

**MOTHER TERESA WOMEN'S UNIVERSITY
KODAIKANAL**

DEPARTMENT OF MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION



**SYLLABUS TO BE IMPLEMENTED FROM THE
ACADEMIC YEAR
2021-2022
(CHOICE BASED CREDIT SYSTEM)**

Mother Teresa Women's University, Kodaikanal
Department of Management
Choice Based Credit System (CBCS)
(2021-2022 onwards)
Bachelor of Business Administration

1. About the Programme

The Revised syllabus for BBA is recommended from the academic year 2021– 2022 onwards. Regulations scheme of examinations and syllabus for BBA is based on UGC/TANSICHE guidelines under Choice Base Credit System (CBCS). The Bachelor's Degree in BBA is awarded to the student based on demonstrated achievement of outcomes (expressed in terms of knowledge, understanding, skills, attitudes, and values) and academic criteria expected of graduates at the end of the programme. Therefore, the learning outcomes of this particular programme are aimed at facilitating the students to acquire these attributes, keeping in view changes in the current socio-economic environment. The Learning Outcomes-based Curriculum Framework (LOCF) of BBA has been designed keeping in view the graduate attributes, qualification descriptors, programme learning outcomes, and course learning outcomes. The syllabus is framed to engage students through an all-encompassing knowledge impartation.

2. Programme Educational Objectives (PEOs)

PEO 1	Graduates will be capable of making a positive contribution to business, trade and industry in the national and global context
PEO 2	Graduates will be able to apply frameworks and tools to arrive at informed Decisions in profession and practice, striking a balance between business and social dimensions.
PEO 3	Graduates will have a solid foundation to pursue professional careers and take up higher learning courses such as MBA, M.Phil, PhD as well as research.
PEO 4	Graduates with a flair for self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate entrepreneurship for their employer organizations.
PEO 5	Graduates will recognize the need for adapting to change and have the aptitude and ability to engage in independent and life-long learning in the broadest context of socio-economic, technological and global change.

3. Eligibility :

Candidate should have passed the higher secondary examination or CBSE or other Equivalent examination from any schools.

3. General Guidelines for UG Programme

- i. **Duration:** The programme shall extend through a period of 6 consecutive semesters and the duration of a semester shall normally be 90 days or 450 hours. Examinations shall be conducted at the end of each semester for the respective subjects.
- ii. **Medium of Instruction:** English
- iii. **Evaluation:** Evaluation of the candidates shall be through Internal Assessment and External Examination.

	Theory		Practical	
	Min	Max	Min	Max
Internal	10	25	10	25
External	30	75	30	75

- **Internal (Theory): Test (15) + Assignment (5) + Seminar/Quiz(5) = 25**
- **External Theory: 75**

- **Question Paper Pattern for External examination for all course papers.**

Max. Marks: 75

Time: 3 Hrs.

S.No.	Part	Type	Marks
1	A	10*1 Marks=10 Multiple Choice Questions - 2 Questions from each Unit	10
2	B	5*4=20 Two questions from each Unit with Internal choice (either / or)	20
3	C	3*15=45 Open Choice- Any three Questions out of 5 - one Question from each Unit	45
Total Marks			75

*** Minimum credits required to pass :156**

- **Project Report**

A student should select a topic for the Project Work at the end of the third semester itself and submit the Project Report at the end of the fourth semester. The Project Report shall not exceed 75 typed pages in Times New Roman font with 1.5 line space.

- **Project Evaluation**

There is a Viva Voce Examination for Project Work. The Guide and an External Examiner shall evaluate and conduct the Viva Voce Examination. The Project Work carries 100 marks (Internal: 25 Marks, Viva: 75 Marks).

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

Range of Marks	Grade Points	Letter Grade	Description
90 – 100	9.0 – 10.0	O	Outstanding
80-89	8.0 – 8.9	D+	Excellent
75-79	7.5 – 7.9	D	Distinction
70-74	7.0 – 7.4	A+	Very Good
60-69	6.0 – 6.9	A	Good
50-59	5.0 – 5.9	B	Average
40-49	4.0 – 4.9	C	Satisfactory
00-39	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

6. Attendance

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

7. Maternity Leave

The student who avails maternity leave may be considered to appear for the examination with the approval of Staff i/c, Head of the Department, Controller of Examination and The Registrar.

8. Any Other Information

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

PROGRAMME OUTCOMES:

PO1	Develop the knowledge, skill and attitude to creatively and systematically apply the principles and practices of management, accountancy, finance, business law, statistics, HR, operations and IT to management problems and work effectively in modern day business and non-business organizations.
PO2	Develop fundamental in-depth knowledge and understanding of the principles, concepts, values, substantive rules and development of the core areas of business such as finance, accounting, marketing, HR, operations along with the tools such as Tally, MS Excel, MS Office, etc.
PO3	Demonstrate the critical thinking mindset and the ability to identify and formulate research problems, research literature, design tools, analyse and interpret data, and synthesize the information to provide valid conclusions and contextual approaches across a variety of subject matter.
PO4	Exhibit self-confidence and awareness of general issues prevailing in the society and communicate effectively with the accounting, commerce, management, business, professional fraternity and with society at large through digital and non-digital mediums and using a variety of modes such as effective reports & documentation, effective presentations, and give and receive clear instructions.
PO5	Function effectively as an individual, and as a member or leader in teams, and in multidisciplinary settings by demonstrating life skills, coping skills and human values.

PROGRAMME SPECIFIC OUTCOMES:

PSO1	Get familiarized with the core concepts of Business and Management
PSO2	Able to apply leadership principles to manage in a diverse and global business environment
PSO3	Exposure to real business situations through field work, Industrial visits and projects
PSO4	Demonstrate the ability to identify and evaluate ethical business practices
PSO5	Develop Managerial and Job Readiness Skills to take up career in Corporates.

B.B.A CURRICULUM

Paper No.	Course Code	Course Title	Credits	Hours		CIA	ESE	Total
				T	P			
Semester I								
1	U21LTA11	Part I Tamil – I	3	6	-	25	75	100
2	U21LEN11	Part II English – I	3	6	-	25	75	100
3	U21BAT11	Core-I Fundamentals of Management	4	5	-	25	75	100
4	U21BAT12	Core-II Business Communication	4	5	-	25	75	100
5	U21BAA11	Allied-I Managerial Economics	4	6	-	25	75	100
6	U21EVS11	Environment Studies	2	2	-	25	75	100
7	U21PECM11	Professional English I	4	6	-	25	75	100
		Total	24	36				700
Semester II								
8	U21LTA22	Part I – Tamil – II	3	6	-	25	75	100
9	U21LEN22	Part II – English – II	3	6	-	25	75	100
10	U21BAT21	Core-III Financial Accounting	4	5	-	25	75	100
11	U21BAT22	Core-IV Business Environment	4	5	-	25	75	100
12	U21BAA22	Allied-II Computer Application - TALLY (Practical)	4	-	5	25	75	100
13	U21VAE21	Value Education	3	3	-	25	75	100
14	U21PECM22	Professional English II	4	6	-	25	75	100
		Total	25	36				700
Semester III								
15	U21LTA33	Part I Tamil – III	3	6	-	25	75	100
16	U21LEN33	Part II English – III	3	6	-	25	75	100
17	U21BAT31	Core-V Organizational Behaviour	4	5	-	25	75	100
18	U21BAA33	Allied-III Business Statistics	4	5	-	25	75	100

19	U21BAE31 U21BAE32	Elective I- Cost Accounting / Talent and Knowledge Management	3	4	-	25	75	100
20	U21CSS31	Job oriented Course- SBE-I Computer Skills for Office Management	2	-	2	25	75	100
21		NME - I	2	2	-	25	75	100
		Total	21	30				700
Semester IV								
22	U21LTA44	Part I – Tamil – IV	3	6	-	25	75	100
23	U21LEN44	Part II – English – IV	3	6	-	25	75	100
24	U21BAT41	Core-VI Research Methodology	4	4	-	25	75	100
25	U21BAT42	Core-VII Personality Development	4	4	-	25	75	100
26	U21BAA44	Allied- IV- GST Registration and Filing (Practical)	4	-	4	25	75	100
27	U21BAE41 U21BAE42	Elective-II Management Information System / Brand Management	3	3	-	25	75	100
28	U21MSS42	Job Oriented Course- SBE-II- Managerial Skills	2	2	-	25	75	100
29		NME-II	2	2	-	25	75	100
		Total	25	31				800
Semester V								
30	U21BAT51	Core-VIII Production Management	4	5	-	25	75	100

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31	U21BAT52	Core-IX Management Accounting	4	5	-	25	75	100
32	U21BAT53	Core-X Marketing Management	4	5	-	25	75	100
33	U21BAT54	Core- XI Human Resource Management	4	5	-	25	75	100
34	U21BAT55	Core-XII Business Law	4	5	-	25	75	100
35	U21BAE51 U21BAE52	Elective- III Strategic Management / International Business	3	3	-	25	75	100
36	U21BAS53	SBE III- Entrepreneurship Development (Practical)	2	-	2	25	75	100
		Total	25	30				700
Semester VI								
37	U21BAT61	Core-XIII Financial Management	4	5	-	25	75	100
38	U21BAT62	Core-XIV Total Quality Management	4	5	-	25	75	100
39	U21BAT63	Core-XV Market Research	4	5	-	25	75	100
40	U21BAT64	Core-XVI E Commerce	4	-	5	25	75	100
41	U21BAT65	Core-XVII Skill Enhancement	4	5	-	25	75	100
42	U21BAE61 U21BAE62	Elective- IV Service Marketing / Consumer Behaviour	3	3	-	25	75	100
43	U21BAS64	SBE-IV Market Survey	2	-	2	25	75	100
44	U21EAS61	Extension Activities	3	-	-	100	-	100
		Total	28	30				800
		Grand Total	148	193				4400

Non Major Elective (NME)

1. NME-I- U21BAN31- (III Semester) - ESSENTIALS OF MANAGEMENT
2. NME-II -U21BAN42- (IV Semester) - PERSONALITY ENHANCEMENT

Additional Credit Courses

1. U21BAO31 - Online Course – III Semester,
2. U21BAI41 - Internship – IV Semester,
3. U21BAV51 - Value added course – V Semester- GENERAL APTITUDE & REASONING

SEMESTER-I

COURSE CODE	U21BAT11	FUNDAMENTALS OF MANAGEMENT	L	T	P	C
CORE -I			5	-	-	4
Cognitive Level	K1: Recall K2: Understand K3: Apply K4: Analyse					
Course Objectives	The course aims to 1.introduce students to the basic principles and practices of management. 2.build a base for learning management knowledge and to acquire prerequisite skills. 3.provide a basis of understanding to the students concerning working of a business organization through the process of management. 4.present new perspectives in management 5.examine and explain the management evolution and how it will affect future managers.					

Unit-1: Management:

Management: Definition – Nature – Scope – Importance – Process – Skills required of a manager – Administration Vs Management – Management functions – Theories of Management.

Unit-2: Planning

Planning: Nature and Importance – Principles and Process – Types of Plans –Steps in planning – Management by Objectives (MBO) – Decision making.

Unit-3: Organization:

Organization: Principles and process – Organization structure – Formal & Informal organization – Meaning of Delegation – Authority and Responsibility – Centralization and Decentralization

Unit-4: Direction and Control

Direction and Control: Meaning – Principles – Importance – Techniques – Control: Meaning – Objectives – Types of control – Control process – Control techniques – Coordination: Need – Techniques.

Unit-5: Motivation & Leadership

Motivation & Leadership: Meaning – Types – Theories of Motivation: Maslow, Herzberg, X, Y Theories – Leadership: Meaning – Styles.

Text Book:

1. K.Natarajan&K.P.Ganesan, Principles of Management, Himalaya Publishing House, 2015.

Reference Books:

1. C.B.Gupta, Management Theory &Practice, S. Chand Company, 2017.
2. Koontz and O'Donnell, Principles of Management, Tata McGraw Hill Publication, 2004.
3. L.M. Prasad, Essentials of Management, S. Chand Company, 2015.
4. P.C. Tripathi and P.N.Reddy, Fundamentals of Management, McGraw Hill Education, 2017.
5. R.S.N.Pillai and S.Kala, Principles and Practice f Management, S. Chand Company, 2013.

Note: Question Paper shall cover 100% Theory

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	examine and explain the management evolution and how it will affect future managers.	K1
CO2	estimate the conceptual framework of planning and decision-making in day to day life.	K2
CO3	explain the various managerial functions to achieve the goals and objectives of the organization.	K1
CO4	analyze the theories of motivation, leadership and communication in a variety of circumstances and management practices in organizations.	K4
CO5	identify and explain the importance of the management process and identify some of the key skills required for the contemporary management practice.	K3

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze;

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	M	S	S	S	S	M
CO2	M	S	M	S	S	S	M	S	S	S
CO3	S	S	M	M	S	S	M	M	M	S
CO4	S	M	S	S	S	M	S	S	S	S
CO5	S	S	S	S	M	S	S	S	S	M

Strongly Correlating (S) - 3 marks

Moderately Correlating (M) - 2 marks

Weakly Correlating (W) - 1 mark

No Correlation (N) - 0 mark

COURSE CODE	U21BAT12	BUSINESS COMMUNICATION	L	T	P	C
CORE -II			5	-	-	4
Cognitive Level	K3: Apply K4: Analyse K6: Create					
Course Objectives	The course aims to <ol style="list-style-type: none"> 1. understand the concept, process and importance of communication. 2. gain knowledge of media of communication. 3. develop skills of effective communication – both written and oral. 4. acquaint with the application of communication skills in the business world. 5. learn the appropriate ways to meet industry standards; apply critical evaluation techniques to business documents. 					

Unit-1: Introduction to Communication

Introduction to Communication: Definition of Business Communication – Difference between communication & Business Communication, Business Communication - Objectives, Importance – Process of Communication – Principles of Effective Communication – Barriers of Communication – Communication Ethics.

Unit-2: Types of Communication

Types of Communication: Formal and Informal Communication, Inter – Personal and Intrapersonal Communication – Verbal Communication and its types – Non –Verbal Communication and its types.

Unit-3: Business Correspondence:

Business Correspondence: Need – Functions – Importance – Layout of business letter.

Unit-4: Letter Writing

Letter Writing: Letters relating to Enquiries and Replies – Order and Execution – Circular – Sales Letter.

Unit-5: Report Writing

Report Writing: Meaning – Types – Mechanics of Report writing – Content of Report.

Text Book:

1. Rajendra Pal, J.S.Korlahalli, Essentials of Business Communication, S. Chand Company, 2013

Reference Books:

1. Paten Shetty, R., Business Communication, S.Chand& Company, 2019.
2. Hory Sankar Mukarjee, Business Communication, Oxford University Press, 2016
3. Payal Mehra, Business Communication for Managers, Pearson Education India, 2016.
4. Meenashi Raman, Business Communication, Oxford Publication, 2012

Note: Question Paper shall cover 100% Theory

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	learn and apply effective written communication techniques.	K3
CO2	review and refine communications skills.	K4
CO3	develop and deliver effective presentations of letters.	K6
CO4	develop and draft circulars.	K6
CO5	develop skills in report writing.	K6

K3 - Apply; K4 - Analyze; K6 - Create

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S	S	M	S	S	M
CO2	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

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

COURSE CODE	U21BAA11	MANAGERIAL ECONOMICS	L	T	P	C
ALLIED-I			6	-	-	4
Cognitive Level	K2: Understand K4: Analyse K5: Evaluate K6: Create					
Course Objectives	The Course aims to <ol style="list-style-type: none"> 1. expose basic micro economic concepts. 2. apply economic analysis in the formulation of business policies. 3. use economic reasoning to problems of business. 4. build a wide knowledge about basic Indian economic system. 5. identify the effective applications of factors of production and BEP Analysis 					

Unit 1: Managerial Economics

Managerial Economics: Definition, Nature and Scope - Role of Managerial Economics – Concept of Utility – Law of Diminishing Marginal Utility

Unit 2: Theory of Demand:

Theory of Demand: Determinants – Law of demand – Demand functions – Demand curve – Types of demand – Elasticity of demand – Supply: Law of supply – Elasticity of supply.

Unit 3: Production Function

Production Function: Laws of Production function – Law of Variable Proportion – Isoquants – Marginal rate of substitution – Economies of Scale – Law of Returns to Scale – Cobb Douglas Production function.

Unit 4: Cost Concepts

Cost Concepts: Cost and output relationship – Total, Average and Marginal cost analysis – Short run and Long run – Break even analysis.

Unit 5: Market Structure

Market Structure: Different types of market – Pricing under Perfect competition – Monopoly: Meaning – Methods of pricing.

Text Book:

1. R.L. Varshhney & K.L. Maheswari, Managerial Economics, S. Chand, 2018

Reference Books:

1. S.Sankaran, Managerial Economics, Margham Publication, 2015
2. K.P.M. Sundaram, Economic Analysis, S.Chand Company, 2015
3. G.S. Gupta , Managerial Economics, McGraw Hill Education, 2012.
4. VanithaAgarwal, Managerial Economics, Pearson Education, 2013

Note: Question Paper shall cover 100% Theory

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	understandthe concepts of utility	K2
CO2	applythe objectives of business firms, demand analysis and elasticity of demand in daily life and their career.	K6
CO3	understandthe production function.	K2
CO4	identify the effective applications of factors of production and BEP Analysis	K4
CO5	evaluatethe performance of different market structures.	K5

K2 – Understand; K4 - Analyze; K5 - Evaluate; K6 – Create

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	M	S	S	S	S	M	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	M	S	S	S	M	M	S	S
CO4	M	S	M	S	M	M	S	M	S	M
CO5	S	S	S	S	M	S	S	S	S	M

Strongly Correlating (S) - 3 marks

Moderately Correlating (M) - 2 marks

Weakly Correlating (W) - 1 mark

No Correlation (N) - 0 mark

SEMESTER- II

COURSE CODE	U21BAT21	FINANCIAL ACCOUNTING	L	T	P	C
CORE –III			5	-	-	4
Cognitive Level	K1: Recall K2: Understand K3: Apply K5: Evaluate					
Course Objectives	The Course aims to <ol style="list-style-type: none"> 1. acquire knowledge of accounting concepts, principles and practices. 2. apply financial concepts in business administration to manage and be effective in decision making in functional areas like finance and accounting transactions. 3. provide wide knowledge about final accounts. 4. inculcate basic depreciation accounting concepts. 5. illustrate the accounts for non-trading institutions through income and expenditure, receipts and payments accounts. 					

Unit 1: Accounting

Accounting: Definition – Nature of Accounting – Accounting Concepts and Postulates –Double Entry Vs Single entry – Books of Accounts: Journal – Ledger – Subsidiary Books: Cashbook – Purchase book – Sales book – Sales return book – Purchase return book.

Unit 2: Rectification of Errors

Rectification of Errors: Trial Balance – Errors – Verifications of Errors – Bank reconciliation statement.

Unit 3: Final Accounts

Final Accounts: Preparation of Trading & Profit and Loss Account and Balance Sheet with simple adjustments.

Unit 4: Depreciation:

Depreciation: Meaning – Causes – Methods of Depreciation: Straight Line Method – Written Down Value Method – Annuity Method.

Unit 5: Capital and Revenue Account

Capital and Revenue Account: Accounts of Non-trading organizations – Income and Expenditure Account – Receipts and Payments Account

Text Books

1. Dr. S. N. Maheswari, Financial Accounting, Vikas Publishing House, 2018

Reference Books:

1. S.P.Jain&K.L.Narang, Advanced Accountancy, Kalyani Publishers, 2014
2. M.C.Shukla, T.S.Grewal&S.C.Gupta, Advanced Accountancy, S.Chand& Sons, 2016
3. R.L.Gupta&Radhasamy, Advanced Accountancy, S.Chand& Sons, 2014
4. P.C.Tulsian, Financial Accounting, S.Chand Publications, 2016

Note: Question Paper shall cover 40% Theory and Problems 60%

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	recall the accounting concepts and understand the rules of the double entry system, journalizing and posting to the ledger in the business transactions.	K1
CO2	interpret the trial balance; identify the errors and reconcile the bank statement by cash book.	K2
CO3	summaries the trading, profit & loss account and balance sheet with the support of financial and accounting transactions.	K5
CO4	illustrate the different methods of depreciation.	K3
CO5	classify the revenue and capital items, understand accounting statements of a non-trading concern	K2

K1 - Remember; K2 - Understand; K3 - Apply; K5 - Evaluate

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	S	M	S	M	S	S	M	S	M
CO3	M	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	M	S	S	S	S	M

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

COURSE CODE	U21BAT22	BUSINESS ENVIRONMENT	L	T	P	C
CORE -IV			5	-	-	4
Cognitive Level	K2: Understand K3: Apply K4: Analyse					
Course Objectives	The Course aims to <ol style="list-style-type: none"> familiarize the nature of the business environment and its components in business decision making. increase the awareness of the interconnected nature of today's world, and how economic, social, political and environmental issues can impact international integration and business. impart the environmental scanning skills to identify the business opportunity and challenges. analyze and interpret the current events relating to globalization and international business. analyze the various economic conditions and effects of government policy on business performance. 					

Unit 1: Business Environment

Business Environment: Meaning – Concept – Nature – Significance – Various environments affecting Business: Social economic political and legal, culture, competitive, demographic, technological and their impact in business.

Unit 2: Government & Political Environment

Government & Political Environment: Government and business relationship in India – Provision of Indian constitution about business – State regulations on business.

Unit 3: Society and Culture Environment

Society and Culture Environment: Culture – Elements of culture – Impact of a foreign culture – Joint family system. Social responsibilities of Business – Responsibilities of share holders, customers, community, and the government.

Unit 4: Economic Environment

Economic Environment: Economic system, Socialism – Capitalism – Mixed economy – their impact on business – Public sector, Private sector, Joint sector – Objectives, Growth of Public sector in India.

Unit 5: Legal and Technological Environment

Legal and Technological Environment: Industrial Licensing Policy 1991 – FEMA – SEBI – TRIP's – WTO – GATT – Impact of technological changes in business.

Text Books:

- Aswathappa K, Essentials of Business Environment, Himalaya Publishing House, 2017

Reference Books:

1. Francis Cherunilam, Business Environment, Himalaya Publishing House, 2017
2. Dr .S. Sankaran, MargamBusiness Environment, Himalaya Publishing House, 2013
3. NamithGopal, Business Environment, Tata McGraw Hill Education , 2010
4. Ghosh P.K, Business Environment, S. Chand & Sons, 2010
5. Rosy Joshi, Business Environment, Kalyani Publication, 2019

Note: Question Paper shall cover 100% Theory

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom’s Taxonomy)
CO1	develop an understanding of the business environment	K2
CO2	explain the Government and political environment	K2
CO3	understand the relations of society and culture to the business	K3
CO4	comprehend the economical environmental factors that are conducive to the businesses	K4
CO5	have a simple and basic comprehension of the international scenario about the borderless business world due to technological changes	K2

K2 - Understand; K3 - Apply; K4 - Analyze;

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	S	S	M	S	S	S
CO2	M	S	S	S	S	M	S	S	S	S
CO3	S	S	S	M	S	S	S	S	M	S
CO4	S	S	M	S	S	S	S	M	S	S
CO5	S	S	S	S	M	S	S	S	S	M

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

COURSE CODE	U21BAA22	COMPUTER APPLICATIONS-TALLY (PRACTICALS)	L	T	P	C
ALLIED –II				-	-	5
Cognitive Level	K2: Understand K3: Apply K4: Analyse K5: Evaluate					
Course Objectives	The course aims to <ol style="list-style-type: none"> 1. help the students to know the fundamental concepts of Tally . 2. help them to understand how to use Tally software in day to day applications. 3. familiarize the students to use this package for business. 4. introduce the students to some basic tools like creation of voucher, purchase order etc. 5. familiarize the students in the preparation of tax related sales vouchers. 					

UNIT 1: Introduction to Tally

Introduction to Tally – Selecting a Company- Shutting a Company – Altering a company – Accounting Information – Groups – Managing Groups – Single & Group - Ledgers.

UNIT 2 : Creation of Vouchers

Vouchers - Creating Vouchers - Displaying and Altering Vouchers - Control Vouchers -Purchase Vouchers - Sales Vouchers - Payment – Receipt and Journal Vouchers – Bank Reconciliation Statement.

UNIT 3 : Inventory Management

Inventory Management - Stock Groups - Stock Categories - Stock Items - Types of Inventory Vouchers - Receipt Note Vouchers.

UNIT 4: Purchase and Sales order

Purchase Orders – Creation of a Purchase Order – Altering a Purchase Order – Deleting a Purchase Order-Sales Orders- Deleting a Sales Order- Invoices Reports- Trial Balance - Profit and Loss A/C Balance Sheet.

UNIT 5: Financial Statements

Pay Roll in Tally – Collected at Source – Tax Deducted at Sources – various financial statements – Budget - GST.

Note: Question Paper shall cover 100% practical work

Practical work:

1. Program for Creation of company
2. Program for purchase voucher and sales voucher creation
3. Program for payment voucher and Receipt voucher creation
4. Program for Contra voucher creation
5. Program for journal voucher creation
6. Program for preparation of Debit note and credit note
7. Program for working for a calculator
8. Program for Single-ledger and multiple ledger creation
9. Program for single ledger and Multiple ledger
10. Program for preparation of Trial balance
11. Program for preparation of final accounts of a sole-trader
12. Program for preparation of final accounts of a partnership firm
13. Program for preparation of final accounts of a company
14. Program for single stock and multiple stock creation
15. Program for simple and compound unit
16. Program for display on inventory transaction
17. Program for cash flow and fund statement preparation
18. Program for display of ratio Analysis
19. Program for monthly wise chart preparation of sales and purchase
20. Program for Comparative analysis statements

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	use Tally to create personal business documents following current professional and/or industry standards.	K2
CO2	create scientific and technical documents incorporating the billing procedures	K2
CO3	develop entries for creation of vouchers.	K3
CO4	Design bills for implementation of taxation aspects.	K4
CO5	design and construct financial statements after considering taxes and GST.	K5

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	M	S	S	S	S	M
CO2	S	M	S	S	S	S	M	S	S	S
CO3	S	S	S	M	S	S	S	S	M	S
CO4	S	S	M	S	S	S	S	M	S	S
CO5	M	S	S	S	S	M	S	S	S	S

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

SEMESTER- III

COURSE CODE	U21BAT31	ORGANISATIONAL BEHAVIOUR	L	T	P	C
CORE -V			5	-	-	4
Cognitive Level	K2: Understand K4: Analyse K5: Evaluate					
Course Objectives	The Course aims to <ol style="list-style-type: none"> 1. gain a solid understanding of human behaviour in the workplace from an individual, group, and organizational perspective and frameworks and tools to effectively analyze and approach various organizational situations. 2. familiarize students with contemporary organizational behaviour theories and help them to understand predict and manage people better. 3. acquaint the students with the fundamentals of managing a business. 4. understand individual and group behaviour at work place to improve the effectiveness of an organization. 					

Unit 1: Introduction

Meaning- Objectives, Nature and Scope of organizational behavior – Importance of OB - Disciplines contribution to organizational behavior –Theories of organization behavior –Classical – Neo classical and Modern theories.

Unit 2: Foundations of Individual Behavior

Nature of Individual behavior –Personality – Definition -Factors/Determinants of Personality– Types of Personality –Attitude and Values.

Unit 3: Leadership Concept–Qualities **Conflict** of effective Leadership–Leadership Styles– Definition and concepts of Learning.

Unit 4: Motivation

Theories and Process of Motivation – Basic Theories of Motivation. Groups- Types of groups – formation of Group - Group dynamics – Group cohesiveness – Group decision making

Unit 5: Conflict

Nature, Types of Conflict. Organizational Change – Meaning, nature – Causes of change – Resistanceto change –overcoming the resistance.

Text Books:

1. L M. Prasad, Organisational Behaviour - Sultan Chand & Sons, New Delhi, 2014

Reference Books:

1. Stephen P. Robins, Organizational Behavior, - Pearsons Education, 2014
2. Aswathappa, Organizational Behavior- Himalaya Publishing House, 2012
3. Dr.C.D.Balaji, Organisational Behaviour, Margham Publication, 2016
4. Uma Samkar, Organisational Behaviour, Tata McGraw Hill Publication, 2013
5. J. Jayasankar, Organisational Behaviour, Margham Publication, 2015

Note: Question Paper shall cover 100% Theory

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	understand the implications of organizational behaviour on the process of management	K2
CO2	analyze the individual behaviour and Identify the Determinants of Personality	K4
CO3	know about the qualities of leadership	K2
CO4	understand the theories of motivation	K2
CO5	evaluatethe organizational change.	K5

K2 - Understand; K4 - Analyze; K5 - Evaluate;

Mapping of COs with POs& PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	S	S	S	S	S	S	S	S
CO2	M	S	S	S	S	S	M	S	S	S
CO3	M	S	M	M	M	S	S	S	S	S
CO4	M	M	M	M	M	M	M	M	M	M
CO5	M	M	S	M	S	S	M	S	S	S

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

COURSE CODE	U21BAA33	BUSINESS STATISTICS			
ALLIED-III		L	T	P	C
		5	-	-	4
Cognitive Level	K1: Recall K2: Understand K3: Apply K4: Analyse K5: Evaluate				
Course Objectives	The Course aims to 1. understand the concept of population and sample. 2. use a frequency distribution to make a decision. 3. understand and to calculate various types of averages and variations. 4. use regression analysis to estimate the relationship between two variables.				

Unit 1: Business Statistics

Introduction to statistics, Nature, Scope, Importance, Types and limitations of statistics.

Unit 2: Statistical Tabulation

Classification and tabulation of statistical data – Diagrammatic and graphical representation of data. Frequency distribution – Simple – Average.

Unit 3: Mean, Median, Mode

Calculation of Mean, Median, Mode – Standard Deviation (Individual only)

Unit 4: Sampling

Types of Samples – use of sampling in Business – Probability – Addition and Multiplication laws.

Unit 5: Correlation

Karl Pearson's Rank and Correlation co-efficient

Note: Question Paper shall cover 40% Theory and 60 % Problems

Text Book:

1. R.S.N.Pillai and Bagavathi, Statistical Methods – S.Chand & Sons, 2017

Reference Books:

1. S.P.Gupta, Statistical Methods, S.Chand & Sons, 2017
2. J.K.Sharma, Business Statistics, Vikas Publishing House, 2014
3. Dr.K.L. Gupta, Business Statistics, Sahitya Bhawan Publications, 2020

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	know the basic concepts of statistics	K1
CO2	apply the data presentation tools of statistics	K3
CO3	evaluate the measures of statistics	K5
CO4	understand and compute the sampling distributions	K2
CO5	summarize methods of correlation analysis	K4

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;

Mapping of COs with POs& PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	M	M	S	M	S	M	M
CO2	S	S	S	M	M	M	S	S	S	M
CO3	M	M	M	M	M	S	S	M	M	S
CO4	M	S	S	M	M	S	S	M	S	M
CO5	M	M	S	M	M	S	S	S	S	S

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

COURSE CODE	U21BAE31	COST ACCOUNTING			
ELECTIVE - I		L	T	P	C
		4	-	-	3
Cognitive Level	K1: Recall K2: Understand K3: Apply K4: Analyse K5: Evaluate				
Course Objectives	The Course aims to 1. impart the knowledge of basic cost concepts, elements of cost & preparation of cost sheet. 2. provide basic knowledge of important methods & techniques of cost. 3. introduce the basics of cost accounting and enabling the student to correlate the two branches namely financial and cost accounting. 4. build a base for learning management accounting.				

Unit 1:Cost Accounting

Meaning, Nature and Scope of Cost Accounting – Concept and Classification of Cost–Elements and Methods of Cost – Advantages–limitations –Relationship of Cost Accounting and Financial Accounting–Preparation of Cost Sheet.

Unit 2:Materials Control

Meaning – Objectives – Advantages - Methods of Stock Control –EOQ - Levels of Stock–Receipts and Issues of materials–ABC Analysis –Stores Ledger–FIFO,LIFO, Simple Average and Weighted Average Method.

Unit 3:Labor cost

Methods of Remuneration and Incentive Schemes – Methods of wage payment –Time rate and Piece rate system – Labor Turnover Causes, Types and Measurement.

Unit 4:Overhead Cost

Collection, Classification, Allocation, Apportionment and Absorption – Recovery Rates – Over and Under Absorption-Machine Hour Rate

Unit 5:Process Costing

Normal Loss, Abnormal Loss and Abnormal Gains (excluding Equivalent Production and Inter process). Preparation of cost sheets (Simple problem only)

Text Books:

1. R.S.N. Pillai and V. Baghavathi, CostAccounting, S. Chand & Company Ltd., 2010

Reference Books:

1. S.N .Maheshwari, Cost Accounting, Sultan Chand & Sons, 2015
2. S.P. Jain and K.L. Narang, Cost Accounting Principles and Practice, Kalyani Publishers, 2019
3. M.N. Arora, Cost Accounting, Vikas Publication, 2013
4. Dr. Ramachandran and Dr. Srinivasan, Cost Accounting, Sriram Publication, 2019

Note: Question Paper shall cover 40% Theory and 60% Problems

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	understand the concept of cost accounting, Recognize the relationship of cost and management accounting along with the elements of cost concepts.	K2
CO2	describe the cost sheets for store control through economic order quantity, pricing and material issues.	K5
CO3	describe the methods of Remuneration and Incentive Schemes to labours	K5
CO4	understand the Collection, Classification, Allocation, Apportionment and Absorption of overheads.	K2
CO5	apply the process costing and preparation of cost sheet	K3

K2 - Understand; K3 - Apply; K5 - Evaluate;

Mapping of COs with POs& PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	M	M	M	M	S	S	S
CO2	M	S	S	S	M	S	M	M	M	M
CO3	S	M	M	M	M	S	S	S	M	S
CO4	M	M	M	M	M	M	M	M	M	M
CO5	M	S	S	M	M	M	M	S	M	M

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

COURS ECODE		TALENT AND KNOWLEDGE MANAGEMENT	L	T	P	C
ELECTIVE			4	-	-	3
Cognitive Level	K2-Understand; K3-Apply; K4-Analyse K5-Evaluate;					
Course Objectives	The Course aims to 1. offer knowledge on various approaches to talent and knowledge management 2. understand institutional strategies and models for dealing with talent and knowledge management. 3. evaluate mechanism and systems knowledge infrastructure. 4. apply organizational performance knowledge discovery systems					

UNIT –1 : INTRODUCTION TO TALENT MANAGEMENT :

Talent Management – Meaning, Importance, Evolution, Talent Management System, Talent Reservoir – Components . Institutional Strategies for dealing with Talent Management.

UNIT –2 : SUCCESSION AND CAREER PLANNING :

Succession Planning, Talent Acquisition, Talent Identification, Talent Development, Training Coaching, Talent management Strategies. Role of leaders in Talent Management.

UNIT – 3 : KNOWLEDGE MANAGEMENT :

Concepts, Forces driving knowledge management, knowledge systems, knowledge strategies, technologies for knowledge management, factories influencing knowledge management

UNIT –4: NATURE OF KNOWLEDGE :

Data information knowledge Wisdom, use of knowledge, types of knowledge, knowledge management solutions , mechanism and systems knowledge infrastructure.

UNIT – 5 : KNOWLEDGE FRAME MANAGEMENT :

Knowledge management frame Handsnon – earl’s sever schools of knowledge management. Alvesson & Karreman’s knowledge management approaches, knowledge management approaches. Knowledge management infrastructure organizational. Impact of knowledge management on people process, products on organizational performance knowledge discovery systems.

SUGGESTED BOOKS :

1. Ed by Lance A. Berger and Dorothy R Berger. -The Talent Management Handbook, Tata McGraw Hill edition, 2011.
2. Sajjad M Jasmuddin, -Knowledge Management, Cambridge, 1st ed, 2009
3. Stuart Barnes, —Knowledge Management Systems, Ed, Cengage Learning, 2012.
4. Irma Becerra-Fernandez, Avelino Gonzalez and Rajiv Sabherwal —Knowledge Management, Pearson Education Inc. 2009
5. Donald Hislop, —Knowledge management in Organizations, , Oxford University Press, Second edition. 2010.

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level(According to Bloom's Taxonomy)
CO1	understand the concept Branding & Brand Awareness, Equity	K2
CO2	help the students acquire knowledge on Brand Advertisement	K5
CO3	know pros and cons of brand extension	K5
CO4	Analyse Brand personality and equity	K4
CO5	Develop the critical and analytical skills of students in brand	K3

K2-Understand; K3 -Apply; K4: Analyse K5 -Evaluate;

Mapping of Cos with Pos & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	M	S	M	M	S	S	S
CO2	M	S	S	S	S	S	M	S	S	S
CO3	S	M	M	S	M	S	S	S	M	S
CO4	M	S	S	S	S	M	S	M	S	M
CO5	S	S	S	M	M	S	M	S	S	M

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

IV SEMESTER

COURSE CODE	U21BAT41	RESEARCH METHODOLOGY	L	T	P	C
CORE -VI				4	-	-
Cognitive Level	K2: Understand K3: Apply K4: Analyse					
Course Objectives	The course aims to <ol style="list-style-type: none"> educate the students about the basic research methodologies, design and applications. make them identify and prepare a research proposal or problems through review of the literature. familiarize students in the area of sampling, data collection and application of statistical tools in business research. cultivate the skills needed to prepare and present research reports. 					

Unit 1:Introduction to Research

Introduction to Research: Definition - Importance - Advantages and Limitations – Types: Basic and Applied, exploratory, descriptive and causal - Phases of business research - The research process – problem identification

Unit 2:Research Design

Research Design: Types of Design - Sampling process and selection - sample types –Sample size and sampling errors

Unit 3:Methods of Data Collection

Methods of Data Collection :methods - tools - Questionnaire – Interview Schedule - Kinds of Data –Primary data, Secondary data - Attitude measurement of scaling technique - Editing, Coding, Tabulation, Analysis Interpretation of data

Unit 4:Statistical Data Analysis

Statistical Data Analysis: Tools and Techniques of data analysis – Hypothesis – its sources –formulation and testing of Hypothesis

Unit 5:Interpretation and Report writing

Interpretation and Report writing: Drafting of reports – Contents of a report - steps in writing reports - layout of report, types, and principles of report writing – Graphical representation of results.

Text Books

- C.R. Kothari, Research Methodology, New Age International Publishers, 2014

Reference Books:

1. R. Cauvery, Research Methodology, S. Chand & Co, 2013
2. Shradha M. Bhome, Research Methodology, Himalaya Publishing House, 2015
3. Peer Mohamed, Research Methodology -, Pass Publications, 2011.
4. Dr. P. C. Tripathi, Research Methodology in Social Sciences, S. Chand & Co, 2012

Note: Question Paper shall cover 80% Theory and 20 % Problems

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	Understand the fundamental concepts of research, types and research process.	K2
CO2	summarize the sampling design and scaling techniques.	K2
CO3	construct a method for data collection and able to edit, code, classify and tabulate the collected data.	K3
CO4	analyze the collected data to prove or disprove the hypothesis.	K4
CO5	interpret the data and prepare a research report.	K3

K2 - Understand; K3 - Apply; K4 - Analyze;

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	M	M	S	M	S	S	M
CO2	M	M	S	M	M	M	M	S	S	M
CO3	S	M	S	M	M	M	M	S	S	M
CO4	S	M	S	M	M	M	M	S	S	M
CO5	S	S	S	S	M	M	M	S	S	S

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

COURSE CODE	U21BAT42	PERSONALITY DEVELOPMENT	L	T	P	C
CORE -VII				4	-	-
Cognitive Level	K2: Understand K3: Apply K5: Evaluate K6: Create					
Course Objectives	The Course aims to <ol style="list-style-type: none"> 1. encourage students to develop balanced self-determined behaviour 2. help students in enhancing self, increasing life satisfaction and improving the relationship with others. 3. develop problem-solving skills in a group and use these skills in personal life. 4. encourage students to develop their personality by understanding the influence of environmental, educational and situational factors and how to modify the behaviour 					

Unit 1: Introduction Definition of Personality – Determinants of personality – biological, psychological and socio- cultural factors– Misconceptions and clarifications, need for personality development.

Unit2: Self Awareness and Self Motivation

Self- analysis through SWOT and Johari Window, elements of motivation – Seven rules of motivation – Techniques and strategies for self-motivation–goal setting based on principles of SMART –self-esteem.

Unit 3: Interpersonal Skills

Concept of team in work situation–promotion of team spirit–characteristics of team player – awareness of one’s own leadership style and performance – nurturing leadership qualities– Emotional intelligence and its components –Empathy and social skills .

Unit 4: Memory and Study Skills

Definition and Importance of memory – causes of forgetting –how to forget? (Thought stopping), how to remember? (Techniques for improving Memory) – Techniques of passing Exams – Management of Examination fear.

Unit 5: Power of Positive Thinking

Nurturing creativity–decision making and problem solving– thinking power–seven steps for dealing with doubt –Traits of positive thinkers and high achievers, goals and techniques for positive thinking– enhancement of concentration through positive thinking–practicing positive lifestyle.

Note: Question Paper shall cover 100 % theory

Text Books:

1. Schafer, W, Stress Management for Wellness , Thomson & Wadsworth, 2011.

Reference Books:

2. Johnson, D.W., Boston, Reaching out - Interpersonal Effectiveness and Self Actualization, Allyn and Bacon, 2010.
3. Robbins, S. P. and Hunsaker, Phillip, L., Training in Interpersonal skills. Tips for managing people at work, PHI Learning, 2014.
4. Barun K .Mithra, Personality Development and Soft Skills, Oxford University Press, 2016

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	understand the determinants of personality	K2
CO2	apply the basic Theories of Motivation	K3
CO3	understand the Career Planning	K2
CO4	evaluate the memory skills	K5
CO5	create a positive thinking	K6

K2 - Understand; K3 - Apply; K5 - Evaluate; K6 – Create

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	M	S	S	M	S	S	S
CO2	M	M	M	S	S	S	S	S	S	M
CO3	M	M	S	S	M	S	M	M	M	S
CO4	M	M	S	S	M	M	S	S	S	M
CO5	S	M	S	M	M	S	S	M	M	S

Strongly Correlating (S) - 3 marks

Moderately Correlating (M) - 2 marks

Weakly Correlating (W) - 1 mark

No Correlation (N) - 0 mark

COURSE CODE	U21BAA44	GST REGISTRATION AND FILING (PRACTICAL)	L	T	P	C
ALLIED -IV			-	-	4	4
Cognitive Level	K2: Understand K3: Apply K5: Evaluate					
Course Objectives	The Course aims to <ol style="list-style-type: none"> 1. provide students with a working knowledge of principles of GST 2. assist the students to understand the provisions of GST 3. make the students understand the relevance of GST in the present Indian Tax Scenario 4. educate the students to aware of the contribution of GST for economic development. 					

Unit 1: Indirect Tax

Indirect Tax :Meaning, Features, difference between direct & Indirect Tax Types of indirect tax before GST, Shortcoming of Indirect Tax system during pre GST Era. **GST**: Meaning, advantages, disadvantages, Evolution of GST, Structure of GST: CGST/IGST/SGST/UTGST, Important definition under GST Act. **Machinery under GST**: GST council, GST network, GST Authority.

Unit 2: Concept of Supply

Concept of Supply: Meaning, Features, Types:, Inter -state, intra- state, mixed composite, exempt supply. **Time of supply (TOS)**: Meaning, TOS of Goods & Services, TOS under Reverse Charge Mechanism, Invoicing provisions, provisions related with changes in GST rate. **Place of Supply (POS)**: Meaning, POS of goods & service, intra state & Inter State supply. **Value of Supply**: Meaning, provisions related with determination of value of supply of goods & services, determination of GST liability.

Unit 3: Input Tax credit (ITC):

Input Tax credit (ITC):Meaning, manner of utilization of ITC, Block credit, supply not eligible for ITC, Matching, reversal & Reclaim of ITC. **Payment under GST**: Manner of Payment of GST liability, concept of Electronic Cash, credit & liability ledger, refund of excess GST. **Return**: Meaning, purpose & Importance, different type of return, due date of filing return. **Assessment under GST**: Meaning, types-self assessment, provisional assessment, summary assessment, best judgment assessment.

Unit 4: Registration

Registration :Meaning, optional registration, compulsory registration, procedure for new registration, amendment & cancellation of registration. **Composition Scheme**: condition and restriction for composition scheme.

Unit 5: Accounts & Records

Accounts &Records :Manner of maintenance of accounts, period of retention of relevant records,

Invoice: format, types- debit & credit note, vouchers.

Audit: meaning, types-mandatory, departmental & special audit. Penalty under GST, E-way bill.

List of Exercises

1. Draw a chart showing tax structure in India.
2. Draw a chart and write a note on Pre – GST indirect tax structure in India.
3. Write any five limitations of Pre – GST Indirect taxes.
4. What was the significance of Introduction of VAT in Indirect Taxes prior to implementation of GST. Write a short note.
5. Need for GST in India.
6. What are the important stages in implementation of GST.
7. What were the taxes subsumed in GST.
8. Visit CBIC Website and make a note of important contents.
9. What is the major difference in incidence of tax during pre and post GST implementation with respect to inter- state transfer. Explain with example.
10. What are the exclusive products not included in the purview of GST. Why?
11. When GST council was notified and what is its composition.
12. What are different types of taxes levied under GST.
13. What are the laws supporting the levy of GST. Explain with examples or rules.
14. What is RNR?
15. What are the categories of Goods and Services for levying GST?
16. Briefly explain the important components of Supply.
17. What activities are included in supply?
18. Brief registration process of GST.
19. Ram Enterprises purchased goods from Shyam Enterprises. The goods were supplied on 15/01/2018. Ram Enterprises paid an advance of Rs.1,00,000 for purchases on 10/01/2018. The invoice was raised on 30/01/2018. Explain with respect to supply.
20. Mr. Y was travelling from Hyderabad to Bengaluru on flight. During his journey he purchased some books. Determine the incidence of tax. Identify place of supply.
21. What is Composite supply and Mixed Supply. What is the rate of tax applied?
22. Write short note on the process of GST.
23. What are the types a dealer can opt at registration?
24. What is the threshold limit for composite dealers & Registered dealers.
25. List out five examples of B2C transactions.
26. Draw a specimen of Invoice, Tax Invoice and Bill of Supply.
27. What is Supplementary invoice.
28. What is the eligibility for availing Input Tax Credit?
29. With the help of diagram show Input Credit Mechanism.
30. List out masters to be created to effect GST initially.

31. Draw a table giving details of GST R-1, GST R-2, GSTR-3.
32. Write the steps for filing GSTR-1, GSTR-2, GSTR-3.
33. Who files GSTR-6A?
34. What type of GST Returns, e-commerce operators need to file.
35. What is Reverse Charge Mechanism?
36. What are the activities specified as Negative List according to Schedule-III?
37. Mr. Ankur purchased goods for Rs. 8,00,000 and paid tax @ 5% from a dealer in same locality. He sold Rs. 4,00,000 worth goods to Raj and collected tax from him. Record the following transaction with the help of accounting Software.
38. Mahesh Enterprises of Hyderabad purchased goods from Ashish Enterprises of Chennai, he paid GST @ 28%. Record the transaction in Accounting software.
39. Create 3 stock items named milk, bread and Ice creams. Opening balances of these 3 stock items would be milk –10 litres, Bread– 20 Pkts and Ice creams– 25 numbers. Create 1 sundry debtor and 1 sundry creditor within state. Record a purchase entry of 5 liters of milk at 5% GST rate for Rs. 80 per liter, 10 Pkts of Bread for Rs. 25 per pkt at 5% GST rate and 30 numbers of Ice creams for Rs. 30 per Ice cream at 18% GST rate. A sale entry 10 liter of milk Rs.90 per liter, 15 Pkts of Bread for Rs.40 per pkt and 35 numbers of Ice creams for Rs.50 per Ice cream.
40. What is the value in GST invoices when Rs. 10000 worth of goods are purchased, GST tax rate @ 5%. In second invoice two purchases of Rs 5000 worth goods GST rate @ 5% and another Rs 5000 GST @ 18%. Both the transactions are intra state and show the GST Tax ledger.
41. Mr. A sold goods to Mr. B for Rs .20,000. Mr. A is charging packing charges of Rs. 800. And also paying freight of Rs. 2800 from Mr. A's premises to Mr. B's premises. Mr. A also charged interest of Rs. 750 for delay in payment. Determine the taxable value for levy of GST. Whether packing charges or freight, Interstate required to include in the invoice to determine taxable value? Show Tax Invoice GST @ 12% (intrastate supply).
42. Mr. X sold 1000 units of goods to Mr. Y for Rs. 20,000 and total unit sold during the year to Mr. Y after including these units is 2500 unit. As per terms of the agreement if Mr. Y is purchasing more than 2000 unit of goods in a year then Mr. X is allowing 10% discount in all the supplies. Assuming IGST rate is 18%. How discount will be recorded?
43. Create 5 stock items with GST@ zero tax rate, @ 5%, @ 12%, @ 18%, record interstate purchase and sale transactions. Show the details of input tax credit.
44. What are the conditions for E-Way bill? What are the options available in Tally.
45. Mr. Ajay (Hyderabad) provides consultancy services to Mr. Vijay (unregistered, address on record shows Tamil Nadu) and charged Rs.10000, levied GST @ 18%. Even provided consultancy services to Mr. Anand (unregistered and address is not available) Rs. 15000, GST @ 12%. Show the transactions in Tally.
46. Mrs. Rani, resident of Hyderabad has a Bank account and withdraws money from ATM in Hyderabad. She went on tour and withdrawn Rs50000 from ATM in Kerala. Identify place of service, type of taxes levied in both the cases.
47. M/s. Pooja sold 250 laptops to M/s. Raj for Rs. 50,000 each. Tax Invoice was raised. They were given discount of Rs.5000. M/s. Raj returned 250 laptops. Assuming GST rate is 18%. Show discount and GST ledger.

Text Book

1. M.S. Mathuria, GST Law and Practice Manual, Current Law House, 2020

References:

1. Bansal, K.M; GST and Custom's Law, TAXMANN Publication(P)Ltd, University Edition, 2021
2. Chaudhary, Vashishtha ;Dalmia, Ashu; Girdharwal, —GST- A Practical Approachll, Taxman Publication, 2017
3. Datey V.S., —GST Ready Reckonerl, Taxman Publication, New Delhi, 2010
4. Jha R. K. & Singh, P. K. -A Bird's Eye view of GSTl, Asia Law House, 2017
5. Majumder, Sumit Dutt -GST in India 2nd edn. Centex Publications Pvt. Ltd, 2016

Note: Question Paper shall cover 100% Practical

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	understand the basic concepts of GST	K2
CO2	apply GST rates in various transactions	K3
CO3	calculate GST calculations in accounting software Tally	K5
CO4	evaluate of Tax in put credit available to goods	K5
CO5	apply the practical knowledge dealings if interstate transactions of GST	K2

K2 - Understand; K3 - Apply; K5 - Evaluate;

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	M	S	M	M	S	S
CO2	M	S	S	S	S	M	S	S	S	M
CO3	M	S	S	S	S	S	S	M	S	M
CO4	M	S	S	S	S	S	S	M	S	M
CO5	M	S	S	S	S	S	S	M	S	M

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

COURSE CODE	U21BAE41	MANAGEMENT INFORMATION SYSTEM	L	T	P	C
ELECTIVE-II			3	-	-	3
Cognitive Level	K1: Recall K2: Understand K3: Apply K4: Analyse					
Course Objectives	The Course aims to <ol style="list-style-type: none"> enable the students to gain an understanding of how Information Systems are developed, implemented and assisted in decision making in an organization. familiarize the students with the four components of an MIS and understand how it adds value to an organization. design a system for an organization and identify privacy, security, and freedom of information issues in a business environment. 					

Unit 1:Management Information System

Definition - Meaning and objectives of MIS - Framework for MIS organization - Management triangle - Limitations.

Unit 2:Information Systems

Functional Areas – Marketing, Production, Finance, Personnel Management – Information System Levels – DSS, EIS, ES – Comparison, Managing Global Information System.

Unit 3:Application of Internet

Email – Search Engines – Business decision making using Online.

Unit 4:Computers and its effect on MIS

System Analysis and Design - Components of SAD - System Development Life Cycle (SDLC).

Unit 5:Business and Management Application Packages

Research Analysis Packages – SPSS etc. – Accounting Packages – Tally etc. – Marketing Packages – Production Packages – HR Packages

Note: Question Paper shall cover 100 % theory

Text Book:

- Gorden B. Davis, Management Information System: Conceptual Foundation, Structure and Development – McGraw Hill.

Reference Books:

- W.S. Jawadekar, Management Information System -, Tata McGraw Hill Publishing Company, 2013.

2. Kenneth C Laudon Management Information System, Tata McGraw Hill Publication, 2012.
3. Sadagopan. S, Management Information System -, Routledge Publication, 2014

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom’s Taxonomy)
CO1	apply modern tools, techniques and technology functionally and productively in Professional Activities	K3
CO2	analyze, Design, Construct, Implement and Maintain, Usable, Reliable and Cost-Effective Information Systems (IS) that support Operational, Managerial and Strategic activities of Organizations.	K4
CO3	Study and evaluate existing manual and automated business processes and identify opportunities for re-engineering and/or automation.	K3
CO4	Coordinate confidently and competently with the user community in IS requirements analysis/design activities, provide guidance and technical support to end-user computing activities.	K1
CO5	analyze the impact of computing on individuals, organizations and society with Business and Management Application Packages	K2

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze;

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	S	S	S	S	S	S
CO2	S	M	S	S	S	S	M	S	S	M
CO3	S	M	S	M	S	S	S	S	M	M
CO4	S	M	S	S	S	S	S	S	S	M
CO5	S	M	S	S	M	S	S	M	S	S

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

COURSE CODE	U21BAE42	BRAND MANAGMENT	L	T	P	C
ELECTIVE - II			4	-	-	3
Cognitive Level	K2-Understand; K3-Apply; K5-Evaluate;					
Course Objectives	The Course aims to <ol style="list-style-type: none"> 1. understand the concept Branding & Brand Awareness, Equity 2. help the students acquire knowledge on Brand Advertisement 3. know pros and cons of brand extension 4. develop the critical and analytical skills of students in analyzing the brand personality & equity 					

UNIT -1 : INTRODUCTION TO BRAND MANAGEMENT :

Concept of Branding – Definition – Significance of Brand - Brand Types – Difference between Brand and Product – Braking – Brand Building – Brand Launching.

UNIT -2 : BRAND AWARENESS :

Branding and Advertisement – Creating Brand Awareness – AIDA Model – Branding Strategies – Brand Communication.

UNIT - 3 : BRAND EXTENSION :

Brand Line Extension – Horizontal Extension Pros and Cons of Brand Extension – Related Extension – Unrelated Extension – Brand Generic Branding.

UNIT - 4 :BRAND PERSONALITY :

Branding – Brand Personality – Brand Positioning – Re Positioning – Brand Positioning Strategies – Brand Positioning Variables.

UNIT -5 : BRAND EQUITY :

Concept of Brand Equity – Brand Awareness – Personality – Positioning – Enhancing Brand Equity – Brand Management – Planning – Sources Brand.

SUGGESTED BOOKS :

1. Gulnar sharma, Karan Singh Khundia, Brand Management, Himalaya Publishing House, 2011.
2. Kirti Dutta, Brand Management: Principles and Practices, Oxford University Press, 2012.
3. YLR Moorthi, Brand Management: The Indian Context, Vikas Publishing House, 2007.

4. [Tapan K. Panda](#), Product and Brand Management, Oxford University Press, 2016.

5. Michael Beverland, Brand Management, University of Sussex, 2014.

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level(According to Bloom's Taxonomy)
CO1	understand the concept Branding & Brand Awareness, Equity	K2
CO2	help the students acquire knowledge on Brand Advertisement	K5
CO3	know pros and cons of brand extension	K5
CO4	analyse Brand personality and equity	K2
CO5	Develop the critical and analytical skills of students in brand	K3

K2-Understand;K3 -Apply; K5 -Evaluate;

Mapping of Cos with Pos & PSOs

CO /PO	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	S	M	S	M	S	S	S	S
CO2	M	S	S	S	M	S	M	M	S	M
CO3	S	M	S	S	S	S	S	S	S	S
CO4	M	S	M	S	M	M	S	M	S	M
CO5	S	S	S	M	S	M	S	S	M	S

Strongly Correlating (S) - 3marks

Moderately Correlating (M) - 2marks

Weakly Correlating (W) - 1mark

No Correlation (N) - 0 mark

SEMESTER-V

COURSE CODE	U21BAT51	PRODUCTION MANAGEMENT			
CORE -VIII		L	T	P	C
		5	-	-	4

Cognitive Level	K1 - Remember K2 - Understand K4 - Analyze K5 - Evaluate
Course Objectives	The Course aims to 1. make the students understand the production function, process and plant design, planning functions, Material Planning and Layout and Scheduling. 2. enable students to choose appropriate statistical techniques for improving processes and write reports to management describing processes and recommending ways to improve them. 3. familiarize students with the design, planning and control of an organization's processes to create and deliver products & services to customers and improving process & supply chain performance

Unit 1:Production System

Production System: Introduction - Production – Productivity – Production Management– Objectives – Functions - Scope and Significance – Functions- Production System

Unit 2:Production planning and Control

Production planning and Control – Techniques - Principles - Maintenance - Types - Materials Handling - Importance - Principles - Criteria for selection of material handling equipment's - Breakdown - Preventive - Routine – Maintenance scheduling

Unit 3:Plant location

Plant location – Introduction need for selecting a suitable location – Plant location problems – Advantages of urban, semi-urban and rural locations – Systems view locations – Factors Influencing plant location – Plant layout: Plant layout problems – Objectives – Principles of plant layout – Factors influencing layout – Types of layout.

Unit 4:Work and method of study

Work and method of study – Importance of work study – Work study procedures – Time Study – Introduction to method study – Objectives of Method study – Steps involved – Work Measurement – Objectives – Techniques – Computation of Standard Time – Allowance – Comparison of various Techniques

Unit 5:Quality control

Quality control – Statistical Quality control – Inspection - Objectives and Significance - Types of Inspection - Centralized and Decentralized - Bench marking: Meaning - objectives – advantages

Text Book

1. K. Aswathappa, Production and Operations Management, Himalaya Publishing House, New Delhi, 2013

Reference Books:

1. Pannerselvam, Production and Operations Management, Prentice Hall India, 2012
2. Jay Heizer, Operations Management, Pearson Education, 2017
3. Goel, Production and Operation Management, Pragati Publication, 2012
4. Banga.T.R, Industrial Engineering and Management Science, Khanna Publishers, New Delhi, 2007.

Note: Question Paper shall cover 100 % theory

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	understand the production system	K2
CO2	enumerate the production processes and production planning and control	K5
CO3	describe the plant layout system	K2
CO4	outline management issues in work and method study	K1
CO5	discuss the quality control, Total Quality Management, Bench marking	K4

K1 - Remember; K2 - Understand; K4 - Analyze; K5 - Evaluate

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	M	S	M	M	M	M	M
CO2	M	M	M	M	M	M	M	S	S	M
CO3	M	M	M	S	M	M	S	M	M	M
CO4	S	M	S	M	M	M	M	M	M	M
CO5	M	M	M	M	M	S	S	S	M	M

Strongly Correlating (S) - 3 marks
 Moderately Correlating (M) - 2 marks
 Weakly Correlating (H) - 1 mark
 No Correlation (N) - 0 mark

COURSE CODE	U21BAT52	MANAGEMENT ACCOUNTING	L	T	P	C
CORE -IX			5	-	-	4
Cognitive Level	K2 - Understand; K3 - Apply; K5 - Evaluate;					
Course Objectives	<p>The Course aims to</p> <ol style="list-style-type: none"> familiarize the students with the accounting statement analysis. help the students acquire knowledge on ratio analysis by using accounting data and other related information for decisionmaking, planning and control acquaint students with the budgetary preparation and cashflow and fund flow for business planning. develop the critical and analytical skills of students in analyzing the product, project, divisional and organizational performance by using managerial accounting information 					

Unit 1:Management Accounting

Management Accounting – Definition – Objectives – Nature and Scope – Merits and Limitations– Functions – Management Accounting Vs Financial Accounting Vs Cost Accounting.

Unit 2:Ratio Analysis

Ratio Analysis – Interpretation, Benefits, Limitations, Classification of ratios – Liquidity, Profitability and Solvency ratios – Construction of Balance sheet (simple problems).

Unit 3:Fund Flow Statement

Fund Flow Statement – Cash Flow Analysis – Uses and Construction – Distinction.

Unit 4:Budget and Budgetary Control

Budget and Budgetary Control – Meaning, Objectives - Characteristics and Limitations –Types of Budgets - Preparation of Sales, Production, Raw material Cost, Cash, Master Budgets and Flexible Budgets.

Unit 5:Marginal Costing

Marginal Costing – Objectives and Limitations – Cost Volume Profit (CVP) Analysis –Break Even Analysis– Merits and Demerits – Margin of Safety.

Text Books

1. S.N. Maheswari, Management Accounting, Sultan Chand & Sons, 2015

Reference:

1. R.S.N.Pillai&Bhagavathi, Management Accounting, S. Chand & Sons, 2010
2. Dr.V.R.Palanivelu, Accounting for management, USP Publishers, 2012
3. N.P.Srinivasan, Management Accounting, S.Chand& Sons, 2011
4. Dr.K.L.Gupta, Management Accounting, SahithyaBhawan Publications, 2019
5. Dr. Ramachandran&Dr.Srinivasan, Management Accounting, Sriram Publications, 2020.

Note: Question Paper shall cover 20 % theory and 80 % problems

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	understand the concept of management accounting	K2
CO2	measure the financial statements by using various financial ratios.	K5
CO3	produce various types of budgets	K3
CO4	simplify the fund flow and cash flow statements by calculating funds and cash from operations	K5
CO5	understand the marginal costing for cost volume profit	K2

K2 - Understand; K3 - Apply; K5 - Evaluate;

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	S	S	S	M	M	S	M
CO2	M	M	M	S	M	S	M	S	M	S
CO3	M	S	S	M	S	M	S	M	M	S
CO4	S	S	M	M	M	M	S	S	M	S
CO5	S	S	S	M	M	S	S	S	M	M

Strongly Correlating (S) - 3 marks

Moderately Correlating (M) - 2 marks

Weakly Correlating (H) - 1 mark

No Correlation (N) - 0mark

COURSE CODE	U21BAT53	MARKETING MANAGEMENT	L	T	P	C
CORE -X			5	-	-	4
Cognitive Level		K1 - Remember; K2 - Understand; K3 - Apply;				
Course Objectives		<p>The course aims to</p> <ol style="list-style-type: none"> 1. familiarize the student with the concept in marketing and make their design and implement the best combination of marketing actions to carry out a firm's strategy in its target markets. 2. develop the skills in market analysis and design customer-driven strategies concerning the product, pricing, and promotion 3. inculcate the students' skills in applying the analytic perspectives, decision tools, and concepts of marketing. 4. enable to make decisions involving segmentation, targeting and positioning; product offering; pricing; distribution channels and marketing communications. 				

Unit 1:Definition

Definition of Marketing: Marketing concepts – Meaning, Objectives – Importance – Distinction between marketing and selling – Types of market – Functions – Marketing management - Marketing Environment: Various factors affecting the marketing function

Unit 2:Market Segmentation

Market Segmentation - bases - Marketing strategy –Consumer Behavior-Factors influencing consumer behavior

Unit 3:The Product

The Product – Nature – Types – consumer goods – Industrial goods – New product development – Product life cycle (PLC) and strategies – Product mix – modification & Elimination – Packaging – Brand Image – Brand Identity – Brand positioning and leveraging the brands – Brand Equity

Unit 4:Pricing

Pricing: Pricing – Meaning – Influencing factors – Objectives – Pricing methods – Kinds of price determination – Procedure for price determination - Competitors action to price changes– multi product pricing

Unit 5:Place and Promotion

Place and Promotion: Definition and Types of Channel–Channel selection and problem–Levels of channels - Personal selling –Process - Advertising – Objectives – Types – Sales promotion–Objectives–Sales promotion methods, publicity and public relations.

Text Book

1. Philip Kotler, Marketing Management-, Prentice Hall of India Pvt. Ltd, 2011

Reference:

1. Rajan Nair, Marketing Management, S. Chand & Sons, 2016
2. M. Ramasamy & Namakumari, Marketing Management, McGraw Hill Education, 2017
3. Dr. Amit Rao and Dr. B. Jegadish Rao, Marketing Management, Sahotyia Bhawan Publication, 2019.
4. R. S.N. Pillai and Bhagavathi, Marketing Management, S. Chand & Sons, 2012
5. Kathiresan and Radha, Marketing Management, Prasana Publishers, 2013

Note: Question Paper shall cover 100 % theory

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	recognize the significance of marketing and its role in economic development	K1
CO2	recognize how market strategy works, market segmentation and product mix have an impact on buying behaviour	K2
CO3	understand Product life cycle (PLC) and strategies	K3
CO4	apply marketing concepts, pricing for the development of marketing function.	K3
CO5	demonstrate the critical thinking skills and analyze the distribution channels	K3

K1 - Remember; K2 - Understand; K3 – Apply

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	M	S	M	M	S	M	M
CO2	S	M	M	S	M	S	S	M	M	M
CO3	S	S	M	S	S	M	S	M	M	M
CO4	S	S	S	M	M	M	S	S	S	S
CO5	M	M	S	S	M	M	S	M	M	M

Strongly Correlating (S)	-	3 marks
Moderately Correlating (M)	-	2 marks
Weakly Correlating (H)	-	1 mark
No Correlation (N)	-	0 mark

COURSE CODE	U21BAT54	HUMAN RESOURCE MANAGEMENT	L	T	P	C
CORE -XI			5	-	-	4
Cognitive Level	K2 - Understand; K3 - Apply; K4 - Analyze;					
Course Objectives	The Course aims to 1. equip students with knowledge, skill and competencies to manage people in the organization 2. familiarize the students with the HRM practices, HR planning, Training Activities, Compensation and reward planning, Performance Appraisal system in an organization. 3. provide an insight into the importance of motivation, counselling to create a stress-free environment					

Unit 1:Human Resource

Human Resource - Definition – Characteristics and Objectives – Scope - Functions – Role of HR manager – Functions of Personnel Management–Personnel principles and policies – Managerial and Operative Functions.

Unit 2:HR Planning

HR Planning –meaning, nature and importance –Steps in HR Planning process– Job Analysis, Job Description and Job Specification - Recruitment and Selection – Factors affecting Recruitments, Sources of Recruitment – Definition and Importance of Selection, Stages involved in Selection Process .

Unit 3:Placement of Personnel and Induction

Placement of Personnel and Induction, Training and Development – Objectives – Training methods – Promotion - Transfer - Types - Demotions, Separation. Performance Appraisal: Meaning - Importance - Methods –360 degree appraisal.

Unit 4:Wage and Salary Administration

Wage and Salary Administration: Concept and structure Different methods of wage payments – factors principles, Compensation plan, individuals.

Unit 5:Meaning and Sources of Employee Grievance

Meaning and Sources of Employee Grievance – Grievance Handling Systems – Meaning & Process of Collective Bargaining.

Text Books

1. C.B.Gupta, Human Resource Management, Sultan Chand & Sons, 2014.

Reference Books:

1. S.S. Khanka, Human Resource Management, S. Chand Publication, 2015
2. P.S. Subborao, Human Resource Management, Himalaya Publishing House, 2011
3. K.Aswhappa, Human Resource Management, McGraw Hill Publication, 2017.
4. L.M. Prasad, Human Resource Management, Sultan Chand & Sons, 2014.
5. C.B. Gupta, Human Resource Management, Sultan Chand & Sons, 2014.

Note: Question Paper shall cover 100% Theory

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	analyze the process of Job and its importance as a foundation of human resource management practice.	K3
CO2	understand the Human resource planning	K4
CO3	apply the policies and practice of the primary areas of human resource management, including staffing, training and compensation.	K3
CO4	understand the wage and salary administration	K4
CO5	understand the employee grievance handling system	K2

K2 - Understand; K3 - Apply; K4 - Analyze

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	M	S	M	M	M	M
CO2	M	M	S	M	M	M	M	M	M	S
CO3	S	S	M	S	S	S	S	M	M	M
CO4	M	M	S	S	M	S	M	M	S	M
CO5	M	M	M	S	M	S	S	M	M	M

Strongly Correlating (S) - 3 marks

Moderately Correlating (M) - 2 marks

Weakly Correlating (H) - 1 mark

No Correlation (N) - 0 mark

COURSE CODE	U21BAT55	BUSINESS LAW	L	T	P	C
CORE -XII			5	-	-	4
Cognitive Level	K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;					
Course Objectives	The course aims to <ol style="list-style-type: none"> 1. impart in-depth knowledge of the Law of contracts which forms, the foundation of all day to day obligations in the business world. 2. instil in the students an awareness of legal framework in the sale of goods, consumer protection to understand the applications of these laws to practical commercial situations. 3. acquaint the students with the alternative forms of business organization available in the country as per partnership and new companies Act. 					

Unit 1: Indian contract act 1872

Indian contract act 1872: Law of Contract – Definition, Classification – Essentials of a Contract– Types of contract - Agreements

Unit 2: Consideration

Consideration – Legal rules as to Consideration – Contract without consideration - Consent- Coercion - undue influence – misrepresentation - fraud - mistake of law and mistake of fact. Legality of Object – Unlawful and illegal agreements – Effects of illegality – Wagering Agreements.

Unit 3: Law of Agency

Law of Agency–Mode of creation – Agency by Ratification – Sub-Agent and Substituted Agent - Termination of Agency, Negotiable Instrument Act 1881; Parties to a Negotiable instrument – material alteration

Unit 4: Sale of Goods Act 1930

Sale of Goods Act 1930: Definition – Formation of contract of sale –Essentials: Duties of Buyers and Sellers; Sale and agreement to sell

Unit 5:Partnership

Partnership – Definition - Essentials - Rights, duties and Liabilities of partners -Types ofPartnership, Companies Act 1956; Definition of a Company, Characteristics, Kinds.

Text Book

1. N.D. Kapoor, Elements of Mercantile Law- S.Chand and company, 2014.

Reference Books:

1. S.P.Sharma, Business Law, International Publishing House Pvt., Ltd., 2012.
2. M.C.Kuchhal and VivekKuchhal, Business Law, S.Chand and company, 2018.
3. P.C.Tulsian& Bharat Tulsian, Business Law, McGraw Hill Education, 2017
4. Pillai&Bhagavathi, Business Law, S. Chand and company, 2011.
5. K.C. Carg and R.C. Chawla, Business Law, Kalyani Publishers, 2013.

Note: Question Paper shall cover 100 % theory

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	Develop an understanding of business law in the global context	K1
CO2	Know the relevant legal terms of the contract Act	K2
CO3	Construct the relationship of ethics and law in agency	K3
CO4	Apply basic principles of law to the sale of goods	K4
CO5	Understand the rules, and regulations related to partnership and company form of business	K5

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	M	S	S	M	M	S	S
CO2	M	S	S	M	S	M	S	S	M	S
CO3	M	M	S	S	M	S	S	M	M	S
CO4	S	M	M	S	S	M	S	S	M	S
CO5	S	M	S	M	S	S	S	S	M	M

Strongly Correlating (S)	-	3 marks
Moderately Correlating (M)	-	2 marks
Weakly Correlating (H)	-	1 mark
No Correlation (N)	-	0 mark

COURSE CODE	U21BAE53	STRATEGIC MANAGEMENT	L	T	P	C
ELECTIVE -III			3	-	-	3
Cognitive Level	K1 - Remember; K2 - Understand; K3 - Apply; K5 - Evaluate;					
Course Objectives	The course aims to <ol style="list-style-type: none"> 1. expose students to various perspectives and concepts in the field of Strategic Management 2. enable the students to understand the principles of strategy formulation, implementation and control in organizations. 3. help students develop skills for applying these concepts to the solution of business problems 4. help students master the analytical tools of strategic management 					

Unit1:Strategic Management

Strategic Management: Concepts- Difference between strategy and tactics-Three levels of strategy, Strategic Management Process- Benefits, TQM and strategic management process, Social responsibility, Social audit.

Unit 2: Strategic Formulation

Strategic Formulation: Corporate Mission: Need –Formulation, Course Objectives Classification- Guidelines, Goals: Features- Types, Environmental Scanning- Need- Approaches- SWOT analysis- ETOP-Value chain analysis.

Unit 3: Choice of strategy

Choice of strategy: BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies.

Unit 4: Strategic Implementation

Strategic Implementation: Role of top management-Process- Approaches, Resource allocation- Factors -Approaches, Mckinsey’s 7’s framework, Strategic Positioning- Four routes to competitive advantage.

Unit 5: Strategic Evaluation

Strategic Evaluation: Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems.

Text Book:

1. Strategic Management - Vijaya Kumar P, Cengage learning, New Delhi, 2010

Reference Books:

1. Strategic Management - John A Pearce II, Amita Mital, TMH, New Delhi, 2012.
2. Cases Studies in Strategic Management - Sanjay Mohapatra, Pearson, New Delhi, 2012
3. Strategic Management – Adrian Haberberg & Alison, Oxford University Press, New Delhi, 2010
4. Strategic Management and Business Policy – Appa Rao, Parvatheshwar Rao, Shiva Rama Krishna, Excel Books, New Delhi, 2012

Note: Question Paper shall cover 100 % theory

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	synthesize knowledge from other business courses into a comprehensive understanding	K1
CO2	provide a basic understanding of the nature and dynamics of the strategy formulation processes.	K2
CO3	encourage students to think critically and strategically	K3
CO4	develop the ability to identify strategic issues and design appropriate courses of action.	K3
CO5	enable to evaluate the strategies based on the business	K5

K1 - Remember; K2 - Understand; K3 - Apply; K5 - Evaluate

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	S	S	S	S	M	M	S
CO2	M	M	M	S	M	M	S	S	M	M
CO3	M	M	M	S	S	S	M	M	M	S
CO4	S	S	S	M	S	M	S	M	M	M
CO5	S	S	S	M	M	S	M	S	M	S

Strongly Correlating (S) - 3 marks
 Moderately Correlating (M) - 2 marks
 Weakly Correlating (H) - 1 mark
 No Correlation (N) - 0 mark

COURSE CODE	U21BAE52	INTERNATIONAL BUSINESS	L	T	P	C
ELECTIVE - III			4	-	-	3
Cognitive Level	K2- Understand; K3-Apply; K4-Analyse K5-Evaluate;					
Course Objectives	The Course aims to 1. teach the students on the International Business 2. create awareness on trade and tariff policies 3. offer knowledge on the economic integration 4. familiarize the students on international trade and business					

Overview of International Business- Definition – Scope and functions – Globalization – Effects and Benefits of Globalization

UNIT –2 : Trade And Tariff Policies

Trade and Tariff Policies – Subsidies, Import Quotas, Export Policies, Policies in the international markets – Anti dumping Policy

UNIT – 3: Regional Economic Integration

Regional Economic Integration - introduction – levels of integration – regional economic integration in Asian region – ASEAN, BRIC, SAARC – Integration for Business

UNIT – 4: Foreign Exchange Determination

Foreign Exchange Determination Systems: Basic concepts – Various types of Exchange rate regimes – factors affecting exchange rates – Indian rupees and other exchange rates

UNIT – 5 : International Institutions

International institutions : UNCTAD – basic principles of UNCTAD – achievements of UNCTAD – International Monetary Fund – Role of IMF , IBRD – features of IBRD – WTO – role of WTO in International business.

SUGGESTED BOOKS :

1. Neeta Vaydande , . -Introduction to International Business |, Sahitya Bhavan, 2019.
2. Sonia Gupta, — International Business|, McGraw Hill, 2017
3. C B Gupta, -International Business|, S. Chand Publishing, 2014
4. V.K. Bhalla, -International Business|, S. Chand Publishing, 2013
5. Francis Cherunillam, — International Business – Text and Cases|, PHI Publications, 2010

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level(According to Bloom's Taxonomy)
CO1	understand the basic concept International trade	K2
CO2	Study and evaluate the trade and tariff policies	K5
CO3	know the nuances of international trade	K3
CO4	analyze the rolw of international institutions	K4
CO5	develop a strategy for international trade	K5

K2-Understand;K3 -Apply; K4: Analyse K5 -Evaluate;

Mapping of Cos with Pos & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	M	S	M	M	S	M	S
CO2	M	S	S	M	S	S	M	S	S	S
CO3	S	M	M	S	M	M	S	S	M	S
CO4	M	M	M	S	S	M	S	M	S	M
CO5	S	S	S	M	M	S	M	S	M	M

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

COURSE CODE	U21BAS53	ENTREPRENEURSHIP DEVELOPMENT (PRACTICALS)	L	T	P	C
SBE-III			-	-	2	2
Cognitive Level	K1 - Remember; K2 - Understand; K4 - Analyze; K5 - Evaluate;					
Course Objectives	<p>The course aims to</p> <ol style="list-style-type: none"> 1. provide knowledge of entrepreneurship and also provide necessary inputs for the creation of the new ventures. 2. enable them to meet out challenges of starting new ventures and introducing new product and service ideas. 3. familiarize the students with the different stages of project preparation for business. 4. build entrepreneurship development activities undertaken by Indian government. 5. get an idea about factors influencing Women Entrepreneurs. 					

Unit 1:Entrepreneurship

Entrepreneurship: Concepts, types and functions of entrepreneurs – Entrepreneurial Development In India – Role of entrepreneurs in economic development.

Unit 2:Business Ideas

Business Ideas: Steps to start a business- Licensing, Registration and local laws- problem and prospectus to start a business. Feasibility analysis of Business Idea.

Unit 3:Developing entrepreneurs

Developing entrepreneurs–Role of DIC, MSME, DST, STARTUPS –activities, services and its functions

Unit 4:Promoting enterprises

Promoting enterprises – SSI – MSME – Role and growth of SSI – Regulations governing SSI – incentives and concessions for SSI units – sickness in SSI – causes and remedies

Unit 5:Women Entrepreneurs

Women Entrepreneurs - Concept of WomenEntrepreneurs – Factors Influencing the Women Entrepreneur – Types of Women Entrepreneur – Problems of Women Entrepreneur – Remedial Measures.

Text Book

1. Gupta, C. B. and Srinivasan N.P, Entrepreneurial Development-, S. Chand and Sons, 2013.

Reference Books:

1. Vasant Desai, Entrepreneurial Development Himalaya Publishing House, 2014
2. Dr. V.R. Palanivelu, Entrepreneurial Development-, Himalaya Publishing House, 2012
3. Saravanavel, P., Entrepreneurship Development- Margham Publication, 2020

Note: Question Paper shall cover 100 % practical

PRACTICALS :

Option I

1. Developing a Business Plan
2. Preparation of Business Proposal
3. Study of various cost involved in Business
4. Preparation of Budget
5. Preparation of Cash flow statement
6. Preparation of Balance sheet
7. Assessing Entrepreneurial Traits of a Successful Women Entrepreneur.

Students can opt any of the below ,not less than 3 activity from each option.

Option: II

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

Option: III

1. Stained glass painting – 3 samples
2. Glass painting – 3 samples
3. Oil painting – 3 samples
4. Fabric Painting – 3 samples

5. Tiles painting – 3 samples

6. Pot painting – 3 samples

Option IV

Apparel Dress designing.

Any other skill development followed by small business Plan.

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	define who is an Entrepreneur and what his or her characteristic features are, what skills made them successful	K1
CO2	foster the students in the areas of entrepreneurial growth and equip them with different entrepreneurial development programmes.	K2
CO3	identify the different institutions that supporting entrepreneurs	K4
CO4	discriminate the benefits Regulations governing SSI	K5
CO5	understand the concepts of Women Entrepreneurs	K2

K1 - Remember; K2 - Understand; K4 - Analyze; K5 - Evaluate

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	M	S	M	S	M	S	M
CO2	S	S	S	M	M	S	M	S	M	M
CO3	M	M	S	S	M	M	M	M	S	M
CO4	S	S	M	S	M	M	M	S	S	M
CO5	M	S	S	S	M	M	S	S	M	M

Strongly Correlating (S)	-	3 marks
Moderately Correlating (M)	-	2 marks
Weakly Correlating (H)	-	1 mark
No Correlation (N)	-	0 mark

SEMESTER-VI

COURSE CODE	U21BAT61	FINANCIALMANAGEMENT	L	T	P	C
CORE XIII			5	-	-	4
Cognitive Level	K1: Recall K2: Understand K3: Apply K4: Analyse					
Course Objectives	The course aims to <ol style="list-style-type: none"> 1. help the students understand the foundations of finance and financing decisions, Working Capital and Long term sources of finance. 2. acquaint the students with the theory and techniques of financial management, and developing their abilities in respect of investment and capital budgeting, financial planning, capital structure decisions, dividend policy and working capital management. 3. develop the analytical skills for interpretation business information and application of financial theory in financing related decisions and situations. 					

Unit 1: Financial Management(Theory Only)

Financial Management - Meaning and Scope - Finance Functions – Profit Maximization and Wealth Maximization – Objectives of Financial Management -Sources of Finance –Short term-Bank sources– Long term

Unit 2: Cost of Capital(Theory & Problem)

Cost of Capital–Concept, Importance – Classification – Calculation of Cost of Debt, Cost of Equity and Cost of Preference Shares - Cost of Retained Earnings –Weighted average cost of capital, Reserves.

Unit 3: Capital Structure(Theory & Problem)

Capital Structure – Meaning and Scope – Factors influencing capital structure - Approaches: Net Income Approach –Net Operating Income Approach – MM Approach –Traditional Approach – Dividend and dividend policy – meaning, classification – sources available for dividend –dividend policy – general determinants of dividend policy

Unit 4: Working Capital Management(Theory)

Working Capital Management: concepts – Importance – Determinants of working capital

Unit 5: Capital Budgeting(Theory &Problem)

Capital Budgeting – Concept and Importance – objectives – various techniques and

methods: Pay Back Method – Discounted Cash Flow Method – NPV Method, Excess Present Value Index, IRR, ARR and ROI

Text Book

1. S.N. Maheshwari, Elements of Financial Management-, Sultan Chand & Sons, 2019

Reference Books:

1. I.M.Pandey, Financial Management, Vikash Publishing House Pvt.Ltd, 2016
2. Prasanna Chandra, Fundamentals of Financial Management,TataMcGrawHills, 2017
3. Dr. N.Srinivasan, Financial Management, Sriram Publication, 2019
4. R.K. Sharma,Shashi and K. Gupta, Financial Management-, Kalyani Publication 2016
5. C. Paramasivam and T. Subramanian, Financial Management, New Age International Publications, 2018.

Note: Question Paper shall cover Theory 60% and Problems 40 %

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	use business finance terms and concepts while communicating.	K3
CO2	explain the financial concepts used in making a financial management decision.	K4
CO3	use effective methods to promote respect and relationship for financial deals.	K3
CO4	utilize the information to maximize and manage finance.	K1
CO5	demonstrate a basic understanding of Budgeting.	K2

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	M	M	S	M	S	M	M
CO2	S	M	S	M	S	M	S	M	S	M
CO3	S	S	M	S	M	S	M	S	S	S
CO4	S	M	S	S	M	M	S	M	S	S
CO5	S	S	M	M	S	S	M	S	S	M

Strongly Correlating (S)	-	3 marks
Moderately Correlating (M)	-	2 marks
Weakly Correlating (H)	-	1 mark
No Correlation (N)	-	0 mark

COURSE CODE	U21BAT62	TOTAL QUALITY MANAGEMENT	L	T	P	C
CORE - XIV			5	-	-	4
Cognitive Level	K1: Recall K2: Understand K3: Apply K5: Evaluate					
Course Objectives	The course aims to <ol style="list-style-type: none"> 1. make them understand the philosophy and core values of Total Quality Management (TQM). 2. make them understand the voice of the customer and the impact of quality on economic performance and long-term business success of an organization; 3. educate them about the best practices for the attainment of total quality 4. help the students understand the relationship between business strategy, business performance and quality management. 					

Unit 1: Introduction

Introduction– Need for quality – Evolution of quality –Definition of quality–Dimensions of manufacturing and service quality – Basic concepts of TQM – Definition of TQM –TQM framework – Contributions of Deming, Juran and Crosby–Barriers to TQM

Unit 2: Leadership

Leadership– Strategic quality planning, Quality Statements - Customer focus, customer orientation, customer satisfaction, Customer complaints, Customer retention – PDSA cycle, 5s, Kaizen.

Unit 3: The seven traditional tools of quality

The seven traditional tools of quality–New management tools – Six Sigma: Concepts,Methodology, Applications to manufacturing, Service sector including IT – BenchmarkingReason to bench mark, Bench marking process.

Unit4: Quality circles

Quality circles – Quality Function Development (QFD) – Taguchi quality loss function –TPM – Concepts, improvement needs – Cost of Quality – Performance measures

Unit 5: Need for IMS

Need for IMS – elements, Documentation, Quality auditing IMS, Concepts, Requirements and benefits – Implementation in manufacturing and service sectors including IT.

Text Book

1. Suganthi L and Anand Samuel, Total Quality Management –, Prentice Hall of India, pvt, ltd., 2006.

Reference Books:

1. Janakiraman Band Gopal R K, Total Quality Management –, Prentice Hall of India, pvt, ltd. 2006
2. Dale H Besterfiled, Total Quality Management –, Pearson Education Asia, 2006.
3. Dr. K.C. Arora, Total Quality Management –, S.K. Katarian & Sons, 2013
4. D.R. Kiran, Total Quality Management –, B.S. Publishers, 2016

Note: Question Paper shall cover 100 % theory

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	understand the basic concepts of TQM	K2
CO2	know the Strategic quality planning	K1
CO3	evaluate the traditional tools and new management tools of quality	K5
CO4	apply the Quality Function Development	K3
CO5	understand the Quality auditing IMS	K2

K1 - Remember; K2 - Understand; K3 - Apply; K5 - Evaluate;

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	M	M	S	M	S	M	M
CO2	S	M	S	M	S	M	S	M	S	M
CO3	S	S	M	S	M	S	M	S	M	S
CO4	M	S	S	S	M	M	S	M	S	M
CO5	S	S	M	M	S	S	M	S	S	M

Strongly Correlating (S) - 3 marks
 Moderately Correlating (M) - 2 marks
 Weakly Correlating (H) - 1 mark
 No Correlation (N) - 0 mark

COURSE CODE	U21BAT63	MARKETING RESEARCH			
CORE XV		L	T	P	C
		5	-	-	4
Cognitive Level	K1: Recall K2: Understand K4: Analyse K5: Evaluate				
Course Objectives	The course aims to <ol style="list-style-type: none"> provide basic knowledge about Market research make the students understand the techniques of market research enable the students to learn about tools available for research inculcate the students the skill of understanding market research and the decision-making process 				

Unit 1: Introduction

Marketing research- Definition- Nature and Scope- Problem Definition- Research Design- Exploratory, Descriptive, Experimental design.

Unit 2: : Data Collection

Data collection- Secondary Data- Primary data- Survey methods- Questionnaire Design- Measurement and Scaling- Observation method.

Unit 3: Sampling

Sampling- Types of Sampling- Sample Selection- Data Analysis- Classification, Tabulation and Interpretation of data- Report writing.

Unit 4: Techniques of research

Motivation Research Techniques- Sales analysis research- Methods of Sales Forecasting- Sales Potential.

Unit 5: Product research

Product research – New Product Development- Test Marketing- Advertising research - copy Testing- Pre t testing And Post-Testing - Media research.

Text Book

1. Boyd and west fall, Marketing Research-, Richard D. Irwin Inc.

Reference books:

1. Marketing Research- Luck, Wales and Taylor.
2. Marketing Research (principles, Application and Cases) – Dr.D.D.Sharma.

Course Outcomes

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

K1	CO1	understand the introduction to market research
K2	CO2	be aware of tools and techniques of market research
K5	CO3	know how to conduct a research
K2	CO4	understand why companies need market research
K4	CO5	gain information about drawing a conclusion on market research

K1 - Remember; K2 - Understand; K4 - Analyze; K5 – Evaluate

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	M	M	S	M	S	M	M
CO2	S	M	S	M	S	M	S	M	S	M
CO3	S	S	M	S	M	S	S	S	M	S
CO4	S	M	S	S	M	M	S	M	S	S
CO5	S	S	S	M	S	S	M	S	S	M

Strongly Correlating (S) - 3 marks

Moderately Correlating (M) - 2 marks

Weakly Correlating (W) - 1 mark

No Correlation (N) - 0 mark

COURSE CODE	U21BAT64	E-COMMERCE (PRACTICALS)	L	T	P	C
CORE XVI			-	-	4	5
Cognitive Level	K2: Understand K4: Analyse K5: Evaluate					
Course Objectives	The course aims to <ol style="list-style-type: none"> familiarize the students with the technologies in e-commerce, e-business and their impact in business. enable the students to identify and implement the right e-commerce model and understand the ethical and legal issues associated with it. give an insight into the electronic payment system and its security 					

Unit 1: E-commerce

E-commerce: Key elements of e-commerce - E-banking - INFINET - VSAT - ATM'S - ATM Technology - Biometric ATM - ATM card - ATM usage - Internet Banking.

Unit 2: Electronic Payments

Electronic Payments: VISA Card - MASTER Card - Credit Card - Debit Card, e-Cheque Process between Consumer & Merchant.

Unit 3: On-line Business

On-line Business: e-payment - e-Ticketing - e-Dining - e-Ticketing in Railways - e-Brokerage - e-Bill - Online Marketing- Electronic Credit Cards - Smart Cards.

Unit 4: Computer Crimes

Computer Crimes: Money Thefting - Service Theft - Software Theft - Information Altering - Malicious Access - Viruses.

Unit 5: E-Commerce in India

E-Commerce in India: Business models of e-commerce - B2B (Business to Business) - B2C(Business to Consumer) - C2B(Consumer to Business) - C2C(Consumer to Consumer) - G2B(Government to Business)

Note: Question Paper shall cover 100 % practical

E COMMERCE Practical Exercises:

1. Pass port apply online
2. Train ticket booking
3. Flight ticket booking
4. Bus ticket booking
5. Fees payment
6. Money transfer
7. EB bill payment
8. Municipality bill payment
9. Traffic challan – fine payment
10. Voter id apply online
11. Pan card apply online
12. Driving license and LLR apply online
13. Police online complaint
14. Online shopping
15. Scholarship online apply
16. PF online apply (Data correction and claim)
17. Smart card apply and correction
18. Bank account opening online
19. Aadhar card correction

G pay and Phone

Text Book

1. Kenneth C. Laudon and Carlo GuercioTraver, E-Commerce –, Pearson Education, 2019

Reference Books:

1. David Whitely, E-commerce: Strategy, Technology and Applications -, McGraw Hill Education, 2017
2. VijayalakshmiSundaram, E-Commerce, SreeMeenakshi Publications, 2016.
3. M.M. Varma, Multimedia & website Address,Sultanchand& sons2013.
4. Bhaskar, E-Commerce in Banking -, Himalaya publications, 2017.
5. C.NellaiKannan, Internet & E-Commerce, Nels Publications, 2014.

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	understand the introduction to e-commerce	K2
CO2	be aware of commercial e-payments	K2
CO3	know about online businesses	K5
CO4	understand the cybercrimes in business	K2
CO5	gain information about E-business models	K4

K2 - Understand; K4 - Analyze; K5 - Evaluate

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	M	M	S	M	S	M	M
CO2	S	M	S	M	S	M	S	M	S	M
CO3	S	S	M	S	M	S	S	S	M	S
CO4	S	M	S	S	M	M	S	M	S	S
CO5	S	S	S	M	S	S	M	S	S	M

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

COURSE CODE	U21BAT6 5	SKILL ENHANCEMENT & EMPLOYABILITY ORIENTATION	L	T	P	C
CORE XVII				4	-	-
Cognitive Level	K2: Understand K3: Apply K4:Analyse K5:Evaluate					
Course Objectives	The Course aims to 5. developing and sustaining employability skills 6. improve effective communication skills 7. develop effective written communication skills 8. enable students to increase knowledge on self management 9. build a base for learning critical & creative thinking skills.					

UNIT 1: Self Assessment

Self-Regulation and Improving Academic Performance -Personal SWOT analysis, empowering self by developing self-esteem, self-efficacy, self-control and self-monitoring, Basic understanding about EQ, IQ, SQ developing sound study habits, reading newspapers, reviewing a book, research article and it's headings, improving personal memory, understanding the nature of stress and manage stress, basic idea about mind mapping, developing the skills of observation, time managing and its methods

UNIT 2 : Oral Communication

Effective Oral Communication Skills - Communication basics and effectiveness in communication, interpersonal and intrapersonal communication, managing conversations, asking questions, working in teams, public speaking –planning , preparing and delivering speeches, effective self-introductions , debate, narrating incidents and events and expressing opinions, dynamics of group communication- taking active part in group discussions, managing meetings-Elements, Members, different types meeting arrangements

UNIT 3: Written Communication

Effective Written Communication Skills- Principles of effective writing ,writing an -informal letter, bio-sketch, formal letter writing, a letter to the editor, a report, a memo, routine letters, cover letters, thank you/ follow –up letters, acceptance letter, rejection letters, resignation letters

UNIT 4 : Communication Styles

Self Management and Standards of Conduct - Barriers to effective communication, managing conflicts, developing an assertive communication style, perspectives on relationships, understand the basics of etiquette, general etiquette to be followed by a student, mobile phone etiquette, telephone etiquette, e-mail etiquette, dressing etiquette, interview etiquette, people etiquette, office etiquette, dining etiquette, personal grooming

UNIT 5: Self Motivation

Self Motivation and Getting Hired-Develop thinking skills -critical and creative thinking, evaluation, decision making and problem solving, understanding the changing world of work, understand employer expectations, job searching, selection process, CV writing, Body Language, Dress Code, Concept about GD, Interview-Types of interview- preparing for the interview, interview process, Exit Interview

Books Recommended:

1. [Harold R. Wallace](#), Personal development for life and work, Thomson publication pvt ltd, 2012.
2. Gopalaswamy Ramesh, The ACE of Soft Skills: Attitude, Communication and Etiquette for success, Pearson publication, 2010.
3. Meenakshi Raman and Prakash Singh, Business Communication, Oxford 2012.
4. Urmila Rai and SM Rai. Business Communication, Himalaya Publishing House, 2011.

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level(According to Bloom's Taxonomy)
CO1	developing and sustaining employability skills	K2
CO2	improve effective communication skills	K5
CO3	develop effective written communication skills	K5
CO4	enable students to increase knowledge on self management	K2
CO5	build a base for learning critical & creative thinking skills	K3

K2-Understand;K3 -Apply; K5 -Evaluate;

Mapping of Cos with Pos & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	M	S	S	M	S	S	S
CO2	M	S	S	S	M	S	M	M	M	M
CO3	S	M	S	S	M	S	S	S	S	S
CO4	M	M	S	M	S	M	M	M	S	M
CO5	S	S	S	S	M	M	M	S	S	S

Strongly Correlating(S)

Moderately Correlating(M)

Weakly Correlating (W)

-

3marks

-

2marks

-

1marks

No Correlation (N)

0 marks

COURSE CODE	U21BAE61	SERVICES MARKETING	L	T	P	C
ELECTIVE IV			3	-	-	3
Cognitive Level	K1: Recall K2: Understand K3: Apply K4: Analyse					
Course Objectives	The course aims to 1. enable the students to know about the various theories of service marketing. 2. familiarize the students to gain insights on the issues in operational and administrative aspects of service marketing. 3. help students to formulate strategies for identifying, organizing and establishing a retail format 4. inculcate the skills of merchandising, segmentation, pricing and promotion strategies in service marketing.					

Unit 1: Evolution of Service Marketing

Evolution of Service Marketing: Stages - Reasons - impact of social environment on the growth of services marketing.

Unit 2: Concept of services

Concept of services: meaning - components of service - characteristics of services - difference between goods and services.

Unit 3: Service marketing mix

Service marketing mix: meaning - definition - characteristics of service marketing mix - 7p's of service marketing mix.

Unit 4: Pricing in services

Pricing in services: Meaning - objectives - characteristics - factors affecting pricing decisions.

Unit 5: Location of services and channels of distribution

Location of services and channels of distribution: factors in choosing a service location - classification of service by location - channels: meaning - methods of distribution services.

Text Book

1. Dr. L. Natarajan, Services Marketing, Margham Publications, 2016.

Reference Books:

1. K. Rama MohanaRao, Services Marketing, Pearson Publications, 2011.
2. Adrian Payne, Malcolm McDonald, Marketing Planning for Service, Routledge Publication, 2012.
3. K. Rama MohanaRao, Services Marketing, Sultan Chand & Sons, 2014.
4. Adrian Payne, Services Marketing, Tata McGraw Hill Publication, 2013.

Note: Question Paper shall cover 100 % theory

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	understand the basic concepts of service marketing	K3
CO2	examine the nature of services, and distinguish between products and services	K4
CO3	identify the major elements needed to improve the marketing of services	K3
CO4	understand the pricing in services	K1
CO5	develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service	K2

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	M	M	S	M	S	M	M
CO2	S	M	S	M	S	M	S	M	S	M
CO3	S	S	M	S	M	S	S	S	M	S
CO4	S	M	S	S	M	M	S	M	S	S
CO5	S	S	S	M	S	S	M	S	S	M

Strongly Correlating (S) - 3 marks

Moderately Correlating (M) - 2 marks

Weakly Correlating (W) - 1 mark

No Correlation (N) - 0 mark

COURSE CODE	U21BAE62	CONSUMER BEHAVIOUR	L	T	P	C
ELECTIVE - IV			3	-	-	3
Cognitive Level	K1: Recall K2: Understand K3: Apply K4: Analyse K6: Create					
Course Objectives	The course aims to <ol style="list-style-type: none"> 1. provide basic knowledge about consumer behaviour 2. make the students to understood consumer motivation and perception 3. enable the students to learn about consumer learning and attitude 4. inculcate the students the skill of understanding the consumer decision-making process 					

Unit 1:Introduction -Consumer Behaviour

Introduction - Consumer Behaviour- definition - scope of consumer behaviour — Discipline of consumer behaviour — Customer Value Satisfaction — Retention — Marketing ethics.

Unit 2:Consumer research

Consumer research- Paradigms — the process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception

Unit 3:Consumer Learning

Consumer Learning-Behavioural learning theories — Measures of consumer learning —Consumer attitude — formation — Strategies for attitude change

Unit 4:Social class Consumer Behaviour

Social class Consumer Behaviour- Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.

Unit 5:Consumer Decision Making

Consumer Decision Making - Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making

Text Book

1. Michael Solomon, Consumer Behaviour –, Pearson Publication, 2016

Reference books:

2. Jim Blythe, Consumer Behaviour, Sage Publication, 2013
3. RikPieters, Consumer Behaviour, South Western College Publishing, 2012
4. Paul Green Berg-Customer Relationship Management -Tata McGraw Hill , 2017
5. Barry Berman and Joel R Evans, Retail Management - A Strategic Approach, Pearson Publication, 2018.

Note: Question Paper shall cover 100 % theory

Expected Course Outcomes:

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

Number	Course outcome	Knowledge Level (According to Bloom's Taxonomy)
CO1	understand the basic concepts of Consumer Behaviour	K1
CO2	identify the motives of consumer behaviour through consumer research	K2
CO3	frame strategies for the consumer by learning the attitudes of consumer	K4
CO4	apply strategic knowledge based on the lifestyle of consumer	K3
CO5	develop consumer decision-making model	K6

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K6 – Create

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	M	M	S	M	S	M	M
CO2	S	M	S	M	S	M	S	M	S	M
CO3	S	S	M	S	M	S	S	S	M	S
CO4	S	M	S	S	M	M	S	M	S	S
CO5	S	S	S	M	S	S	M	S	S	M

Strongly Correlating (S) - 3 marks

Moderately Correlating (M) - 2 marks

Weakly Correlating (W) - 1 mark

No Correlation (N) - 0 mark

COURSE CODE	U21BAS64	MARKET SURVEY				L	T	P	C
SBE -IV						-	-	2	2

Student has to design a questionnaire for any issues on business, households, consumers, marketers in their locality and collect data from 30 to 50 samples. Market survey may be arranged weekly 2 hours during VI semester. The data has to be processed by using percentage analysis and presented in the form of an assignment. It should not exceed 20 pages. The report should be presented to the concern internal faculty. There is no External Viva for this report.

Evolution of the report: 25 marks (CIA)

Presentation of the report: 75 marks (ESE)

