

**Affiliated Colleges**

**115. Bachelor of Business Administration**

Programme Structure and Scheme of Examination (under CBCS)

(Applicable to the candidates admitted from the academic year 2023 -2024 onwards)

Course Code	Part	Study Components & Course Title	Credit	Hours/Week	Maximum Marks		
					CIA	ESE	Total
<b>SEMESTER – I</b>							
23UTAML11 23UHINL11 23UFREL11	I	Language - I பொதுதமிழ்-I: □□□□□ □□□□□□□□ □□□□□□ -I/ Hindi-I French-I	3	6	25	75	100
23UENGL12	II	General English-I	3	6	25	75	100
23UBBAC13	III	Core – I Principles of Management	5	5	25	75	100
23UBBAC14		Core -II Accounting for Managers	5	5	25	75	100
23UBBAE15-1 23UBBAE15-2		Elective - I Managerial Economics (OR) Business Organisation	3	4	25	75	100
23UTAMB16/ 23UTAMA16	IV	Skill Enhancement course- 1* NME-I/ Basic Tamil – I / Advanced Tamil – I	2	2	25	75	100
23UBBAF17		Foundation Course: Managerial Communication	2	2	25	75	100
<b>Total</b>			<b>23</b>	<b>30</b>			<b>700</b>
<b>SEMESTER – II</b>							
23UTAML21 23UHINL21 23UFREL21	I	Language – II பொதுதமிழ் -II: தமிழிலக்கிய வரலாறு-2/ Hindi—II French-II	3	6	25	75	100
23UENGL22	II	General English-II	3	6	25	75	100
23UBBAC23	III	Core - III Marketing Management	5	5	25	75	100
23UBBAC24		Core - IV Business Environment	5	5	25	75	100
23UBBAE25-1 23UBBAE25-2		Elective - II International Business (OR) Principles of Banking System	3	4	25	75	100
23UTAMB26/ 23UTAMA26	IV	Skill Enhancement course- 2* NME-II/ Basic Tamil – II / Advanced Tamil – II	2	2	25	75	100
23USECG27		Skill Enhancement Course – 3 Internet and its Applications (Common Paper)	2	2	25	75	100
23UNMSD01		Language Proficiency for employability: Overview of English Communication**	2	-	25	75	100
<b>Total</b>			<b>25</b>	<b>30</b>			<b>800</b>



Course Code	Part	Study Components & Course Title	Credit	Hours/ Week	Maximum Marks		
					CIA	ESE	Total
<b>SEMESTER – III</b>							
23UTAML31 23UHINL31 23UFREL31	I	Language - III பொதுதமிழ்-III: □□□□□ □□□□□□□□ □□□□□□□□□□ Hindi-III French-III	3	6	25	75	100
23UENGL32	II	General English-III	3	6	25	75	100
23UBBAC33	III	Core – V: Business Regulator Framework	5	5	25	75	100
23UBBAC34		Core -VI: Production and Materials Management	5	5	25	75	100
23UBBAE35-1 23UBBAE35-2		Elective – III: Business Statistics (OR) Accounting for Business	3	4	25	75	100
23UBBAS36	IV	Skill Enhancement Course-IV: Entrepreneurial Skill- New Venture Management	1	1	25	75	100
23UBBAS37		Skill Enhancement course-V Computer Applications In Business	2	2	25	75	100
		Environmental Studies		1			
<b>Total</b>			<b>22</b>	<b>30</b>			<b>700</b>

<b>SEMESTER – IV</b>							
23UTAML41 23UHINL41 23UFREL41	I	Language - IV பொதுதமிழ்-IV: □□□□□□□□ □□□□□□□□□□ Hindi-IV French-IV	3	6	25	75	100
23UENGL42	II	General English-IV	3	6	25	75	100
23UBBAC43	IIIs	Core VII – Organisational Behaviour	5	5	25	75	100
23UBBAC44		Core - VIII Services Marketing	5	5	25	75	100
23UBBAE45-1 23UBBAE45-2		Elective – IV: Operation Research (OR) Consumer Behaviour	3	3	25	75	100
23UBBAS46	IV	Skill Enhancement Course -SEC-VI Tally	2	2	25	75	100
23UBBAS47		Skill Enhancement Course -SEC-VII Intellectual Property Rights	2	2	25	75	100
23UEVSG48		Environmental Studies	2	1	25	75	100
<b>Total</b>			<b>25</b>	<b>30</b>			<b>800</b>

<b>SEMESTER – V</b>							
23UBBAC51	III	Core IX – Research Methodology	4	5	25	75	100
23UBBAC52		Core X – Advertising and Sales Management	4	5	25	75	100
23UBBAC53		Core XI -Financial Services	4	5	25	75	100
23UBBAD54		Core XII –Project with Viva-Voce	4	5	25	75	100

23UBBAE55-1 23UBBAE55-2 23UBBAE55-3		Elective – V: Industrial Relations (OR) Security Analysis & Portfolio Management (OR) Business Taxation	3	4	25	75	100
23UBBAE56-1 23UBBAE56-2 23UBBAE56-3		Elective – VI: Fundamentals of Logistics (OR) E-Business (OR) Reward Management	3	4	25	75	100
23UVALG57	IV	Value Education	2	2	25	75	100
23UBBAI58		Summer Internship <sup>++</sup>	2		100		100
<b>Total</b>			<b>26</b>	<b>30</b>			<b>800</b>
<b>SEMESTER – VI</b>							
23UBBAC61	III	Core XIII– Management Information Systems	4	6	25	75	100
23UBBAC62		Core XIV– Human Resource Management	4	6	25	75	100
23UBBAC63		Core XV- Entrepreneurial Development	4	6	25	75	100
23UBBAE64-1 23UBBAE64-2 23UBBAE64-3		Elective – VII: Financial Literacy (OR) Digital Marketing (OR) Strategic Management	3	5	25	75	100
23UBBAE65-1 23UBBAE65-2 23UBBAE65-3		Elective –VIII: Innovation Management (OR) Financial Management (OR) Competency Mapping	3	5	25	75	100
23UBBAF66	VI	Professional Competency Skill: Quantitative Aptitude	2	2	25	75	100
23UBBAX67	V	Extension Activity	1	-	100	-	100
<b>Total</b>			<b>21</b>	<b>30</b>			<b>700</b>
<b>Grand Total</b>							

#### List of Non-Major Elective Courses Offered to Other Departments

Semester	Course Code	Course Title	H/W	C	CIA	ESE	Total
I	23UBBAN16	Basics of Event Management	2	2	25	75	100
II	23UBBAN26	Managerial Skill Development	2	2	25	75	100

\* PART-IV: NME / Basic Tamil / Advanced Tamil (Any one)

Students who have not studied Tamil upto 12<sup>th</sup> Standard and have taken any Language other than Tamil in Part-I, must choose Basic Tamil-I in First Semester & Basic Tamil-II in Second Semester.

Students who have studied Tamil upto 10<sup>th</sup> & 12<sup>th</sup> Standard and have taken any Language other than Tamil in Part-I, must choose Advanced Tamil-I in First Semester and Advanced Tamil-II in Second Semester.

\*\* The course “23UNMSD01: Overview of English Communication” is to be taught by the experts from Naan Mudhalvan Scheme team. However, the faculty members of Department of English should coordinate with the Naan Mudhalvan Scheme team for smooth conduct of this course.

<sup>++</sup>Students should complete two weeks of internship before the commencement of V semester.

**List of Internal Elective Courses**  
(Choose 1 out of 2/3 in each Semester)

Semester	Course Code	Course Title	H/W	C	CIA	ESE	Total
III	22UBBAE35-1	Business Statistics	4	3	25	75	100
	22UBBAE35-2	Accounting for Business	4	3	25	75	100
IV	22UBBAE45-1	Operation Research	3	3	25	75	100
	22UBBAE45-2	Consumer Behaviour	3	3	25	75	100
V	22UBBAE55-1	Industrial Relations	4	3	25	75	100
	22UBBAE55-2	Security Analysis & Portfolio Management	4	3	25	75	100
	22UBBAE55-3	Business Taxation	4	3	25	75	100
	22UBBAE56-1	Fundamentals of Logistics	4	3	25	75	100
	22UBBAE56-2	E-Business	4	3	25	75	100
	22UBBAE56-3	Services Marketing	4	3	25	75	100
VI	22UBBAE64-1	Financial Literacy	5	3	25	75	100
	22UBBAE64-2	Digital Marketing	5	3	25	75	100
	22UBBAE64-3	Strategic Management	5	3	25	75	100
	22UBBAE65-1	Innovation Management	5	3	25	75	100
	22UBBAE65-2	Safety Management	5	3	25	75	100
	22UBBAE65-3	Competency Mapping	5	3	25	75	100

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

**First Year – Semester-I**

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No. of Hours</b>
Part I	Language – Tamil	3	6
Part II	English	3	6
Part III	Core Theory, Practical & Elective Courses	13	14
Part IV	Skill Enhancement Course SEC-1 (NME-I)	2	2
	Foundation Course	2	2
		<b>23</b>	<b>30</b>

**Semester-II**

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No. of Hours</b>
Part I	Language – Tamil	3	6
Part II	English	3	6
Part III	Core Theory, Practical & Elective Courses	13	14
Part IV	Skill Enhancement Course -SEC-2 (NME-II)	2	2
	Skill Enhancement Course -SEC-3 (Discipline / Subject Specific)	2	2
		<b>23</b>	<b>30</b>

**Second Year – Semester-III**

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No. of Hours</b>
Part I	Language - Tamil	3	6
Part II	English	3	6
Part III	Core Theory, Practical & Elective Courses	13	14
Part IV	Skill Enhancement Course -SEC-4 (Entrepreneurial Based)	1	1
	Skill Enhancement Course -SEC-5 (Discipline / Subject Specific)	2	2
	E.V.S	-	1
		<b>22</b>	<b>30</b>

### Semester-IV

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No. of Hours</b>
Part I	Language - Tamil	3	6
Part II	English	3	6
Part III	Core Theory, Practical & Elective Courses	13	13
Part IV	Skill Enhancement Course -SEC-6 (Discipline / Subject Specific)	2	2
	Skill Enhancement Course -SEC-7 (Discipline / Subject Specific)	2	2
	E.V.S	2	1
		<b>25</b>	<b>30</b>

### Third Year

#### Semester-V

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No. of Hours</b>
Part III	Core Theory, Practical, Project & Elective Courses	22	28
Part IV	Value Education	2	2
	Internship / Industrial Visit / Field Visit	2	-
		<b>26</b>	<b>30</b>

#### Semester-VI

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No. of Hours</b>
Part III	Core Theory, Practical & Elective Courses	18	28
Part IV	Professional Competency Skill	2	2
Part V	Extension Activity	1	-
		<b>21</b>	<b>30</b>

### Consolidated Semester wise and Component wise Credit distribution

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

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

## CREDIT DISTRIBUTION FOR U.G. PROGRAMME

Part	Course Details	No. of Courses	Credit per course	Total Credits
<b>Part I</b>	Tamil	4	3	12
<b>Part II</b>	English	4	3	12
<b>Part III</b>	Core Courses	15	4/5	68
	Elective Courses: Generic / Discipline Specific (3 or 2+1 Credits)	8	3	24
<b>Part I, II and III Credits</b>				<b>116</b>
<b>Part IV</b>	Skill Enhancement Courses / NME / Language Courses	7	1/2	15
	Professional Competency Skill Course	1	2	2
	Environmental Science (EVS)	1	2	2
	Value Education	1	2	2
	Internship	1	2	2
<b>Part IV Credits</b>				<b>23</b>
<b>Part V</b>	Extension Activity (NSS / NCC / Physical Education)	1	1	1
<b>Total Credits for the UG Programme</b>				<b>140</b>

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

**Programme  
Outcomes:**

- PO1: Disciplinary knowledge:** Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study
- PO2: Communication Skills:** Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
- PO3: Critical thinking:** Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
- PO4: Problem solving: Capacity** to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.
- PO5: Analytical reasoning:** Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.
- PO6: Research-related skills:** A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation
- PO7: Cooperation/Team work:** Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team
- PO8: Scientific reasoning:** Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.
- PO9: Reflective thinking:** Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.
- PO10 Information/digital literacy:** Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.
- PO 11 Self-directed learning:** Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.
- PO 12 Multicultural competence:** Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.
- PO 13: Moral and ethical awareness/reasoning:** Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.
- PO 14: Leadership readiness/qualities:** Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

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

	<b>PO 1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>PSO 1</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 2</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO3</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 4</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 5</b>	Y	Y	Y	Y	Y	Y	Y	Y

**3 – Strong, 2- Medium, 1- Low**

## Core-I

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours
23UBBAC13	Principles of Management	Core-I	Y	-	-	-	5	5

### Learning Objectives

1. To impart knowledge about evolution of management
2. To provide understanding on planning process and importance of decision making in organization
3. To learn the application of principles in organization
4. To study the process of effective controlling in organization
5. To familiarize students about significance of ethics in business and its implications.

### UNIT – I

Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Principles.

### UNIT – II

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.

### UNIT – III

Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.

### UNIT – IV

Direction – Nature and Purpose – Staffing – Recruitment & Selection - Controlling – Meaning and Importance – Control Process.

### UNIT – V

Co-ordination – Need, types & Techniques for Excellent Coordination - Definition of Business ethics - Role and importance of Business Ethics and Values in Business

### Course Outcomes

On completion of this course, students will;

1. Describe nature, scope, role, levels, functions and approaches of management
2. Apply planning and decision making in management

3. Identify organization structure and various organizing techniques
4. Understand Direction, Co-ordination & Control mechanisms
5. Relate and infer ethical practices of organisation.

### **Reading list**

1. JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.
2. Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
3. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011
4. Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India
5. Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.

### **Reference Books**

1. P.C. Tripathi & P.N Reddy; Principles of Management, Sultan Chand & Sons, 6th Edition, 2017
2. L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.
3. Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
4. Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.
5. Harold Koontz, HienzWeihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015

### **Web Resources**

1. <https://www.toolshero.com/management/14-principles-of-management/>
2. <https://open.umn.edu/opentextbooks/textbooks/693>
3. <https://open.umn.edu/opentextbooks/textbooks/34>
4. <https://openstax.org/subjects/business>
5. <https://blog.hubspot.com/marketing/management-principles>

**OUTCOME MAPPING:**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	S	S	S	S	S	S	S
<b>CO 2</b>	S	S	S	S	M	M	S	S
<b>CO 3</b>	M	S	S	M	S	S	S	S
<b>CO 4</b>	S	M	S	S	S	S	S	S
<b>CO 5</b>	S	S	S	S	S	S	S	S

**CO-PO Mapping with program specific outcomes ,****Level of Correlation between PSO's and CO's**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0
<b>CO1</b>	3	3	3	3	3

## CORE – II

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours
23UBBAC14	Accounting for Managers	Core-II	Y	-	-	-	5	5

### Learning Objectives

1. To impart knowledge about basic concepts of accounting its applications
2. To analyze and interpret financial reports of a company
3. To understand the gross profit and net profit earned by organization
4. To foster knowledge on Depreciation Accounting.
5. To understand the procedures of Accounting under Single entry system

### UNIT – I

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance

### UNIT – II

Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account

### UNIT – III

Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital

### UNIT – IV

Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System

### UNIT – V

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

### Course Outcomes

On completion of this course, students will;

1. Prepare Journal, ledger, trial balance and cash book

2. Classify errors and making rectification entries
3. Prepare final accounts with adjustments
4. Pass depreciation entries and prepare depreciation accounts
5. Prepare single and double entry system of accounting.

### Reading list

1. Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
2. Jain .S.P & Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition
3. Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition
4. Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi, 15th edition
5. Tulsian P.C., 2006, Financial Accounting, Pearson Education

### Reference Books

1. Dr.K.Ganesan&S.UshenaBegam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai
2. TS Reddy & A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019
3. David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017
4. M N Arora; Accounting for Management- Himalaya Publications House 2019.
5. SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
6. T. Horngren Charles, L. SundernGary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.

### Web Resources

1. [https://ebooks.lpude.in/management/mba/term\\_1/DMGT403\\_ACCOUNTING FOR MANAGERS.pdf](https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf)
2. <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>
3. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
4. [https://en.wikipedia.org/wiki/Single-entry\\_bookkeeping\\_system](https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system)
5. <https://www.profitbooks.net/what-is-depreciation>

### OUTCOME MAPPING:

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

<b>CO 2</b>	S	M	M	M	M	S	L	S
<b>CO 3</b>	S	M	M	M	M	S	L	S
<b>CO 4</b>	S	M	M	M	M	S	L	M
<b>CO 5</b>	S	M	M	M	M	S	L	M

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

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

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

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

## ELECTIVE – I

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours
23UBBAE15-1	Managerial Economics	Generic Elective	Y	-	-	-	3	4

### Learning Objectives

1. To familiarize students with concepts of economics and its relevant in business scenario
2. To understand the applications & implications of economics in decision-making and problem solving.
3. To understand the optimal point of productivity of a firm.
4. To describe the pricing strategies that are consistent with evolving marketing needs
5. To Provide insights to the various market structures in an economy.

### UNIT – I

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.

### UNIT – II

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.

### UNIT – III

Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.

### UNIT – IV

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

### UNIT – V

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

### Course Outcomes

On completion of this course, students will;

1. Analyze & apply the various economic concepts in individual & business decisions.

2. Explain demand concepts, underlying theories and identify demand forecasting techniques.
3. Employ production, cost and supply analysis for business decision making
4. Identify pricing strategies
5. Classify market under competitive scenarios.

### Reading list

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

### Reference Books

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

### Web Resources

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

### OUTCOME MAPPING:

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

S -Strong M-Medium L-Low

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

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

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

## ELECTIVE – I

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours
23UBBAE15-2	<b>Business Organisation</b>	Generic Elective	Y	-	-	-	3	4

### Learning Objectives

1. The course aims to provide the basic concept and knowledge with regard to business enterprises and its functional areas.
2. To know about Business Ethics
3. To understand the various forms of Business.
4. To know about various types of companies to start an organization
5. To create the Knowledge about Business

### UNIT – I

Business Organization: Definition, Concept, Characteristics, Objectives, Significance, Components, Functions.

### UNIT – II

Business ethics, social responsibilities of Business, Promotions of Business: Meaning, Functions, Stages of Promotion.

### UNIT – III

Forms of Business Organization: Detailed Study of Sole Proprietorship and Partnership.

### UNIT – IV

Company Organisation: Meaning, Definition, Formation of Private and Public Company, Merits and Demerits, Types of Companies, Cooperative Organisation-Meaning, Significance and its Merits - Demerits.

### UNIT – V

Public Enterprises: Concept, Meaning, Characteristic, Objectives and Significance. Multi-National Corporations. (MNC'S) - An Introduction in India.

## Course Outcomes

1. To introduce the concepts and forms of business organization and provide insights into advertising and stock exchange.
2. To learn about the various forms of business organization and the process of setting a new venture entity under a country's legal-economic structure
3. To explore the international prospects of trade and business under globalization and understand the working of different functionaries of business
4. To acquaint the students with the forms of business organization.
5. To create the Knowledge about Business

## Reading list

1. Vasishth, Neeru, Business Organisation, Taxmann, New Delhi
2. Talloo, Thelman J., Business Organisational and Management, TMH, New Delhi
3. Tulsian, P.C., Business Organisation, Pearson Education, New Delhi

## Reference Books

1. Dr.Padmakar Astana-Business organisation
2. C.D.Balaji-Business organisation
3. R.K.Sharma-Business Organisation

## Web Resources

## OUTCOME MAPPING:

	PO1	PO2	PO3	PO 4	PO 5	PO 6		
CO 1	S		M		M			
CO 2			M	M	M			
CO 3	S		M			M		
CO 4				M	M			
CO 5	M		M			M		

**S -Strong    M-Medium    L-Low**

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23UBBAN16	Basics of Event Management	NME-I	Y	-	-	-	2	2	25	75	100

### Learning Objectives

1. To know the basic of event management its concepts
2. To make an event design
3. To make feasibility analysis for event.
4. To understand the 5 Ps of Event Marketing
5. To know the financial aspects of event management and its promotion

### UNIT – I

Introduction: Event Management – Definition, Need, Importance, Activities.

### UNIT – II

Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design

### UNIT – III

Event Feasibility: Resources – Feasibility, SWOT Analysis

### UNIT – IV

Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations

### UNIT – V

Event Budget – Financial Analysis – Event Cost – Event Sponsorship

## **Course Outcomes**

1. To understand basics of event management
2. To design events
3. To study feasibility of organising an event
4. To gain Familiarity with marketing & promotion of event
5. To develop event budget

## **Reading list**

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

## **Reference Books**

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

## **Web Resources**

1. [https://ebooks.lpude.in/management/bba/term\\_5/DMGT304\\_EVENT\\_MANAGEMENT.pdf](https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf)
2. <https://www.inderscience.com/jhome.php?jcode=ijhem>  
International Journal of Hospitality & Event Management
3. <https://www.emeraldgrouppublishing.com/journal/ijefm>  
International Journal of Event and Festival Management
4. <https://www.eventbrite.com/blog/?s=roundup>
5. <https://www.eventindustrynews.com/>

## **OUTCOME MAPPING:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	S	S	S	M	S	S	S
<b>CO 2</b>	M	S	S	S	M	S	S	S
<b>CO 3</b>	S	M	S	S	S	S	S	M
<b>CO 4</b>	S	M	S	S	S	S	S	S
<b>CO 5</b>	M	S	S	S	M	S	S	S

**S -Strong    M-Medium    L-Low**

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

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

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23UBBAF17	Foundation Course: Managerial Communication		Y	-	-	-	2	2	25	75	100

### Learning Objectives

1. To educate students role & importance of communication skills
2. To build their listening, reading, writing & speaking communication skills.
3. To introduce the modern communication for managers.
4. To understand the skills required for facing interview
5. To facilitate the students to understand the concept of Communication.

### UNIT – I

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.

### UNIT – II

Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.

### UNIT – III

Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language

### UNIT – IV

Communication through Reports – Agenda- Minutes of Meeting - Resume Writing

### UNIT – V

Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites

## **Course Outcomes**

On completion of this course, students will;

1. Understand communication process and its barriers.
2. Develop business letters in different scenarios
3. Develop oral communication skills & conducting interviews
4. Use managerial writing for business communication
5. Identify usage of modern communication tools & its significance for managers

## **Reading list**

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

## **Reference Books**

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

## **Web Resources**

1. [https://www.managementstudyguide.com/business\\_communication.html](https://www.managementstudyguide.com/business_communication.html)
2. <https://studiousguy.com/business-communication/>
3. <https://www.oercommons.org/curated-collections/469>
4. <https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/>
5. <https://open.umn.edu/opentextbooks/textbooks/8>

## **OUTCOME MAPPING:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	S	M	S	M	S	S	S
<b>CO 2</b>	S	S	S	S	S	S	M	M
<b>CO 3</b>	M	S	S	S	S	S	S	M
<b>CO 4</b>	S	S	M	S	S	S	M	S
<b>CO 5</b>	M	M	S	S	S	S	S	S

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

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

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

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

## SEMESTER - II

### CORE – III

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours
23UBBAC23	MARKETING MANAGEMENT	Core-III	Y	-	-	-	5	5

#### Learning Objectives

1. To understand the marketplace
2. To identify the market segmentation and the Product mix
3. To select the different pricing methods and channels of distribution.
4. To know the communication mix and sales promotion tools
5. To prepare according to the latest trends in market.

#### UNIT – I

Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions

#### UNIT – II

Segmentation – Need And Basis of Segmentation -Targeting – Positioning  
Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods.  
Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.

#### UNIT – III

Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market  
Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.

#### UNIT – IV

A Brief Overview of Communication Mix-Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.

#### UNIT – V

Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force–  
Digital Marketing: Introduction- Applications & Benefits -

## **Course Outcomes**

On completion of this course, students will:

1. To list and identify the core concepts of Marketing and its mix.
2. To sketch the market segmentation, nature of product, PLC
3. To analyze the appropriate pricing methods
4. To determine the importance of various media
5. To assess the sales force and applications of digital marketing

## **Reading list**

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

## **Reference Books**

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

## **Web Resources**

1. [http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip\\_Kotler%5D\\_Marketing\\_Management\\_14th\\_Edition%28BookFi%29.pdf](http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf)
2. <https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>
3. <https://www.enotesmba.com/2013/01/marketing-management-notes.html>
4. Industrial Marketing Management | Journal | ScienceDirect.com by Elsevier
5. Journal of Marketing Management | Taylor & Francis Online (tandfonline.com)

**OUTCOME MAPPING:**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	S	M	M	M	S	M	M
<b>CO 2</b>	S	S	M	S	M	S	M	S
<b>CO 3</b>	S	S	M	M	M	S	M	S
<b>CO 4</b>	S	S	M	M	M	S	M	M
<b>CO 5</b>	S	S	M	M	M	S	M	S

**S -Strong    M-Medium    L-Low**

**CO-PO Mapping with program specific outcomes (Course Articulation Matrix)****Level of Correlation between PSO's and CO's**

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

## CORE – IV

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours
23UBBAC24	<b>Business Environment</b>	Core	Y	-	-	-	5	5

### Learning Objectives

1. To impart knowledge on the concept of business environment & its significance.
2. To know the various environment factors and its impact on business.
3. To throw light on importance of the types of Social Organization.
4. To discuss on the role of Planning.
5. To create awareness of RBI & Stock Exchange.

### UNIT – I

The concept of Business Environment – Its nature and significance – Brief overview of political – Cultural – Legal – Economic and social environments and their impact on business and strategic decisions

### UNIT – II

Political Environment – Government and Business relationships in India

### UNIT – III

Social environment – Cultural heritage- Social attitudes – Castes and communities – Joint family systems – linguistic and religious groups – Types of social organization

### UNIT – IV

Economic Environment – Economic systems and their impact of business – Role of planning - NITI aayog.

### UNIT – V

Financial Environment – Financial system – Commercial bank – Financial Institutions – RBI Stock Exchange – IDBI – Non-Banking Financial Companies NBFCs

## Course Outcomes

On completion of this course, students will;

1. To understand the concepts of Business Environment.
2. To apply knowledge in the business and strategic decisions.
3. To analyze the importance of business.
4. To evaluate the types of business environment and its global impact.
5. To construct and stimulate environment for real-time business.

## Reading list

1. Francis Cherunilam, 2002, *Business environment*, Himalaya Publishing House, 11<sup>th</sup> Revised Edition, India.
2. Dr.S.Sankaran, *Business Environment*, Margham Publications.
3. K.Ashwathappa, 1997, *Essentials of Business Environment*, Himalaya Publishing House, 6<sup>th</sup> Edition, India.
4. Joshi Rosy Kapoor Sangam, *Business Environment*, Kalyani Publishers, Ludhiana.
5. C B Gupta, *Business Environment*, Sultan Chand & Sons, 2018.

## Reference Books

1. Justin Paul, *Business Environment*, Tata McGraw Hill, New Delhi, 2006.
2. John Brinkman, Ilve Navarro Bateman, Donna Harper, Caroline Hodgson, *Unlocking the Business Environment*, Routledge.
3. Shaikh Saleem, *Business Environment*, Pearson Education; Fourth edition (15 July 2020); Pearson Education.
4. Dr.Amit Kumar, *Business Environment*, Sahitya Bhawan Publications; 2021st edition (1 January 2019).
5. Wim Hulleman and Ad Marijs, *Economics and Business Environment*, Routledge.

## Web Resources

1. <https://pestleanalysis.com/political-factors-affecting-business/>
2. [https://iimm.org/wp-content/uploads/2019/04/IIMM\\_BE\\_Book.pdf](https://iimm.org/wp-content/uploads/2019/04/IIMM_BE_Book.pdf)
3. <https://www.marketingtutor.net/political-factors-affect-business/>
4. <https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/>
5. <https://opentext.wsu.edu/cpim/chapter/chapter-4-the-economic-and-political-environment/>

## OUTCOME MAPPING:

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

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

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

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

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

## ELECTIVE – II

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours
23UBBAE25-1	<b>International Business</b>	Generic Elective	Y	-	-	-	3	4

### Learning Objectives

1. To familiarize students with basic concepts of International Business
2. To impart knowledge about theories of international trade
3. To know the concepts of foreign exchange market and foreign direct investment
4. To understand the global environment
5. To gain knowledge on the Contemporary Issues of International Business

### UNIT – I

Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.

### UNIT – II

Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.

### UNIT – III

Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows-Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.

### UNIT – IV

Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.

### UNIT – V

Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.

### Course Outcomes

On Completion of the course the students will

1. Discuss the modes of entry to International Business
2. Explain international trade theories
3. Understand Foreign exchange market and FDI
4. Outline the Global Business Environment
5. Identify the relevance of international institutions and trading blocs.

### Reading list

1. Gupta CB, International Business, S Chand & Co. Ltd, 2014
2. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.
3. Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.
4. Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010
5. Paul, J., International Business, 5th Edition, PHI Learning, 2010

### Reference Books

1. Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
2. Griffin, R., International Business, 7th Edition, Pearson Education, 2012.
3. Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4<sup>th</sup> edition, Pearson ,2017
4. AswathappaK , International Business , 7th Edition, McGraw-Hill, 2020
5. Subba Rao P, International Business, (Text and Cases), Himalaya Publishing House, 2016.

### Web Resources

1. <https://online.hbs.edu/blog/post/international-business-examples>
2. [https://saylordotorg.github.io/text\\_international-business](https://saylordotorg.github.io/text_international-business)
3. <https://www.imf.org/en/home>
4. <https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/>
5. <http://www.simplynotes.in/e-notes/mbabba/international-business-management/>

### OUTCOME MAPPING:

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

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

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

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

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

## ELECTIVE – II

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours
23UBBAE25-2	<b>Principles Of Banking System</b>	Generic Elective	Y	-	-	-	3	4

### Learning Objectives

1. To assist the students in understanding of the basic concepts in banking
2. To enlighten learners with the theoretical concepts of banking in India
3. To help them to attain the competencies required for a career in banking services

### UNIT – I

Definition of Banking – Development of Banking in India-Classification of Banks – Nationalization of Banks

### UNIT – II

Definition of the terms Banker and Customer – differential relationship between Banker and Customer – General and Special relationship.

### UNIT – III

Reserve bank of India – Objectives – Functions- Private sector banks in India – Importance - Commercial Banking – Function – Types of accounts

### UNIT – IV

Negotiable instrument – Meaning – Types - Cheques - Definition – Characteristics of Cheques – Crossing – Endorsement

### UNIT – V

E-banking – Meaning – Service – Mobile Banking – Meaning – Service – Automated Teller machine (ATM) – Net Banking. Small Finance Bank - Foreign Bank.

### Course Outcomes

1. After studied unit-1, the student will be able to learn the basic concepts of Banking and evolution of banking in India
2. After studied unit-2, the student will be able to know the relationship between the banker and the customer
3. After studied unit-3, the student will be able to have a clear picture about RBI and commercial banks
4. After studied unit-4, the student will be able to understand the different types of negotiable instruments
5. After studied unit-5, the student will be able to know the e-banking system and small, foreign banks

### Reading list

1. Indian Banking – K. PARAMESWARAN & S. NATARAJAN, S.Chand& Company Ltd

### Reference Books

2. Sundaram & Varshney P.N. – Banking Theory law and practice –Vijay Nichole Imprints Private Ltd
3. Natarajan, Indian Baking, S. Chand Publication

### Web Resources

### OUTCOME MAPPING:

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

**S -Strong    M-Medium    L-Low**

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23UBBAN26	MANAGERIAL SKILL DEVELOPMENT	NME-2	Y	-	-	-	2	2	25	75	100

### Learning Objectives

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

### UNIT – I

Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills

### UNIT – II

Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.

### UNIT – III

Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.

### UNIT – IV

Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking.

Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.

## UNIT – V

Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing

Debates, presentations, role plays and group discussions on current topics.

Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes

E-banking – Meaning – Service – Mobile Banking – Meaning – Service – Automated Teller machine (ATM) – Net Banking. Small Finance Bank - Foreign Bank.

### Course Outcomes

On completion of this course, students will;

1. Identify the personal qualities that are needed to sustain in the world of work.
2. Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.
3. Acquire practical management skills that are of immediate use in management or leadership positions.
4. Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.
5. Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.

### Reading list

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

### Reference Books

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

### Web Resources

1. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63>
2. [https://www.academia.edu/4358901/managerial\\_skill\\_development\\_pdf](https://www.academia.edu/4358901/managerial_skill_development_pdf)
3. [https://www.academia.edu/4358901/managerial\\_skill\\_development\\_pdf](https://www.academia.edu/4358901/managerial_skill_development_pdf)
4. <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units->

[AC.pdf](#)

5. [https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD\(Managerial%20skill%20development\).pdf](https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf)

### OUTCOME MAPPING:

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

**S -Strong    M-Medium    L-Low**

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23USECG27	Skill Enhancement Course-3 INTERNET AND ITS APPLICATIONS		Y	-	-	-	2	2	25	75	100

**-Common Paper-**

<b>SEMESTER: III</b> <b>PART: III</b> <b>CORE: V</b>	<b>23UBBAC33</b> <b>BUSINESS REGULATORY FRAMEWORK</b>	<b>Credit:5</b> <b>Hours :5</b>
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### **Learning Objectives**

1. Explain Indian Contracts Act
2. Understand Sales of goods act& contract of agency.
3. Understand Indian Companies Act 1956
4. Understand Consumer Protection Act – RTI
5. Understand Cyber law

### **UNIT – I**

Brief outline of Indian Contracts Act - Special contracts Act

### **UNIT – II**

Sale of goods Act - Contract of Agency

### **UNIT – III**

Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resolutions-Winding up

### **UNIT – IV**

Consumer Protection Act – RTI

### **UNIT – V**

Brief outline of Cyberlaws – IT Act 2000 & 2008

### **Course Outcomes**

On completion of this course, students will;

1. Explain Indian Contracts Act.
2. Understand Sales of goods act and Contract of Agency.
3. Understand Indian Companies Act 1956
4. Understand Consumer Protection Act – RTI
5. Understand Cyber law

### **Reading list**

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

## Reference Books

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

## Web Resources

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

## OUTCOME MAPPING:

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

S -Strong    M-Medium    L-Low

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

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

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3
CO2	3	3	3	3	3
CO3	3	3	2	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	13	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.6	3.0	3.0

<b>SEMESTER: III</b> <b>PART: III</b> <b>CORE: VI</b>	<b>23UBBAC34</b> <b>PRODUCTION AND MATERIALS MANAGEMENT</b>	<b>Credit:5</b> <b>Hours :5</b>
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### **Learning Objectives**

1. To provide comprehensive outlook on basic concepts and practices of production.
2. To understand types of layout facilities.
3. To analyse work study methods and quality control.
4. To enable the students to gain knowledge on Inventory control and Vendor rating.
5. To give an insight to Purchase management.

### **UNIT – I**

Introduction – Meaning, scope and Functions of Production Management - Different types of Production Systems. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.

### **UNIT – II**

Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.

### **UNIT – III**

Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

### **UNIT – IV**

Integrated materials management- the concept- service function advantages- Inventory Control- Function of Inventory - Importance-Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning – Stores Keeping and Materials Handling – objectives and Functions

### **UNIT – V**

Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution - Vendor rating and Management

### **Course Outcomes**

On completion of this course, students will;

1. Provide comprehensive outlook on basic concepts, and practices of production.
2. Identify right plant location and plant layout of factory
3. Know work study & method study, its procedure & quality control techniques in production
4. Outline inventory control concepts and its replenishment to manage inventory
5. Discuss purchase management procedure and identify vendor rating mechanisms

### **Reading list**

1. K.Shridhara Bhat; Material Management; Himalaya Publishing House; Mumbai 2020.
2. R.B Khanna, Production and Operations management, Prentice Hall Publications, 2015.
3. Biswajit Banerjee, Operations Management and Control, S Chand, Revised Edition, 2010
4. Anil Kumar S and N Suresh, Operation Management, New Age International 1<sup>st</sup> Edition, 2018.
5. Stevenon William J, Operating Management, McGraw Hill, 13<sup>th</sup> Edition, 2022.

## Reference Books

1. P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015.
2. M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004
3. P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.
4. P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013.
5. S.N.Chary, Production and Ooperations Management, JBA Publishers, Edition Edition VI

## Web Resources

1. [https://mrcet.com/downloads/digital\\_notes/ME/III%20year/POM%20NOTES.pdf](https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf)
2. [https://www.iare.ac.in/sites/default/files/lecture\\_notes/IARE\\_OM\\_NOTES.pdf](https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf)
3. [https://www.vssut.ac.in/lecture\\_notes/lecture1429900757.pdf](https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf)
4. [https://ebooks.lpude.in/management/mba/term\\_4/DMGT525\\_MATERIALS\\_MANAGEMENTEN T.pdf](https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENTEN T.pdf)
5. <https://examupdates.in/materials-management-notes/>

## OUTCOME MAPPING:

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

S -Strong M-Medium L-Low

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

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

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

<b>SEMESTER: III</b> <b>PART: III</b> <b>ELECTIVE: III</b>	<b>23UBBAE35-1</b> <b>BUSINESS STATISTICS</b>	<b>Credit:3</b> <b>Hours :4</b>
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### Learning Objectives

1. Measures of Central Tendency
2. Measures of Variation
3. Analyze of Time Series
4. Understand Index Numbers
5. Test Hypothesis

### UNIT – I

Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams – Simple Bar Diagram – Multiple Bar Diagram – Component Bar Diagram – Percentage Bar Diagram – Frequency Polygon – Frequency Curve – Ogive.

### UNIT – II

Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.

### UNIT – III

Measures of Variation – Standard Deviation – Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve – Simple Correlation – Scatter Diagram – Karl Pearson's Correlation – Rank Correlation – Regression.

### UNIT – IV

Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations

### UNIT – V

Index Numbers – Consumer Price Index – And Cost of Living Indices- Statistical quality control

### Course Outcomes

On Completion of the course the students will

1. Measures of Central Tendency
2. Measures of Variation
3. Analyze of Time Series
4. Understand Index Numbers
5. Test Hypothesis

### Reading list

1. [Statistics: Vol 56, No 4 \(Current issue\) \(tandfonline.com\)](http://tandfonline.com)
2. [Statistics Journal Journal of Statistics Research Journal of Statistics Statistics science papers- STM Journals](#)
3. N.Arora,S.Arora; Statistics for Management; S.Chand and Company Ltd.; New Delhi [SEP]2006
4. <https://www.springer.com/statistics/journal/13171>[SEP]
5. <https://www.scimagojr.com/journalsearch.php?q=200147130&tip=sid>

### Reference Books

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

### Web Resources

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

### OUTCOME MAPPING:

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

S -Strong      M-Medium      L-Low

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

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

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

<b>SEMESTER: III</b> <b>PART: III</b> <b>ELECTIVE: III</b>	<b>23UBBAE35-2</b> <b>ACCOUNTING FOR BUSINESS</b>	<b>Credit:3</b> <b>Hours :4</b>
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### Learning Objectives

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

### UNIT – I

Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation.

### UNIT – II

Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.

### UNIT – III

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.

### UNIT – IV

Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget.

### UNIT – V

Marginal Costing – CVP analysis – Break even analysis.

### Course Outcomes

On completion of this course, students will;

1. Interpret cost sheet & write comments.
2. Compare cost, management & financial accounting.
3. Analyze the various ratio and compare it with standards to assess deviations
4. Estimate budget and use budgetary control
5. Evaluate marginal costing and its components

### Reading list

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

## Reference Books

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

## Web Resources

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

## OUTCOME MAPPING:

	PO1	PO2	PO3	PO4	PO5	P06		
CO1	M	M	M	M	M	S	L	M
CO2	S	M	M	M	M	S	L	S
CO3	S	M	M	M	M	S	L	S
CO4	S	M	M	M	M	S	L	M
CO5	S	M	M	M	M	S	L	M

S -Strong      M-Medium      L-Low

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

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

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

<b>SEMESTER: III</b> <b>PART: IV</b> <b>Skill Enhancement: IV</b>	<b>23UBBAS36</b> <b>NEW VENTURE MANAGEMENT</b> <b>(Skill Enhancement Course IV- Entrepreneurial Skill)</b>	<b>Credit:1</b> <b>Hours :1</b>
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### **Learning Objectives**

1. To learn to generate and evaluate new business ideas.
2. To learn about a business model that generates money
3. To understand how to find, evaluate and buy a business.
4. To evaluate the feasibility of idea into a Venture.
5. To understand sources who lend for new ventures

### **UNIT – I**

Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.

### **UNIT – II**

Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.

### **UNIT – III**

Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture's Financial Strength and Viability.

### **UNIT – IV**

Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.

### **UNIT – V**

Financing entrepreneurial ventures - Managing growth; Valuation of a new company - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions.

### **Course Outcomes**

On completion of this course, students will

1. Understand the concept of entrepreneurship and skill sets of an entrepreneur.
2. Assess new venture opportunities & analyze strategic choices in relation to new ventures.
3. Develop a credible business plan for real life situations.
4. Coordinate a team to develop and launch and manage the new venture through the effective leadership.
5. Evaluate different sources for financing new venture

### **Reading list**

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

## Reference Books

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

## Web Resources

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

## OUTCOME MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO 8
CO1	M	S	M	S	S	S	M	M
CO2	S	S	M	S	S	S	M	S
CO3	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S
CO5	M	S	M	S	M	S	M	M

S -Strong M-Medium L-Low

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

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

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

<b>SEMESTER: III</b> <b>PART: IV</b> <b>Skill Enhancement: V</b>	<b>23UBBAS37</b> <b>COMPUTER APPLICATION IN BUSINESS</b> <b>(Skill Enhancement Course V)</b>	<b>Credit:2</b> <b>Hours :2</b>
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### Learning Objectives

1. To build skills in Ms-Word
2. To build skills in Ms-Excel,
3. To build skills in Ms- Power Point
4. To familiarize students with google forms for students with relevance in business scenario and its applications.

### UNIT – I

Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles,

### UNIT – II

Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents.

### UNIT – III

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

### UNIT – IV

Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts

### UNIT – V

Use Google forms to develop & share questionnaire – MS Office 360° Uses of AI in MS Office.

### Course Outcomes

On completion of this course, students will;

1. Demonstrate hands on experience with Ms-word for business activities
2. Demonstrate hands on experience with Ms-Excel for business activities
3. Demonstrate hands on experience with Ms-power point for business activities

### Reading List

1. International Journal of Computer Applications in Technology
2. International Journal of Computer Applications – IJCA
3. P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.
4. Computer Application in Business ( Tamil Nadu) by Dr. R.Paramaeswaran
5. Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited.

## References Books

1. P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.
2. Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman
3. Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
4. Lisa A. Bucki, John Walkenbach, FaitheWempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.
5. S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.

## Web Resources

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

## OUTCOME MAPPING

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

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

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

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

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

<b>SEMESTER: IV</b> <b>PART: III</b> <b>CORE: VII</b>	<b>23UBBAC43</b> <b>ORGANIZATIONAL BEHAVIOUR</b>	<b>Credit:5</b> <b>Hours: 5</b>
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### Learning Objectives

1. To have extensive knowledge of OB.
2. To create awareness of job satisfaction.
3. To enhance the importance of workplace counseling.
4. To analyze the importance of coordination.
5. To measure the organizational development.

### UNIT – I

Need and scope of organizational behaviour - Theories of organization - Individual difference Vs Group intelligence tests -Measurement of intelligence - Personality Tests - Nature – Types and uses of perception

### UNIT – II

Motivation - Financial and non -Financial motivational techniques - Job satisfaction - meaning - Factors - Theories -Measurement -Morale - Importance - Employee attitudes and behavior and their significance to employee productivity.

### UNIT – III

Work environment - Good house-keeping practices - Design of work place – Fatigue & stress – Causes and prevention and their importance – Work place counseling - Leadership -Types and theories of leadership

### UNIT – IV

Group dynamics -Cohesiveness - Co-operation - Competition - Resolution - Sociometry - Group norms - Role position status

### UNIT – V

Organizational culture and climate - Organizational Development

### Course Outcomes

On Completion of the course the students will

1. To define Human behaviour at work place.
2. To apply motivation, leadership and learning theories at work place.
3. To analyze the complexities and solutions of human behaviour.
4. To explain issues relating to individual and group behaviour.
5. To create a congenial climate in the organization.

### Reading list

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

## Reference Books

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

## Web Resources

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

## OUTCOME MAPPING:

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

S -Strong M-Medium L-Low

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

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

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

<b>SEMESTER: IV</b> <b>PART: III</b> <b>CORE: VIII</b>	<b>23UBBAC44</b> <b>SERVICES MARKETING</b>	<b>Credit:5</b> <b>Hours: 5</b>
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### **Learning Objectives**

1. To enhance the importance of workplace counseling.
2. To know the Marketing Mix in Service Marketing.
3. To examine effectiveness of Service Marketing.
4. To discuss on delivering Quality Service.
5. To analyze the Marketing of Services.

### **UNIT – I**

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.

### **UNIT – II**

Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

### **UNIT – III**

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

### **UNIT – IV**

Delivering Quality Service: Causes of service - quality gaps- SERVQUAL-SERVPEF. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality

### **UNIT – V**

Marketing of Service With Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services and e-services

### **Course Outcomes**

On Completion of the course the students will

1. To define and understand the concepts of Services Marketing.
2. To Examine and apply Marketing Mix in Service Marketing.
3. To analyze and design various strategies in the field of Services Marketing.
4. To evaluate the role of delivering Quality Service.
5. To design the tools of Marketing.

### **Reading list**

1. Reddy P.N. (2011)– Services Marketing – Himalaya Publication.
2. Christopher Lovelock ,Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher.
3. The Journal Of Services Marketing
4. Valarie A Zeithmal and Mary JO Bitner,ServicesMarketing:Integrating Customer Focus across the firm,Tata Mc Graw Hill NewDelhi
5. C.Bhattacharjee,Services Marketing ,Excel Books,NewDelhi.

### Reference Books

1. Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.
2. S.M. Jha, Services marketing, Himalaya Publishers, India
3. Baron, Services Marketing, Second Edition. Palgrave Macmillan
4. Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
5. Thakur.G.S. Sandhu supreet& Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna.

### Web Resources

1. <https://www.managementstudyguide.com/seven-p-of-services-marketing.htm>
2. <https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875>
3. <https://www.marketingtutor.net/service-marketing/>
4. <https://www.marketing91.com/service-marketing/>
5. <https://www.marketing91.com/service-marketing-mix/>

### OUTCOME MAPPING:

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

S -Strong      M-Medium      L-Low

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

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

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

<b>SEMESTER: IV</b> <b>PART: III</b> <b>ELECTIVE: IV</b>	<b>23UBBAE45-1</b> <b>OPERATION RESEARCH</b>	<b>Credit:3</b> <b>Hours: 3</b>
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### Learning Objectives

1. Analyse Linear Programming
2. AnalyseTransportation problem
3. AnalyseAssignment problem
4. AnalyseNetwork models
5. AnalyseGame Theory

### UNIT – I

Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.

### UNIT – II

Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method-Vogel's approximation method to find the optimal solution

### UNIT – III

Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines

### UNIT – IV

Network models-PERT and CPM — difference between PERT and CPM- constructing network-critical path, various floats, three-time estimates for PERT

### UNIT – V

Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving  $2 \times n$  and  $m \times 2$  game

### Course Outcomes

On Completion of the course the students will

1. Analyse Linear Programming
2. AnalyseTransportation problem
3. AnalyseAssignment problem
4. AnalyseNetwork models
5. AnalyseGame Theory

### Reading list

1. [Operational Research | Research.com](#)
2. [Operations Research | PubsOnLine \(informs.org\)](#)
3. Prabandhan : Journal of Management
4. International Journal of Operations research
5. DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019

### Reference Books

1. P.R. Vittal& V. Malini, Operative Research – Margham Publications – Chennai – 17.

2. P.K. Gupta & Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi
3. V.K. Kapoor, Introduction to operational Research – Sultan Chand & sons – New Delhi
4. Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi
5. P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.

#### Web Resources

1. <chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf>
2. <chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queueing%20theory.pdf>
3. <https://www.onlinemathlearning.com/linear-programming-example>
4. [https://www.kellogg.northwestern.edu/weber/Notes\\_6\\_Decision\\_trees](https://www.kellogg.northwestern.edu/weber/Notes_6_Decision_trees)
5. [www.pondiuni.edu.in/sites/default/files](http://www.pondiuni.edu.in/sites/default/files)

#### OUTCOME MAPPING:

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

S -Strong M-Medium L-Low

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

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

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

<b>SEMESTER: IV</b> <b>PART: III</b> <b>ELECTIVE: IV</b>	<b>23UBBAE45-2</b> <b>CONSUMER BEHAVIOR</b>	<b>Credit:3</b> <b>Hours: 3</b>
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### **Learning Objectives**

1. To explain the concept of consumer behavior
2. To evaluate the factors affecting consumer behaviour in detail and analyze the consumer decision process.
3. To understand the Consumer Decision Making Process
4. To impart knowledge about personality and Consumer Behaviour
5. To know about Consumer Learning and Consumer Involvement

### **UNIT – I**

Introduction to Consumer Behaviour and Consumer Research: Consumer Behaviour – Definition, Consumer and Customers, Buyers and Users, Organizations as Buyers, Development of Marketing Concept, Consumer Behaviour and its Applications in Marketing, Consumer Research Process.

### **UNIT – II**

Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.

### **UNIT – III**

Consumer Decision Making Process - Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era.

### **UNIT – IV**

Attitude – characteristics – components – functions of attitude – factors influencing attitude – themes of attitude Personality and consumer behavior – nature and characteristics of personality- theories of personality- influence of personality on consumer behavior- consumer motivation - concepts, needs, goals and motives-themes in consumer motivation.

### **UNIT – V**

Consumer Learning, Memory and Involvement: Introduction, Components of Learning, Behavioral Theory, Cognitive Learning Theory, Concept of Involvement, Dimensions of Involvement - Model of consumer involvement

### **Course Outcomes**

On completion of this course, students will;

1. Describe concepts underlying consumer behaviour
2. Evaluate the influence of internal and external factors on consumer consumption preferences.
3. Interpret the power of individual influences on decision making and consumption.
4. Identify & outline the significance of Motivation, Personality & Attitude with consumer behavior.
5. Relate consumer learning, involvement & decision making.

### **Reading list**

1. Dr. L Natarajan; Consumer Behavior, Margham Publication, 2019
2. Michael R. Solomon; Tapan Kumar Panda, Consumer Behavior, Pearson Education, 2020.
3. Ms.Suja and R.Nair; Consumer Behavior in Indian Perspective, Himalaya Publishing house Pvt Ltd, 2015
4. Education, 2014
5. Leon G Schiffman, Joseph WesenBlit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015

### Reference Books

1. Bennet and Kassar, Consumer Behaviour, Prentice Hall of India, New Delhi
2. Jay D. Lindquist and Joseph Sirgy, Shopper, Buyer and Consumer Behavior, Biztranza 2008.
3. Paul Peter et al., Consumer Behavior and Marketing Strategy, Tata McGraw Hill, Indian Edition, 7th Edition 2005.
4. Sheth Mittal, Consumer Behavior- A Managerial Perspective, Thomson Asia (P) Ltd., 2003.
5. David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.

### Web Resources

1. <https://theintactone.com/2019/08/31/ccsubba-401-consumer-behavior/>
2. <https://indiafreenotes.com/bba406-consumer-behavior/>
3. <https://opentextbc.ca/introconsumerbehaviour/chapter/involvement-levels/>
4. <https://www.yourarticlelibrary.com/consumers/personality-consumers/personality-of-consumer-nature-theories-and-life-style-concept/64136>
5. <https://www.iedunote.com/attitude-and-consumer-behavior>

### OUTCOME MAPPING:

				M	S	S		
	M							
S	S				M			S
					S	S		
M	S				S	S		M
				M	S	S		

S -Strong      M-Medium      L-Low

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

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

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

<b>SEMESTER: IV</b> <b>PART: IV</b> <b>SKILL ENHANCEMENT: VI</b>	<b>23UBBAS46</b> <b>TALLY</b> <b>(SKILL ENHANCEMENT COURSE -SEC-VI )</b>	<b>Credit:2</b> <b>Hours: 2</b>
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### Course Objectives

1. To impart knowledge about basic use of Tally and its functions
2. To understand the creation of groups and Ledgers
3. To provide understanding about Data Management in Tally
4. To understand the process of GST, EPF etc.
5. To familiarize students about significance of Tally in implications in the Organizations

### UNIT – I

Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.

### UNIT – II

Accounting Master in Tally. ERP 9: Groups & Ledgers Creation

Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.

### UNIT – III

Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management

### UNIT – IV

Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax

### UNIT – V

Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9

### Course Outcomes

On completion of this course, students will;

1. To understand about the basic accounting and Tally. ERP 9
2. Identify the maintained of Ledger and inventory system
3. Creation of various vouchers and bill wise details
4. Understand various taxes returns and filing
5. Relate and infer various reports generated in Tally. ERP 9

### Reading List

1. Journal of Emerging Technologies and Innovative Research
2. Global Journal for Research Analysis
3. Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press
4. Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017
5. **Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications**

### References Books

1. Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015
2. Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications
3. Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education
4. Bimlendu Shekhar, Tally Practical Work Book -1, 2<sup>nd</sup> Edition
5. Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020

**Web Resources**

1. <https://tallysolutions.com/learning-hub/>
2. <https://www.tutorialkart.com/tally/tally-tutorial/>
3. <https://sscestudy.com/tally-erp-9-book-pdf-free-download/>
4. <https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/>
5. <https://www.javatpoint.com/tally>

**OUTCOME MAPPING**

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

**Strong M-Medium L-Low**

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

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

<b>SEMESTER: IV</b> <b>PART: IV</b> <b>SKILL ENHANCEMENT: VII</b>	<b>23UBBAS47</b> <b>INTELLECTUAL PROPERTY RIGHTS</b> <b>(SKILL ENHANCEMENT COURSE -SEC-VII)</b>	<b>Credit:2</b> <b>Hours: 2</b>
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### Course Objectives

1. To learn aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.
2. To disseminate knowledge on patents, patent regime in India and abroad and registration aspects
3. To evaluate the copyright law
4. To disseminate knowledge on copyrights and its related rights and registration aspects
5. To understand about Geographical Indicators

### UNIT – I

IPR Introduction: and the need for intellectual property right – IPR in India –Different Classifications –Important Principles of IP Management –Commercialization of Intellectual Property Rights by Licensing – Intellectual Property Rights in the Cyber World.

### UNIT – II

Introduction – Classification – Importance – Types of Patent Applications in India - Patentable Invention– Inventions Not Patentable.

### UNIT – III

Introduction – Fundamentals – Concept – Purpose – Functions – Characteristics – Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non-Registrable Trademarks Industrial Designs –Need for Protection of Industrial Designs.

### UNIT – IV

Introduction to Copyright– Conceptual Basis –Copy Right and Related Rights – Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer –Infringement – Copyright pertaining to Software/Internet and other Digital media

### UNIT – V

GEOGRAPHICAL INDICATIONS: Concept, Protection & Significance

### Course Outcomes

On completion of this course, students will;

1. Imbibe the knowledge of IPR through various laws
2. Apply the knowledge of patents
3. Understand the process of acquiring a trademark
4. Create an awareness about copyrights
5. Understand geographical indicators

### Reading List

1. Journal of Intellectual Property Rights
2. Intellectual Property Rights Text and Cases: DR. R. Radhakrishnan, DR.S. Balasubramanian
3. Intellectual Property Patents, Trade Marks, And Copy Rights–RichardStim
4. Intellectual Property Rights by Asha Vijay Durafe and DhanashreeK.Toradmalle, Wiley
5. Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS

## References Books

1. Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing
2. Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis
3. **Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House**
4. Introduction To Intellectual Property Rights by Chawkam H.S, Oxford &Ibh
5. Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain

## Web Resources

1. <https://nptel.ac.in/courses/110/105/110105139/>
2. [https://www.wipo.int/edocs/pubdocs/en/wipo\\_pub\\_450\\_2020.pdf](https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf)
3. <https://ipindia.gov.in/>
4. <https://www.tutorialspoint.com/explain-the-intellectual-property-rights>
5. [https://www.icsi.edu/media/webmodules/FINAL\\_IPR&LP\\_BOOK\\_10022020.pdf](https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.pdf)

## OUTCOME MAPPING

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

Strong M-Medium L-Low

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

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

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

<b>SEMESTER: V</b> <b>PART: III</b> <b>CORE: IX</b>	<b>23UBBAC51</b> <b>RESEARCH METHODOLOGY</b>	<b>Credit:4</b> <b>Hours:5</b>
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### Learning Objectives

1. To familiarize the students to the basic concepts of Research and operationalize research problem
2. To provide insights on research design and scaling
3. To throw light on data collection and presentation
4. To elucidate on Hypothesis Testing and other statistical Test
5. To summarize and present research results with focus on ethics and plagiarism

### UNIT – I

Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing

### UNIT – II

Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement-characteristics of sound measurement tool, Scaling methods and sampling techniques

### UNIT – III

Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules, data entry, tabulation & cross tabulation-and Graphic presentation. Data.

### UNIT – IV

Analysis and Preparation: Hypothesis testing – statistical significance, statistical testing procedure. Tests of significance –Chisquar T-test- F test.

### UNIT – V

Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism

### Course Outcomes

On completion of this course, students will;

1. Understand the concepts and principles of Research
2. Comprehend and decide the usage of design and formulate hypothesis
3. Analyze data collection sources and tools
4. Summarize and establish solutions through data analysis
5. Compare and justify the process of writing and organizing a research report.

### Reading list

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

## Reference Books

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

## Web Resources

1. [https://mrcet.com/downloads/digital\\_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf](https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf)
2. <https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf>
3. [https://prog.lmu.edu.ng/colleges\\_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf](https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf)
4. [https://gurukpo.com/Content/BBA/ResearchMethod\\_in\\_Mngg.pdf](https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf)
5. [https://ebooks.lpude.in/commerce/mcom/term\\_2/DCOM408\\_DMGT404\\_RESEARCH\\_METHODODOLOGY.pdf](https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf)

## OUTCOME MAPPING:

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

S -Strong M-Medium L-Low

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

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

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

<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	2.8	3.0	3.0
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<b>SEMESTER: V PART: III CORE: X</b>	<b>23UBBAC52 ADVERTISING AND SALES MANAGEMENT</b>	<b>Credit:4 Hours: 5</b>
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### **Learning Objectives**

1. To understand the role of advertising and audience
2. To manage Media
3. To design implementation strategies and select agencies
4. To device sale promotion
5. To understand social impact of sales and advertising

### **UNIT – I**

Advertising: Advertising, objectives, task and process, market segmentation and target audience – Message and copy development

### **UNIT – II**

Media: Mass Media - Selection, Planning and Scheduling – Web Advertising

### **UNIT – III**

Implementation: Implementing the programme coordination and control – Advertising agencies – Organization and operation

### **UNIT – IV**

Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented – planning, budgeting and implementing and controlling campaigns

### **UNIT – V**

Control: Measurement of effectiveness – Ethics, Economics and Social Relevance - Integrated marketing communication

### **Course Outcomes**

On completion of this course, students will;

1. Understand the concepts and principles of sales and advertising
2. Comprehend and decide the usage of mass media
3. Design and deliver advertisements
4. Summarize and operationalize sales promotion
5. Control and justify the process of advertising.

### **Reading list**

1. Advertising and Sales promotion By Pankuri Bhagat
2. Advertising and promotion By Nick Erling
3. Advertising, Sales and promotion Management ,Chunawalla S A, Himalaya publishing House
4. Advertising and Sales promotion By Dr T K Jain and Madhvi Singh
5. Advertising selling and promotion By Ritu Narang, pearsons publications

### Reference Books

1. Advertising Promotion And Other Aspects Of Integrated Marketing Communications, 9th Edition, J Craig Andrews
2. Advertising and promotion By George E Belch,KeyoorPurai,Michael A Belch, Tata Mc Graw Hill Publishing
3. Advertising and Personal selling by Dr Ruchi Gupta
4. Advertising: Principles and practices By wells , W./Moriarty , S./Burnett, Pearsons
5. Tested advertising methods by John Caples, prentice hall

### Web Resources

1. [https://oms.bdu.ac.in/ec/admin/contents/175\\_P16MBA4EM4\\_2020051909561946.pdf](https://oms.bdu.ac.in/ec/admin/contents/175_P16MBA4EM4_2020051909561946.pdf)
2. <https://www.bimkadapa.in/materials/ASPM%20TOTAL%205%20UNITS%20MATERIAL.pdf>
3. International Journal of Research in Marketing. Elsevier
4. Journal of Advertising – Taylor and Francis
5. [https://sist.sathyabama.ac.in/sist\\_coursematerial/uploads/SBAA7010.pdf](https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7010.pdf)

### OUTCOME MAPPING:

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

S -Strong M-Medium L-Low

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

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

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

<b>SEMESTER: V</b> <b>PART: III</b> <b>CORE: XI</b>	<b>23UBBAC53</b> <b>FINANCIAL SERVICES</b>	<b>Credit:4</b> <b>Hours: 5</b>
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### **Learning Objectives**

List types of financial services and their role

Recognize role and functions of merchant banker and capital market

Compare and contrast factoring, leasing, hire purchase and consumer Finance

Understand Consumer Finance, Venture capital and credit rating

Understand mutual funds and its functions

### **UNIT – I**

Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector.

### **UNIT – II**

Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI

### **UNIT – III**

Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor

### **UNIT – IV**

Venture Capital – Credit Rating – Consumer Finance

### **UNIT – V**

Mutual Funds: Meaning – Types – Functions – Advantages

### **Course Outcomes**

On Completion of the course the students will

1. List types of financial services and their role
2. Recognize role and functions of merchant banker and capital market
3. Compare and contrast factoring, leasing, hire purchase and consumer Finance
4. Understand Consumer Finance, Venture capital and credit rating
5. Understand mutual funds and its functions

### **Reading list**

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

### **Reference Books**

1. Financial Services –M.Y.Khan
2. Financial Services –B.Santhanam
3. Law of Insurance – Dr.M.N.Mishra

4. Indian Financial System – H.r.Machiraju
5. A Review of current Banking Theory and Practice – S.K.Basu.

#### Web Resources

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

#### OUTCOME MAPPING:

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

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

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

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

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

<b>SEMESTER: V</b> <b>PART: III</b> <b>CORE: XII</b>	<b>23UBBAD54</b> <b>PROJECT WITH VIVA-VOCE</b>	<b>Credit:4</b> <b>Hours: 5</b>
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A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the university 15 days prior to the commencement of the University examination.

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

### **Learning Objectives**

1. To Give Idea about Research Project
2. To identify the research problem
3. To review Literature
4. To give knowledge on Data Collection and Analysis
5. To Learn Project Preparation

### **Course Outcomes**

On completion of this course, students will;

1. Gain knowledge about Research Project
2. Increase knowledge on research problem
3. Improve practice in review of literature
4. Gain knowledge on Data Collection and Analysis
5. Be Proficient in Project Preparation

## **PROJECT DESCRIPTION**

### **GUIDELINES**

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

Each candidate should submit hardcopy (3 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate

**Refer to the Regulations for Additional Information**

**OUTCOME MAPPING:**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	<b>M</b>							
<b>CO 2</b>	<b>S</b>	<b>M</b>						
<b>CO 3</b>			<b>M</b>					
<b>CO 4</b>		<b>S</b>		<b>M</b>	<b>M</b>			
<b>CO 5</b>						<b>S</b>	<b>S</b>	<b>S</b>

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

**CO-PO Mapping with program specific outcomes (Course Articulation Matrix)****Level of Correlation between PSO's and CO's**

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

<b>SEMESTER: V</b> <b>PART: III</b> <b>ELECTIVE: V</b>	<b>23UBBAE55-1</b> <b>INDUSTRIAL RELATION</b>	<b>Credit:3</b> <b>Hours: 4</b>
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### Learning Objectives

1. To educate about the Industrial legislation in India.
2. To provide knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances etc.,
3. To know about Labor Legislation
4. To provide knowledge about the Councils and Collective Bargaining
5. To educate about Trade Unions

### UNIT – I

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

### UNIT – II

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

### UNIT – III

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

### UNIT – IV

Workers' participation in management: Labors Participation in Management Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. Collective Bargaining: Definition, Meaning, Types, Process & Importance

### UNIT – V

Trade Unions – Growth – Economic, Social and Political Conditions - Objectives-Structures and Functions–Social And Economic Responsibilities of Trade Union

### Course Outcomes

On completion of this course, students will;

1. Understand the role and importance of Industrial Relations
2. Understanding the concepts of industrial Disputes and settlement.
3. Understanding the concepts of Labour legislation.
4. Identifying the concepts of Workers Participation in Management
5. Understanding the concepts of Trade Union

### Reading list

1. Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018
2. Gupta CB (Dr), Kapoor N.D., Tripathi PC; Industrial Relations and Labour Laws, Sultan Chand and Sons, 2020.
3. Chris Hall; Trade Union and its State, Princeton University, 2017
4. Ian Beard well; Contemporary Industrial Relation, Oxford University Press, 1996
5. R C Sharma; Industrial Relation and Labour Legislation, PHL learning Pvt ltd, 2016

## Reference Books

1. Industrial Relations Journal
2. C S Venkata Ratnam ,Manoranjan Dhal, Industrial Relations, Oxford, 2<sup>nd</sup> Edition
3. A M Sharma, Industrial Relations and Labour Laws, HPH, Revised Edition
4. P R N Sinha, InduBalaDinha, Seema Priyadarshini Shekhar, Industrial Relations , Trade Unions and Labour Legislation, Pearson , 3e
5. Labor Laws, Taxmann

## Web Resources

1. <https://www.studocu.com/in/document/panjab-university/mangerial-finance/bba-specialization-hrm-vi-sem-industrial-relations/15804491>
2. [https://www.srcc.edu/e-resources?field\\_e\\_resources\\_tid=447](https://www.srcc.edu/e-resources?field_e_resources_tid=447)
3. <https://labour.gov.in/industrial-relations>
4. <https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union>
5. <https://theintactone.com/2022/08/17/joint-management-councils/>

## OUTCOME MAPPING:

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

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

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

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

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

**3 Highest And 1 Lowest**

<b>SEMESTER: V</b> <b>PART: III</b> <b>ELECTIVE: V</b>	<b>23UBBAE55-2</b> <b>SECURITY ANALYSIS AND PORTFOLIO</b> <b>MANAGEMENT</b>	<b>Credit:3</b> <b>Hours: 4</b>
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### Learning Objectives

1. Understand Financial intermediaries, financial markets and risk return trade off
2. Evaluate the performance of bonds and Equity Valuation
3. To study Fundamental and Technical analysis
4. Illustrate Portfolio Management
5. To know about Derivatives

### UNIT – I

**Theory:** Meaning, objectives, classification of investment. Investment versus speculation. Security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY. Stock exchanges- BSE, NSE, OTCEI. Financial intermediaries. Return and Risk – Meaning, types of risk.

**Problem:** Measurement of risk and return

### UNIT – II

**Theory:** Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity

**Problem:** Equity valuation models -Walter model, Gordon's model, the p/e ratio or earnings multiplier approach, measuring bond yields- yield to maturity, holding period return

### UNIT – III

**Theory:** Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels

**Problems:** Relative Strength Analysis, Moving Averages breadth of market

### UNIT – IV

**Theory:** steps in portfolio management, Portfolio Models –Capital Asset Pricing Model, Arbitrage Pricing Theory

**Problems:** Evaluation of Portfolios; Sharpe Model, Jensen's Model, Treynor's model

### UNIT – V

**Theory:** characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.

### Course Outcomes

On completion of this course, students will;

1. Recall the meaning of the basic terminologies used in stock market.
2. Explain and infer the final worth of various investment processes
3. Solve problems relating to various investment decisions
4. Analyze theories and problems relating to stock market
5. Interpret the various investment models that aid in investment decision making

### Reading list

1. [Punithavathy Pandian](#) (2012), Security Analysis & Portfolio Management, Vikas Publishing 2nd edition
2. Prasanna Chandra, (2021) Investment Analysis & Portfolio Management, McGraw Hill 6<sup>th</sup> edition
3. E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini (2018) Security Analysis & Portfolio Management, Pearson 7<sup>th</sup> edition
4. S Kevin (2006) Portfolio Management, PHI publishing , 2nd Revised edition
5. L.Natarajan, (2012), Investment Management, 1st Ed., MarghamPublicaitons, Chennai

### Reference Books

1. Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.
2. Bodi, Kane, Markus, Mohanty, Investments, 8 th edition, Tata McGraw Hill, 2011.
3. V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2013.
4. V.K.Bhalla, Investment Management, S.Chand& Company Ltd., 2012
5. Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press

### Web Resources

1. [www.stock-trading-infocentre.com](http://www.stock-trading-infocentre.com)
2. [www.sebi.gov.in](http://www.sebi.gov.in)
3. <https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/>
4. <https://www.investopedia.com/terms/t/technicalanalysis.asp>
5. <https://groww.in/p/portfolio-management>

### OUTCOME MAPPING:

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

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

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

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

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

<b>SEMESTER: V</b> <b>PART: III</b> <b>ELECTIVE: V</b>	<b>23UBBAE55-3</b> <b>BUSINESS TAXATION</b>	<b>Credit:3</b> <b>Hours: 4</b>
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### Learning Objectives

1. To understand the basic concepts of Taxes.
2. To provide insights on the Income Tax Act.
3. To evaluate the procedure for assessment and methods of valuation for customs.
4. To discuss on GST.
5. To analyze and apply the returns, Tax payment and Penalties under GST

### UNIT – I

Objectives of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.

### UNIT – II

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

### UNIT – III

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

### UNIT – IV

Definitions of GST – business related person's capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration- VAT.

### UNIT – V

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

### Course Outcomes

On completion of this course, students will;

1. To define and understand the basic concepts of tax.
2. To Examine and apply GST rules in real-time business situations.
3. To analyze the elements of GST mechanism in India.
4. To evaluate the rules of Income Tax and methods of valuation for customs.
5. To prepare the needed documents under GST Compliance.

### Reading list

1. V.S. Datey, **Central Excise**, JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.
2. **Business Taxation (Goods & Services TAX - GST)**, Margam Publication, Edition 2019.
3. Srinivasan N.P and Priya Swami. M, **Business Taxation**, Kalyani publishers Edition 2013
4. Pagaredinkar, **Business Taxation**, Sultan Chand and Sons, 2012.
5. VISION: Journal of Indian Taxation

### Reference Books

1. Senthil and Senthil, Business Taxation, Himalaya Publication, 4<sup>th</sup> Edition.
2. Vinodk.Singania, Indirect Tax, Sultan Chand and Sons, Edition 2013.
3. Dr. Rajani Bhat & Dr. Dhamodharan V, Indirect Taxation, TR Publications, Chennai, 2020

4. DR. VandhanaBangar, Yogendra Bangar , Indirect tax laws, AadhyaPrakasam Allahabad 2018.
5. T.S. Reddy & Y.HariprasadReddy , Business Taxation, Margham Publications, Chennai 2018.

#### Web Resources

1. <https://www.gst.gov.in/>
2. <https://gstcouncil.gov.in/>
3. <https://taxguru.in/custom-duty/types-duties-customs.html>
4. <https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901>
5. <https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/>

#### OUTCOME MAPPING:

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

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

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

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

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

<b>SEMESTER: V</b> <b>PART: III</b> <b>ELECTIVE: VI</b>	<b>23UBBAE56-1</b> <b>FUNDAMENTALS OF LOGISTICS</b>	<b>Credit:3</b> <b>Hours: 4</b>
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#### Learning Objectives

1. Understand the various basic concepts and terms relating to Logistics
2. Comprehend the importance of customer service and outsourcing relevant to logistics
3. Evaluate the importance and issues in global logistics
4. Possess an overall knowledge about the services and factors allied to logistics

## 5. Understand the technological impact of logistics

### **UNIT – I**

Introduction to Logistics: History of Logistics-Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement. Basic concepts of national logistics policy

### **UNIT – II**

Customer Service and outsourcing: Definition of Customer Service- Elements of Customer Service Phases in Customer Service. Customer Retention. Procurement and Outsourcing Definition of Procurement/Outsourcing Benefits of Logistics Outsourcing. Critical Issues in Logistics Outsourcing

### **UNIT – III**

Global Logistics Global Supply Chain.Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization Modes of Transportation in Global Logistics- Barriers to Global Logistics -Financial Issues in Logistics Performance Need for Integrated logistics- Role of 3PL&4PL. Brief overview of EXIM

### **UNIT – IV**

Warehousing: Meaning, Types, Benefits.

Transportation Meaning; Types of Transportations, efficient transportation system and its benefits. Courier/Express logistics Meaning, Categorization of consignments, Courier Guidelines, Pricing in Courier - Express service for international and domestic shipping

### **UNIT – V**

**Technology & Logistics** :Informatics, using logistics system to support time-based competition- Bar coding, GPS, Point of sale data-Artificial Intelligence. Electronic data interchange-types-benefits

### **Course Outcomes**

On completion of this course, students will;

1. Explain the basic concepts relating to logistics
2. Analyse the role of outsourcing and customer service in logistics
3. Appraise the needs, modes and issues relating to global logistics
4. Describe about the different activities allied to logistics
5. Identify the various areas of logistics where technology can be applied

### **Reading list**

1. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited
2. Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009
3. Logistics and Supply Chain Management, Martin Christopher, Pearson Education Limited 2012
4. Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011
5. Paul Myerson, Lean Supply Chain and Logistics Management, Mc Graw Hill, 2012

### **Reference Books**

1. Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012.
2. Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012.
3. Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998
4. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.
5. Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.

### Web Resources

1. <https://www.techtarget.com/searcherp/definition/logistics-management>
2. <https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/>
3. <https://www.track-pod.com/blog/functions-of-logistics/>
4. <https://www.projectmanager.com/blog/logistics-management-101>
5. <https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf>

### OUTCOME MAPPING:

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

S -Strong      M-Medium      L-Low

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

Level of Correlation between PSO's and CO's

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

<b>SEMESTER: V</b> <b>PART: III</b> <b>ELECTIVE: VI</b>	<b>23UBBAE56-2</b> <b>E-BUSINESS</b>	<b>Credit:3</b> <b>Hours: 4</b>
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### Learning Objectives

1. To understand the basic concepts of electronic business.
2. To identify web-based tools.
3. To examine the security threats to e-business.
4. To discuss the strategies on marketing.
5. To analyze the business plan for e-business.

## **UNIT – I**

Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business

## **UNIT – II**

Web based tools for e - business - e - business software - overview of packages

## **UNIT – III**

Security threats to e - business - implementing security for e - commerce and electronic payment systems

## **UNIT – IV**

Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals

## **UNIT – V**

The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business

### **Course Outcomes**

On completion of this course, students will;

1. To define and understand the basic concepts of business done through web
2. To Examine and apply web tools in real-time business situations.
3. To analyze the security threats in e-business.
4. To evaluate strategies for marketing.
5. To prepare the environment for e-business.

### **Reading list**

1. Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000
2. Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business
3. Kosivr, David - Understanding E-Commerce
4. Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.
5. C S Rayudu, E Commerce E Business, HPH

### **Reference Books**

1. Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
2. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
3. SmanthaShurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.
4. David Whitely, E Commerce Strategy, Technology and Applications, TMH
5. J. Christopher Westle and Theodre H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press

### **Web Resources**

1. [https://www.tutorialspoint.com/e\\_commerce/e\\_commerce\\_tutorial.pdf](https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf)
2. <https://www.techtarget.com/searchcio/definition/e-business>

3. <https://www.britannica.com/technology/e-commerce>
4. <https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/>
5. <https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf>

**OUTCOME MAPPING:**

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

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

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

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

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

<b>SEMESTER: V</b> <b>PART: III</b> <b>ELECTIVE: VI</b>	<b>23UBBAE56-3</b> <b>REWARD MANAGEMENT</b>	<b>Credit:3</b> <b>Hours: 4</b>
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**Learning Objectives**

1. To acquaint you with the various aspects of HRM that relates to reward
2. To provide a working understanding of each dimension of reward that must be dealt with management
3. To leave students with a working knowledge and a confidence to tackle these various areas.
4. To analyse the relationship between the environment, strategy and systems of reward management.

5. To identify the ideological premises or theoretical assumptions underlying current reward and performance initiatives.

#### **UNIT – I**

Reward management definition - The aims of reward management-Achieving the aims The reward system -Elements of a reward system - Factors affecting reward management policy and practice- The development of reward management

#### **UNIT – II**

Managing reward-Reward procedures -Controlling reward - Conducting general pay reviews-Conducting individual reviews - Communicating to employees - Managing the development of reward systems -The use of computers in reward management. Responsibility for reward- Various roles of Rewards- Using reward consultants

#### **UNIT – III**

Factors affecting pay levels within organisation-Economic determinants of pay - The significance of the pay levels-Applications - Motivation and reward - The process of motivation - Motivation and incentives and rewards.

#### **UNIT – IV**

Performance management definition- Purpose of performance management-Principles of performance management - The performance management cycle - performance management Performance process Performance motivation

#### **UNIT – V**

Rewarding directors and senior executives-International reward-Rewarding sales and customer service staff-Rewarding knowledge workers-Shop floor pay

#### **Course Outcomes**

On completion of this course, students will;

1. A secure knowledge of the conceptual apparatus and theoretical debates informing reward management.
2. An understanding of the key determinants of changes in remuneration practices over the past two decades
3. An understanding of the rationale embraced in the terms "Reward Management" and "The New Pay - a strategic approach".
4. Design performance pay and indirect pay plans necessary to attract, retain and motivate the workforce.
5. Analyze different types of rewarding procedure of employees on the basis of performance.

#### **Reading list**

1. Luis R. Gomez-Mejia & Steve Werner, Global compensation - Foundations and perspectives Routledge, 2008.
2. Richard I. Henderson, Compensation Management in a Knowledge-Based World, Pearson Education, 2009, 10th Edition.
3. B D Singh, Compensation And Reward Management, Excel Books, 2008
4. Tapomoy Deb, Compensation Management, Text and Cases, Excel Books, 2009, 1st Edition

#### **Reference Books**

1. Compensation & Reward Management, BD Singh, 2nd edition, Excel books, 2012.
2. Compensation, Milkovich & Newman, 9th edition, 2017, Irwin/McGraw-Hill.
3. Compensation and Benefit Design, Bashker D. Biswas, FT Press, 2012.

4. An Introduction to Executive Compensation, Steven Balsam, Academic Press, 2002.
5. Strategic Compensation, Joseph J. Martocchio, 3rd Edition, Prentice Hall, 2004.
6. Compensation Management in Knowledge based world, Richard I. Anderson, 10th edition, Pearson Education.
7. Compensation Management, ErSoniShyam Singh, Excel Books

#### Web Resources

#### OUTCOME MAPPING:

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

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

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

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

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

<b>SEMESTER: V</b>	<b>23UVALG57</b>	<b>Credit:2</b>
<b>PART: IV</b>	<b>VALUE EDUCATION</b>	<b>Hours: 2</b>
<b>VALUE EDUCATION</b>		

<b>SEMESTER: V</b> <b>PART: IV</b>	<b>23UBBAI58</b> <b>SUMMER INTERNSHIP</b>	<b>Credit:-2</b> <b>Hours: -</b>
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**(Refer to the regulations)**

<b>SEMESTER: VI</b> <b>PART: III</b> <b>CORE: XIII</b>	<b>23UBBAC61</b> <b>MANAGEMENT INFORMATION SYSTEM</b>	<b>Credit:4</b> <b>Hours: 6</b>
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### Learning Objectives

1. Understand MIS in decision making
2. Explain MIS, its structure and role in management functions
3. Classify & discuss information system categories, Database Management systems
4. Discuss SDLC and functional information system categories
5. Outline functions of BPO, Data mining and the recent trends in information management

### UNIT – I

Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues

### UNIT – II

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

### UNIT – III

Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.

### UNIT – IV

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing

### UNIT – V

Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data

### Course Outcomes

On Completion of the course the students will

1. Understand MIS in decision making
2. Explain MIS, its structure and role in management functions
3. Classify & discuss information system categories, Database Management systems
4. Discuss SDLC and functional information system categories
5. Outline functions of BPO, Data mining and the recent trends in information management

### Reading list

1. John Walkenback (2010) Excel Formulas, Wiley Publications
2. Michael Alexander (2014) Business Intelligence Tools for Excel Analysts
3. Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2<sup>nd</sup> Edition
4. Management Information System by OzzEffy
5. Management Information System by Concise study by Kelkhar S A

### Reference Books

1. Mudrick& Ross, "Management Information Systems", Prentice - Hall of India.
2. Sadagopan, "Management Information Systems" - Prentice- Hall of India

3. CSV Murthy -"Management Information Systems" Himalaya publishing House.
4. Dr. S.P. Rajagopalan, "Management Information Systems and EDP ", Margham Publications , Chennai.
5. Management Information System by Oka MM

#### Web Resources

1. [https://www.tutorialspoint.com/management\\_information\\_system/management\\_information\\_system.htm](https://www.tutorialspoint.com/management_information_system/management_information_system.htm)
2. [http://tumkuruniversity.ac.in/oc\\_ug/comm/notes/MIS.pdf](http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf)
3. JMIS - Journal of Management Information Systems (jmis-web.org)
4. Management Information Systems Quarterly | AIS Affiliated Journals | Association for Information Systems (aisnet.org)
5. <https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes>

#### OUTCOME MAPPING:

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

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

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

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

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

<b>SEMESTER: VI PART: III CORE: XIV</b>	<b>23UBBAC62 HUMAN RESOURCE MANAGEMENT</b>	<b>Credit:4 Hours: 6</b>
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## **Learning Objectives**

1. Explain the concepts, functions and process of HRM
2. Examine the selection and placement process
3. Evaluate performance appraisal and compensation
4. Understand Labor management strategies and trade union policies
5. Understand the recent trends in HR

## **UNIT – I**

Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Human resource planning

## **UNIT – II**

Recruitment – Selection – Methods of Selection – Uses of various tests – interview techniques in selection and placement. Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development.

## **UNIT – III**

Performance appraisal – Characteristics of an effective performance appraisal system – Need – Process – Methods – Traditional & Modern Methods of performance appraisal

## **UNIT – IV**

Transfer – Promotion and termination of services – Career development. Remuneration - Components of remuneration – Incentives – Benefits – Motivation – Welfare and social security measures.

## **UNIT – V**

Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices

## **Course Outcomes**

On Completion of the course the students will

1. Explain the concepts, functions and process of HRM
2. Examine the selection and placement process
3. Evaluate performance appraisal and compensation
4. Understand labour management strategies and trade union policies
5. Understand the recent trends in HR

## **Reading list**

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

## **Reference Books**

1. V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3<sup>rd</sup> Edition ,2010

2. K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6<sup>th</sup> Edition
3. Garry Deseler, Human Resource Management, Pearson, 15<sup>th</sup> Edition, 2017
4. L M Prasad , Human Resource Management , Sultan Chand and Sons 3<sup>rd</sup> Edition , 2014
5. Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010

#### Web Resources

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

#### OUTCOME MAPPING:

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

S -Strong      M-Medium      L-Low

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

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

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

<b>SEMESTER: VI</b> <b>PART: III</b> <b>CORE: XV</b>	<b>23UBBAC63</b> <b>ENTREPRENEURIAL DEVELOPMENT</b>	<b>Credit:4</b> <b>Hours: 6</b>
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### **Learning Objectives**

1. To familiarize the students to the basic concepts of entrepreneurship and skills of entrepreneur.
2. To provide insights on ideation and patents.
3. To throw light on feasibility.
4. To discuss business plan and start up.
5. To create awareness on funding and grants.

### **UNIT – I**

Entrepreneurship Entrepreneur: Meaning of entrepreneurship – Types of Entrepreneurships – Traits of entrepreneurship – Factors promoting entrepreneurship- Barriers to entrepreneurship- the entrepreneurial culture- Stages in entrepreneurial process – Women entrepreneurship and economic development- SHG

### **UNIT – II**

Developing Successful Business Ideas Recognizing opportunities – trend analysis – generating ideas – Brainstorming, Focus Groups, Surveys, Customer advisory boards, Day in the life research – Encouraging focal point for ideas and creativity at a firm level-Protecting ideas from being lost or stolen – Patents and IPR

### **UNIT – III**

Opportunity Identification and Evaluation Opportunity identification and product/service selection – Generation and screening the project ideas – Market analysis, technical analysis, Cost benefit analysis and network analysis- Project formulation – Assessment of project feasibility- Dealing with basic and initial problems of setting up of Enterprises.

### **UNIT – IV**

Business Planning Process Meaning of business plan- Business plan process- Advantages of business planning- preparing a model project report for starting a new venture (Team-based project work)

### **UNIT – V**

Funding Sources of Finance- Venture capital- Venture capital process- Business angles- Commercial banks- Government Grants and Schemes

### **Course Outcomes**

On completion of this course, students will;

1. To Understand the role of entrepreneur in economic development.
2. To sketch ideas and learn to research and patent.
3. To analyze and draft a business plan.
4. To assess the process involved in starting a new business.
5. To elaborate the agencies for funding.

### **Reading list**

1. S.S.Khanka, *Entrepreneurial Development*, S.Chand& Company Ltd, 2017.
2. Sangram Keshari Mohanty, *Fundamentals of Entrepreneurship*, PHI Learning, 2017.
3. Sangeeta Sharma, *Entrepreneurship Development*, PHI Learning, 2016.
4. Poornima M.Charantimath, *Entrepreneurship Development & Small Business Enterprises*, Tata Mc Graw Hill, 2012.
5. David H Holt, *Entrepreneurship: New Venture Creation*, John Wiley & Sons, 2016.

#### Reference Books

1. A.K.Singh, *Entrepreneurial Development and Management*, Laxmi Publication, 2nd Edition.
2. Hisrich, *Entrepreneurship*, Tata Mc Graw Hill, New Delhi, 2001.
3. K. Ramachandran, *Entrepreneurial Development*, McGraw-Hill Education, 2008.
4. Vasanth Desai, *Dynamics of Entrepreneurial Development & Management*, Himalaya Publishing House, 2016.
5. Robert D. Hisrich, *International Entrepreneurship*, Sage Publications, Third Edition, 2016.

#### Web Resources

1. <https://leverageedu.com/blog/entrepreneurship-development/>
2. <https://www.vedantu.com/commerce/entrepreneurship-development-process>
3. The Journal of Entrepreneurship- Sage
4. The international Journal of Entrepreneurship and Innovation – Sage
5. <https://www.himpub.com/documents/Chapter2011.pdf>

#### OUTCOME MAPPING:

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

S -Strong      M-Medium      L-Low

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

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

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

<b>SEMESTER: VI</b> <b>PART: III</b> <b>ELECTIVE: VII</b>	<b>23UBBAE64-1</b> <b>FINANCIAL LITERACY</b>	<b>Credit:3</b> <b>Hours: 5</b>
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### Learning Objectives

1. To impart knowledge about basic of finance
2. To provide understanding risk vs return on various financial investments
3. To familiarize students about Investments in Commodities and Real Estates
4. To impart knowledge about Mutual Funds
5. To familiarize students about Crypto investments and Tax Planning

### UNIT – I

Financial institutions, Financial Intermediaries, Financial markets and financial instruments

### UNIT – II

Financial Planning, Investment Objectives, Basics of Risk and return- Insurance policies – Significance of Term insurance and Health insurance

### UNIT – III

Investments in Commodity, Real estate investments

### UNIT – IV

Mutual Funds Analysis – Evaluation criteria of Selecting the best fund, Stock Analysis – Evaluation criteria of best stocks

### UNIT – V

Crypto Investments – Financial freedom -Tax Planning

### Course Outcomes

On completion of this course, students will;

1. Describe nature, scope, role, levels, functions of financial institutions, Financial Intermediaries, Financial markets and financial instruments
2. Comprehend investment objectives, Risk and return and Insurance
3. Identify Investments in Commodity, Real estate investments
4. Analyse Mutual fund and Stock
5. Understand Crypto currency, Tax and Financial Freedom

### Reading list

1. [Jack R. Kapoor](#) (Author), [Les R. Dlabay](#) (Author), [Robert J. Hughes](#) (Author), [Melissa M. Hart](#) (Author); Personal Finance, Mg Graw hill, 12<sup>th</sup> Edition
2. Jeff Madura; Personal Finance , Pearson, 7 th Edition.
3. R.K Mohapatra; Mutual Funds: A powerful Investment Avenue for Individuals, Blue Rose, 1st Edition
4. HoHN C Bogle, The little book of common sense investing, Wiley, 2<sup>nd</sup> Edition
5. Dr Pradip Kumar Sinha, Personal Financial Planning NiraliPrakashan

### Reference Books

1. Richard A Lambert, Financial Literacy, Wharton School Press
2. Eric Tyson, Personal Finance for Dummies, IDG Books, 9<sup>th</sup> Edition
3. Alan John and Jon Law, Crypto Technical Analysis, Alan John
4. G Victor Hallman and Jerry S Resenbloom, Private Wealth Management, Wharton School Press, 8<sup>th</sup> edition
5. H Sadhak, Mutual Funds in India, Sage Response, 2<sup>nd</sup> edition

**Web Resources**

1. <https://www.moneycontrol.com/mutual-funds/find-fund/>
2. [www.screener.in](http://www.screener.in)
3. <https://www.iarfc.org/publications/journal-of-personal-finance>
4. <https://ticker.finology.in/>
5. <https://www.investopedia.com/terms/m/mutualfund.asp>

**OUTCOME MAPPING:**

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

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

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

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

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

<b>SEMESTER: VI</b> <b>PART: III</b> <b>ELECTIVE: VII</b>	<b>23UBBAE64-2</b> <b>DIGITAL MARKETING</b>	<b>Credit:3</b> <b>Hours: 5</b>
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### **Learning Objectives**

1. To provide basic knowledge about digital marketing.
2. To understand and develop various digital marketing tools used for business.
3. To know the digital analytics and measurement tools used for digital marketing.
4. To familiarise online and Social media marketing
5. To Understand various data analytics and measurement tools in digital marketing

### **UNIT – I**

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

### **UNIT – II**

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

### **UNIT – III**

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

### **UNIT – IV**

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

### **UNIT – V**

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

### **Course Outcomes**

On completion of this course, students will;

1. Discuss digital marketing and its framework
2. Identify, use appropriately and explain digital marketing tools
3. Explain social media marketing and crowd sourcing
4. Discuss online reputation management and its influence
5. Identify the various data analytics and measurement tools in digital marketing

### **Reading list**

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

### Reference Books

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

### Web Resources

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

### OUTCOME MAPPING:

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

S -Strong      M-Medium      L-Low

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

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

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

<b>SEMESTER: VI</b> <b>PART: III</b> <b>ELECTIVE: VII</b>	<b>23UBBAE64-3</b> <b>STRATEGIC MANAGEMENT</b>	<b>Credit:3</b> <b>Hours: 5</b>
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### **Learning Objectives**

1. To understand the concept of strategy and strategic management process.
2. To create awareness of evolving business environment.
3. To understand strategic alternatives and make appropriate strategic choice.
4. To know the basics of strategic implementation
5. To understand recent trends for competitive advantage.

### **UNIT – I**

Introduction to Strategic Management -Overview of Strategic Management Process Levels of Strategy - Strategic Intent-Vision and Mission Business Definition

### **UNIT – II**

External Environment Appraisal using PESTEL Competitor Analysis using Porter's 5-Forces model - Environmental Threat and Opportunity Profile (ETOP) Value chain Analysis Strategic Advantage Profile (SAP) Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis

### **UNIT – III**

Strategic alternatives at corporate level: concept of grand strategies -Strategic choice models - BCG, GE Nine Cell Matrix, Hofer's matrix-Strategic alternatives at business level: Michael Porter's Generic competitive strategies

### **UNIT – IV**

Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards

Structural Implementation: an overview of Structural Considerations Behavioral Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control

### **UNIT – V**

Concept of Balanced Scorecard approach. Use of Big data for balanced score card Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate Sustainability

### **Course Outcomes**

On completion of this course, students will;

1. To develop an understanding of the strategic management process and the complexities of business environment
2. To analyze the external environmental and internal organizational factors influencing strategy formulation
3. To demonstrate the skills required for selection of the most suitable strategies for a business organization
4. To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies
5. To familiarize with current developments

### **Reading list**

1. Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14th Edition (2017)
2. AzharKazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition(2012)
3. Jauch, Glueck& Gupta, Business Policy and Strategic Management, (Frank Brothers), (7th

Edition)

- Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12th Edition)
- Hitt, Ireland, Hoskisson&Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)

#### Reference Books

- Thomson &Strickland,(2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011)
- N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press – First Edition – Second Impression (2012)
- Ireland, Hoskisson&Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)
- Dr.LM.Prasad, Strategic Management, Sultan Chand & Sons
- Kenneth Carrig,Scott A Snell.StrategicExecution:Driving Breakthrough performance in business, Stanford University Press(2019)

#### Web Resources

- Strategic management journal <https://onlinelibrary.wiley.com/journal/10970266>
- <https://str.aom.org/teaching/all-levels>
- <https://online.hbs.edu/courses/business-strategy/>
- <https://study.sagepub.com/parnell4e>
- <https://www.strategicmanagement.net/>

#### OUTCOME MAPPING:

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

S -Strong M-Medium L-Low

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

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

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

SEMESTER: VI PART: III ELECTIVE: VIII	23UBBAE65-1 INNOVATION MANAGEMENT	Credit:3 Hours: 5
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#### Learning Objectives

1. To have a broad understanding on the concept innovation management..
2. To familiarize the students about the creativity and innovation in product development.
3. To have a broad understanding of the innovation strategy and its competitive advantage.
4. To provide the knowledge about the technical innovation and its need and importance.
5. To understand the business strategy and objectives in current scenario.

#### **UNIT – I**

Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation

#### **UNIT – II**

**Tools for Innovation** Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, & Creative Focus. Group Creative Techniques: Brain Storming, off The Wall Thinking & Thinking Hats Method

#### **UNIT – III**

Areas of Innovation Product Innovation: Concept, New product development, Packaging And Positioning Innovation Process Innovation: Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering

#### **UNIT – IV**

Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.

#### **UNIT – V**

Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process

#### **Course Outcomes**

On completion of this course, students will;

1. To understand the concepts of Innovation management.
2. To apply knowledge new business plans and strategy.
3. To demonstrate the value of customers in increasing the profitability ratio.
4. To impart knowledge about the need and importance of technical innovation
5. In short the goal of this study is to understand the current state of your business.

#### **Reading list**

1. Innovation and Entrepreneurship, Peter F. Drucker
2. The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen
3. "Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis
4. "Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen
5. Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons

#### **Reference Books**

1. Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House
2. James A Christiansen, "Competitive Innovation Management", published by Macmillan Business, 2000
3. Paul Trott, "Innovation Management & New Product Development", published by Pitman, 2000.
4. Kelley, Tom, Jonathn Littmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm. New York: Doubleday, 2001
5. Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.

**Web Resources**

1. <https://www.coursera.org/learn/innovation-management>
2. <https://sloanreview.mit.edu/tag/innovation-management/>
3. <https://www.worldscientific.com/worldscinet/ijim>
4. <https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf>
5. <https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials>

**OUTCOME MAPPING:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>CO1</b>	S	S	M	M	M	S	M	S
<b>CO2</b>	S	S	M	M	S	S	M	S
<b>CO3</b>	S	S	S	M	S	M	M	M
<b>CO4</b>	S	S	M	M	S	S	M	S
<b>CO5</b>	S	S	M	M	M	M	M	M

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

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

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

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

<b>SEMESTER: VI</b> <b>PART: III</b> <b>ELECTIVE: VIII</b>	<b>23UBBAE65-2</b> <b>FINANCIAL MANAGMENT</b>	<b>Credit:3</b> <b>Hours: 5</b>
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**Learning Objectives**

1. Understand the basics of finance and roles of finance manager
2. Evaluate Capital structure & Cost of capital.
3. Evaluate Capital budgeting

4. Assess dividends
5. Appraise Working Capital

### **UNIT – I**

Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.

### **UNIT – II**

Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept.  
 Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)

### **UNIT – III**

Capital Budgeting: ARR, Payback period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.

### **UNIT – IV**

Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment – Various Dividend Models (Walter’s Gordon’s –M.M. Hypothesis)

### **UNIT – V**

Working capital – Components of working capital –operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

### **Course Outcomes**

On Completion of this course, the students will

1. Understand the basics of finance and roles of finance manager
2. Evaluate Capital structure & Cost of capital
3. Evaluate Capital budgeting
4. Assessing dividends
5. Appraise Working Capital

### **Reading list**

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

### **Reference Books**

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

### **Web Resources**

1. <https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/>
2. [https://images.topperlearning.com/topper/revisionnotes/8006\\_Topper\\_21\\_101\\_504\\_553\\_102\\_01\\_Financial\\_Management\\_up201904181129\\_1555567170\\_5654.pdf](https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_102_01_Financial_Management_up201904181129_1555567170_5654.pdf)
3. Journal of Financial Management (esciencepress.net)
4. Financial Management on JSTOR
5. Financial Management Wiley online library

**OUTCOME MAPPING:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>P06</b>		<b>PO1</b>
<b>CO1</b>	S	M	M	M	M	S	L	M
<b>CO2</b>	S	S	M	M	M	S	L	S
<b>CO3</b>	S	S	M	M	M	S	L	S
<b>CO4</b>	S	S	M	M	M	S	L	M
<b>CO5</b>	S	S	M	M	M	S	L	M

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

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

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

<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	2	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	14	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	2.8	3.0	3.0
<b>CO 1</b>	3	3	3	3	3

<b>SEMESTER: VI</b> <b>PART: III</b> <b>ELECTIVE: VIII</b>	<b>23UBBAE65-3</b> <b>COMPETENCY MAPPING</b>	<b>Credit:3</b> <b>Hours: 5</b>
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### Learning Objectives

1. To develop an understanding about the competency-based HR practices
2. To learn the art of developing and validating competency models
3. To know about Team Competency and Competency Mapping
4. To understand the intricacies of assessment and appraisal
5. To provide knowledge about Competency Profiling

### UNIT – I

Introduction: Concept and definition of Role and competency, Characteristics of competency, Core Competency versus competence, Performance versus competency; skills versus competency, behavior indicators, Types of competencies - generic/specific, threshold/performance, and differentiating and technical, managerial and human; Competency Method in Human Resource Management: Features of Competency Methods, Historical Development, Definitions.

### UNIT – II

Competency framework - development of personal competency framework, Lancaster Model of managerial competencies, competency modeling framework developing a competency model - Understanding job positions, Data collection instruments for job descriptions, Stages in design and implementation of competency model, Validation of the competency model after data gathering

### UNIT – III

Team Competencies (project driven), Role competencies (Role wise); Competency identification Consolidation of checklist, Rank Order and finalization, Validation, and Benchmark; Competency assessment - 360 degrees, Competency Mapping - Strategy-Structure Congruence, Structure Role Congruence, Vertical & horizontal Role linkages, Positioning to bring in competitive advantage

### UNIT – IV

Identification of Role competencies, elemental competencies, assessment center, what do the assessment centers assess? Design of assessment center, Use of psychometric testing in assessment center, 360-degree feedback, potential appraisal through assessment center, Creating Competency Dictionary

### UNIT – V

Steps in development of competencies map, studying job, processes, and environment, studying attributes of good performer; Strategy structure congruence, Structure Role congruence - Each role to be unique, Non-Repetitive, and Value adding; Vertical and horizontal role congruence, Ensure nonrepetitive tasks in two different roles, Ensure core competencies for each task, Link all the above and position to bring in competitive advantage. Using competency maps for Competency profiling

Job competency profiling, Role competency, profiling Functional competency profiling, Core competency profiling Competency based selection, competency-based interviews, competency-based performance management, competency driven careers, and competency linked remuneration, competency driven culture. Career Development Tools.

### Course Outcomes

1. On completion of this course, students will;
2. Describe concepts, characteristics, types of competencies
3. Understand the various models, job descriptions, stages in design and implementation
4. Identify the design of competency model and competency gap analysis
5. Relate mapping jobs through competency model
6. Understand the Competency profiling

### Reading list

1. Sharma, Radha. 360-degree feedback, competency mapping & assessment centers, R. Tata McGraw Hill – 2003
2. Michael Armstrong and Helen Murlis, 2005, Handbook of Reward Management, Crest Publishing House, New Delhi.
3. R K Sadhu, Competency Mapping, Excel Books, 2<sup>nd</sup> Edition
4. Margaret Dale and Paul Iles, 2002, Assessing Management Skills – a guide to competencies and evaluation techniques, Jaico Publishing House, Mumbai.
5. Sraban Mukherjee, Competency Mapping for Superior Results, TMH

### Reference Books

1. McClelland, David. Competence at Work, Spencer and Spencer, 1993.
2. Shermion, Ganesh. Competency based HRM. 1<sup>st</sup> edition, Tata McGraw Hill.
3. Sanghi, Seema. The Handbook of Competency Mapping: Understanding, Designing and Implementing Competency Models in Organizations, 2<sup>nd</sup> ed., Sage Publications Pvt. Ltd. 2007
4. Competency Mapping: A pre-requisite for HR Excellence – by Dr. Lovy Sarikal
5. The Competencies Handbook, 2005, Steve Whiddett & Sarah Hollyforde, Jaico Publishing House

### Web Resources

1. <https://indiafreenotes.com/competency-mapping-meaning-features-need-and-importance/>
2. <https://www.whatishumanresource.com/competency-mapping>
3. [http://www.consultseven.com/case/pdf/Competency\\_Profiling.pdf](http://www.consultseven.com/case/pdf/Competency_Profiling.pdf)
4. <https://www.16personalities.com/free-personality-test>
5. <https://www.valamis.com/hub/competency-model>

### OUTCOME MAPPING:

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

S -Strong M-Medium L-Low

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

Level of Correlation between PSO's and CO's

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

<b>SEMESTER: VI</b> <b>PART: VI</b> <b>Professional Competency</b>	<b>23UBBAF66</b> <b>PROFESSIONAL COMPETENCY- SKILLS</b> <b>QUANTITATIVE APTITUDE</b>	<b>Credit:2</b> <b>Hours: 2</b>
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### Learning Objectives

1. To categorize, apply and use thought process to distinguish between concepts of Quantitative methods.
2. To prepare and explain the fundamentals related to various possibilities and probabilities related to time
3. To be able to solve questions relating to percentages, Profit and loss
4. To analyze data in Charts
5. To understand the application Geometry and mensuration

### UNIT – I

Numerical computation: Applications based on Numbers, Chain Rule, Ratio Proportion.

### UNIT – II

Numerical estimation–I: Applications Based on Time and work, Time and Distance.

### UNIT – III

Numerical estimation–II: Applications based on percentages, Profit Loss and Discount, Simple interest and Compound Interest.

### UNIT – IV

Data interpretation: Data interpretation related to Averages, Mixtures and allegations, Bar charts, Pie charts, Venn diagrams

### UNIT – V

Application to industry in Geometry and Mensuration

### Course Outcomes

On completion of this course, students will;

1. Use their logical thinking and analytical abilities to solve reasoning questions
2. Solve questions related to time and distance and time and work
3. Apply concept of percentages, Profit and loss, discount
4. Interpret data using bar charts and diagrams
5. Solve questions relating to Geometry and Mensuration

### Reading list

1. Quantitative aptitude by R.S. Agarwal, S Chand Publication
2. Fast Track Objective Arithmetic by Rajesh Verma ,Arihant
3. Quantitative Aptitude and Reasoning by R V Praveen, PHI
4. Essential Quantitative Aptitude for Competitive Exams - 2nd Edition by Rajat Vijay Jain , Disha Publications
5. Quantitative Aptitude & Data Interpretation Topic-wise Solved Papers for IBPS/ SBI Bank PO/ Clerk Prelim & Main Exam (2010-19) 3rd Edition by Disha Experts, Disha Publications

**Reference Books**

1. Barron's by Sharon Welner Green and IraK Wolf (Galgotia Publications pvt. Ltd.)
2. Quantitative Aptitude by U Mohan Rao Scitech publications
3. QuantitativeAptitudebyArunSharmaMcGrawhillpublications
4. Quantitative Aptitude by Abhijit Guha
5. Quantitative Aptitude by Pearson publications

**OUTCOME MAPPING:**

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

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

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

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

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

<b>SEMESTER: VI</b> <b>PART: V</b>	<b>23UBBAX67</b> <b>EXTENSION ACTIVITY</b>	<b>Credit: 1</b> <b>Hours: -</b>
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**(Refer to the regulations)**