation.	K4

4. MAPPING:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	M	H	H	H	M	H	H	M	M	H	H	M
CO2	M	H	H	M	H	L	H	H	H	L	H	H	M
CO3	M	M	M	H	H	M	H	H	M	M	H	H	L
CO4	M	M	H	H	H	L	H	H	M	H	H	H	M
CO5	M	M	H	H	H	M	M	M	H	M	M	H	M
CO6	H	M	H	H	H	M	H	H	H	M	M	H	M

5. COURSE ASSESSMENT METHODS

Direct
<ol style="list-style-type: none"> 1. Continuous Assessment Test I, II 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation 3. End Semester Examination
Indirect
<ol style="list-style-type: none"> 1. Course-end survey

Name of the Course Co-ordinator: Mr. J. Manikandan

BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER-II

S.NO	TITLEOFTHEPAPER	COURSECODE
1	Tamil II	U18TM2L2
2	English Communication Skills-II	U20EGPL2
3	Principles of marketing	U20MS202
4	Entrepreneurial Development	U21MS2Y3
5	Business mathematics & statistics	U19MS2Y4
6	Environmental studies	U16EST21

Core II: PRINCIPLES OF MARKETING

SEMESTER: II

CODE: U20MS202

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 6

1. COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Demonstrate understanding of marketing terminology and	K2	I

	concepts		
2	Identify wants and environmental factors that shape marketing activities for certain target markets	K3	II
3	Demonstrate knowledge of the individual components of a marketing mix	K2	IV
4	Make use of knowledge of key business communication strategies within the marketing field	K3	III
5	Identify the organizational processes involved in the planning, implementation and control of marketing activities	K3	I
6	Apply knowledge of regulatory and ethical factors considered essential to making marketing decisions	K3	V

2A. SYLLABUS

UNIT-I INTRODUCTION

15 Hours

Marketing definition - Marketing Process - Marketing function - Exchange Functions - Physical Supply Functions - Facilitating Functions - The marketing concepts - The Production Concept - The Product Concept - The Selling Concept - The Marketing Concept - The Holistic Marketing Concept - Marketing management system -Marketing Objectives.

UNIT-II MARKETING ENVIRONMENT

15 Hours

Marketing Environment – Demographic - Economic – Physical – Technological - Socio-Cultural – Political - Marketing segmentation - Targeting – Definition - Selection of Target Market – Positioning - Concept of Positioning - Product Positioning

UNIT-III INTRODUCTION TO CONSUMER BEHAVIOR

15 Hours

Consumer markets - Two categories of buyers - Buying behaviour- (terms) -Determinant of Consumer Behaviour - Characteristics of Buyer Behaviour

UNIT IV-MARKETING MIX

15 Hours

Concept of Marketing Mix - Factors affecting marketing mix - Seven P's of Marketing - Introduction to Branding - Marketing Strategies - Concept of Product Life Cycle - Different

stages - Advantages of Product Life Cycle - New Product Development Process - Managing Product development - Pricing Decisions -Definition - Importance of price - Factors affecting Pricing Decision - Procedure for Pricing Determination - Kinds of Pricing

UNIT V-SERVICES MARKETING

15 Hours

Definition - Characteristics of Services - Types of service - Difference between goods & service - Problems in service - Bank, Insurance, BPO - Quality of service - Online Marketing and Food Services - M- Commerce

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Green Marketing	https://www.businessmanagementideas.com/marketing/green-marketing/20101
2	Global Marketing	https://www.businessmanagementideas.com/marketing/global-marketing/global-marketing/20654
3	Advertising Management in Marketing	https://www.managementstudyguide.com/advertising-management.htm
4	Brand Strategies in Marketing	http://www.marketingmo.com/strategic-planning/brand-strategy/

2C. TEXT BOOK:

1. RajanNair, Marketing Management, 17th Edition, sultan Chand & Sons, Reprint 2017
2. RajanSaxena, Marketing Management –4th Edition, McGraw Hill Education, 2009

2D. REFERENCE BOOKS:

1. Ramasamy and Namakumari, Marketing management, 4th Edition, Om Books, 2010
2. Michael J Etzel, Bruce J Walker, Fundamentals of Marketing, 14th Edition, McGraw Hill, International Edition, 2017
3. PhilipKotler, Marketing Management, 13th edition, Prentice hall of India ,2005

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
UNIT-I INTRODUCTION			
1.1.0	Marketing definition	Define Marketing	K1
1.1.1	Marketing Process	List the marketing process	K2
1.2.0	Marketing function	Illustrate the functions of marketing	K2
1.2.1	Exchange Function	List the exchange function	K1
1.2.2	Physical Supply Functions	Demonstrate the physical and supply function	K2
1.2.3	Facilitating Functions	List the facilitating functions	K2
1.3.0	The marketing concepts	List the marketing concepts	K2
1.3.1	The Production Concept	Recall the production concept	K2
1.3.2	The Product Concept	Define product concept	K1
1.3.3	The Selling Concept	Define selling concept	K1
1.3.4	The Marketing Concept	Define marketing concept	K1
1.3.5	The Holistic Marketing Concept	Define holistic marketing concept	K1
1.4.0	Marketing management system	Demonstrate marketing management system	K2
1.5.0	Marketing Objectives	List the marketing objectives	K2
UNIT-II MARKETING ENVIRONMENT			
2.1.0	Marketing Environment	Illustrate the meaning of marketing environment	K1
2.1.1	Demographic	List the demographic factor	K2
2.1.2	Economic	List the economic factor	K2
2.1.3	Physical	List the physical factor	K2
2.1.4	Technological	List the technological factor	K2

2.1.5	Socio-Cultural	List the socio – cultural factor	K2
2.1.6	Political	List the political factor	K2
2.2.0	Marketing segmentation	Explain the marketing segmentation	K2
2.3.0	Targeting	Explain the meaning of Targeting	K2
2.3.1	Definition	Define targeting	K2
2.3.2	Selection of Target Market	Recall the selection of Target Market	K2
2.4.0	Positioning	Define Positioning	K2
2.4.1	Concept of Positioning	Demonstrate the concept of positioning	K2
2.4.2	Product Positioning	Explain Product Positioning	K2
UNIT-III INTRODUCTION TO CONSUMER BEHAVIOR			
3.1.0	Consumer markets	Explain about Consumer Markets.	K1
3.1.1	Two categories of buyers	List the categories of buyers	K2
3.2.0	Buying behaviour- (terms)	Explain the term buying behaviour	K2
3.2.1	Determinant of Consumer Behaviour	Explain the determinant of consumer behaviour	K2
3.2.2	Characteristics of Buyer Behaviour	Recall the characteristics of buyer behaviour	K2
UNIT-IV MARKETING MIX			
4.1.0	Concept of Marketing Mix	Explain the concept of marketing mix	K1
4.1.1	Factors affecting marketing mix	Recall the factors affecting marketing mix	K1
4.2.0	Four P's of Marketing	Recall Four P's of Marketing	K1
4.3.0	Introduction to Branding	Define Branding	K2
4.4.0	Marketing Strategies	Explain Marketing Strategies	K2
4.5.0	Concept of Product Life Cycle	Explain the Concept of Product Life Cycle	K1
4.5.1	Different stages	Explain the stages of PLC	K2
4.5.2	Advantages of Product Life	Illustrate the advantages of PLC	K2

	Cycle		
4.6.0	New Product Development Process	Explain the New Product Development	K2
4.6.1	Managing Product development	Recall managing product development	K2
4.7.0	Pricing Decisions	Explain the pricing decisions	K2
4.7.1	Definition	Define pricing	K2
4.7.2	Importance of price	Explain the importance of pricing	K2
4.7.3	Factors affecting Pricing Decision	List the factors affecting pricing decision	K2
4.7.4	Procedure for Pricing Determination	List the Procedure for Pricing Determination	K2
4.7.5	Kinds of Pricing	List the kinds of pricing	K2
UNIT-V SERVICES MARKETING			
5.1.0	Introduction to service marketing	Define Service marketing	K1
5.1.1	Definition	Explain service marketing	K2
5.1.2	Characteristics of Services	List the characteristics of services	K2
5.2.0	Types of service	List the types of services	K2
5.3.0	Difference between goods & service	Compare budgetary control and non-budgetary control	K2
5.4.0	Problems in service	Illustrate the problem in service	K2
5.5.0	Bank, Insurance, BPO	Explain Bank, Insurance, BPO	K2
5.6.0	Quality of service	List the Quality of Service	K2
5.7.0	Online Marketing and Food Services	Demonstrate online marketing and food services	K2
5.8.0	M- Commerce	Define M – Commerce	K1

4. MAPPING:

5. COURSE ASSESSMENT METHODS

Direct
1. Continuous Assessment Test I,II 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation 3. End Semester Examination
Indirect
1. Course-end survey

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	M	H	H	M	M	M	H	M	L	M	H
CO2	H	M	H	H	H	M	M	H	M	L	-	L	H
CO3	M	M	M	M	M	L	M	H	-	M	M	M	M
CO4	H	M	M	M	L	H	L	H	L	M	L	M	L
CO5	H	-	H	H	L	M	-	M	L	M	-	M	H
CO6	-	M	H	H	-	M	L	L	M	-	M	H	M

Name of the Course Co-ordinator: Mrs. Sridevi

Allied III: ENTREPRENEURIAL DEVELOPMENT

SEMESTER: VI

CODE: U21MS2Y3

CREDITS: 4

TOTAL HOURS: 60

HOURS/WEEK: 5

1. COURSE OUTCOMES:

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

S. No	Course Outcomes	Level	Unit Covered
1	Define, identify and/or apply the principles of entrepreneurship and family business.	K2	I
2	Develop the principles of viability of businesses, new business proposals, and opportunities within existing businesses.	K6	II
3	Build their interpersonal and collaborative skills	K6	II
4	Compile the principles of entrepreneurial management and growth through strategic plans, Feasibility analysis, and Pilot study	K6	III
5	Propose the concept of consulting projects and/or implementing their own businesses.	K6	IV
6	Design the principles of preparing a startup business plan emphasizing financing, marketing, and organizing.	K6	V

2A. SYLLABUS

UNIT-I INTRODUCTION

12 Hours

Introduction - Definition of Entrepreneur - Importance of Entrepreneurship in underdeveloped economics - Constraints in such countries to Entrepreneurship - Sociological and psychological factors of Entrepreneurship Achievement - Motivation and methods of improving a person - Difference between Entrepreneur and Businessman

UNIT-II FEASIBILITY

12 Hours

Feasibility- Prerequisites of an entrepreneur - Factors to be considered when selecting a project and its location- Technical feasibility - Market feasibility - Importance of market survey and how to do it - Institutional support - Financial & non-financial support for state and central.

UNIT-III PROJECT PLANNING AND REPORT

12 Hours

Project Planning and Report - Economic feasibility - Planning the project - Essentials of a project report of a business - Counselling facilities available for technical training and project formulation - Choosing the scale of business.

UNIT-IV CAPITAL

12 Hours

Capital - Managerial skills required by entrepreneurs and methods of acquiring them- Role of management consultant in India - Different types of credit required by a firm - Seed capital -

Venture capital - Fixed capital - Working capital - Packing and export credit, and sources of these - Benefits of leasing - Benefits & schemes of Incentives and Subsidies (State and Central)

UNIT-V WOMEN ENTREPRENEURS AND EMERGING TRENDS IN IT 12 Hours

Women Entrepreneurs and Emerging Trends in It - Problems faced by rural women – entrepreneurs - Emerging Trend - SHG’s and KVIC’s suitable for handicapped persons - DIC, TIIC, SISI, SIPCOT and SIDBI - Problems of family business - Prevention of Industrial pollution of air and water around the business unit - Causes and prevention of industrial sickness, Emerging trends in IT industry - BPO’s / ITES/STP’s.

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	E- course on Entrepreneurship Development	https://www.startupindia.gov.in/content/sih/en/learning-and-development_v2.html
2	Research Publication on Entrepreneurship Development	https://journals.sagepub.com/home/joe https://www.ijemr.net/DOC/AStudyOnEntrepreneursHipDevelopmentInIndia(153-156).pdf
3	Current scenario in India	https://www.researchgate.net/publication/323825716_The_Importance_of_Entrepreneurship_in_India
4	Women entrepreneurship in India	https://www.journalijdr.com/women-entrepreneurs-india-emerging-issues-and-challenges-0

2C. TEXT BOOKS:

1. P Saravanavel-Entrepreneurship Development –Margham Publication, Ess pee kay Publishing House 1997.

2D. REFERENCE BOOKS:

1. Vasanth Desai -Dynamics of Entrepreneurial Development -Himalayas Publishing House, 2001.

2. S B Srivastavan-A practical guide to Industrial Entrepreneur –Sultan Chand & Sons, 2nd Edition, 1992.
3. Gupta, Srinivasan -Entrepreneur Development – Sultan Chand, 2014.

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	Introduction	Explain the concepts of entrepreneurship.	K2
1.1.1	Definition of Entrepreneur	Define entrepreneur.	K1
1.1.2	Importance of Entrepreneurship in underdeveloped economics	Explain the importance of entrepreneurship in underdeveloped economics.	K2
1.1.3	Constraints in such countries to Entrepreneurship	Illustrate the constraints in underdeveloped countries.	K2
1.1.4	Sociological and psychological factors of Entrepreneurship Achievement	Illustrate the concept of factors influencing entrepreneurship achievement.	K2
1.1.5	Motivation and methods of improving a person.	Outline the various methods of motivation to improves a person.	K2
1.1.6	Difference between Entrepreneur and Businessman	Classify the difference between Entrepreneur and Businessman	K4
II	FEASIBILITY		
2.1.0	Feasibility	Define the basic concept of feasibility analysis.	K1
2.1.1	Prerequisites of an entrepreneur	Explain the prerequisites of an entrepreneur	K2
2.1.2	Factors to be considered when selecting a project and its location	Evaluate the factors influencing the project selection	K5
2.1.3	Technical feasibility	Analyze the technical practicability of the project.	K4
2.1.4	Market feasibility	Analyze the Market viability of the project	K4

2.1.5	Importance of market survey and how to do it	Apply and understand the importance of market survey	K3
2.1.6	Institutional support	Make use of the entrepreneurial support from various institutions.	K3
2.1.7	Financial & non-financial support for state and central.	Make use of viable support from financial and non- financial institution from state and central	K3
III	PROJECT PLANNING AND REPORT		
3.1.0	Project Planning and Report	Define various aspects of project planning and project reports.	K1,K2
3.1.1	Economic feasibility	Evaluate the business idea	K3
3.1.2	Planning the project	Design the business idea into project and to plan the project proposal.	K6
3.1.3	Essentials of a project report of a business	Design and develop the project report	K6
3.1.4	Counselling facilities available for technical training and project formulation	Illustrate the various facilities available for technical training and counselling facilities for formulating the project	K2
3.1.5	Choosing the scale of business.	Build a knowledge in setting up business to grow in successful manner and to know about the different way to measure the longevity of project.	K2, K6
IV	CAPITAL		
4.1.0	Capital	Define the aspect of capital.	K1
4.1.1	Managerial skills required by entrepreneurs and methods of acquiring them	Outline the various skills required for entrepreneur related to managing the business/ project.	K4

4.1.2	Role of management consultant in India	Explain entrepreneur to solve issues, create value, maximize growth and improve business performance by the consultation management consultant	K2
4.1.3	Different types of credit required by a firm	Illustrate the different types of credit available for setting up the business	K1,K2
4.1.4	Seed capital	Define seed capital and relate about the initial funding for business startup	K2
4.1.5	Venture capital	Explain about the concept of investment, providing managerial expertise in the field of funding.	K2
4.1.6	Fixed capital	Define fixed capital, apply the initial capital outlay of business	K1,K2
4.1.7	Working capital	Build the capital needed to finance current asset and to learn the cash flow in business.	K3
4.1.8	Packing and export credit, and sources of these	Illustrate the various import and export procedures for packing, credit management etc.,.	K2, K3
4.1.9	Benefits of leasing	Outline various advantages of leasing and financial facilities over the fixed asset	K2
4.1.10	Benefits & schemes of Incentives and Subsidies (State and Central)	Outline the different incentive schemes and subsidies available for entrepreneur	K2, K3
V	WOMEN ENTREPRENEURS AND EMERGING TRENDS IN IT		
5.1.0	Women Entrepreneurs and Emerging Trends in It	Explain the process in which women initiate the business	K2
5.1.1	Problems faced by rural women entrepreneurs	Illustrate the problems and challenges faced by women entrepreneurs	K2

5.1.2	Emerging Trend	Explain the demographic changes in business and economy with respect to increases in presence of women entrepreneur	K2
5.1.3	SHG's and KVIC's suitable for handicapped persons	Outline the assistance provided by the KVIC for the development of entrepreneurship in rural areas.	K2, K5
5.1.4	DIC, TIIC, SISI, SIPCOT and SIDBI	Explain the various agencies, training institutions and schemes under Government of India to assist in managing the business and to develop their business.	K2, K5
5.1.5	Problems of family business	Explain the challenges faced by family businesses in India	K2, K6
5.1.6	Prevention of Industrial pollution of air and water around the business unit	Elaborate the aspect of industrial pollution and their ways to prevent it	K4
5.1.7	Causes and prevention of industrial sickness, Emerging trends in IT industry	Explain about the industrial sickness and their prevention.	K4, K6
5.1.8	BPO's / ITES/STP's	Examine the concept of contracting and outsourcing activities in business with the information technology enabled services.	K4

4. MAPPING:

5. COURSE ASSESSMENT METHODS

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	M	M	M	M	M	L	-	H	M	M	-
CO2	H	H	H	M	H	H	H	H	M	H	M	H	L
CO3	H	H	H	M	H	M	H	H	H	H	L	M	-
CO4	M	H	H	M	H	M	H	M	-	M	L	-	-
CO5	H	H	M	M	H	M	H	H	M	H	M	M	M
CO6	H	H	H	H	H	M	H	M	M	H	M	M	-

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Name of the Course Co-ordinator: Mrs. K. Meenalochani

Allied IV: BUSINESS MATHEMATICS & STATISTICS

SEMESTER-II

CODE:U19MS2Y4

CREDITS: 4

TOTAL HOURS: 60

HOURS/WEEK: 5

1. COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Discuss the meaning of business mathematics and understand its application in solving business problems	K1	I
2	Identify the types of data and classify the measures of central tendency	K2	II
3	Outline the various measures of dispersion	K1	III
4	Construct the uses of measures of dispersion in business	K4	III
5	Interpret the measures of skewness and kurtosis	K3	IV
6	Distinguish between correlation and regression	K4	V

2A. SYLLABUS

UNIT-I INTRODUCTION TO BUSINESS MATHS

12 Hours

Arithmetic and Geometric series, Application to Business problems, Matrix algebra, addition, Subtraction and Multiplication

UNIT-II INTRODUCTION TO STATISTICS & MEASURES OF CENTRAL TENDENCY

12 Hours

Introduction to Statistics, Nature and scope of statistics, Uses of Statistics in Business, Statistical Data-primary and secondary, Classification of data, Frequency distribution, Histogram, Frequency polygon, Frequency curve, Graphs and Diagrams, Bar diagrams, Pie Diagrams, Measures of central tendency, Mean, Median, Mode, Geometric mean, Harmonic mean, Uses of averages in Business

UNIT-III MEASURES OF DISPERSION**12 Hours**

Measures of dispersion, Range, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of variation, Uses in Business

UNIT-IV SKEWNESS AND KURTOSIS (Only Theory)**12 Hours**

Skewness, Meaning, Bowley's coefficient of skewness, Pearson's coefficient of skewness, Kurtosis, Definition, Meaning, Types

UNIT-V CORRELATION AND REGRESSION**12 Hours**

Simple Correlation, Karl Pearson, Spearman's Rank Correlation, Concurrent deviation, Regression lines, Trend lines, Method of least squares

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Logarithms	https://www.britannica.com/science/logarithm
2	Permutation and Combination	https://www.britannica.com/science/permutation
3	Probability	https://mathworld.wolfram.com/Probability.html

2C. TEXT BOOKS:

1. P. Navaneethan, 2015, Business Statistics, 6th Edition, Jai Publishing house.
2. P. R. Vital, 2012, Business Mathematics, Margham Publishing.
3. P. Ramaraj & S.ManjuBharathi, 2018, Business Maths & Statistics

2D. REFERENCES BOOKS:

1. R.S.N. Pillai and Bagavathi, 2009, Statistics: Theory and Practice, 7th Revised Edition, S. Chand and Sons.
2. S.P Gupta, 2012, Fundamental of Mathematical Statistics, 1st Edition, Sultan Chand Publications.
3. Levin, Rubin, 1998, Statistics for Management, 7th Edition, Pearson Publication.

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
UNIT-I INTRODUCTION TO BUSINESS MATHS			
1.1	Arithmetic and Geometric series	Define Arithmetic, Geometric Series and analyse its Application to Business problems	K1
1.2	Application to Business problems	Compute problems relating to the concepts	K1
1.3	Matrix algebra - Addition, Subtraction, Multiplication	Identify the various matrix operations.	K2
UNIT-II INTRODUCTION TO STATISTICS & MEASURES OF CENTRAL TENDENCY			
2.1	Introduction to Statistics	Demonstrate the concept of statistics and list out its importance	K2
2.1.1	Nature and scope of statistics	Identify the scope of statistics	K2
2.1.2	Uses of Statistics in Business	Define Statistical data	K1
2.1.3	Statistical Data- primary and secondary, Classification of data	Classify the types of data and identify the methods to collect them	K1
2.1.5	Frequency distribution, Histogram	Explain the method of drawing a histogram	K3
2.1.6	Frequency polygon Frequency curve	Demonstrate the method of drawing a frequency polygon and frequency curve	K2
2.2	Graphs and Diagrams Bar diagrams Pie Diagrams	Show the types of Graphs and Diagrams using problems	K4
2.3	Measures of central tendency Mean, Median, Mode	List out their advantages and disadvantages of measures of central tendency	K2
2.3.1	Geometric mean Harmonic mean	Explain the concepts of Geometric mean and Harmonic mean	K2

2.4	Uses of averages in Business	Make use of averages in business	K3
UNIT-III MEASURES OF DISPERSION			
3.1	Measures of dispersion	Define measures of dispersion	K1
3.1.1	Range	Explain the merits and demerits of Range	K2
3.1.2	Quartile Deviation	Demonstrate the computation of quartile deviation in individual, discrete and continuous series	K2
3.1.3	Mean Deviation	Compute mean deviation using individual, discrete and continuous series	K3
3.1.4	Standard Deviation	Compute standard deviation using individual, discrete and continuous series	K3
3.1.5	Co-efficient of variation, Uses in Business	Explain the meaning of Co-efficient of variation.	K2
UNIT-IV SKEWNESS AND KURTOSIS (Only Theory)			
4.1	Skewness -Meaning	Classify the measures of skewness	K2
4.1.1.	Bowley's coefficient of skewness	Explain Bowley's coefficient of skewness.	K2
4.1.2	Pearson's coefficient of skewness	Define Pearson's coefficient of skewness.	K1
4.2	Kurtosis - Definition, Meaning, Types	Identify the types of kurtosis	K3
UNIT-V CORRELATION AND REGRESSION			
5.1	Simple Correlation	Define correlation	K1
5.1.1	Karl Pearson	Explain the Karl Pearson co-efficient of correlation	K2
5.1.2	Spearman's RankCorrelation	Examine method of calculating Spearman's Rank Correlation	K4
5.1.3	Concurrent deviation	Identify the concurrent deviation	K3
5.2	Regression lines	Illustrate the methods of regression	K2
5.2.1	Trend lines	Make use of trend lines	K3

5.2.1	Method of least squares	Apply the method of least squares	K3
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4. MAPPING:

5. COURSE ASSESSMENT METHODS

Direct

										PROGRAMME SPECIFIC												
1. Continuous Assessment Test I,II 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation 3. End Semester Examination																						
CO2	Indirect	H	H	H	M	M	M	H	L	H	H	M	M									
CO3	1. Course-end survey	H	M	L	H	M	M	H	H	M	H	H	M									
CO4		H	H	M	H	M	M	H	M	L	M	M	H									
CO5		H	H	M	H	H	M	H	H	M	H	H	M									
CO6		H	H	H	H	H	M	M	M	M	M	H	H									

Name of the Course Co-ordinator: Dr. S. Felix Sophia

BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER-III

S.NO	TITLE OF THE PAPER	COURSE CODE
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1	Tamil-III	U18TM3L3
2	Business Communication in English	U17EGCL3
3	Management Accounting–I	U19MS303
4	Sales and Distribution Management (Elective-I)	U19MS3:1
	Advertising and Sales promotion (Elective-I)	U19MS3:2/
	Total Quality Management (Elective-I)	U19MS3:3
5	Operations Research	U20MS3Y5
6	Computer Application in Business-I (Theory and Practical)	U20MSPS1
7	Fundamentals of Management [NMEC]	U19MS3E1

CORE–III: MANAGEMENT ACCOUNTING –I

SEMESTER-III
CREDITS: 4
HOURS/WEEK: 5

CODE: U19MS303
TOTAL HOURS: 60

1. COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Understand the elements, uses, and limitations of financial	K1	I

	statements.		
2	Illustrate the importance of final accounts and the purpose they serve.	K2	II
3	Make use of final account statement to determine the profit & loss of the firm.	K3	II
4	Explain about the meaning, objectives and scope of management accounting.	K2	III
5	Apply tools and techniques of Ratio analysis used to plan, control and make decision.	K3	IV
6	Utilize the fund flow statement to identify cash inflow and outflow in a firm.	K3	V

2A. SYLLABUS

UNIT-I INTRODUCTION TO FINANCIAL ACCOUNTING

12 hours

Accounting - Definition of account – Nature - Objects and utility of accounting in industrial and business enterprise, Books of accounts - Accounting concepts - Theory of double entry system - Book keeping - Journal – Ledgers - Subsidiary books - Trial balance

UNIT-II FINAL ACCOUNTS

12 hours

Statements of accounts - Trading account - Profit and loss account - Balance sheet (with simple adjustments)

UNIT-III INTRODUCTION TO MANAGEMENT ACCOUNTING

12 hours

Management accounting - Meaning – Objectives - Scope of management accounting and financial accounting - Difference between Management and cost accounting - Uses and limitation of management accounting

UNIT-IV RATIO ANALYSIS

12 hours

Analysis and interpretation of financial statement thought accounting ratios - Liquidity Ratio - Solvency Ratio - Profitability Ratio - Significance of various ratios and their computation - Uses and limitations of ratios.

UNIT-V FUND FLOW ANALYSIS

12 hours

Fund flow analysis - Concept of funds - Sources and uses of funds - Concepts of flow - Fund flow statements - Management use of fund analysis - Construction of fund flow statements (Simple Problems)

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Cash Flow Statement	https://nptel.ac.in/content/storage2/courses/110101004/downloads/Lecture%20Notes/module6/lec1.pdf
2	Budgeting	https://nptel.ac.in/courses/110/101/110101004/
3	Decision Making Using Financial Statement	https://nptel.ac.in/courses/110/106/110106135/

2C. TEXT BOOKS:

- 1.R.S.N. Pillai & Bagavathi, 2012, Management Accounting, Third edition, S. Chand Publishers
3. Dr. R. Ramachandran & Dr. R. Srinivasan, 2012, Management Accounting, Reprint, Sriram Publication

2D. REFERENCE BOOKS:

1. Jain S.P & Narang K.L, 2014, Principles of Accountancy, Kalyani Publishers
2. R.L. Gupta & V.K. Gupta, 2014, Financial Accounting, Eighth edition, Sultan Chand and Sons

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENT	LEARNING OUTCOMES	TAXONOMY LEVEL
UNIT I INTRODUCTION TO FINANCIAL ACCOUNTING			
1.1.0	Accounting	Recall various concepts of accounting	K1
1.1.1	Definition of accounting	Define Accounting	K1
1.1.2	Nature of accounting	Recall the nature of accounting	K1

1.1.3	Objectives and utility of accounting in industrial and business enterprise	Explain the objectives and utility of accounting in industrial and business enterprise	K2
1.2.0	Books of Accounts	Recall the books of accounts	K1
1.2.1	Accounting concepts	Explain the various Accounting concepts	K2
1.2.2	Theory of double entry	Recall the theory of double entry	K1
1.2.3	Book keeping	Explain the importance of book-keeping	K2
1.2.4	Journal	Apply golden rules to frame the Journal	K3
1.2.5	Ledger	Construct Ledger for different accounts	K3
1.2.6	Subsidiary books	Make use of different type of subsidiary books	K3
1.2.7	Trial balance	Utilize Trial Balance to check arithmetical accuracy	K3
UNIT-IIFINAL ACCOUNTS			
2.1.0	Statement of Accounts	Illustrate the importance of statement of accounts	K2
2.1.1	Trading account	Make use of Trading account and with adjustment to determine to gross profit/loss of the firm.	K3
2.1.2	Profit and loss account	Make use of P&L account and with adjustment to determine to net profit/loss of the firm.	K3
2.1.3	Balance sheet (with simple adjustments)	Make use of balance sheet and with adjustment to determine to financial position of the firm.	K3
UNIT-IIINTRODUCTION TO MANAGEMENT ACCOUNTING			

3.1.0	Management Accounting	Explain the importance of management accounting	K2
3.1.1	Meaning	Explain the meaning of Management Accounting	K2
3.1.2	Objectives	Summarize the objectives of Management Accounting	K2
3.1.3	Scope of management accounting	Explain the Scope of management accounting	K2
3.1.4	Difference between management accounting and financial accounting	Compare management accounting and financial accounting	K2
3.1.5	Difference between management accounting and cost accounting	Compare management accounting and cost accounting	K2
3.1.6	Uses and limitation of management accounting	Explain the uses and limitation of Management accounting	K2
UNIT-IVRATIO ANALYSIS			
4.1.0	Analysis and interpretation of financial statement thought accounting ratios	Illustrate the Analysis and interpretation of financial statement thought accounting ratios	K2
4.1.1	Liquidity Ratio	Analyze the liquidity position of the firm by using Liquidity ratio	K4
4.1.2	Solvency	Analyze the firm's ability to pay its debt obligations by using Solvency ratio	K4
4.1.3	Profitability	Analyze the firm's ability to generate income by using Profitability ratio	K4
4.1.4	Significance of various ratios and their computation	Explain the significance of various ratios and their computation	K2

	PROGRAMME OUTCOMES	PROGRAMME SPECIFIC OUTCOMES
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4.1.5	Uses and limitations of ratios	Explain the Uses and limitations of ratios	K2
UNIT-VFUND FLOW ANALYSIS			
5.1.0	Fund flow analysis	Explain the fund flow analysis	K2
5.1.1	Concept of funds	Summarize the concepts of funds	K2
5.1.2	Sources and uses of funds	Illustrate the sources and uses of funds	K2
5.1.3	Concepts of flow	Explain the concepts of flow	K2
5.1.4	Fund flow statements	Analyze the sources and applications of fund.	K4

4. MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	-	L	H	-	-	-	H	L	M	M	M	L
CO2	H	-	M	H	M	-	-	H	M	M	H	H	L
CO3	H	M	H	H	M	M	L	H	H	H	H	H	H
CO4	L	L	M	M	-	-	L	H	M	M	M	M	L
CO5	H	H	H	H	M	M	M	H	H	H	H	H	H
CO6	H	M	H	H	M	M	M	H	H	H	H	H	H

5. COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Name of the Course Co-ordinator: Ms. S. Manju Bharathi

ELECTIVE I: SALES AND DISTRIBUTION MANAGEMENT

SEMESTER-III

CODE: U19MS3:1

CREDIT: 5
HOURS/WEEK: 5

TOTAL HOURS: 75

1. COURSE OUTCOMES :

On Completion of this course, the student will be able,

S. No	Course Outcomes	Level	Unit Covered
1	Illustrate about the evolution of sales concept	K2	I
2	Classify the working structure of Sales management	K2	I
3	Outline the different types of Sales force	K2	II
4	Apply the concepts learnt to Sales management using basics concepts of marketing	K3	III
5	Explain how the Legal aspect of sales has changed recently	K2	IV
6	Identify about selection of warehouse location	K3	V

2A. SYLLABUS

UNIT-I SALES MANAGEMENT

15 Hours

Sales Management, Organization of sales management, Recruitment of sales force, Training of sale quota.

UNIT-II MANAGING THE SALES FORCE

15 Hours

Managing the Sales force, Performance Evaluation of Sales Force, Compensation of sales force

UNIT-III DISTRIBUTION MANAGEMENT

15 Hours

Distribution Management - Members of Distribution Channels, Stockiest, Wholesaler, Retailer, Dealer, Appointment of dealers and other members, Role of channel members in promoting sales.

UNIT-IV LEGAL ASPECTS

15 Hours

Legal aspects in sales management, GST, Pricing structure

UNIT-V WAREHOUSING

15 Hours

Warehousing, Locations and Functions

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Supply side analysis	https://www.thebalance.com/supply-side-economics-does-it-work-3305786
2	Channel structure and intensity	https://courses.lumenlearning.com/boundless-marketing/chapter/channel-strategy-decisions/
3	Distribution channel strategy	https://yourbusiness.azcentral.com/distribution-channel-strategies-9101.html

2C. TEXT BOOK:

1. Field Sales Management – S Ramachandran (Publisher & Edition)

2D. REFERENCE BOOKS:

1. Sales Management – Richard Still, W D Cundiff – Prentice Hall
2. Field Sales Manager – New Gardner
3. Physical Distribution Management – Bower Sox, Smykay, Lalond.
4. Physical Distribution Management – RL Wanworth Ed.
5. Logistics of Distribution Systems – Mossman and Norton

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	Sales Management	Define Sales Management	K1
1.1.1	Organization of sales management	Illustrate the organisation of sales management	K2
1.1.2	Recruitment of sales force	Explain the recruitment of sales force	K2
1.1.3	Training of sales force	Explain about the training of sales force	K2

1.1.4	Sales Quota	Define sales quota	K1
II	MANAGING THE SALES FORCE		
2.1.0	Managing the Sales force	Explain about managing the sales force	K2
2.1.1	Performance Evaluation of Sales Force	Explain about the evaluation of sales force performance	K2
2.1.2	Compensation of sales force	Explain about the compensation of sales force.	K2
III	DISTRIBUTION MANAGEMENT		
3.1.0	Distribution management	Explain about the distribution management.	K3
3.1.1	Retailer	Explain the importance and role of Retailers in sales management	K4
3.1.2	Dealer	Explain the importance and role of Dealers in sales management	K4
3.1.3	Appointment of dealers and other members	Demonstrate the appointment of dealers	K2
3.1.4	Role of channel members in promoting sales	Explain the role of channel members in sales management	K4
IV	LEGAL ASPECTS IN SALES MANAGEMENT		
4.1.0	Legal aspects in sales management	Explain about the legal aspects I sales	K2
4.1.1	GST	Illustrate the recent changes in sales after GST	K4
4.1.2	Pricing structure	Demonstrate the members to be involved in setting the price	K2
V	WAREHOUSING		
5.1.0	Warehousing	Explain the process involved in Warehousing	K2
5.1.1	Locations and Functions	Demonstrate the	K2

		principles involved selecting location for warehouse	
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	PROGRAMME OUTCOMES	PROGRAMME SPECIFIC OUTCOMES
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5.1.2	Types of warehousing	Explain the different types of warehouse	K2
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4. MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	M	M	M	L	M	M	L	L	L	M	L	M
CO2	M	H	H	M	M	M	M	H	M	M	L	M	H
CO3	M	M	M	H	M	L	M	M	M	M	M	M	H
CO4	M	L	M	L	M	M	L	M	H	M	M	H	H
CO5	M	M	M	M	H	M	L	M	M	M	M	H	M
CO6	M	H	M	M	H	M	M	L	M	M	M	H	L

5. COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Name of the Course Co-ordinator: Mr. J. Allwyn Emmanuel

Elective I: TOTAL QUALITY MANAGEMENT

SEMESTER: III

CODE: U19MS3:3

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 5

1. COURSE OUTCOMES:

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

S. No	Course Outcomes	Level	Unit Covered
1	Identify the importance of Quality Management in an organization	K3	I
2	Demonstrate the importance of Vision, Mission and Quality Policy Statements of the organizations to improve and maintain quality	K2	II
3	Make use of the old and new seven quality improvement tools to improve and maintain quality in an organization	K3	III
4	Apply the concept of Kaizen, 5S, quality circles and benchmarking in the quality improvement process of organizations	K3	IV
5	Illustrate the use of Just in Time methodology in manufacturing companies	K2	IV
6	Analyse the prevailing conditions and provide solutions to enhance the organizations' quality standards	K5	V

2A. SYLLABUS

UNIT-I INTRODUCTION

15 Hours

Definition of TQM, Evolution of TQM, Principles of TQM, Dimensions of Quality, Various definition of Quality

UNIT-II QUALITY PHILOSOPHIES

15 Hours

Quality Philosophies - Deming, Juran, Models of TQM, Leadership vision, Mission and Quality Policy Statements.

UNIT-III QUALITY TOOLS

15 Hours

Quality Improvement Tools, The Seven Statistical Tools, The New Seven Tools.

UNIT-IV QUALITY PROCESS

15 Hours

Kaizen, 5S Process, Quality Circles, SPC, TPM, JIT, Bench Marking.

UNIT-V QUALITY MANAGEMENT SYSTEMS

15 Hours

Quality Management Systems, Requirements and principles of QMS, ISO 9000 Series,

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Six Sigma	https://asq.org/quality-resources/six-sigma#:~:text=Six%20Sigma%20is%20a%20method,quality%20of%20products%20or%20services.
2	Quality Management in Software industry	https://www.tutorialspoint.com/software_quality_management/software_quality_management_introduction.htm
3	Cost reduction through Quality approach	https://www.metricstream.com/insights/costofPoorQuality_home.htm

2C. TEXT BOOKS:

- Poornima M. Charantimath, 2003, Total Quality Management, Third Edition, Pearson Education.
- Suganthi L, Anand A. Samuel, 2004, Total Quality Management, New title edition, Prentice Hall India Learning Private Limited.

2D. REFERENCE BOOK:

- Dale H. Besterfield, 2015, Total Quality Management, Fourth edition, Pearson Education India.

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		

1.1.0	Definition of TQM	Define Total Quality Management	K1
1.1.1	Evolution of TQM	Illustrate the importance given to quality over the time	K2
1.1.2	Principles of TQM	Explain the principles of quality	K2
1.1.3	Dimensions of Quality	Demonstrate the applicability of the dimensions	K2
1.1.4	Various definition of Quality	Define quality from various aspects	K1
II	QUALITY PHILOSOPHIES		
2.1.0	Quality Philosophies	Illustrate the applications of quality philosophies in organizations	K2
2.1.1	Deming	Explain the use of these principles in companies	K2
2.1.2	Juran	Demonstrate the use of Juran philosophies in companies	K2
2.1.3	Models of TQM	Make use of these model to improve quality in organizations	K3
2.2.0	Leadership vision	Develop a vision statement for an organization	K3
2.3.0	Mission and Quality Policy Statements	Analyse the mission and quality policy statements for various organizations	K4
III	QUALITY TOOLS		
3.1.0	Quality Improvement Tools	Make use of the quality improvement tools and formulate techniques to improve quality.	K3
3.1.1	The Seven Statistical Tools	Analyse the quality related issues using old seven statistical tools	K4
3.1.2	The New Seven Tools.	Appraise the usage of new seven tools in solving the real time quality problems	K4
IV	QUALITY PROCESS		
4.1.0	Kaizen	Demonstrate the techniques of Kaizen	K2
4.1.1	5S Process	Examine the changes in service quality after implementation of 5S	K4
4.1.2	Quality Circles	Demonstrate the members to be involved in quality circles	K2
4.1.3	SPC – Statistical Process Control	Illustrate the process involved in statistical process control	K2
4.1.4	TPM – Total Productive Maintenance	Explain the purpose of TPM in organizations	K2
4.1.5	JIT – Just in Time	Identify the benefits of JIT to the	K3

		suppliers	
4.1.5	Benchmarking.	Apply benchmarking as a tool for achieving competitive advantage	K3
V	QUALITY MANAGEMENT SYSTEMS		
5.1.0	Quality Management Systems	Explain the process involved in QMS	K2
5.1.1	Requirements and principles of QMS	Demonstrate the principles involved in QMS	K2
5.1.2	ISO9000 Series	Explain the ISO 9000 series and its requirements	K2

4. MAPPING:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	L	M	M	M	-	M	M	M	M	M	M	M
CO2	M	H	-	M	L	L	H	H	H	L	H	H	H
CO3	M	L	H	H	H	H	H	M	M	L	-	L	H
CO4	L	M	H	H	H	H	M	M	M	-	M	H	M
CO5	M	M	H	H	-	L	M	M	M	-	L	M	M
CO6	M	M	H	H	H	M	H	L	M	M	M	H	H

5. COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Name of the Course Co-ordinator: Mrs. E. Jeevitha

Allied V: OPERATIONS RESEARCH

SEMESTER: III

CODE:U20MS3Y5

CREDIT: 3

TOTAL HOURS: 45

HOURS/WEEK: 4

1. COURSE OUTCOMES:

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

S. No	Course Outcomes	Level	Unit Covered
1	Identify and relate the problems that could be solved using operations research.	K3	I
2	Solve the problem of transporting the products from origins to destinations with least transportation cost.	K3	II
3	Solve the problem of assigning the job for the employees with minimized cost	K3	III
4	Formulate and solve mathematical model (linear & non-linear programming problem) for physical situations like production, distribution of goods and economics.	K6	IV
5	Apply the concept of simplex method & Utilization of PERT and CPM in business.	K3	V
6	Identify the resources required for a project and generate a plan and work schedule.	K3	V

2A. SYLLABUS

UNIT –I INTRODUCTION TO OPERATIONS RESEARCH (OR)

9 Hours

Introduction to OR, Origin of OR, Characteristics, Objectives, Scope, Applications, Phases, Models, Phases, Limitations.

UNIT-II TRANSPORTATION

9 Hours

Transportation problems, North West Corner Rule, Least Cost Method, VAM.

UNIT-III ASSIGNMENT PROBLEMS

9 Hours

Assignment problems

UNIT-IV LINEAR PROGRAMMING PROBLEMS

9 Hours

LPP, Formation of LPP, Graphical solution, Mathematical solution - Ordinary Simplex method only.

UNIT-V PERT & CPM

9 Hours

PERT, Free Float, Independent Float, Total float, CPM (theory with basic problems).

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Linear Programming	http://video.bilkent.edu.tr/course_videos.php?courseid=23
2	Deep learning in business analytics and operations research: Models, applications and managerial implications	https://www.sciencedirect.com/science/article/pii/S0377221719307581
3	Real Options in Operations Research: A Review	https://www.sciencedirect.com/science/article/abs/pii/S0377221717310664

2C. TEXT BOOKS:

1. S. Kalavathi Operations Research, Vihas publication ,2012
2. P.R.Vittal , Operations Research, Margham Publications 2000

2D. REFERENCE BOOKS:

1. Dr.P. Mariappan, Operations Research, (New century), Pearson, 2013
2. Prem Kumar Gupta & D.S Hira Operations Research, First Edition, S Chand & company ltd, 2012
3. Kanthi Swarup, Operations Research ,S. Chand, 14thEdition, 2005

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION TO OPERATIONS RESEARCH		
1.1.0	Introduction	Define Operations Research.	K1
1.1.1	Origin of OR	Tell & recall the emergence of OR.	K1
1.1.2	Characteristics	List down the attributes of OR.	K1

1.1.3	Objectives	Explain the purpose of OR.	K2
1.1.4	Scope	Make use of OR in different areas of operations.	K3
1.1.5	Applications	Experiment with the different applications of OR.	K3
1.1.6	Phases	Classify the phases of OR.	K2
1.1.7	Models	Explain the various models in OR.	K2
1.1.8	Phases	Classify the phases of OR.	K2
1.1.9	Limitations	Recall the constraints of OR.	K1
II	TRANSPORTATION		
2.1.0	Transportation problems	Apply the concept of transportation model & develop the initial solution for the same.	K3
2.1.1	North West Corner Rule	Construct the initial feasible solution to the transportation problems.	K6
2.1.2	Least Cost Method	Assess the most feasible method to reduce the cost of transportation during operations.	K5
2.1.3	VAM	Solve the transportation problems using Vogel's Approximation Method.	K3
III	ASSIGNMENT PROBLEMS		
3.1.0	Assignment problems	Solve Assignment problems to fulfil the objective of minimising the cost & time.	K3
IV	LINEAR PROGRAMMING PROBLEMS		
4.1.0	LPP	Explain concepts & terminology of LPP from formulation of mathematical models to their optimization using Simplex method.	K2
4.1.1	Formulation	Formulate pure, mixed & binary integer programming models	K6
4.1.2	Graphical solution	Develop graphical solutions for LPP	K6
4.1.3	Mathematical solution - Ordinary Simplex method only	Develop mathematical solutions to their optimization using Simplex method.	K6
V	PERT & CPM		

5.1.0	PERT	Apply PERT techniques to plan, schedule & control project activities.	K3
5.1.1	Free Float	Estimate the amount of time taken using free float.	K6
5.1.2	Independent Float	Apply independent float.	K3
5.1.3	Total float	Estimate the total float.	K6
5.2.0	CPM (theory with basic problems)	Apply CPM techniques to plan, schedule & control project activities.	K3

4. MAPPING:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	M	H		L		L		H	H	L	L
CO2	M	M	H	M			H	M	L	M	H	M	
CO3	H	H	M	M	L	H	H	L	L	M	L	L	L
CO4	H	H	H	M	L	L	H	M	M	H	M	L	L
CO5	M	H	H	L	L	L	H	M	L	H	M	H	
CO6	H	M	H	M	L		L	M	L	M	M	M	H

5. COURSE ASSESSMENT METHODS

Direct
<ol style="list-style-type: none"> 1. Continuous Assessment Test I,II 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation 3. End Semester Examination
Indirect
<ol style="list-style-type: none"> 1. Course-end survey

Name of the Course Co-ordinator: Mr. R. Kingsley

**SBECI: COMPUTER APPLICATION IN BUSINESS-I
(THEORY & PRACTICAL)**

SEMESTER- III

CODE: U20MSPS1

CREDITS: 2

TOTAL HOURS: 30

HOURS/WEEK: 2

1. COURSE OUTCOMES:

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

S. No	Course Outcomes	Level	Unit Covered
1	Recall the characteristics, types, five generations and anatomy of computer for better utilization.	K1	I
2	Relate office functions as they contribute to sound business practices and procedures.	K2	II
3	Apply Microsoft office and Tally software knowledge in businesses	K3	V
4	Examine the basic concepts in computer applications.	K2	I
5	Estimate competence with a wide variety of electronic tools and perform the current speed and accuracy requirements for key operation in a business environment.	K6	IV
6	Develop business correspondence and create graphics and electronic presentations	K3	III

2A. SYLLABUS

UNIT-I INTRODUCTION TO COMPUTERS

6 Hours

Introduction to Computers, Types of Computers, Characteristics of computers, Generations of computers, Anatomy of a Digital Computer, Functions and components of Computer, Introduction to Operating System, Working with AI, IOT, Blog Management, Presentation software

UNIT-II MS OFFICE -WORD

6 Hours

Getting Started with Microsoft Word, Editing a Document- Formatting A Document, Using Editing and Proofing Tools, Changing the Layout of a Document, Inserting Elements to Word Documents, Working with Tables, Working with Columned Layouts & Section Breaks.

UNIT-III MS OFFICE - POWERPOINT

6 Hours

Introduction to PowerPoint, Adding and Formatting Text, Customizing Presentations, Working with Shapes and Pictures, Adding Objects and Effects, Outlining Proofing and Printing, Delivering Your Presentation.

UNIT-IV MS OFFICE - EXCEL

6 Hours

Introduction to MS Excel, Worksheets and Workbooks, Entering Information into MS Excel Formatting a Worksheet, Adding Elements to a Workbook, Charts- Formulas and Calculations Excel Forms- Tables, Developing a Workbook

UNIT-V INTRODUCTION TO TALLY

6 Hours

Introduction, Fundamentals of computerized accounting, Computerized accounting VS manual accounting, Architecture and customization of Tally, Features of tally, Configuration of tally, Tally screen and menu.

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Securing & Protecting spreadsheets	https://support.microsoft.com/en-us/office/protect-an-excel-file-7359d4ae-7213-4ac2-b058-f75e9311b599
2	Applying auto layouts	https://bettersolutions.com/powerpoint/layout/index.htm
3	Inventory in Tally	https://tallysolutions.com/features/inventory-management/
4.	Entering Transactions	https://help.tallysolutions.com/article/Tally.ERP9/Tax_India/Getting_Started/Recording_Transactions.htm

2C. TEXT BOOKS:

1. Rajathi, Tally 9.0 2002,Rajathi Publications

2. Ananthi Sheshasaayee & Sheshasaayee, 8th Edition, 2010, Computer Applications in Business and Management, Margham Publication.

2D. REFERENCE BOOKS:

1. K.K Nandhani, 2009, Implementing Tally 9.0, BPB Publishers.

2. Agarwal -Tally 9,2007, Agarwal Book House.

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION TO COMPUTERS		
1.1.0	Introduction to Computers	Define the usage of Computers in business organization	K1
1.1.1	Types of Computers	Identify the different types of Computers	K1
1.1.2	Characteristics of computers	Explain the Characteristics of computers	K2
1.1.3	Five Generations of Computers	Categorize Five Generations of Computers	K2
1.1.4	Anatomy of a Digital Computer	Recall Anatomy of a Digital Computer	K1
1.1.5	Functions and components of Computer	Explain the Functions and components of Computer	K2
1.1.6	Introduction to Operating System	Define Operating System and Compare different Operating System	K4
II	MS OFFICE –WORD		
2.1.0	Getting Started with Microsoft Word	Recall Microsoft Word	K1
2.1.1	Editing a Document-Formatting a Document	Apply formatting while Creating document.	K3
2.1.2	Using Editing and Proofing Tools	How to use Editing and proofing tools Make use of Editing and Proofing Tools during	K3 K3

		documentation Improve the layout of document using Editing and Proofing Tools	K6
2.1.3	Changing the Layout of a Document	What is a layout Apply different layout for document preparation Discover different layout with editing tools	K1 K2 K4
2.1.4	Inserting Elements to Word Documents	a) How to insert elements in a document b) Make use of different elements in a document	K3 K3
2.1.5	Working with Tables, Working with Columned Layouts & Section Breaks.	a) How to create table in a word document b) Construct different layout with tables c) Create tables with Columned Layouts & Section Breaks.	K1 K2 K2
III	MS OFFICE – POWERPOINT		
3.1.0	Introduction to PowerPoint	Explain the meaning and uses of Power Point during Business presentation	K1
3.1.1	Adding and Formatting Text	Apply formatting and add text in a power point presentation	K3
3.1.2	Customizing Presentations	Design presentation with different tools for customization.	K4
3.1.3	Working with Shapes and Pictures	a) How to insert shapes and pictures in power point presentation b) Make use of different shapes and pictures in a power point presentation	K2 K3
3.1.4	Adding Objects and Effects	Create a power point presentation with Objects and Effects	K2

3.1.5	Outlining Proofing and Printing	Create presentation with Proofing and Printing for business presentation.	K3
3.1.6	Delivering Your Presentation.	a) How to deliver a presentation Examine the use of presentation for business purpose	K1 K4
IV	MS OFFICE – EXCEL		
4.1.0	Introduction to MS Excel	Explain the meaning and uses of Excel in business operations.	K1
4.1.1	Worksheets and Workbooks	a) What is worksheet and workbook b) Explain the uses of worksheet and workbook. c) Create and work with a new workbook	K1
4.1.2	Entering Information into MS Excel	a) How to enter Information into MS Excel b) Organize data based on any classification. c) Create a worksheet with data or information	K1
4.1.3	Formatting a Worksheet	a) How to format a Worksheet b) Apply formatting tools in a worksheet	K1
4.1.4	Adding Elements to a Workbook	a) How to add elements to a workbook b) Make use of elements to a workbook c) Create a workbook with elements.	K3
4.1.5	Charts- Formulas and Calculations	a) How to insert chart and formulas b) Apply Formulas for calculation c) Analyze data with formulas d) Create Macro worksheet.	K3

4.1.6	Excel Forms- Tables	a) How to create data forms in Excel b) Make use of tables in data form creation c) Create data form for data entry with data ribbon.	K3
4.1.7	Developing a Workbook	How to develop a workbook for business data recordings.	K2
V	INTRODUCTION TO TALLY		
5.1.0	Introduction to Tally	Explain the meaning and importance of tally in business.	K1
5.1.1	Fundamentals of computerized accounting	Recall the fundamentals of computerized accounting	K2
5.1.2	Computerized accounting vs manual accounting	Identify the difference between Computerized accounting vs manual accounting and identify the effective type of accounting	K4
5.1.3	Architecture and customization of Tally	Analyse the architecture and customization of Tally.	K4
5.1.4	Features of tally	Identify the features of Tally	K3
5.1.5	Configuration of Tally	Outline the configuration of Tally	K1
5.1.6	Tally screen and menu	Recall Tally screen and different menus in Tally	K2

4. MAPPING:

5. COURSE ASSESSMENT METHODS

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	M	L	H	H	H	M	M	H	-	H	L
CO2	M	H	H	H	M	H	M	M	L	M	L	H	L
CO3	H	H	M	M	H	M	M	H	M	H	M	H	M
CO4	H	M	H	M	H	H	M	M	M	H	M	H	-
CO5	M	H	H	M	H	H	H	M	M	H	L	M	M
CO6	H	H	H	M	H	H	M	H	M	H	M	H	M
Direct													
<ol style="list-style-type: none"> 1. Continuous Assessment Test I,II 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation 3. End Semester Examination 													
Indirect													
<ol style="list-style-type: none"> 1. Course-end survey 													

Name of the Course Co-ordinator: Mr. J. Manikandan

EXTRA DISCIPLINARY COURSE NMEC I: FUNDAMENTALS OF MANAGEMENT

SEMESTER-III

CODE: U19MS3E1

CREDITS: 2

TOTAL HOURS: 30

HOURS/WEEK: 2

1. COURSE OUTCOMES :

S. No	Course Outcomes	Level	Unit Covered
1	Summarize the basic principles and functions of management in functional areas of business and understand the contributions of experts to management thought.	K2	I
2	Apply the management knowledge to accomplish the given tasks effectively and to handle situations which may arise in management.	K3	I
3	Identify and use skills in planning and decision making in all areas of business aiming at achieving the goal of the organisation.	K3	II
4	Utilize and describe the basic theories and principles by which businesses are organized and managed in modern society	K3	III
5	Demonstrate the importance of staffing and control function that contributes to the achievement of organizational objectives.	K2	IV
6	Classify the different leadership styles and develop their leadership capabilities and recognize the significance of motivation in management	K2	V

2A. SYLLABUS

UNIT-I INTRODUCTION

6 Hours

Management – Meaning – Definition - Importance of Management - Functions of management - Management vs. Administration - Taylor’s management - Fayol’s management.

UNIT-II PLANNING

6 Hours

Planning – Meaning - Definition - Characteristics of Planning - Objective of Planning - Nature of Planning - Importance of Planning - Steps in Planning Process -Types of Planning - Barriers of Planning

UNIT-III ORGANISATION**6 Hours**

Organization – Meaning - Definition - Characteristics of Organization - Functions of Organization - Importance of Organization - Types of Organisation - Formal Organisation - Characteristics of Formal Organisation - Advantages of Formal Organisation - Disadvantages of Formal Organisation, Informal Organisation - Characteristics of Informal Organisation - Advantages of Informal Organisation - Disadvantages of Informal Organization - Matrix Organisation

UNIT-IV STAFFING AND CONTROLLING**6 Hours**

Staffing – Definition - Meaning - Objectives of Staffing - Functions of Staffing - Importance of Staffing, Controlling – Definition - Steps in Controlling process - Budgeting (Basic concepts only)

UNIT-V MOTIVATION**6 Hours**

Motivation - Meaning – Definition - Nature of Motivation - Importance of Motivation - Types of Motivation - Maslow Theory, Leadership – Meaning – Definition - Importance of Leadership - Types of Leader - Functions of Leader - Qualities of Leader - Leader vs Manger

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Self Motivation	https://jamesclear.com/motivation
2	Overcoming Demotivation	https://www.lifehack.org/articles/productivity/10-types-demotivation-and-how-overcome-them.html
3	Leadership Training	https://money.howstuffworks.com/business/professional-development/leadership-training.htm

2C. TEXT BOOKS:

1. T. Ramaswamy, 2011, Principles of Management, Himalaya Publishing house
2. L M Prasad, 2012 Principles of Management, 9th Edition, S.Chand Publication

2D. REFERENCE BOOKS:

1. Tripathi& Reddy, Principles of Management,Mcgraw Hill, 5th edition, 2012
2. Koontz o' doneel, Principles of Management- McGraw Hill, 1st edition ,2004

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	Management	Explain the various concepts in management.	K2
1.1.1	Meaning	Explain the meaning of Management	K2
1.1.2	Definition	Define management	K1
1.1.3	Importance of Management	Outline the importance of management	K2
1.1.4	Functions of management	Demonstrate the various functions of management	K2
1.1.5	Management vs. Administration	Compare Management and Administration	K2
1.1.6	Taylor's management	Explain the use of Taylor's principles of management in a organisation	K2
1.1.7	Fayol's management	Explain the use of Fayol's principles of management in a organisation	K2
II	PLANNING		
2.1.0	Planning	Make use of planning in an organisation	K3
2.1.1	Meaning	Explain the meaning of Planning	K2
2.1.2	Definition	Define planning	K2
2.1.3	Characteristics of Planning	Summarize the various characteristics of planning	K2
2.1.4	Objective of Planning	Explain the objectives of planning	K2
2.1.5	Nature of Planning	Explain the nature of planning	K2
2.1.6	Importance of Planning	Relate the importance of planning in an organisation	K2
2.1.7	Steps in Planning Process	Apply the process of planning and implement in an organisation	K3
2.1.8	Types of Planning	Make use of various types of planning and utilize the right type	K3
2.1.9	Barriers of Planning	Summarize the barriers of	K2

		planning	
III	ORGANISATION		
3.1.0	Organization	Explain the purpose of organizing	K2
3.1.1	Meaning	Explain the meaning of organizing	K1
3.1.2	Definition	Define organisation	K2
3.1.3	Characteristics of Organization	Summarize the various characteristics of organizing	K2
3.1.4	Functions of Organization	Make use of various functions of organisation	K2
3.1.5	Importance of Organization	Relate the importance of organizing in an organisation	K2
3.2.0	Types of Organisation	Demonstrate various types of organisation	K2
3.3.0	Formal Organisation	Utilize the formal structure in an organisation	K3
3.3.1	Characteristics of Formal Organisation	Build a formal structure in an organisation and analyse its characteristics	K3
3.3.2	Advantages of Formal Organisation	Identify the advantages of Formal Organisation	K3
3.3.3	Disadvantages of Formal Organisation	Identify the disadvantages of Formal Organisation	K3
3.4.0	Informal Organisation	Utilize the informal structure in an organisation	K3
3.4.1	Characteristics of Informal Organisation	Build a informal structure in an organisation and analyse its characteristics	K3
3.4.2	Advantages of Informal Organisation	Identify the advantages of informal Organisation	K3
3.4.3	Disadvantages of Informal Organization	Identify the disadvantages of informal Organisation	K3
3.5.0	Matrix Organisation	Utilize the Matrix structure in an organisation	K3
IV	STAFFING & CONTROLLING		
4.1.0	Staffing	Plan staffing for an organisation	K3
4.1.1	Definition	Define staffing	K2
4.1.2	Meaning	Explain the meaning of staffing.	K2
4.1.3	Objectives of Staffing	Explain the various objectives of staffing	K2

4.1.4	Functions of Staffing	Relate the various functions of staffing	K2
4.1.5	Importance of Staffing	Summarise the importance of staffing	K2
4.2.0	Controlling	Analyse the purpose of controlling in an organisation	K3
4.2.1	Definition	Define controlling	K2
4.2.2	Steps in Controlling process	Summarise the various steps in controlling process	K2
4.3.0	Budgeting (Basic concepts only)	Make use of budgeting in an organisation	K3
V	MOTIVATION		
5.1.0	Motivation	Motivate the staff for effective performance in the organisation	K4
5.1.1	Meaning	Perceive the meaning of motivation	K5
5.1.2	Definition	Define motivation	K2
5.1.3	Nature of Motivation	Explain the nature of motivation	K2
5.1.4	Importance of Motivation	Perceive the importance of motivation	K5
5.1.5	Types of Motivation	Explain the types of motivation	K5
5.2.0	Maslow Theory	Make use of Malow theory and understand the need for motivation	K3
5.3.0	Leadership	Motive the staff to develop leadership skills	K4
5.3.1	Meaning	Perceive the meaning of leadership	K5
5.3.2	Definition	Define leadership	K2
5.3.3	Importance of Leadership	Perceive the importance of leadership	K5
5.4.0	Types of Leader	Summarize various types of Leader	K2
5.4.1	Functions of Leader	Explain various functions of leadership	K2
5.4.2	Qualities of Leader	Perceive the qualities of leadership	K5
5.5.0	Leader vs Manger	Compare between a Leader and a Manger	K5

4. MAPPING:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	M	H	M	H	M	H	M	H	H	M	M
CO2	H	H	M	H	M	H	M	H	M	H	H	H	H
CO3	H	H	H	H	M	H	H	H	H	H	H	H	H
CO4	H	H	H	H	-	M	M	M	M	M	H	M	M
CO5	H	M	H	M	H	H	H	H	H	H	H	H	H
CO6	H	M	H	H	H	H	H	H	H	H	H	H	H

5. COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Name of the Course Co-ordinator: Dr. Karthick Subramanian K

SEMESTER-IV

BACHELOR OF BUSINESS ADMINISTRATION

S.NO	TITLE OF THE PAPER	COURSE CODE
1	Tamil-IV	U18TM4L4
2	English Through Literature	U16EGPL4
3	Management Accounting-II	U20MS404
	Training and Development (Elective-II)	U19MS4:1

4	Organizational Change & Development (Elective-II)	U19MS4:2
	Personal Financial Services (Elective-II)	U19MS4:3
	Services Marketing (Elective-II)	U19MS4:4
5	Business Law	U20MS4Y6
6	Computer Application in Business-II (Theory and Practical)	U19MSPS2
7	Fundamentals of Marketing (NMEC)	U19MS4E2
8	Life Skills	U16LFS41
9	Extension Activities	U16ETA41

Core IV: MANAGEMENT ACCOUNTING – II

Semester-IV
Credits: 5
Hours/Week: 5

Code: U20MS404
Total Hours: 75

1. COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Understand and explain the conceptual framework of Cost Accounting	K2	I
2	Demonstrate the concept and role of cost accounting in the business management of manufacturing and non-	K2	II

	manufacturing companies		
3	Make use of cost sheet to decide the production and profit from sales.	K3	I
4	Analyse the material level and decide cost of the product.	K4	V
5	Develop an in depth knowledge on cost ascertainment and to identify the areas of application of costing techniques.	K3	III
6	Illustrate and build the knowledge of break-even analysis and profit maximization	K2	IV

2A. SYLLABUS

UNIT-I INTRODUCTION TO COST ACCOUNTANCY

15 Hours

Introduction to cost accountancy – Objectives - Cost accountancy and financial accountancy - Cost accountancy and management accountancy - Essentials – Limitations - Cost centres - Types of costing system - Methods of costing - Cost classification - Cost Sheet

UNIT-II MATERIAL COSTING

15 Hours

Material costing – EOQ - Levels of Stock - Methods of pricing material issues – FIFO – LIFO – HIFO - Simple Average - Weighted Average Pricing - Base Stock Method

UNIT-III OVERHEADS ALLOCATIONS

15 Hours

Overheads – Classification - Allocation and apportionment - Absorption - Methods of overhead absorption

UNIT-IV MARGINAL COSTING

15 Hours

Marginal costing and profit planning - Distinction between absorption costing and marginal costing - Distinction between Marginal costing and direct costing - Key factor - Break even analysis - Margin of safety - Cost volume profit relationship

UNIT-V WORKING CAPITAL MANAGEMENT (THEORY ONLY)

15 Hours

Basics of Working capital management - Meaning and importance - Management of cash - Receivable and inventories - Working capital planning - Basics of Inventory management

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
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1	Standard Costing	https://nptel.ac.in/courses/110/101/110101132/
2	Overhead Variance	https://nptel.ac.in/courses/110/101/110101132/
3	Material Cost Variance	https://nptel.ac.in/courses/110/101/110101132/

2C. TEXT BOOKS:

- 1.Ravi M Kishore, 2013, Cost Accountancy and Financial Management, Taxmann Publication
- 2.R S N Pillai and Bagavathy, 2015, Cost Accounting, S Chand & coPublishing

2D. REFERENCE BOOKS:

- 1.Dr. S. N Maheshwari, Reprint 2016, Principles of Cost Accounting, Sultan Chand & sons
- 2.S P JAIN & K L NARANG, Reprint 2015 Cost Accounting, Kalyani Publishers

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION TO COST ACCOUNTANCY		
1.1.0	Introduction to Cost Accountancy	Explain and summarize cost accountancy	K2
1.1.1	Objectives	Explain the objectives of cost accounting.	K2
1.1.2	Cost accountancy and financial accountancy	Compare Financial accounting and cost accounting.	K2
1.1.3	Cost accountancy and management accountancy	Compare Management accounting and Cost accounting.	K2
1.1.4	Essentials	Explain the essentials of cost accounting.	K2
1.1.5	Limitations	Explain the limitations of cost accounting.	K2
1.2.0	Cost centres	Explain cost centres	K2
1.3.0	Types of costing system	Explain various types of costing system	K2

1.3.1	Methods of costing	Explain various methods of costing	K2
1.3.2	Cost classification	Classify the various elements of cost.	K2
1.4.1	Cost sheet	Make use of cost sheet to determine the sales/profit	K3
II	MATERIAL COSTING		
2.1.0	Material costing	Explain material costing	K2
2.1.1	EOQ	Make use of EOQ and determine the ideal quantity of units to be purchased	K3
2.1.2	Levels of Stock	Make use of various stock level and determine the quantity of units to be purchased.	K3
2.2.0	Methods of pricing material issues	Demonstrate the various methods of pricing material issues	K2
2.2.1	FIFO	Make use of FIFO method in managing the inventory and financial matters.	K3
2.2.2	LIFO	Make use of LIFO method in managing the inventory and financial matters.	K3
2.2.3	HIFO	Make use of HIFO method in managing the inventory and financial matters.	K3
2.2.4	Base Stock Method	Make use of Base Stock Method in managing the inventory and financial matters.	K3

2.2.5	Simple Average Pricing method	Make use of Simple Average Pricing method in managing the inventory and financial matters.	K3
2.2.6	Weighted Average Pricing method	Make use of Weighted Average Pricing method in managing the inventory and financial matters.	K3
III	OVERHEADS ALLOCATIONS		
3.1.0	Overheads	Explain the meaning and purpose of overheads	K2
3.1.1	Classification	Classify the different methods of overheads.	K2
3.1.2	Allocation and apportionment	Make use of primary and secondary distribution of overheads which helps in improving the efficiency of the product by reducing irrelevant cost	K3
3.2.0	Absorption	Explain the meaning and purpose of Absorption	K2
3.2.1	Methods of overhead absorption	Solve various methods of overhead absorption.	K3
IV	MARGINAL COSTING		
4.1.0	Marginal costing and profit planning	Explain marginal costing and profit planning	K2
4.1.1	Distinction between Absorption costing and Marginal costing	Compare Absorption costing and Marginal costing	K2
4.1.2	Distinction between Marginal costing and Direct costing	Compare Marginal costing and Direct costing	K2

4.2.1	Key factor	Illustrate the usage of various key factors	K2
4.3.1	Break even analysis	Illustrate the usage of Break-even analysis	K2
4.4.1	Margin of safety	Illustrate the usage of Margin of safety	K2
4.5.1	Cost volume profit relationship	Explain Cost volume profit relationship	K2
V	WORKING CAPITAL MANAGEMENT (THEORY ONLY)		
5.1.0	Basics of Working capital management	Explain the basics of Working capital management	K2
5.1.1	Meaning and importance	Explain the meaning and importance of Working capital	K2
5.1.2	Management of cash	Explain Management of cash	K2
5.1.3	Receivable and inventories	Explain Receivable and inventories	K2
5.2.0	Working capital planning	Explain Working capital planning	K2
5.3.0	Basics of Inventory management	Explain Basics of Inventory management	K2

4. MAPPING:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	M	M	L	M	-	-	L	H	-	H	H	H	H
CO2	H	M	M	H	-	M	H	H	-	H	H	H	M
CO3	H	M	H	H	M	M	H	H	M	H	H	H	H
CO4	H	M	H	H	M	M	H	H	M	H	H	H	H
CO5	M	L	H	H	M	M	H	H	M	H	H	H	L

CO6	H	M	M	H	M	M	H	H	M	H	H	H	H
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5. COURSE ASSESSMENT METHODS

Direct
<ol style="list-style-type: none"> 1. Continuous Assessment Test I,II 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation 3. End Semester Examination
Indirect
<ol style="list-style-type: none"> 1. Course-end survey

Name of the Course Co-ordinator: Ms. S. Manju Bharathi

Elective II: TRAINING & DEVELOPMENT

SEMESTER: IV

CODE: U19MS4:1

CREDITS: 5

TOTAL HOURS : 75

HOURS/WEEK: 5

1. COURSE OUTCOMES:

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

S. No	Course Outcomes	Level	Unit Covered
1	Identify the need for Training, choose correct method of Training and to evaluate the Training Programme.	K3	I
2	What motivates professionals to learn and the most appropriate methodologies to impart training.	K1	II
3	Illustrate a training program using an appropriate framework for evaluating needs for training, designing a training program, and evaluating the training output.	K2	III
4	Understand the concept of training audit & training evaluation.	K2	II
5	Understand various strategies used by organizations to	K2	IV

	measure performance & reward.		
6	Organize a training module design and execute it	K3	V

2A. SYLLABUS

UNIT-I INTRODUCTION

15 Hours

Definition of Training, Need for training, Gaps in Training, Learning and its Principles.

UNIT-II TRAINING NEEDS & EVALUATION

15 Hours

Training needs analysis, Implementation of the Training Programme, Evaluation of Training Programme, How to Make Training Programme Effective?

UNIT-III METHODS OF TRAINING

15 Hours

Methods of Training: Traditional Training, On – The Job Training: Apprentice, Informal Training, Job Rotation, Job Instruction. Off – the Job Training: Lectures, Multimedia Tools, Laboratory Training, Case Study.

UNIT -IV MANAGERIAL DEVELOPMENT

15 Hours

Managerial Development and Training: Methods of Managerial Training, Executive Development, Managerial on the job Training: Job Rotation, Coaching. Managerial off the Job Training: Case Studies, Seminars, Games, Behavioural Modelling.

UNIT-V TRAINING PROCESS

15 Hours

Training Process: Steps in developing a Training Programme, Selection of Internal Trainers, Selection of External Trainers, Advantages and Disadvantages of trainers.

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Guidance for Developing a Training Program for Quality Systems	https://www.epa.gov/sites/production/files/2016-03/documents/g10-final.pdf
2	Training Design	https://bizfluent.com/facts-5761016-training-design-.html

3	Distinction between Training needs analysis & Performance analysis	https://elearningindustry.com/training-needs-analysis-performance-analysis-difference
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2C. TEXT BOOKS:

1. Gary Dessler, Human Resource Management , Pearson Publication, 14th Edition.2005.
2. Aswathappa, Human Resource Management, McGraw Hill Publication, 2013.

2D. REFERENCE BOOKS:

1. Devendra Agochia, Every Trainer's Handbook, Sage Publications, 2002.
2. Gary Kroehnert, Training for Trainers-, 2ndEdition, Tata McGrawHill.2009.

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	Definition of Training	Define training.	K1
1.1.1	Need for training	List down the needs for training.	K1
1.1.2	Gaps in Training	Identify the gaps & the methods to fill the gaps in training.	K3
1.1.3	Learning and its Principles	Infer the principles of learning	K2
II	TRAINING NEEDS & EVALUATION		
2.1.0	Training needs analysis	Identify the needs for training analysis.	K3
2.2.0	Implementation of the Training Programme	Demonstrate the implementation of training program.	K2
2.3.0	Evaluation of Training Programme	Assess the training programme.	K5
2.4.0	How to Make Training	Organize the training programme to make it	K3

	Programme Effective?	effective.	
III	METHODS OF TRAINING		
3.1.0	Methods of Training	Explain about various methods of training.	K2
3.2.0	Traditional Training	Recall the traditional training methods.	K1
3.3.0	On – The Job Training	Define & Classify the methods of On the job training	K1
3.3.1	Apprentice	Explain apprentice training	K2
3.3.2	Informal Training	Explain Informal training.	K2
3.3.3	Job Rotation	Explain Job rotation.	K2
3.3.4	Job Instruction	Explain Job Instruction.	K2
3.4.0	Off – the Job Training	Define & Classify the methods in Off the job training.	K1
3.4.1	Lectures	Define Lectures.	K1
3.4.2	Multimedia Tools	List down the various multimedia tools available for training.	K1
3.4.3	Laboratory Training	Explain Laboratory training.	K2
3.4.4	Case Study	Define & Present Case study training.	K1
IV	MANAGERIAL DEVELOPMENT		
4.1.0	Managerial Development and Training	Compare Managerial development & Training.	K2
4.2.0	Methods of Managerial Training	Classify the different types of Managerial training.	K2
4.3.0	Executive Development	Analyze executive development through managerial training.	K4
4.4.0	Managerial on the job Training	Classify the methods in Managerial On the job training.	K2
4.4.1	Job Rotation	Explain Job rotation.	K2

4.4.2	Coaching	Explain Coaching.	K2
4.5.0	Managerial off the Job Training	Classify the methods in Managerial Off the job training.	K2
4.5.1	Case Studies	Define & Present Case study training.	K1
4.5.2	Seminars	Explain Seminars.	K2
4.5.3	Games	Adapt games in training.	K6
4.5.4	Behavioural Modelling	Explain Behavioural modelling.	K2
V	TRAINING PROCESS		
5.1.0	Training Process	Explain the steps in Training process.	K2
5.2.0	Steps in developing a Training Programme	Choose appropriate steps in developing a training program.	K3
5.3.0	Selection of Internal Trainers	Recall the characteristics expected in Internal trainers.	K1
5.4.0	Selection of External Trainers	Recall the characteristics expected in external trainers.	K1
5.5.0	Advantages and Disadvantages of trainers	List down the merits & demerits of Internal & External trainers.	K1

4. MAPPING:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	M	H	L	L	H	M	M	H	M	H	-
CO2	H	M	H	M	H	M	M	H	L	H	-	H	L
CO3	M	H	-	-	M	H	-	L	M	M	H	M	H
CO4	-	M	H	M	H	L	H	M	-	H	M	-	M
CO5	M	-	H	L	M	M	H	H	H	-	M	H	M
CO6	H	L	H	M	H	M	L	-	M	M	H	M	H

5. COURSE ASSESSMENT METHODS

Direct
<ol style="list-style-type: none"> 1. Continuous Assessment Test I,II 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation 3. End Semester Examination
Indirect
<ol style="list-style-type: none"> 1. Course-end survey

Name of the Course Co-ordinator: Mr. Giftson Mathew Vincent

Elective II: ORGANIZATIONAL CHANGE AND DEVELOPMENT

SEMESTER: IV

CODE: U19MS4:2

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 5

1. COURSE OUTCOMES:

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

S. No	Course Outcomes	Level	Unit Covered
1	Develop various terms relating to organizational development and change.	K1	I
2	Apply theories and current research concerning individuals, groups and organizations to the process of change	K3	II
3	Discuss the process of change as applied to organizational culture and human behavior	K2	III
4	Analyze ongoing activities within an organization and design and plan the implementation of selected OD interventions	K4	IV
5	Understand OD diagnostic models	K2	IV
6	Understand how organizational development differs from other change methods.	K2	V

2A. SYLLABUS

UNIT-I INTRODUCTION

15 Hours

Organizational Change - Need – Nature of Organizational Change – Resistance of Change – Transactional and Transformational Change

UNIT-II ORGANIZATIONAL DEVELOPMENT

15 Hours

Organizational Development – Need – Objectives – OD Process - Nature - Scope

UNIT-III CHARACTERISTICS OF OD

15 Hours

Characteristics of OD - History of OD – The Changing Context – Second generation OD

UNIT IV ACTION RESEARCH

15 Hours

Action Research - OD Interventions – Need - Types

UNIT V IMPLEMENTATION

15 Hours

Implementation of OD – Future of OD in Indian Organization

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Organizational Development Practitioner	https://www.roffeypark.ac.uk/knowledge-and-learning-resources-hub/what-is-an-organisation-development-practitioner/
2	Organizational Development Consulting	https://hr.mit.edu/managers/od-consulting
3	Evaluation and Sustainability in Organizational Development	https://www.researchgate.net/publication/329905659_Evaluation_and_Sustainability_in_Organization_Development
4	Organizational Development and Capacity Building	https://www.hunter-kemper.com/index.cfm/services/organization-development-and-capacity-building/

2C. TEXTBOOK:

1. French and Bell, Organizational Change and Development, 6th edition, Pearson Publication.2003.

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	Organization Change	Define Organization Change	K1
1.1.1	Need	List the need for organization change	K2
1.1.2	Nature of Organizational Change	Explain the factors of organization change	K2
1.1.3	Resistance of change	Illustrate types of resistance to change	K2
1.1.4	Transactional and Transformational change	Define Transactional Change and Transformational Change	K2
II	ORGANIZATIONAL DEVELOPMENT		
2.1.0	Organizational Development	Define Organizational Development	K1
2.1.1	Need	List the need for	K2

		Organizational Development	
2.1.2	Objectives	Demonstrate the purpose of OD	K2

	PROGRAMME OUTCOMES		PROGRAMME SPECIFIC OUTCOMES
2.1.3	OD Process	List the process of OD	K2
2.1.4	Nature	Explain the nature OD	K2
2.1.5	Scope	List the scope of OD	K2
III	CHARACTERISTICS OF OD		
3.1.0	Organization	Explain about Organization.	K1
3.1.1	Characteristics of OD	Explain the characteristics of OD	K2
3.1.2	History of OD	Explain the Evolution of OD	K2
3.2.0	The Changing Context – Second generation OD	Explain the second generation of OD	K2
IV	ACTION RESEARCH		
4.1.0	Action Research	Define Action Research.	K1
4.1.1	OD Interventions	Define OD intervention	K1
4.1.2	Need	Explain the need for OD intervention	K2
4.1.3	Types	List the types of OD Interventions	K2
V	IMPLEMETATION		
5.1.0	Implementation of OD	Classify the Problems faced in Intervention	K1
5.1.1	Future of OD in Indian Organization	Illustrate the implication of OD's future	K2

4. MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	M	H	H	M	-	M	H	L	M	M	M
CO2	H	M	H	H	-	M	M	H	M	-	L	M	M
CO3	M	H	H	-	M	L	M	H	-	M	M	M	M
CO4	H	M	-	M	L	M	L	H	L	-	L	L	L
CO5	H	-	H	M	L	M	-	M	L	M	-	-	-
CO6	H	M	H	H	-	M	L	L	M	-	H	H	H

5. COURSE ASSESSMENT METHODS

Direct
<ol style="list-style-type: none"> 1. Continuous Assessment Test I,II 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation 3. End Semester Examination
Indirect
<ol style="list-style-type: none"> 1. Course-end survey

Name of the Course Co-ordinator: Mrs. Cynthiya Sheeba Catherine

Elective II: PERSONAL FINANCIAL SERVICES

SEMESTER – IV
 CREDITS: 5
 HOURS/WEEK : 5

CODE: U21MS4:3
 TOTAL HOURS: 75

1. COURSE OUTCOMES

On Completion of this course, the students will be able to

S.No	Course Outcomes	Level	Unit Covered
1	Explain the Personal Financial planning process.	K2	I
2	Demonstrate the ways through which banks earn profit.	K2	II
3	List the various loan products offered by the financial institutions.	K1	III
4	Apply the concept of insurance and its products in real business environment.	K3	IV
5	Evaluate the significance of various retirement planning products.	K6	V
6	Develop tax planning strategies for clients.	K5	V

2A. SYLLABUS

UNIT I - PERSONAL FINANCE

15 Hours

Introduction to Personal Finance, Personal Financial planning process, Opportunity Costs and Time Value of Money, Rule of 72, Diversification, Hedging, Personal Balance Sheet and Cash flow statement.

UNIT II - BANKING SERVICES

15 Hours

Banking Products - Savings Account, Current Account, Overdraft Account, FOREX Services, Fixed Deposits, Recurring Deposits, DEMAT account. Asset Liability Management, KYC Norms, Ways through which banks earn profit.

UNIT III - LOAN SERVICES

15 Hours

Home Loan, Vehicle Loan, Jewel Loan, Mortgage Loan, Consumer Credit, Credit Cards, Fixed and Floating Rate of Interest, Equated Monthly Installments, collateral for loans.

UNIT IV - INSURANCE SERVICES

15 Hours

Introduction to insurance, Principles of insurance contract, Life Insurance products, Health Insurance products, General Insurance products, Underwriting process.

UNIT V - PORTFOLIO MANAGEMENT SERVICES

15 Hours

Mutual funds products, Shares, Bonds, Retirement planning products, Tax planning strategies.

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Securities Analysis	https://www.wallstreetmojo.com/security-analysis/
2	Portfolio Management	https://www.managementstudyguide.com/porfoliomanagement.htm
3	Speculation	https://www.investopedia.com/terms/s/speculation.asp

2C. TEXT BOOK:

1. Jack R Kapoor, Les R Dlabay & Robert J Hughes, Personal Finance, TATA McGraw Hill, Eighth Edition, 2008.

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	PERSONAL FINANCE		
1.1	Introduction to Personal Finance	Define Personal Finance	K1
1.2	Personal Financial planning process	Explain the Personal Financial planning process	K2
1.3	Opportunity Costs and Time Value of Money	Illustrate the concepts of Opportunity Costs and Time Value of Money	K2
1.4	Rule of 72	Describe the Rule of 72	K2
1.5	Diversification	Explain the concept of diversification	K2
1.6	Hedging	Discuss about the uses of hedging	K2
1.7	Personal Balance Sheet and Cash flow statement.	Design the Personal Balance Sheet and Cash flow statement.	K5
II	BANKING SERVICES		
2.1	Banking Products - Savings Account, Current Account, Overdraft Account, FOREX Services, Fixed Deposits, Recurring Deposits, DEMAT	Explain about the features of various products offered by banks.	K2

	account		
2.2	Asset Liability Management	Illustrate the Asset Liability Management process of banks	K2
2.3	KYC Norms	Discuss about the importance of KYC norms	K2
2.4	Ways through which banks earn profit	Describe the ways through which banks earn profit	K2
III	LOAN SERVICES		
3.1	Home Loan, Vehicle Loan, Jewel Loan, Mortgage Loan	Explain about various loan products offered to customers	K2
3.2	Consumer Credit, Credit Cards	Compare the features of consumer credit and credit cards facilities.	K3
3.3.	Fixed and Floating Rate of Interest	Differentiate between Fixed and Floating Rate of Interest	K3
3.4	Equated Monthly Installments	Describe about Equated Monthly Installments	K2
3.5	Collateral for loans	List the items that are taken as collateral for loans	K1
IV	INSURANCE SERVICES		
4.1	Introduction to insurance	Define Insurance	K1
4.2	Principles of insurance contract	Discuss about the Principles of insurance contract	K2
4.3	Life Insurance products	Explain about various types of Life Insurance products	K2
4.4	Health Insurance products	Illustrate the benefits of health insurance products	K2
4.5	General Insurance products	Describe the features of general insurance products	K2
4.6	Underwriting process	Demonstrate the steps involved in underwriting process	K2
V	PORTFOLIO MANAGEMENT SERVICES		
5.1	Mutual funds products	List the various mutual fund products	K1
5.2	Shares, Bonds	Compare the features of Share and Bond products	K3
5.3	Retirement planning products	Discuss about the features various retirement planning products	K2
5.4	Tax planning strategies	Develop tax planning strategies for clients.	K5

Mapping:

COURSE ASSESSMENT METHODS

Direct													
1. Continuous Assessment Test I,II 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation 3. End Semester Examination													
Indirect													
1. Course-end survey										PROGRAMME SPECIFIC OUTCOMES			
	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	H	M	M	L	M	M	L	H	M	H	M
CO2	H	H	M	M	L	M	H	H	M	H	H	M	M
CO3	M	H	M	M	L	M	M	M	L	H	M	H	M
CO4	H	H	M	H	M	H	H	M	L	M	H	H	H
CO5	H	M	H	H	L	H	M	H	L	H	M	H	H
CO6	H	H	M	M	M	L	H	H	M	H	M	H	H

Elective II: SERVICES MARKETING

SEMESTER – IV
CREDITS: 5
HOURS/WEEK : 5

CODE: U21MS4:4
TOTAL HOURS: 75

1. COURSE OUTCOMES

On Completion of this course, the students will be able to

S.No	Course Outcomes	Level	Unit Covered
1	Explain the recent opportunities in services marketing.	K2	I
2	Demonstrate the association between the fundamental Services concepts and the marketing mix.	K2	I
3	List the Service Quality models that can be adopted in corporate	K1	II
4	Apply the concept of quality function deployment to the various industries	K3	III
5	Evaluate the significance of various pricing strategies to face competition	K6	IV
6	Develop advertising strategies and tools for effective advertising decisions	K5	V

2A. SYLLABUS

UNIT-I INTRODUCTION TO SERVICES MARKETING

15 Hours

Services Marketing, Nature, Need, Classification of Services, Barriers and Issues in Services Marketing in the Indian Context.

UNIT –II MODELS OF SERVICES QUALITY

15 Hours

Gaps model of service quality, Expectations and perceptions, Measuring service quality, SERVQUAL, Building customer relationships and service recovery.

UNIT-III POSITIONING SERVICES

15 Hours

Positioning service, Development and designing services, Service Blue printing, Quality Function Deployment, Adding Value, Physical Evidence and services cape.

UNIT-IV PRICING STRATEGIES

15 Hours

Pricing strategies for services, Creating and Managing service delivery, Balancing demand and capacity, Waiting lines and reservation.

UNIT-V PROMOTIONAL STRATEGIES

15 Hours

Integrated services marketing communication, Services advertising strategies, Integrated model of services quality.

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Inbound Marketing	https://www.hubspot.com/inbound-marketing
2	Outbound Marketing	https://www.wordstream.com/outbound-marketing
3	Interrupt Marketing	https://whatis.techtarget.com/definition/interrupt-marketing#:~:text=Interrupt%20marketing%2C%20so metimes%20referred%20to,Mail%20campaigns.

2C. TEXT BOOK:

1. Valarie A Zeithmal and Mary Jo Bitner, “Services Marketing” – Integrating Customer Focus Across the Firm”, TATA McGRAW HILL, New Delhi – 2002, 2nd Edition.

2D. REFERENCE BOOKS:

1. Christopher Lovelock, “Services Marketing – People, Technology, Strategy” Addison Wesley Longman (Singapore), Pearsons Education Asia – 2001, 4th Edition.
2. Roland T Rust, Anthony J Zahorik and Timothy L Keiningham, “ Services Markeitng”, Addison Wesley Longman (Singapore).

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION TO SERVICES MARKETING		
1.1	Services Marketing	Define Services Marketing	K1
1.1.1	Nature, Need, Classification of Services	Explain the need of services	K2
1.2	Barriers and Issues in Services Marketing in the Indian Context.	Analyze the barriers and issues in services marketing	K4
II	MODELS OF SERVICES QUALITY		
2.1	Gaps model of service quality	Illustrate the gaps model of service quality	K2
2.2	Expectations and perceptions	Summarize the concept of customer expectations and perceptions	K2
2.3	Measuring service quality	Apply the methods of measuring service quality	K3
2.4	SERVQUAL	Apply Servqual to measure the quality in organizations	K3

2.5	Building customer relationships and service recovery.	Explain the methods of building customer relationships and service recovery	K2
III	POSITIONING SERVICES		
3.1	Positioning service	Recall the concept involved in positioning service	K1

	PROGRAMME OUTCOMES	PROGRAMME SPECIFIC OUTCOMES
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3.2	Development and designing services	Demonstrate the ways through which services can be designated and developed	K2
3.3	Service Blue printing	Illustrate the concept of Blue printing	K2
3.4	Quality Function Deployment	Examine the applicability of Quality Function Deployment	K4
3.5	Adding Value	List the ways through which value can be added	K1
3.6	Physical Evidence and services cape	Explain about physical evidence and services cape	K2
IV	PRICING STRATEGIES		
4.1	Pricing strategies for services.	Apply the pricing strategies in service sector	K3
4.2	Creating and Managing service delivery	Illustrate the ways of creating and managing service delivery	K2
4.3	Balancing demand and capacity	Examine the methods through which demand and supply can be matched	K4
4.4	Waiting lines and reservation.	Demonstrate the techniques of managing waiting lines and reservations	K2
V	PROMOTIONAL STRATEGIES		
5.1	Integrated services marketing communication	Explain about integrated services marketing communication	K2
5.2	Services advertising strategies	Analyze the services advertising strategies of an organization	K4
5.3	Integrated model of services quality.	Examine the uses of Integrated model of services quality.	K4

4. MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	M	M	H	-	-	H	M	M	-	H	H	H	M
CO2	M	H	H	M	M	H	M	M	-	H	H	M	M
CO3	M	M	M	M	H	H	H	H	M	H	H	H	M
CO4	H	M	M	H	M	M	M	L	-	M	H	H	M
CO5	M	L	H	H	M	M	M	H	L	H	H	M	M
CO6	M	M	H	M	M	M	M	M	L	H	H	M	H

5. COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Allied VI: BUSINESS LAW

SEMESTER: IV

CODE: U20MS4Y6

CREDITS: 3

TOTAL HOURS : 45

HOURS/WEEK: 4

1. COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Examine the various Acts related to business	K4	I
2	Understand the essential elements of a valid contract	K2	I
3	Compare the duties of different types of agents in a contract of Agency	K2	II
4	Discuss the rights and responsibilities of seller and buyer in a contract of business	K3	III
5	Comprehend basic knowledge on partnership & Goods Act.	K3	IV
6	Describe various Insurance schemes	K3	V

2A. SYLLABUS

UNIT-I CONTRACT ACT

9 Hours

Contract Act, Definition, Classification, Essentials of a Contract, Mistake, Misrepresentation and fraud, Right and Obligations of Parties to Contract, Not Enforceable-Assignment, Breach, Performance and Discharge, Quasi Contract

UNIT-II LAW OF AGENCY

9 Hours

Law of Agency, Nature appointment, Termination, Right and duties Liabilities, Relation with third parties, Types of Agents

UNIT-III PARTNERSHIP

9 Hours

Partnership- Definition, Creation relation with Partner interest and to third party Liabilities

UNIT-IV SALE OF GOODS ACT

9 Hours

Sale of goods Act-Definition, Price, Conditions and warranties, Right and remedies in case of Breach

UNIT-V INSURANCE

9 Hours

Introduction to Insurance, Definition of Life Insurance, Kinds of life insurance policy, Definition of Non- life insurance, Types of Non-life insurance, Fire Insurance, Marine Insurance, Kinds of Marine policies, Characteristics, Warranties, Difference between Life Insurance& Other forms of insurance, Insurance Claims

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Negotiable Instruments Act 1881	http://legislative.gov.in/sites/default/files/A1881-26.pdf https://www.indiacode.nic.in/handle/123456789/2189?locale=en
2	Rights and privileges of H.D.C	https://www.citeman.com/10129-rights-or-privileges-of-a-holder-due-course.html https://www.shareyouressays.com/essays/seven-privileges-granted-to-a-holder-in-due-course-under-the-negotiable-instruments/92271
3	Intellectual Property Rights	https://www.innovation-asset.com/blog/the-4-main-types-of-intellectual-property-and-related-costs
4	Consumer Protection Act,1986 and Competition Act, 2002	https://blog.ipleaders.in/relationship-competition-law-consumer-protection/

2C. TEXT BOOK:

1. N. D. Kapoor, Elements of Mercantile Law –, S. Chand Publications, 2014.
2. Pillai R.S. N and V. Bagavathi, Business Law - S.ChandPubilcations, 2007.

2D. REFERENCE BOOKS:

1. Davar, Mercantile Law, Progressive Corporation, 1967 -
 2. Venkatesan E., Mercantile Law, MLJ publications.2009
 3. Shukla, MercantileLa,S. Chand and sons, revised edition2002
 4. TandonB. NPrinciple of Mercantile Law -, S. Chand&sons, 1983
- IRDA material.

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	CONTRACT ACT		
1.1.0	Definition	Define Contract	K1
1.1.1	Classifications of contracts	Classify Contracts under different headings	K2
1.1.2	Essentials of a Contract	List out the essentials of a contract	K2
1.1.3	Mistake, Misrepresentation and Fraud	Illustrate the meaning of mistake, misrepresentation and fraud	K2
1.1.4	Right and Obligations to parties of a contract	Explain the right and Obligations to parties of a contract	K2
1.1.5	Not enforceable	Illustrate the contracts not enforceable	K1

	Assignments	Assignments	
1.1.6	Breach	Demonstrate the impact of breach of contract	K2
1.1.7	Performance and Discharge	Discover the importance of performance and discharge of contracts	K3
1.1.8	Quasi contract	Understand the meaning of quasi contracts	K1
II	LAW OF AGENCY		
2.1.0	Law of Agency	Recall the meaning of Agency	K1
2.1.1	Nature and Appointment	Explain the nature and appointment of agents	K2
2.1.2	Termination	Demonstrate the situations of termination of Agency	K2
2.1.3	Rights, Duties and Liabilities	Explain rights, duties and liabilities of agents	K2
2.1.4	Relation with third parties	Develop the relationship with third parties	K3
2.1.5	Types of Agents	Classify the agents	K2
III	PARTNERSHIP		
3.1.0	Partnership-Definition	Define the term Partnership	K1
3.1.1	Principles	Explain the principles of partnership	K2
3.1.2	Creation of relation with partner interest	Discover the relationship with partner interest	K3
3.2.3	Types of Partners	Classify partners	K2
3.2.4	Duties and Liabilities of Partners	Examine the duties and Liabilities of Partners	K3
IV	SALE OF GOODS ACT		
4.1.0	Sale of Goods Act-Definition	Define Sale of goods Act	K1
4.1.1	Price	Explain the importance of price	K2
4.1.2	Conditions and Warranties	Illustrate the terms Conditions and Warranties	K2
4.1.3		Examine the rights and remedies	K3

	Rights and Remedies in case of Breach	in case of Breach	
4.1.4	Stoppage in transit	Discover the consequences of Stoppage in transit	K3
4.1.5	Transfer of Property	Analyze the situations of transfer of property	K3
V	INSURANCE		
5.1.0	Introduction to Insurance	Recall the need of insurance	K1
5.1.1	Definition	Define the term Insurance	K1
5.1.2	Classifications of Insurance	Categorize the insurance	K3
5.1.3	Difference between Life insurance with other forms of insurance	Distinguish between Life insurance with other forms of insurance	K3
5.1.4	Kinds of Life Insurance policy	Classify the life insurance policies	K2
5.2.1	Fire insurance-Definition	Define fire insurance	K1
5.2.2	Types	List the different types of fire insurance	K2
5.2.3	Claim	Analyze the conditions of claim settlement	K3
5.3.0	Marine insurance	Recall the term Marine insurance	K1
5.3.1	Definition	Define the term Marine insurance	K1
5.3.2	Characteristics	Extend the characteristics Of marine insurance	K2

5.3.3	Kinds of Marine policies	Classify Marine insurance	K2
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	PROGRAMME OUTCOMES	PROGRAMME SPECIFIC OUTCOMES
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5.3.4	Warranties	Explain the term warranty	K2
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4. MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	M	M	H	M	H	M	M	M	M	M	M	M	M
CO2	M	L	H	M	M	H	M	H	M	M	H	M	H
CO3	H	M	H	M	H	M	-	M	H	L	M	H	M
CO4	M	H	M	M	H	H	M	H	M	M	M	H	M
CO5	M	M	M	H	M	M	H	M	M	H	H	M	-
CO6	H	M	M	H	H	M	H	L	M	M	M	H	H
CO7	H	M	M	L	M	H	M	M	H	M	-	H	M

5. COURSE ASSESSMENT METHODS

Direct
<ol style="list-style-type: none"> 1. Continuous Assessment Test I,II 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation 3. End Semester Examination
Indirect
<ol style="list-style-type: none"> 1. Course-end survey

Name of the Course Co-ordinator: Dr. K. Sumithra

SBECII: COMPUTER APPLICATION IN BUSINESS-II (THEORY AND PRACTICAL)

SEMESTER – IV

CODE: U19MSPS2

CREDITS: 2
HOURS/WEEK: 2

TOTAL HOURS: 30

1. COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Summarize the fundamentals of Information Technology (IT) infrastructure components: hardware, software, and data communications systems.	K2	I
2	Demonstrate proper file management techniques to manipulate electronic files and folders in a local and networked environment	K2	II
3	Utilize business productivity software to manipulate data and find solutions to business problems	K3	III
4	Explain the concepts and terminology used in the operation of application systems in a business environment.	K5	IV
5	Identify emerging technologies for use in business applications.	K3	IV
6	Construct projects that integrate business software applications.	K6	V

2A. SYLLABUS

UNIT-I PREPARATION OF BALANCE SHEET

6 Hours

Creation of company-Group-editing and deleting ledgers-Creation of ledgers-Final accounts with balance sheet adjustment.

UNIT-II VOUCHER

6 Hours

Introduction to Voucher Entries-Payment Voucher, Contra voucher, Journal Voucher-Editing and deleting voucher.

UNIT-III COST CENTERS

6 Hours

Introduction to cost -Creation of cost categories -Creation of cost centres, Editing and deleting- Usage of cost category and cost centres in voucher entry

UNIT-IV PREPARATION OF REPORTS**6 Hours**

Generating and printing reports in detailed and condensed format-Day Book-Ledger-Profit & Loss a/c and Balance Sheet

UNIT-V GST**6 Hours**

Introduction to GST-Basic application of GST.

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Point of Sale (PoS)	https://sites.google.com/site/tallyonlinetutor/lesson-10-point-of-sale-pos
2	Advanced Inventory in Tally ERP 9	http://tallyerp9book.com/Pages/Web-Page/Home-TallyERP9Book/Stock/1-Stock-Inventory-Meaning-TallyERP9.html https://sites.google.com/site/tallyonlinetutor/lesson-7-advanced-inventory-in-tally-erp-9
3	Tally.NET and remote capabilities	https://sites.google.com/site/tallyonlinetutor/lesson-14-tally-net-and-remote-capabilities

2C. TEXT BOOK:

1. Rajathi, 2002, Tally 9.0 Rajathi Publications.

2D. REFERENCE BOOK:

1. K.K. Nandhani 2009- Implementing tally 9.0 BPB publishers.
2. Agarwal -2007-Tally 9, Agarwal Book House.

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	PREPARATION OF BALANCE SHEET		
1.1.0	Creation of Company	Create Company in Tally Package	K5
1.1.1	Group	Create Group in Tally package	K5
1.1.2	Editing and Deleting Ledgers	Apply Changes in created ledger entries.	K3
1.1.3	Creation of Ledgers	Create Ledgers in Tally	K5

		Package	
1.1.4	Final accounts with balance sheet adjustment.	Make up final accounts with adjustments	K5
II	VOUCHER		
2.1.0	Introduction to Voucher Entries	Understand Voucher Entries	K2
2.1.1	Payment Voucher	Create Payment Voucher Entries	K5
2.1.2	Contra voucher	Create Contra Voucher Entries	K5
2.1.3	Journal Voucher	Create Journal Voucher Entries	K5
2.1.4	Editing and deleting voucher	Apply changes in Voucher Entries created.	K3
III	COST CENTERS		
3.1.0	Introduction to cost	What is Cost	K1
3.1.1	Creation of cost categories	Create Cost categories	K5
3.1.2	Creation of cost centres	Create cost centres	K5
3.1.3	Editing and deleting Cost Centres	Apply changes to cost centres created.	K3
3.1.4	Usage of cost category and cost centres in voucher entry	Make use of cost category and cost centres in voucher entry	K3
IV	PREPARATION OF REPORTS		
4.1.0	Generating and printing reports in detailed and condensed format	Create and printing reports in detailed and condensed format	K5
4.1.1	Day Book	Create Day Book	K5
4.1.2	Ledger	Create Ledger Report	K5
4.1.3	Profit & Loss a/c and Balance Sheet	Make Up Profit and Loss A/C and Balance Sheet.	K5
V	GST		
5.1.0	Introduction to GST	Understand GST	K2
5.1.1	Basic application of GST.	Apply GST	K3

4. MAPPING:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	L	H	M	H	L	M	H	M	H	M	M	-
CO2	L	-	H	M	H	H	M	-	L	M	H	H	L
CO3	H	H	-	-	M	H	M	L	-	M	H	L	H
CO4	M	L	H	M	M	L	H	M	L	H	M	-	L
CO5	H	H	H	L	M	M	H	H	H	L	-	H	M
CO6	H	M	H	M	-	M	L	H	H	-	H	M	M

5. COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I, II
2. Open book test; Assignment; Record
3. End Semester Examination

Indirect

1. Course-end survey

Name of the Course Co-ordinator: Mr. J. Manikandan

EXTRA DISCIPLINARY COURSE NMEC II: FUNDAMENTALS OF MARKETING

SEMESTER: IV

CODE: U19MS4E2

CREDITS: 2

TOTAL HOURS: 30

HOURS/WEEK: 2

1. COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Demonstrate understanding of marketing terminology and concepts.	K2	I
2	Identify wants and environmental factors that shape marketing activities for certain target markets	K3	I
3	Demonstrate knowledge of the individual components of a marketing mix.	K2	II
4	Demonstrate knowledge of kinds of pricing within the marketing field.	K2	III
5	Identify the organizational processes involved in the channels of distribution	K3	IV
6	Demonstrate knowledge regarding Product advertising and sales promotion	K2	V

2A. SYLLABUS

UNIT-I INTRODUCTION

6 Hours

Marketing - Meaning – Features - Importance - Merchandising - Marketing & Selling - Macro view of marketing - What is service – Consumer - Direct marketing

UNIT-II MARKETING MIX

6 Hours

Marketing mix – Product – Meaning – Features – Classification - Product line - Product mix – Brand – Features – Types - Brand name

UNIT-III PRICE

6 Hours

Price – Meaning – Importance – Kinds - Price leader

UNIT-IV PLACE- DISTRIBUTION

6 Hours

Place - Channels of distribution (Types)

UNIT-V PROMOTIONAL MIX**6 Hours**

Promotion – Meaning – Importance - Types of Advertisement - Sales promotion – Publicity

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Green Marketing	https://www.businessmanagementideas.com/marketing/green-marketing/20101
2	Global Marketing	https://www.businessmanagementideas.com/marketing/global-marketing/global-marketing/20654
3	Advertising Management in Marketing	https://www.managementstudyguide.com/advertising-management.htm
4	Brand Strategies in Marketing	http://www.marketingmo.com/strategic-planning/brand-strategy/

2C. TEXT BOOK:

- 1.Rajan Nair, Marketing Management, 19th Edition, sultan Chand & Sons, 2020
2. Rajan Saxena, Marketing Management –4th Edition, McGraw Hill Education, 2009

2D. REFERENCE BOOKS:

- 1.Ramasamy and Namakumari , Marketing management, 4th Edition, Om Books, 2010
- 2.Michael J Etzel, Bruce J Walker, Fundamentals of Marketing, 14th Edition, McGraw Hill, International Edition, 2017
- 3.Philip Kotler, Marketing Management, 13th edition, Prentice hall of India ,2005

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	Marketing	Define Marketing	K1
1.1.1	Meaning	Explain the term marketing	K2

1.1.2	Features	List the features of marketing	K2
1.1.3	Importance	List the importance of marketing	K2
1.2.0	Merchandising	Explain the term merchandising	K2
1.2.1	Marketing & Selling	Compare marketing & selling	K2
1.3.0	Macro view of marketing	Recall Macro view of marketing	K2
1.3.1	What is service	Recall what is service	K2
1.3.2	Consumer	Recall the importance of consumer	K2
1.3.3	Direct Marketing	Illustrate the meaning of direct marketing	K1
II	MARKETING MIX		
2.1.0	Marketing Mix	Explain the concept of marketing mix	K1
2.1.1	Product	Recall the concept of product	K1
2.1.2	Meaning	Illustrate the meaning of product	K1
2.1.3	Features	List the features of product	K2
2.1.4	Classification	Explain the various classification of product	K2
2.2.0	Product Line	Explain product line	K2
2.3.0	Product mix	Explain product mix	K2
2.4.0	Brand	Explain the term Brand	K2
2.4.1	Features	List the features of brand	K2
2.4.2	Types	List the types of brand	K2
2.4.3	Brand Name	Illustrate the brand name	K2
III	PRICE		
3.1.0	Price	Define pricing	K1

3.1.1	Meaning	Illustrate the meaning of pricing	K1
3.1.2	Importance	Explain the importance of pricing	K2
3.1.3	Kinds of Pricing	List the kinds of pricing	K2
3.1.4	Price Leader	Explain the price leader	K2
IV	PLACE - DISTRIBUTION		
4.1.0	Place	Explain the term place	K2
4.2.0	Channels of Distribution(Types)	List the types of Channels of Distribution	K2
V	PROMOTIONAL MIX		
5.1.0	Promotion	Explain promotion	K2
5.1.1	Meaning	Illustrate the meaning of promotion	K1
5.1.2	Importance	Explain the importance of promotional mix	K2
5.1.3	Types of Advertisement	List the Types of Advertisement	K2
5.1.4	Sales Promotion	Demonstrate Sales Promotion	K2
5.1.5	Publicity	Demonstrate Publicity	K2

4. MAPPING:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	M	H	H	M	M	M	H	M	L	M	H
CO2	H	M	H	H	H	M	M	H	M	L	-	L	H
CO3	M	M	M	M	M	L	M	H	-	M	M	M	M
CO4	H	H	M	M	L	H	H	M	L	H	M	H	L

CO5	M	M	M	H	L	M	M	M	-	H	-	H	-
CO6	H	M	M	M	L	H	L	H	L	M	L	M	L

5. COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Name of the Course Co-ordinator: Ms. S. Manju Bharathi

SEMESTER-V

BACHELOR OF BUSINESS ADMINISTRATION

S.NO	TITLE OF THE PAPER	COURSE CODE
1	Financial Management	U19MS505
2	Production Management	U19MS506

3	Human Resource Management	U19MS507
4	Research Methodology & Introduction to Statistical Packages (Theory and Practical)	U19MSP08
5	Investment Management	U20MS5:1
	Project Management	U19MS5:2
	Retail Management	U19MS5:3
6	Interview Skills	U19MS5S3

Core V: FINANCIAL MANAGEMENT

SEMESTER-V

CODE: U19MS505

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 6

1. COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Understand the nature, scope and importance of financial management in running a business	K2	I
2	Analyse the various costs and leverages involved in capital structure.	K3	II

3	Identify the different methods for capital budgeting.	K1	IV
4	Identify the various components of capital structure	K2	III
5	Understand the process of financial planning for a successful business.	K3	V
6	Analyse the concept of forecasting of financial status of an investment.	K4	V

2A. SYLLABUS

UNIT-I BASIC CONCEPTS

15 Hours

Nature of financial management - Meaning and scope of finance function - Financial management - Function - Goals of financial management - Importance of financial management - Organization of financial department.

UNIT-II COST OF CAPITAL

15 Hours

Cost of Capital - Concept - Importance - Types of cost of capital - Measurement of cost of capital - Weighted average cost of capital - Types of Leverages

UNIT – III CAPITAL STRUCTURE

15 Hours

Capital structure - Meaning - Factors affecting capital structure - Capital gearing - High gearing - Low gearing - Significance - Meaning of trading on equity - Limitations on the policy of trading of equity.

UNIT – IV CAPITAL BUDGETING

15 Hours

Capital budgeting - Nature of capital expenditure - Concept of capital budgeting - Capital budgeting procedures - Methods of ranking investment proposals - Payback method - Return on investment method - IRR - ARR - Present value method.

UNIT – V PLANNING AND FORECASTING

15 Hours

Financial Planning - Forecasting Concept - Characteristics - Factors affecting financial planning - Necessity - Limitations - Cash forecasting.

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Financial Forecasting	https://corporatefinanceinstitute.com/resources/knowledge/modeling/financial-forecasting-guide/
2	Financial Models	https://corporatefinanceinstitute.com/resources/knowledge/modeling/what-is-financial-modeling/
3	Quantitative Finance	https://medium.com/swlh/what-is-quantitative-finance-193ee8788ed4

2C. TEXT BOOK:

1. S.N. Maheshwari, Financial management-, Sultan Chand & Son, 11th edition, 2014.

2D. REFERENCE BOOKS:

1. Prasanna Chandra, Financial management theory and practice, Tata McGraw Hill. 2017

2. Van Horne, Prentice Hall of India-Financial management and policy, 13th edition, 2008

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	BASIC CONCEPTS		
1.1.0	Nature of financial management	Recall the nature of financial management	K1
1.1.1	Meaning and scope of finance function	Define the meaning and scope of finance function	K1
1.1.2	Financial management	Explain the concept of financial management	K2
1.1.3	Function	List out the functions of financial management	K1
1.1.4	Goals of financial management	Identify the goals of financial management	K2
1.1.5	Importance of financial management	Outline the importance of financial management	K1
1.1.6	Organization of financial	Illustrate the organization	K3

	department	of financial department	
II	COST OF CAPITAL		
2.1.0	Cost of Capital	Define the term cost of capital	K1
2.1.1	Concept	Infer the concept of cost of capital	K2
2.1.2	Importance	List out the importance of cost of capital	K1
2.1.3	Types of cost of capital	Differentiate the types of cost of capital	K1
2.2.0	Measurement of cost of capital	Identify the methods for measuring cost of capital	K2
2.2.1	Weighted average cost of capital	Analyse the weighted average of cost of capital	K4
2.2.2	Types of Leverages	Classify the types of leverages	K1
III	CAPITAL STRUCTURE		
3.1.0	Capital structure	Define the term capital structure	K1
3.1.1	Meaning	Infer the meaning of capital structure	K2
3.1.2	Factors affecting capital structure	List out the factors affecting capital structure	K1
3.2.0	Capital gearing	Define capital gearing	K1
3.2.1	High gearing	Define high gearing	K1
3.2.2	Low gearing	Define low gearing	K1
3.2.3	Significance	Illustrate the significance of capital structure	K2
3.3.0	Meaning of trading on equity	Outline the meaning of trading on equity	K1
3.3.1	Limitations on the policy of trading of equity	Infer the limitations on policy of trading on equity	K4
IV	CAPITAL BUDGETING		
4.1.0	Capital budgeting	Define capital budgeting	K1
4.1.1	Nature of capital expenditure	Interpret the nature of capital expenditure	K2
4.1.2	Concept of capital budgeting	Explain the concept of capital budgeting	K2
4.1.3	Capital budgeting procedures	Analyse the procedures for capital budgeting	K4
4.1.4	Methods of ranking investment proposals	Identify the ranking methods of investment proposals	K1
4.1.5	Payback method	Illustrate payback method	K2
4.1.6	Return on investment method	Illustrate ROI method	K2

4.1.7	IRR	Illustrate IRR method	K2
4.1.8	ARR	Illustrate ARR method	K2
4.1.9	Present value method	Illustrate PV method	K2
V	PLANNING AND FORECASTING		
5.1.0	Financial Planning	Define financial planning	K1
5.1.1	Forecasting Concept	Explain the forecasting concept	K2
5.1.2	Characteristics	Recall the characteristics of forecasting	K1
5.1.3	Factors affecting financial planning	List out the factors affecting financial planning	K1
5.1.4	Necessity	Infer the necessity of forecasting	K2
5.1.5	Limitations	Interpret the limitations of forecasting	K4
5.1.6	Cash forecasting	Illustrate cash forecasting	K2

4. MAPPING:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	M	H	H	M	H	L	M	H	H	L	H
CO2	M	H	H	L	H	L	H	M	M	H	H	H	M
CO3	H	H	H	H	M	H	M	H	H	M	H	H	L
CO4	H	M	L	H	H	H	L	H	L	H	M	H	H
CO5	H	H	H	H	L	H	H	H	H	L	H	M	H
CO6	H	L	M	H	H	H	H	H	H	M	H	H	H

5. COURSE ASSESSMENT METHODS

Direct
1. Continuous Assessment Test I, II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination
Indirect
1. Course-end survey

Name of the Course Co-ordinator: Mrs. E. Jeevitha

Core VI: PRODUCTION MANAGEMENT

SEMESTER: V

CODE: U19MS506

COURSE CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 6

1. COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Understand the basic concepts, theories and practices of production and operation functions.	K2	I

2	Apply the tasks, tools and underlying principles of production management in the manufacturing and service sectors to improve organizational performance.	K3	II
3	Appraise the quality control tools in manufacturing and service sector to improve the operational performance.	K5	V
4	Relate decision-support tools to business decision making.	K1	III
5	Examine the problems that frequently confront production/operations managers.	K4	V
6	Determine & manage the material requirement & inventory.	K5	IV

2A. SYLLABUS

UNIT-I INTRODUCTION

15 Hours

An overview of production management, Relationship of production management with marketing, finance, HRM and materials management. Factors for plant location, Plant layout-Types of layouts and their sustainability.

UNIT-II WORK STUDY

15 Hours

Time and Motion Study: Introduction to work, Time and motion study, Work measurement, Normal time, standard time, Capacity planning, Various charts used in production management.

UNIT-III LOCATION AND SCHEDULING

15 Hours

Location and Scheduling: Production planning and scheduling, Kind of production plans, Aggregate scheduling, Monthly and weekly scheduling.

UNIT-IV INVENTORY CONTROL

15 Hours

Inventory control: Inventory control of raw materials, Inventory store management, EOQ meaning, JIT, ABC analysis.

UNIT-V QUALITY CONTROL

15 Hours

Quality control: Quality control and inspection, Acceptance sampling technique, Statistical quality control, Control charts, Introduction to TQM.

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
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1	World Class Manufacturing	https://www.slideshare.net/cavusogluozcan/wcm-15281473
2	Industrial Risk Assessment	http://web.iitd.ac.in/~arunku/files/CEL899_Y13/Industrial%20Risk%20Management_Overview.pdf
3	Impact of Reverse logistics in Supply chain management.	https://redbirdlogisticsservices.com/how-does-reverse-logistics-impact-supply-chain-management/

2C. TEXT BOOK:

1. Panneerselvam, -Operations management, prentice hall of India, 2007.

2D. REFERENCE BOOKS:

1. E S Buffa, Modern Production and Operations Management –, John Wiley and sons, 8th Edition, 2007.
2. Sridhara Bhatt, Production and operations management, 2009.
3. Raymond R Mayor, Production and Operations Management, 4th edition-, McGraw Hill, 1982.
4. KanishkaBedi, Production& Operations Management, Oxford, 3rd edition, 2004.

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	An overview of productions management	Recall the overview of Production Management.	K1
1.2.0	Relationship of production management with marketing, finance	Illustrate the Relationship of production management with other disciplines.	K2
1.2.1	HRM and materials management	Define HRM & to know the importance of effectively managing the materials.	K1
1.2.2	Factors for plant location	Explain the factors affecting plant location.	K2
1.2.3	Plant layout	Construct & evaluate the different types of plant layout.	K6
1.2.4	Types of layouts and their sustainability.	Determine the sustainability of layouts.	K5
II	WORK STUDY		

2.1.0	Time and Motion Study	Illustrate time & motion study.	K2
2.1.1	Introduction to work	Define work.	K1
2.1.2	Work measurement	Identify the work measurement techniques.	K3
2.1.3	Normal time, standard time	Classify the time study & to define the Normal time, standard time.	K4
2.1.4	Capacity planning	Recall & to make use of capacity planning.	K1
2.1.5	Various charts used in production management.	Construct the various charts.	K6
III	LOCATION AND SCHEDULING		
3.1.0	Location and Scheduling	Classify the plant location & to recall scheduling in production management.	K2
3.1.1	Production planning and scheduling	Construct production plans & scheduling process.	K6
3.1.2	Kind of production plans	Classify the different kinds of production plans.	K2
3.1.3	Aggregate scheduling	Explain Aggregate scheduling	K2
3.1.4	Monthly and weekly scheduling	Classify scheduling.	K2
IV	INVENTORY CONTROL		
4.1.0	Inventory control	Define Inventory & Inventory control.	K1
4.1.1	Inventory control of raw materials	Explain Inventory control of raw materials.	K2
4.1.2	Inventory store management	Evaluate Inventory store management.	K5
4.1.3	EOQ meaning	Define EOQ to make use of EOQ in inventory control.	K1
4.1.4	JIT	Define JIT & to make use of JIT	K1
4.1.5	ABC analysis	Identify the benefits of ABC analysis.	K3
V	QUALITY CONTROL		
5.1.0	Quality control	Analyze quality control techniques.	K4
5.1.1	Quality control and inspection	Determine the quality control & inspection methods in production management.	K5
5.1.2	Acceptance sampling technique	Recall the acceptance	K1

		sampling techniques.	
5.1.3	Statistical quality control	Determine the statistical quality control.	K5
5.1.4	Control charts	Illustrate the control charts.	K2
5.1.5	Introduction to TQM	Recall & analyze TQM.	K1

4. MAPPING:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	M	H	-	H	M	L	L	H	H	M	-
CO2	M	L	M	M	H	H	M	H	-	L	-	H	M
CO3	H	H	M	-	H	M	L	L	H	M	H	H	-
CO4	H	M	L	H	H	H	H	-	L	H	M	-	H
CO5	L	H	H	H	M	M	-	H	H	H	L	M	M
CO6	-	H	M	L	L	H	H	M	M	H	M	L	M

5. COURSE ASSESSMENT METHODS

Direct
<ol style="list-style-type: none"> 1. Continuous Assessment Test I,II 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation 3. End Semester Examination
Indirect
<ol style="list-style-type: none"> 1. Course-end survey

Name of the Course Co-ordinator: Mr. Giftson Mathew Vincent

Core VII: HUMAN RESOURCE MANAGEMENT

SEMESTER: V

CODE:U19MS507

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 6

1. COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Interpret employee recruitment, selection, and retention plans and processes.	K2	I
2	Explain the methods to administer and contribute to the design and evaluation of the performance management system.	K2	III

3	Illustrate a training program using an appropriate framework for evaluating needs for training, designing a training program, and evaluating the training output.	K2	IV
4	Understand the HR environment in India, human resource functions within organizations, importance of workers participation in management and creating stress free work environment through counseling and mentoring.	K2	II
5	Plan human resources requirement and formulate HR policy of the organisation with regard to recruitment, selection, training and career planning.	K3	V
6	Appraise the employee's performance and formulate compensation policy which helps to make organizational excellence & analyze the ethical issues in HR management.	K5	I

2A. SYLLABUS

UNIT-I INTRODUCTION TO HUMAN RESOURCE MANAGEMENT 15 Hours

Introduction, Processes and functions of HR management, HR Department Organization, Role of HR Manager in the organization.

UNIT-II HUMAN RESOURCE PLANNING 15 Hours

HR Planning- Concepts and Methods: Job Analysis, Job Description, Job Specification, Selection process, Employment tests and interviews.

UNIT-III INDUCTION AND PERFORMANCE APPRAISAL 15 Hours

Induction and Performance Appraisal, Induction programme, Different training methods in company, Performance appraisal and review.

UNIT-IV WAGE AND SALARY ADMINISTRATION 15 Hours

Wage and Salary Administration, Job Evaluation methods, Wages: Different patterns of wage payments- time rate, Piece rate, Wage incentives and Bonus.

UNIT-V INTRODUCTION TO HR AUDIT 15 Hours

Concept of HR Audit, Separation and its types, Retirement benefits: Gratuity, Provident Fund and pension scheme.

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Job Enrichment	https://www.digitalhrtech.com/job-enrichment/#:~:text=is%20job%20enrichment%3F-.A%20definition,creating%20autonomy%2C%20and%20giving%20feedback.
2	Trade Unions in India	https://en.wikipedia.org/wiki/Trade_unions_in_India
3	Participative Management	https://www.indeed.com/career-advice/career-development/participative-management

2C. TEXT BOOKS:

1. S. P Gupta- Human Resource Management –15th Edition, S.Chand & sons, 2014
2. Praveen Durai- Human Resource Management -Pearson Publications.

2D. REFERENCE BOOKS:

1. Memoria – Personnel Management –Himalaya Publishing House, 2007.
2. Edwin Fillippo – Personnel Management –MGrav Hill, 3rdEdition 1971.

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION TO HUMAN RESOURCE MANAGEMENT		
1.1.0	Introduction	Explain the effective management of Human resource.	K2
1.1.1	Processes and functions of HR management	Recall the processes & to explain the functions involved in HR management.	K1
1.1.2	HR Department Organization	Recall the organization of HR Department.	K1
1.1.3	Role of HR Manager in the organization	Analyse the various roles of HR manager in the organization.	K4
II	HUMAN RESOURCE PLANNING		
2.1.0	HR Planning	Understand the meaning & scope of HR Planning.	K2
2.1.1	Concepts and Methods	Explain the concepts &	K2

		different methods of HR Planning.	
2.1.2	Job Analysis	Classify the Job analysis methods.	K2
2.1.3	Job Description	Explain job description.	K2
2.1.4	Job Specification	Explain Job specification.	K2
2.1.5	Selection process	Recall the selection process involved in recruitment of human resource.	K1
2.1.6	Employment tests and interviews	Assess the different types of employment tests & interviews.	K5
III	INDUCTION AND PERFORMANCE APPRAISAL		
3.1.0	Induction and Performance Appraisal	Define Induction & to evaluate the Performance appraisal methods.	K1
3.1.1	Induction programme	Summarize the different steps in conducting Induction programme.	K2
3.1.2	Different training methods in company	List down the different training methods & know the importance of training the employees in an organization.	K1
3.1.3	Performance appraisal and review	Classify the performance appraisal system in a company & to know the importance of reviewing the appraisal system frequently.	K2
IV	WAGE AND SALARY ADMINISTRATION		
4.1.0	Wage and Salary Administration	Define & to know the importance of wage & salary administration.	K1
4.1.1	Job Evaluation methods	Classify the Job evaluation methods.	K2
4.1.2	Wages	Recall the principles & purpose of wage & salary administration.	K1
4.1.3	Different patterns of wage payments - Time rate, Piece rate	Demonstrate the different patterns of wage payments.	K2
4.1.4	Wage incentives and Bonus	Determine the wage incentives & bonus.	K5

V				INTRODUCTION TO HR AUDIT			
5.1.0	Concept of HR Audit	Explain the concepts of HR Audit.	K2				
5.1.1	Separation and its types	Classify the different types of separation of employees from the organization.	K2				
5.1.2	Retirement benefits.	Determine the importance of retirement benefits.	K5				
5.1.3	Gratuity, Provident Fund and pension scheme.	Explain the various forms of retirement benefits.	K2				

4. MAPPING:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	L	H	M	H	L	M	H	M	H	M	M	-
CO2	L	-	H	M	H	H	M	-	L	M	H	H	L
CO3	H	H	-	-	M	H	M	L	-	M	H	L	H
CO4	M	L	H	M	M	L	H	M	L	H	M	-	L
CO5	H	H	H	L	M	M	H	H	H	L	-	H	M
CO6	H	M	H	M	-	M	L	H	H	-	H	M	M

5. COURSE ASSESSMENT METHODS

Direct

<ol style="list-style-type: none"> 1. Continuous Assessment Test I,II 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation 3. End Semester Examination
Indirect
1. Course-end survey

Name of the Course Co-ordinator: Mr. Vijay Amitharaj

Core VIII: RESEARCH METHODOLOGY & INTRODUCTION TO STATISTICAL PACKAGES (Theory & Practical)

SEMESTER: V

CODE: U19MSP08

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 5

1. COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Explain the basic nature and purpose of Research and its advantages to business	K2	I
2	Identify a research problem and carry out research	K2	I
3	Apply an understanding of business research design	K3	II
4	Identify and use the most appropriate statistical analysis	K2	III

	technique for a given problem situation and interpret the results from the same.		
5	Develop instruments for collecting Data	K3	II
6	Compile an excellent research report	K6	V

2A. SYLLABUS

UNIT-I CONCEPTS OF RESEARCH AND DESIGN

15 Hours

Research – Definition - Meaning-Characteristics-Research process-Research need-Formulating the problem-Sampling-Pilot-testing-Data collection-Research design-

UNIT-II SCALING TECHNIQUES

15 Hours

Measurement-Nature-Scales-Scaling nature – Methods-Sampling – Nature – Simple probability-Complex probability-

UNIT-III DATA ANALYSIS

15 Hours

Sources of collection of data-Primary sources-Secondary sources-Survey observation-Experimentation – Coding-Data-entry-Tabulation-Cross tabulation-

UNIT-IV INTRODUCTION TO SPSS

15 Hours

Hypothesis-Meaning-Types-Statistical testing-Chi-square -SPSS procedures-Application - Practical-

UNIT-V REPORT WRITING

15 Hours

Presenting Results-Written-Oral reports

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Correlation Analysis	https://research-methodology.net/research-methods/quantitative-research/correlation-regression/
2	Regression Analysis	https://research-methodology.net/research-methods/quantitative-research/regression-analysis/
3	Factor Analysis	https://stats.idre.ucla.edu/spss/seminars/introduction-to-factor-analysis/a-practical-introduction-to-factor-analysis/

2C. TEXT BOOK

1. Saravanavel, Research Methodology –Sultan Chand publications, 10th Edition2013
2. Research Methodology-Ravilochani (Margham Publication)

2D. REFERENCE BOOKS

1. CR KOTHARI,Research Methodology - New Age International, second edition2004
2. EMORY AND COOPER, Business Research Methods - McGraw-Hill, 10th edition. 2008

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	CONCEPTS OF RESEARCH AND DESIGN		
1.1.0	Research	Demonstrate the process of research	K2
1.1.1	Definition	Define research	K1
1.1.2	Meaning	Outline the meaning of research	K2
1.1.3	Characteristics	Show the characteristics of research	K1
1.2.0	Research process	Explain the research process	K2
1.2.1	Research need	Summarize the research need	K2
1.2.2	Formulating the problem	Apply the research in formulating the problem	K3
1.2.3	Sampling	Build sampling data from the data points	K3
1.2.4	Pilot-testing	Apply Pilot-testing	K3
1.2.5	Data collection	Build data collection models	K3
1.2.6	Research design	Build or Choose the research design models	K6
II	SCALING TECHNIQUES		
2.1.0	Measurement	Illustrate and apply measurements in research	K2,K3
2.1.1	Nature	Outline the meaning of nature	K2

2.1.2	Scales	Illustrate and apply scales in research	K2,K3
2.1.3	Scaling nature	Develop models in applying scales to nature	K3
2.1.4	Methods	Identify the required methods of scaling	K3
2.2.0	Sampling	Build sampling data from the data points	K3
2.2.1	Nature	Outline the meaning of nature	K2
2.2.2	Simple probability	Apply Simple probability	K3
2.2.3	Complex probability	Apply Complex probability	K3
III	DATA ANALYSIS		
3.1.0	Sources of collection of data	Outline the Sources of collection of data	K2
3.1.1	Primary sources	Outline the Sources of Primary sources	K2
3.1.2	Secondary sources	Outline the Sources of Secondary sources	K2
3.1.3	Survey observation	Apply Survey observation	K3
3.2.0	Experimentation	Apply Experimentation	K3
3.3.0	Coding	Apply Coding	K3
3.4.0	Data-entry	Build Data-entry	K3
3.5.0	Tabulation	Model Tabulation	K3
3.5.1	Cross tabulation	Model Cross Tabulation	K3
IV	INTRODUCTION TO SPSS		
4.1.0	Hypothesis	Outline the need of Hypothesis	K2
4.1.1	Meaning	Outline the meaning of Hypothesis	K2
4.1.2	Types	Summarize the types of Hypothesis	K2

4.2.0	Statistical testing	Apply Statistical testing	K3
4.2.1	Chi-square	Apply Chi-square testing	K3
4.3.0	SPSS procedures	Apply SPSS procedures	K3
4.3.1	Application	Model Application	K3
4.3.2	Practical	Experiment with practical needs	K3
V	REPORT WRITING		
5.1.0	Presenting Results	Compile Results	K6
5.1.1	Written	Elaborate written proofs	K6
5.1.2	Oral reports	Compose oral reports	K6

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	M	M	H	H	M	M	M	H	M	L	M	H
CO2	H	M	H	H	H	M	M	H	M	L	-	L	H
CO3	M	M	H	M	H	L	M	H	-	M	M	M	M
CO4	H	M	M	L	L	M	L	H	L	-	L	H	L
CO5	H	-	H	M	L	M	-	M	L	M	-	M	H
CO6	-	M	H	H	-	M	L	L	M	-	H	H	H

4. MAPPING:

5. COURSE ASSESSMENT METHODS

Direct
<ol style="list-style-type: none"> 1. Continuous Assessment Test I,II 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation 3. End Semester Examination
Indirect
<ol style="list-style-type: none"> 1. Course-end survey

Name of the Course Co-ordinator: Mr. J. Manikandan

Elective III: INVESTMENT MANAGEMENT

SEMESTER-V

CODE: U20MS5:1

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 5

1. COURSE OUTCOMES:

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

S. No	Course Outcomes	Level	Unit Covered
1	Identify various types of Investment sectors and schemes available for individuals	K2	I
2	Illustrate the process involved in investing in various investment avenues	K4	II
3	Demonstrate the features and functions of primary and secondary market.	K2	IV
4	Classify the various types of mutual funds available to the investors	K1	III
5	Make use of the concept of portfolio risk and return for suggesting suitable investment alternatives.	K3	IV
6	Explain the SEBI regulations on Stock Exchanges in India.	K2	V

2A. SYLLABUS

UNIT-I CONCEPT OF INVESTMENT

15 Hours

Nature of investment, Definition, Need for Investment, Importance of studying Investment, Scope for Investment, Investment Media, Marketable securities, Non – Marketable securities

UNIT-II INVESTMENT AVENUES

15 Hours

Investment Alternatives, Organizing Financial Assets, Non – Marketable Financial Assets, Bank Deposits, Post Office Schemes, Government Savings Bonds, Public Provident Fund, Employees Provident Fund, Money Market Securities, Bonds or Debentures, Equity Shares, Mutual Fund Schemes, Financial Derivatives, Real Assets

UNIT-III INVESTMENT COMPANIES AND INDIRECT INVESTMENT 15 Hours

Indirect Investing, Investment Company, Types of Investment Companies, Major types of Mutual Funds, Entities of Mutual Fund, Open – Ended Schemes, Close – Ended Schemes, Investing Internationally through Investment Companies, Benefits & Risk of Global Investing, Where to Invest, How to Invest

UNIT-IV CAPITAL MARKET 15 Hours

Securities Market, Participants in Securities Market, Primary Market, Types of Primary Market, Features of Primary Market, Functions of Primary Market, Advantages of Primary Market, Disadvantages of Primary Market, Secondary Market, Types of Secondary Market, Features of Secondary Market, Functions of Secondary Market, Advantages of Secondary Market, Disadvantages of Secondary Market, Difference between Primary & Secondary Market, Portfolio Theory, Definition, Diversification, Portfolio Return and Risk

UNIT-V STOCK EXCHANGE AND TYPES OF STOCK 15 Hours

Stock Exchange, Definition, Functions of Stock Exchange, Membership in Stock Exchange, Services of Stock Exchange, SEBI Regulations for Stock Exchange, Common Stocks, Analysis of Common Stock, Strategy of Common Stock, Mock Trading

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Securities Analysis	https://www.wallstreetmojo.com/security-analysis/
2	Portfolio Management	https://www.managementstudyguide.com/porfoliomanagement.htm
3	Speculation	https://www.investopedia.com/terms/s/speculation.asp

4	Hedging	https://www.karvyonline.com/knowledge-center/beginner/what-is-hedging-in-stock-market
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2C. TEXT BOOKS:

1. V. Gangadhar, G. Rameshbabu, 2007, Investment Management, Anmol Publication,.
2. Punithivathi Pandian, 2012, Security Analysis and Portfolio Management, Second Edition, Vikas Publishing,

2D. REFERENCE BOOKS:

1. Charles P. Jones, 2014, Investments Analysis and Management, 11th Edition.
2. Dr. L. Natarajan, 2000, Investment Management, Margham Publications 10th Edition.

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	Learning Outcomes	TAXONOMY LEVEL
I	CONCEPT OF INVESTMENT		
1.1.0	Nature of investment	Define investment	K1
1.1.1 & 1.1.2	Definition Need for Investment	Explain the need for investment	K2
1.1.3	Importance of studying Investment	Demonstrate the importance of studying investment	K2
1.1.4	Scope for Investment	Explain the areas of applicability of investment concepts	K3

1.1.5	Investment Media	Classify the various investment alternatives available for investors	K1
1.1.6	Marketable securities	Illustrate the types of marketable securities	K1
1.1.7	Non – Marketable securities	Explain various types of non marketable securities	K2
II	INVESTMENT AVENUES		
2.1.0 & 2.2.0	Organizing Financial Assets Non – Marketable Financial Assets	Organize various types of financial assets	K3
2.3.1	Bank Deposits	Compare the savings account and current account schemes in banks	K3
2.3.2	Post Office Schemes	Analyze the interest rate and features of post office schemes with other investment avenues	K4
2.3.3	Government Savings Bonds	Choose the appropriate savings bonds according to tenure of investment and expected returns	K2
2.3.4	Public Provident Fund, Employees Provident Fund	Identify the loan options available in EPF and PPF accounts	K2
2.4.0	Money Market Securities	Illustrate the types of money market instruments	K2
2.4.1	Bonds or Debentures	Explain the advantages and disadvantages of investing in bonds	K2

2.4.2	Equity Shares	Demonstrate the working of equity share market in India	K2
2.4.3	Mutual Fund Schemes	Classify the types of mutual fund schemes available to the investors	K2
2.4.4	Financial Derivatives	Show the types of financial derivatives in India	K1
2.4.5	Real Assets	Demonstrate the benefits and limitations associated with the real asset investments	K3
III	INVESTMENT COMPANIES AND INDIRECT INVESTMENT		
3.1.0	Indirect Investing	Explain the process of indirect investing	K2
3.2.0	Investment Company	Recall the concept of investment company	K1
3.3.0	Types of Investment Companies	Demonstrate the working of different investment companies	K3
3.4.0	Major types of Mutual Funds	Build a mutual fund portfolio for an individual according to the risk taking ability	K5
3.4.1	Entities of Mutual Fund	Explain the duties of the entities in mutual fund	K2

3.4.2 & 3.4.3	Open – Ended Schemes, Close – Ended Schemes	Compare the features of open ended and close ended mutual fund schemes	K3
3.5.0	Investing Internationally through Investment Companies	Demonstrate the benefits of investing internationally through investment companies	K3
3.5.1	Benefits & Risk of Global Investing	Explain the process of global investing	K2
3.5.2 & 3.5.3	Where to Invest and How to Invest	Analyze the available global investment options for investors	K4
IV	CAPITAL MARKET		
4.1.0	Securities Market, Participants in Securities Market	Classify the participants in securities market	K2
4.2.0	Primary Market, Types, Features and Functions of primary market	Identify the functions of primary market	K2
4.2.1	Advantages and Disadvantages of Primary Market	Compare primary market functions with secondary market functions	K2
4.3.0	Secondary Market	Demonstrate the working of secondary market	K3
4.3.1	Types, Features and Functions of secondary market	Make use of the concept of secondary market and plan an investment for an individual	K2
4.3.2	Advantages and Disadvantages of secondary Market	Analyze the advantages and disadvantages of secondary market	K3

4.4.0	Difference between Primary & Secondary Market	Compare primary market functions with secondary market functions	K3
4.5.0	Definition, Diversification	Illustrate the necessity of diversification	K2
4.5.1	Portfolio Return and Risk	Demonstrate the return and risk involved in portfolio	K3
V	STOCK EXCHANGE AND TYPES OF STOCK		
5.1.0 & 5.2.0	Definition, Functions of Stock Exchange	Explain the functions of stock exchange	K2
5.3.0	Membership in Stock Exchange	Explain the duties of the members in stock exchanges	K2
5.4.0	Services of Stock Exchange	Demonstrate the services available for the brokers of stock exchanges	K3
5.4.1	SEBI Regulations for Stock Exchange	Illustrate the regulations for Stock exchanges	K2
5.5.0	Common Stocks	Recall the concept of common stocks	K1

5.5.1	Analysis of Common Stock	Make use of the common stock to build a portfolio of investors	K3
5.5.2	Strategy of Common Stock	Analyse the available common stocks and plan a profitable portfolio	K3

4. MAPPING:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	H	M	M	L	M	M	L	H	M	H	M
CO2	H	H	M	M	L	M	H	H	M	H	H	M	M
CO3	M	H	M	M	L	M	M	M	L	H	M	H	M
CO4	H	H	M	H	M	H	H	M	L	M	H	H	H
CO5	H	M	H	H	L	H	M	H	L	H	M	H	H
CO6	H	H	M	M	M	L	H	H	M	H	M	H	H

5. COURSE ASSESSMENT METHODS

Direct
4. Continuous Assessment Test I,II 5. Open book test; Assignment; Seminar; Journal paper review, Group Presentation 6. End Semester Examination
Indirect
1. Course-end survey

Name of the Course Co-ordinator: Mrs. E. Jeevitha

ELECTIVE III: PROJECT MANAGEMENT

SEMESTER: V

CODE: U19MS5:2

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 5

1. COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Understand project characteristics and various stages of a project.	K2	I
2	Understand the various project techniques & skills required for project managers.	K2	II
3	Apply the risk management plan and analyze the role of stakeholders.	K3	IV
4	Analyze and understand the techniques of Project planning, scheduling and Execution Control.	K4	IV
5	Understand the contract management, Project Procurement, Service level Agreements and productivity.	K2	V
6	Elaborate the conceptual clarity about project organization, feasibility analysis & closing of a project	K6	III

2A. SYLLABUS

UNIT-I INTRODUCTION

15 Hours

Introduction: Principles of project management, Project management life cycle, Quality management, Relationship between project management and other methodologies.

UNIT-II PROJECT TECHNIQUES

15 Hours

Project Techniques: Defining projects, Rules for managing projects, Competencies and skills for project managers, Job functions and tasks for project management, Techniques of project.

UNIT-III PROJECT ACTIVITIES

15 Hours

Project Activities: Identify project activities, Estimate activity duration, Resource requirement and cost organize, Conduct the joint project planning session.

UNIT-IV RISK MANAGEMENT**15 Hours**

Risk management: Risk management within a project-based approach, Gantt project planning charts, critical path method.

UNIT-V IMPLEMENTATION**15 Hours**

Implementation: Recruit, organize and manage project team, monitoring and controlling, Steps in closing project.

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Management of Time & Stress	https://managementhelp.org/personalproductivity/time-stress-management.htm
2	Organizing & Staffing the Project office & Team	https://learning.hccs.edu/faculty/robert.frederick/bmgt1021-1/power-point-slides-chapters-1-6/chapter-4-organizing-and-staffing-the-project-office-and-team
3	The variables for Project success	https://learning.hccs.edu/faculty/robert.frederick/bmgt1021/power-point-slides-chapters-7-10/chapter-9-the-variables-for-success

2C. TEXT BOOK:

1. Robert Wysocki, Robert beck Jr, David b. crane -Effective project management-Wiley Publication 7th Edition 2013.

2D. REFERENCE BOOKS:

1. D. Vanwell - Stam,f. Lindenaar.S Vankinderen -Project risk management-,Kogan Page Ltd. 2004.
2. Martink. Starr -Production and operation management - John Wiley & Sons Publishers 1996.
3. CLEMENTS/GIDO -Effective project management- Cengage Learning 2012.

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	Introduction	Define Project Management.	K1

1.1.1	Principles of project management	Outline the principles of project management	K2
1.1.2	Project management life cycle	Illustrate the project management life cycle.	K2
1.1.3	Quality management	Relate quality management with projects.	K1
1.1.4	Relationship between project management and other methodologies	Analyze the relationship between project management and other methodologies.	K4
II	PROJECT TECHNIQUES		
2.1.0	Project Techniques	Classify the different project techniques.	K2
2.1.1	Defining projects	Define a project.	K1
2.1.2	Rules for managing projects	Assess the rules for managing projects.	K5
2.1.3	Competencies and skills for project managers	Determine the competencies & skills required for a project manager.	K5
2.1.4	Job functions and tasks for project management	Identify the functions & tasks involved in project management.	K3
2.1.5	Techniques of project	Analyze the different techniques that could be applied in projects.	K4
III	PROJECT ACTIVITIES		
3.1.0	Project Activities	Summarize the different activities of a project.	K2
3.1.1	Identify project activities	Identify the various activities involved in a project.	K3
3.1.2	Estimate activity duration	Estimate the amount of time taken to complete an activity.	K5
3.1.3	Resource requirement and cost organize	Analyse the requirement of resources & estimation of cost.	K4
3.1.4	Conduct the joint project planning session	Examine the conduct of joint project planning.	K4
IV	RISK MANAGEMENT		

4.1.0	Risk management	Infer the risk management.	K2
4.1.1	Risk management within a project-based approach	Analyze the risks involved in a project & to explain the management of such risks.	K4
4.1.2	Gantt project planning charts	Illustrate Gantt project planning charts.	K2
4.1.3	Critical path method	Demonstrate the Critical path method.	K2
V	IMPLEMENTATION		
5.1.0	Implementation	Examine the implementation of a project.	K4
5.1.1	Recruit, organize and manage project team, monitoring and controlling	Assess the crucial activities of a project.	K5
5.1.2	Steps in closing project	Explain the steps involved in closing a project.	K2

4. MAPPING:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	M	H	M	H	-	L	M	M	H	H	L
CO2	M	L	H	M	H	H	M	M	L	H	M	H	-
CO3	M	H	-	-	M	H	M	L	H	H	H	M	H
CO4	H	-	H	M	M	L	H	H	M	H	M	-	M
CO5	-	M	H	L	-	M	H	-	H	M	-	H	M
CO6	H	H	H	M	H	-	L	H	-	-	L	M	L

5. COURSE ASSESSMENT METHODS

Direct
<ol style="list-style-type: none">1. Continuous Assessment Test I,II2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation3. End Semester Examination
Indirect
<ol style="list-style-type: none">1. Course-end survey

Elective III: RETAIL MANAGEMENT

SEMESTER- V
CREDITS: 5
HOURS/WEEK: 5

CODE: U19MS5:3
TOTAL HOURS: 75

1. COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Identify the importance of Retail Industry	K3	I
2	Demonstrate the importance of retailing mix	K2	II
3	Make use of the marketing concepts in different formats of retailing structures	K3	III
4	Apply the concept of customer buying behaviour in retail industry	K3	IV
5	Illustrate the use of private labels in retailing	K2	III
6	Analyse the customer traffic flows and patterns in the retail store	K5	V

2A. SYLLABUS

UNIT-I INTRODUCTION

15 Hours

An introduction to the retailing system, Evolution of retailing, Emerging trends in retailing.

UNIT-II RETAILING MIX

15 Hours

Retailing mix, Social forces, Economic forces, Technological forces, Competitive forces.

UNIT-III RETAILING STRUCTURE

15 Hours

Retailing definition, Structure, Different formats, Marketing concepts in retailing

UNIT-IV CONSUMER BUYING BEHAVIOUR

15 Hours

Consumer purchase behaviour, Cultural and social group influence on consumer purchase behaviour, Private labels in retail branding.

UNIT-V STORE LOCATION & MANAGEMENT

15 Hours

Retail store location, Traffic flow and analysis, Population and its mobility, Exteriors and layout
Customer traffic flows and pattern, Creative display.

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Retail store design and layout	https://www.smartsheet.com/store-layout
2	E-tailing	http://tips.thinkrupee.com/articles/what-is-e-tailing.php
3	FDI in Indian Retail sector	https://www.jagranjosh.com/general-knowledge/foreign-direct-investment-in-retail-sector-in-india-1448884097-1#:~:text=FDI%20is%20not%20permitted%20in%20Multi%20Brand%20Retailing%20in%20India%20yet.&text=It%20is%20an%20easiest%20way,the%20For eign%20Exchange%20Management%20Act.

2C. TEXT BOOK:

1. LEVI & WEITZ -RETAIL MANAGEMENT- The McGraw Hill ,9th Edition ,2014.

2D. REFERENCE BOOKS:

1. GEORGE H LUCAS, ROBERT P BUSH, LARRY G GRESHAM – Retailing –All India publishers & distributors, Chennai – 8 4. 1994.
2. Chetan Bajaj and RajnishTuli -Retail Management –, OXFORD 2010.
3. Swapna Pradhan – Retailing Management –The McGraw Hill Companies. 2012
4. Lamba -Retailing – Tata Mcgraw Hill.,2002.

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	An introduction to the retailing system	Define Retail Management	K1
1.1.1	Evolution of retailing	Illustrate the evolution of retail over the time	K2
1.1.2	Emerging trends in retailing	Explain the recent trends in retailing	K2
II	RETAILING MIX		
2.1.0	Retailing mix	Illustrate the applications of retailing mix	K2

2.1.1	Social forces	Explain the impact of social factors in retailing	K2
2.1.2	Economic forces	Explain the impact of Economic factors in retailing	K2
2.1.3	Technological forces	Explain the impact of Technological factors in retailing	K3
2.2.0	Competitive forces.	Explain the impact of Competitive factors in retailing	K3
III	RETAILING STRUCTURE		
3.1.0	Retailing definition	Define the concept of retailing.	K3
3.1.1	Structure	Analyse the importance of structure in retailing	K4
3.1.2	Different formats	Explain the different formats in retailing	K4
3.1.3	Marketing concepts in retailing	Demonstrate the marketing concepts in retailing.	K2
IV	CONSUMER BUYING BEHAVIOUR		
4.1.0	Consumer purchase behaviour	Demonstrate the purchase behaviour in retailing	K2
4.1.1	Cultural and social group influence on consumer purchase behaviour	Examine the influence of cultural and social factors in changes on purchase behaviour	K4
4.1.2	Private labels in retail branding	Demonstrate the usage of private labels in retailing branding	K2
V	STORE LOCATION & MANAGEMENT		
5.1.0	Retail store location	Explain the process selection of a store location	K2
5.1.1	Traffic flow and analysis	Demonstrate the Traffic flow and analysis	K2
5.1.2	Population and its mobility	Explain the importance of population study	K2
5.1.3.	Exteriors and layout	Explain the importance of Exteriors and layout	K2
5.1.4	Customer traffic flows and pattern	Explain the Customer traffic flows and pattern	K2
5.1.5	Creative display	Explain the importance of Creative	K2

	display	
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	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	L	M	M	M	-	M	M	M	M	M	M	M
CO2	M	H	-	M	L	L	H	H	H	L	H	H	H
CO3	M	L	H	H	H	H	H	M	M	L	-	L	H
CO4	L	M	H	H	H	H	M	M	M	-	M	H	M
CO5	M	M	H	H	-	L	M	M	M	-	L	M	M
CO6	M	M	H	H	H	M	H	L	M	M	M	H	H

4. MAPPING:

5. COURSE ASSESSMENT METHODS

Direct
<ol style="list-style-type: none"> 1. Continuous Assessment Test I,II 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation 3. End Semester Examination
Indirect
<ol style="list-style-type: none"> 1. Course-end survey

Name of the Course Co-ordinator: Mr. J. Allwyn Emmanuel

SBEC III: INTERVIEW SKILLS

SEMESTER: V

CODE:U19MS5S3

CREDITS: 2

TOTAL HOURS: 30

HOURS/WEEK: 2

1. COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Construct bio-data.	K3	I
2	Explain the basics of the Interview Process	K2	II
3	Develop the modern methods of interview processes	K3	III
4	Contrast various types of interviews and its objectives	K2	IV
5	Compare the modern techniques of interview with ancient methods	K2	V
6	Build the essential requirements for preparing of interview	K3	V

2A. SYLLABUS

UNIT-I INTRODUCTION TO INTERVIEW

6 Hours

Introduction, Interviews, concept of mutuality, Getting update with current affairs, How to prepare CV, Preparation before interview.

UNIT-II GROOMING

6 Hours

Grooming, Grooming for interview, Tips to make interview successful, Mock Interviews

UNIT-III INTERVIEWSKILLS 6 Hours

Interview – skills, Analysing behaviour, Listening skills, Presentation skills, Levels of interviewing, Pre-and post-interview behaviour.

UNIT-IV TYPES OF INTERVIEW

6 Hours

Interview types, Selection, Negotiating interview, Counselling interview, Stress interview, Appraisal interview, Exit interview

UNIT-V MODERN METHODS

6 Hours

Tele - communication interview, Latest methods of interview , Video conferencing.

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Techniques and tactics to prior to interview	https://www.helpguide.org/articles/work/interviewing-techniques-and-tips.htm
2	Strategy for negotiating salary issues	https://hbr.org/2014/04/15-rules-for-negotiating-a-job-offer https://www.themuse.com/advice/how-to-negotiate-salary-37-tips-you-need-to-know
3	Perspective of a hiring manager	https://www.greenhouse.io/blog/a-hiring-managers-perspective-synergizing-with-recruiters
4	Effective communication	https://www.thebalancecareers.com/communication-interview-questions-and-best-answers-2061251

2C. TEXT BOOKS:

1. Sudhir Andrews -How to succeed at Interview. - Tata McGraw Hill, 2008.

2D. REFERENCE BOOKS:

1. Bills Scott -Skills for communicating - Guwer Publication, 1986.

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1. 1.1	Meaning of interview	Define and illustrate the meaning of interviews	K1
1.1.2	Purpose of Interview	Explain the purpose of Interview	K2
1.1.3	Concept of Mutuality	Demonstrate the Mutuality concept	K2
1.1.4	Preparation of CV	Construct CV	K3
1.1.5	CV and Resume	Contrast the terms CV and Resume	K3
1.1.6	Preparation before interview	Summarize the preparation before interview	K4

II	PURPOSE OF INTERVIEW		
2.1.1	Meaning of Grooming	Recall the meaning of grooming while interview	K1
2.1.2	Importance of grooming	Demonstrate the importance of grooming while interview	K2
2.1.3	Personal hygiene	Show the need of personal hygiene	K2
2.1.4	Dress code	Classify the dress codes for interview	K2
2.2.1	Success in Interview	Develop the methods for the success in interview	K3
2.3.1	Mock Interviews	Take part of mock interview for practice	K3
III	INTERVIEW SKILLS		
3.1.1	Interview skills-Importance	Recall the importance of interview skills	K1
3.1.2	Analysis of behaviour	Discover different types of behavior	K3
3.1.3	Listening skills	Examine listening skills for an interview	K3
3.1.4	Presentation skills	Inspect presentation skills	K3
3.2.1	Levels of Interviewing	Classify different levels of interviewing	K2
3.3.1	Pre and post interview behavior	Build behavior for pre and post interview	K4
IV	TYPES OF INTERVIEW		
4.1.1	Types of interview	List the different types of interview	K2
4.2.1	Selection	Explain the process of selection	K2
4.3.1	Negotiating interview	Illustrate the importance of Negotiating interview	K2
4.3.2	Counseling interview	Examine the need of Counseling interview	K3
4.3.3	Stress interview	Test for stress interview in the firm	K3
4.3.4	Appraisal interview	Select method of appraisal interview	K3
4.3.5	Exit interview	Utilize exit interview for development of performance in future	K4
V	MODERN METHODS OF INTERVIEW		
5.1.1	Modern methods	Demonstrate the methods of interview	K2
5.2.1	Emergence of modern methods of interview	Explain the modern methods of interview	K2

5.3.1	Tele-communication interview	Discover the advantages of tele-communication interview	K3
5.3.2	Latest methods of interview	Apply innovative methods for an effective interview	K3

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	M	H	M	H	M	M	M	M	M	M	M	M
CO2	M	L	H	M	M	H	M	H	M	M	H	M	H
CO3	M	M	H	M	H	H	M	M	H	L	M	H	M
CO4	M	H	M	M	H	H	M	H	M	M	L	H	M
CO5	M	M	H	H	M	L	H	M	M	M	H	M	M
CO6	M	H	M	H	H	M	H	L	M	M	M	H	H

4. MAPPING:

5. COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Name of the Course Co-ordinator: Dr. K. Sumithra

SEMESTER– VI
BACHELOR OF BUSINESS ADMINISTRATION

S.NO	TITLEOF THE PAPER	COURSECODE
1	Strategic Management	U19MS609
2	Management Information System	U19MS610
3	Digital Marketing	U21MS611
4	Company Law and Secretarial Practice	U19MS612
5	Project Work	U19MS6PJ
6	Gender Studies	U16GST61

Core IX: STRATEGICMANAGEMENT

SEMESTER: VI

CODE: U19MS609

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 6

1. COURSE OUTCOMES :

On Completion of this course, the student will be able to,

S. No	Course Outcomes	Level	Unit Covered
1	Examine the formulation of strategy methods in an organization.	K4	I
2	Understand the Environmental & Industry Analysis in an organization in a practical manner.	K2	II
3	Prefer the Porter's five force model in various organizations dimensions.	K5	II
4	Contrast the Organizational Competence and Resource Analysis decision in a structural way.	K5	III
5	Analyse the Social responsibilities of management in an organization.	K4	IV
6	Realize the Strategies of Leading Indian Companies and its best practices.	K5	V

2A. SYLLABUS

UNIT-I INTRODUCTION TO STRATEGY

15 Hours

Introduction to Strategy-Total organizational view - The concept of strategy policy - Planning hierarchies - Evolution strategy - Philosophy of strategy - Formulation of the Strategy

UNIT-II ENVIRONMENTAL & INDUSTRY ANALYSIS 15 Hours

Environmental & Industry Analysis - SWOT Analysis - Environmental analysis - Industry analysis - Porter’s five force model

UNIT-III ORGANIZATIONAL COMPETENCE AND RESOURCE ANALYSIS 15 Hours

Organizational Competence and Resource Analysis - Organizational competence and resource analysis - Matching opportunities and resources strategy -Values - Social responsibilities of management - Social audit

UNIT-IV TYPES OF STRATEGIES 15 Hours

Types of Strategies -Generic Strategies - Grand Strategies - Strategies of Leading Indian Companies

UNIT-V STRATEGY IMPLEMENTATION 15 Hours

Strategy Implementation -Implementing the Strategy -Organization design and structure relationships -Processes and leadership -Performance standards - corrective action.

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Corporate Governance In Strategic Management	https://bizfluent.com/info-7959976-corporate-governance-strategic-management.html
2	Core Competencies In Strategic Management	https://www.bain.com/insights/management-tools-core-competencies/
3	Gap Analysis In Strategic Management	https://expertprogrammanagement.com/2017/09/gap-analysis/

2C. TEXT BOOK:

1. L.M. Prasad-Business Policy –Sultan Chand, 2015.

2D. REFERENCE BOOKS:

1. Azar Kassmi-Business Policy - Tata McGraw Hill 3rd Edition, 2008.

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING	TAXONOMY
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		OUTCOMES	LEVEL
I	INTRODUCTION		
1.1.0	Introduction to Strategy	Define strategy and concepts	K1
1.1.1	Total organizational view	Analyse the organization	K4
1.1.2	The concept of strategy policy	Explain the concept of strategies and their various policies	K2
1.1.3	Planning hierarchies	Build organizational hierarchies	K6
1.1.4	Evolution strategy	Analyse the evolution of strategy	K4
1.1.5	Philosophy of strategy	Defining the philosophy of strategy towards management	K1
1.1.6	Formulation of the Strategy	Formulate the strategies for business purpose	K6
II	ENVIRONMENTAL & INDUSTRY ANALYSIS		
2.1.0	Environmental & Industry Analysis	List out the analysis part	K1
2.1.1	SWOT Analysis	Illustrate the strength weakness opportunities and threats	K2
2.1.2	Environmental analysis	Classify the environment analysis	K2
2.1.3	Industry analysis	Classify the industry analysis	K2
2.1.4	Porter's five force model	Formulate the examples of this particular model	K6
III	ORGANIZATIONAL COMPETENCE AND RESOURCE ANALYSIS		
3.1.0	Organizational Competence and Resource Analysis	Find out the organizational competence level	K1
3.1.1	Matching opportunities and resources strategy	Match the resources and their opportunities	K1
3.1.2	Values	Defining the values	K1
3.1.3	Social responsibilities of management	List out the social responsibilities	K1
3.1.4	Social audit	Evaluate the social audit	K5

IV	TYPES OF STRATEGIES
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	PROGRAMME OUTCOMES	PROGRAMME SPECIFIC OUTCOMES
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4.1.0	Types of Strategies	List out the different kinds of strategy	K1
4.1.1	Generic Strategies	Define the generic strategy	K1
4.1.2	Grand Strategies	Define the grand strategy	K1
4.1.3	Strategies of Leading Indian Companies	Define the strategies of	K1

V	STRATEGY IMPLEMENTATION		
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5.1.0	Strategy Implementation	Define the strategy implementation	K1
5.1.1	Implementing the Strategy.	Demonstrate the strategy	K2
5.1.2	Organization design and structure relationships	Build an organisation and their structure	K3
5.1.3	Processes and leadership	Define the process and leadership	K1
5.1.4	Performance standards – corrective action	Define the performance standard	K1

4. MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	M	H	M	H	H	M	M	M	H	M	L	M	L
CO2	H	M	H	H	M	H	H	M	H	L	-	L	H
CO3	H	M	H	M	L	L	M	H	-	M	M	M	M
CO4	M	M	M	M	L	M	L	H	L	-	L	H	L
CO5	H	-	H	M	L	M	-	M	L	H	-	H	H
CO6	-	M	M	H	-	M	L	L	M	-	L	H	L

5. COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Name of the Course Co-ordinator: Dr. S. M. Soundria

Core X: MANAGEMENT INFORMATION SYSTEMS

SEMESTER: VI

CODE:U19MS610

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 6

1. COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Relate the basic concepts and technologies used in the field of management information systems.	K1	I
2	Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.	K3	III
3	Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.	K2	II
4	Outline the role of the ethical, social, and security issues of information systems.	K2	IV
5	Understand the management and exploitation of information systems and the use of broader information and communication technologies	K2	IV
6	Examine information technologies & how they influence the structure & processes of organizations and economies as well as the roles and techniques of management.	K4	V

2A. SYLLABUS

UNIT-I INTRODUCTION TO THE CONCEPTS OF MIS

15 Hours

Introduction to The Concepts Of MIS: Introduction to the basic concepts of MIS, Functions of MIS, Characteristics of MIS, Limitations of MIS, Evolution of computer's and their role in MIS.

UNIT-II TYPES OF IS

15 Hours

Types of IS: Introduction to Information System, Types of Information systems (TPS, DSS, EIS, ES)

UNIT-III INTRODUCTION TO DBMS

15 Hours

Introduction To DBMS: Information concepts for MIS Data, Database Management Systems.

UNIT-IV SYSTEM ANALYSIS AND SYSTEM DESIGN

15 Hours

System Analysis and System Design: Mechanics of systems analysis and Design, Flowcharts basics, System Development Life Cycle.

UNIT – V SYSTEM APPROACH

15 Hours

System Approach: System concepts, System approach to management, Total system approach, Functional Management Information Systems.

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Business Process Re-engineering	https://tallyfy.com/business-process-reengineering/
2	Enterprise Resource Planning	https://www.oracle.com/in/erp/what-is-erp/
3	Artificial Intelligence	https://builtin.com/artificial-intelligence

2C. TEXT BOOK:

1. L.M.Prasad,-Management Information System –S.ChandPublication, 2ndEdition, 2010.

2D. REFERENCE BOOKS:

1. S Orilla-Computer information an Introduction –Tata McGraw Hill 3rdEdition, 1983.
2. Raymond Mcleoulir-Management Information System –, Pearson Publication., 10th Edition, 2006.
3. S. Rajagopalan-Management Information System –MarghamPublication, 2012.

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION TO THE CONCEPTS OF MIS		
1.1.0	Introduction to the Concepts Of MIS	Define MIS & explain its nature & usage.	K1
1.1.1	Introduction to the basic concepts of MIS	Recall the concept & list down the scope of MIS.	K1
1.1.2	Functions of MIS	Identify the major functions of Management Information System	K3
1.1.3	Characteristics of MIS	List down the various	K1

		characteristics of Management Information System.	
1.1.4	Limitations of MIS	List down the demerits of MIS.	K1
1.1.5	Evolution of computers & their role in MIS	Recall & determine the evolution and the role of computers.	K1
II	TYPES OF IS		
2.1.0	Types of IS	Define Information System & list down its types.	K1
2.1.1	Introduction to Information System	Recall the concept of Information System	K1
2.1.2	Types of Information Systems (TPS, DSS, EIS,ES)	Classify the various types of MIS.	K2
III	INTRODUCTION TO DBMS		
3.1.0	Introduction to DBMS	Define DBMS	K1
3.1.1	Information concepts for MIS Data	Analyze the different concepts of MIS Data.	K4
3.1.2	Database Management Systems	Infer the characteristics & Classify the types of DBMS.	K2
IV	SYSTEM ANALYSIS & SYSTEM DESIGN		
4.1.0	System Analysis & System Design	Define System Analysis & System Design.	K1
4.1.1	Mechanics of System Analysis & Design	Assess the mechanics of System Analysis.	K5
4.1.2	Flow charts Basics	Categorize the types of flowcharts & usage of appropriate symbols.	K4
4.1.3	System Development Life Cycle	List the steps involved in System development Life cycle.	K1
V	SYSTEM APPROACH		
5.1.0	System Approach	Define & Demonstrate the applications of System Approach.	K1
5.1.1	System Concepts	Recall the System concepts.	K1
5.1.2	System Approach to Management	Assess the System approach in Management.	K5
5.1.3	Total System Approach	Demonstrate the total system	K2

		approach.	
5.1.4	Functional Management Information Systems	illustrate the functional management information system.	K2

4. MAPPING:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	L	M	H	-	H	M	H	-	H	M	H	L
CO2	M	L	H	M	M	-	H	M	L	M	H	H	-
CO3	-	H	-	L	M	H	M	L	H	H	M	-	H
CO4	H	H	M	M	L	L	H	-	-	L	M	H	M
CO5	H	M	H	L	M	M	H	H	M	H	-	H	M
CO6	H	M	H	M	L	L	L	H	H	-	-	M	H

5. COURSE ASSESSMENT METHODS

Direct
<ol style="list-style-type: none"> 1. Continuous Assessment Test I,II 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation 3. End Semester Examination
Indirect
<ol style="list-style-type: none"> 1. Course-end survey

Name of the Course Co-ordinator: Mr. Vijay Amirtharaj

Core XI: DIGITAL MARKETING

SEMESTER: VI

CODE: U21MS611

CREDITS: 4

TOTAL HOURS: 60

HOURS/WEEK: 6

1. COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Relate the basic concepts and technologies used in the field of Digital Marketing	K1	I
2	Develop a digital marketing plan that will address common marketing challenges.	K6	I
3	Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, Marketing Analytics	K2	II
4	Recognize the importance of Email Marketing tools	K3	III
5	Improve Sales Leads Generation Using LinkedIn	K6	IV
6	Examine the content creation tools and apps.	K4	V

2A. SYLLABUS

UNIT-I INTRODUCTION & ORIGIN OF DIGITAL MARKETING 12 Hours

Introduction & origin of Digital Marketing. Traditional v/s Digital Marketing. Digital Marketing Strategy, The P-O-E-M Framework, Segmenting & Customizing Messages, The Digital landscape, Digital Advertising Market in India. Skills required in Digital Marketing. Digital Marketing Plan.

UNIT-II SOCIAL MEDIA MARKETING 12 Hours

Social Media Marketing: Meaning, Purpose, types of social media websites. Blogging: Types of blogs, Blogging platforms & recommendations. Social Media Engagement, Target audience, Sharing content on social media, Do's and don'ts of social media. Search Engine Optimization: Meaning, Common SEO techniques, Understanding Search Engines, basics of Keyword search, Google rankings, Link Building, Steps to optimize website.

UNIT-III E-MAIL & FACEBOOK MARKETING 12 Hours

Basics of Email Marketing: Types of Emails, Mailing List, Email Marketing tools, Email Deliverability & Email Marketing automation. Facebook Marketing-Introduction, Facebook for business.

UNIT-IV LINKEDIN & MOBILE MARKETING 12 Hours

LinkedIn Marketing-introduction & importance, LinkedIn Strategies, Sales Leads Generation Using LinkedIn, Content Strategies. Mobile Marketing-Introduction, Mobile Usage, Mobile Advertising, Mobile Marketing tool Kit, Mobile Marketing Features.

UNIT-V WEB ANALYTICS & CONTENT MARKETING

12 Hours

Understanding Web Analytics: Purpose, History, Goals & objectives, Web Analytic tools & Methods. Web Analytics Mistakes and Pitfalls. Basics of Content Marketing: Introduction, Content marketing statistics, Types of Content, Types of Blog posts, Content Creation, Content optimization, Content Management & Distribution, Content Marketing Strategy, Content creation tools and apps, Challenges of Content Marketing.

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Instagram Marketing	https://www.hubspot.com/instagram-marketing
2	Affiliate Marketing	https://www.bigcommerce.com/blog/affiliate-marketing/
3	Whatsapp Marketing	https://blog.hootsuite.com/whatsapp-marketing/

2C. Text Book:

Digital Marketing by Seema Gupta, McGraw Hill Education

2D. Reference Books:

1. Digital Marketing: Cases from India by Rajendra Nargundkar and Romi Sainy, Notion Press, Inc
2. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Kogan Page Publisher
3. Marketing 4.0: Moving from Traditional to Digital by Philip Kotler, Publisher Wiley
4. Fundamentals of Digital Marketing by Punit Singh Bhatia, Pearson
5. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson, Wiley Publisher

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION & ORIGIN OF DIGITAL MARKETING		
1.1	Introduction to Digital Marketing	Recall the concept of Digital Marketing	K1
1.2	Traditional v/s Digital Marketing	Differentiate between Traditional and Digital Marketing	K2
1.3	Digital Marketing Strategy	Explain about Digital	K3

		Marketing Strategy	
1.4	The P-O-E-M Framework	Illustrate the P-O-E-M Framework	K3
1.5	Segmenting & Customizing Messages	Discuss about Segmenting & Customizing Messages	K2
1.6	The Digital landscape	Define the Digital landscape	K1
1.7	Digital Advertising Market in India	Analyze the Digital Advertising Market in India	K4
1.8	Skills required in Digital Marketing	Identify the Skills required in Digital Marketing	K3
1.9	Digital Marketing Plan	Develop Digital Marketing Plan	K6
II	SOCIAL MEDIA MARKETING		
2.1	Meaning, Purpose, types of social media websites	Discuss the Meaning, Purpose, types of social media websites	K2
2.2	Blogging: Types of blogs	Explain about Blogging: Types of blogs	K3
2.2.1	Blogging platforms & recommendations	Illustrate Blogging platforms & recommendations	K3
2.3	Social Media Engagement	Define Social Media Engagement	K1
2.4	Target audience, Sharing content on social media	Analyze Target audience, Sharing content on social media	K4
2.5	Do's and don'ts of social media	List Do's and don'ts of social media	K1
2.6	Search Engine Optimization: Meaning	Explain Search Engine Optimization	K3
2.6.1	Common SEO techniques	Discuss Common SEO techniques	K2
2.6.2	Steps to optimize website	Illustrate the Steps to optimize website	K3
III	E-MAIL & FACEBOOK MARKETING		
3.1	Basics of Email Marketing	Discuss the basics of Email Marketing	K2
3.2	Types of Emails, Mailing List	List the types of Emails	K1
3.3	Email Marketing tools	Illustrate Email Marketing tools	K3
3.4	Email Deliverability & Email Marketing automation	Explain about Email Deliverability & Email Marketing automation	K3
3.5	Facebook Marketing-Introduction	Define Facebook Marketing	K1

3.6	Facebook for business.	Analyze the uses Facebook for business	K4
IV	LINKEDIN & MOBILE MARKETING		
4.1	LinkedIn Marketing-introduction & importance	Define LinkedIn Marketing	K1
4.2	LinkedIn Strategies	Discuss the LinkedIn Strategies	K2
4.3	Sales Leads Generation Using LinkedIn	Explain about Sales Leads Generation Using LinkedIn	K2
4.4	Mobile Marketing-Introduction	Recall Mobile Marketing	K1
4.5	Mobile Usage, Mobile Advertising	Analyze about Mobile Advertising	K4
4.6	Mobile Marketing tool Kit	Illustrate the Mobile Marketing tool Kit & Features	K3
V	WEB ANALYTICS & CONTENT MARKETING		
5.1	Understanding Web Analytics: Purpose, History, Goals & objectives	Define Web Analytics	K1
5.2	Web Analytic tools & Methods	Discuss about Web Analytic tools & Methods	K2
5.3	Web Analytics Mistakes and Pitfalls	List the Web Analytics Mistakes and Pitfalls	K1
5.4	Basics of Content Marketing: Introduction	Define Content Marketing	K1
5.5	Content marketing statistics	Illustrate Content marketing statistics	K3
5.6	Content Creation, Content optimization	Explain about Content Creation, Content optimization	K2
5.7	Content Marketing Strategy	Discuss Content Marketing Strategy	K2
5.8	Content creation tools and apps	Examine the content creation tools and apps	K4
5.9	Challenges of Content Marketing	List the Challenges of Content Marketing	K1

4. MAPPING:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	L	M	H	-	H	M	H	-	H	M	H	L
CO2	M	L	H	M	M	-	H	M	L	M	H	H	-
CO3	-	H	-	L	M	H	M	L	H	H	M	-	H
CO4	H	H	M	M	L	L	H	-	-	L	M	H	M
CO5	H	M	H	L	M	M	H	H	M	H	-	H	M
CO6	H	M	H	M	L	L	L	H	H	-	-	M	H

5. COURSE ASSESSMENT METHODS

Direct
<ol style="list-style-type: none"> 1. Continuous Assessment Test I,II 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation 3. End Semester Examination
Indirect
<ol style="list-style-type: none"> 1. Course-end survey

Core XII: COMPANY LAW AND SECRETARIAL PRACTICES

SEMESTER-VI

CODE: U19MS612

CREDITS: 4

TOTAL HOURS: 60

HOURS/WEEK: 6

1. COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Outline the knowledge about the provisions of the Companies Act 2013	K1	I
2	Utilize the legal procedures relating to the formation of a company.	K3	I
3	Demonstrate different kinds of capital, company and its objectives.	K2	II
4	Communicate the students to differentiate the meaning regarding members and shareholder of a company and the powers subject to them.	K4	III
5	Outline the legal procedures relating to the types, Appointment, functions, duties, powers, remuneration of the Directors and Key managerial personnel.	K1	V
6	Demonstrate the provisions for conducting the meetings of the companies, elements of valid meeting, resolution, and voting methods.	K2	IV

2A. SYLLABUS

UNIT-I INTRODUCTION

12 Hours

Introduction - Companies act - Formation - Kinds of Companies - Memorandum and articles of associations - Right and Liabilities of member - Prospectus - Shares and Debentures-winding up

UNIT-II ROLE OF DIRECTORS

12 Hours

Role of Directors - Appointment of directors - Duties of directors - Share qualifications of directors - Disqualification of director - Removal of Directors - Managerial remuneration - Directors remuneration.

UNIT – III ROLE OF COMPANY SECRETARY **12 Hours**

Role of Company Secretary - Appointment of company secretary - Duties of company secretary - Qualifications & disqualification of secretary.

UNIT – IV COMPANY MEETINGS **12 Hours**

Company Meetings - Meeting of Directors - Business meetings - Preparation of notices - Agenda, Proxies, motions, Resolution and minutes (with special reference to companies Act1956).

UNIT – V ROLE OF CHAIRMAN **12 Hours**

Role of Chairman - Problem solving conferences - Duties of the chairman in a committee.

2B. TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Chairman Vs CEO	https://slate.com/news-and-politics/2000/01/what-s-the-difference-between-ceos-and-chairmen.html
2	Chairman Compensation	https://chiefexecutive.net/chairman-compensation/
3	Appointment And Removal Of Chairman	https://www.yourarticlelibrary.com/company/chairman-definition-appointment-and-removal-company-management/75166

2C. TEXT BOOK:

1. N D Kapoor, Company Law and Secretarial Practice, S. Chand and Company,2013.

2D. REFERENCE BOOKS:

1. Prasanta Gosh, Secretarial Practices, Jain Book Publishers 12th Edition, 2005

3. SPECIFIC LEARNING OUTCOMES (SLO):

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	Introduction	Define the characteristics of a Company	K1
1.1.1	Companies act	Discuss the sections in Companies Act 1956 and 2013	K2
1.1.2	Formation	Explain the procedure for the Formation of a company	K2
1.1.3	Kinds of Companies	Differentiate the types of companies	K2
1.1.4	Memorandum and Articles of Associations	Explain the formation and alteration of MOA and AOA	K3
1.1.5	Right and Liabilities of member	Recall the rights and responsibilities of a company member	K1
1.1.6	Prospectus	Define the term Prospectus and their different types	K1
1.1.7	Shares and Debentures-winding up	Explain the types of capital-share and debenture	K2
II	ROLE OF DIRECTORS		
2.1.0	Role of Directors	Discuss the role of a director in a company	K1
2.1.1	Appointment of Directors	Explain the procedure for appointing a director	K2
2.1.2	Duties of Directors	List out the duties of a director	K1
2.1.3	Share qualifications of Directors	Define share qualifications of directors	K1
2.1.4	Disqualification of Director	Explain the procedure for	K3

		disqualification of a director	
2.1.5	Removal of Director	Explain the procedure for the removal of a director	K3
2.1.6	Managerial remuneration	Discuss the remuneration for the management personnel	K3
2.1.7	Directors remuneration	Discuss the remuneration for the director	K3
III	ROLE OF COMPANY SECRETARY		
3.1.0	Role of Company Secretary	Discuss the role of a secretary in any company	K1
3.1.1	Appointment of Company Secretary	Explain the procedure for the appointment of a secretary	K2
3.1.2	Duties of Company Secretary	List out the duties of a secretary towards their company	K1
3.1.3	Qualifications & Disqualification of Secretary	Elucidate the qualifications and qualities for a company secretary	K1
IV	COMPANY MEETINGS		
4.1.0	Company Meetings	Define the term 'Meeting'	K1
4.1.1	Meeting of Directors	Elucidate the role of a director in meeting	K2
4.1.2	Business Meetings	Illustrate the procedure involved in a successful business meeting	K3
4.1.3	Preparation of notices	Illustrate the process of preparing a notice	K3
4.1.4	Agenda, Proxies, Motions, Resolution and minutes (with special reference to Companies Act 1956)	Define the terms: agenda, proxies, motions, resolutions and minutes.	K1
V	ROLE OF CHAIRMAN		

5.1.0	Role of Chairman	Explain the role of a chairman in a company	K1
5.1.1	Problem solving conferences	List out the conferences attended by a chairman and his roles in them	K1
5.1.2	Duties of the Chairman in a committee	Discuss the duties of a chairman in a committee	K2

4. MAPPING:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	H	M	M	H	L	H	M	L	H	M	H
CO2	H	H	L	M	L	H	H	H	H	H	H	H	L
CO3	M	M	H	H	H	M	H	M	H	M	H	H	L
CO4	H	M	L	M	M	H	H	M	H	H	H	L	H
CO5	M	M	H	L	H	H	M	H	M	H	M	H	H
CO6	H	H	M	L	H	M	H	L	H	H	H	H	H

5. COURSE ASSESSMENT METHODS

Direct
<ol style="list-style-type: none"> 1. Continuous Assessment Test I, II 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation 3. End Semester Examination
Indirect
<ol style="list-style-type: none"> 1. Course-end survey

Name of the Course Co-ordinator: Dr. Karthick Subramanian K