

DEPARTMENT OF MANAGEMENT(UG)

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Rathinam Techzone, Pollachi Road, Eachanari, Coimbatore – 641021



Syllabus for

BBA with Computer Application

(I to VI Semester)

2017-2018 Batch onwards

Vision and Mission of the Institution:

VISION

A world renowned INDUSTRY-INTEGRATED INSTITUTION that imparts knowledge, skill, and research culture in young men and women to suit emerging young India

MISSION

To provide quality education at affordable cost, and to maintain academic and research excellence with a keen focus on INDUSTRY-INTEGRATED RESEARCH AND EDUCATION.

MOTTO

Meaningful INDUSTRY-READY education and research by all means

Vision and Mission of the Department:

Vision Statement

- To be a global presence with innovate, in all business, challenge and values; a strong management education as a culture through-out the stay.

Mission Statement

- To create a culture of creativity and innovation that will help every student to face the challenge and tackle with the best education providing the best infrastructure to make all students a globally fit in business.

Program Educational Objectives (PEO)

PEO1	:	Graduates will acquire elevated learning for growth and development.
PEO2	:	Graduates will be responsible leaders across the global.
PEO3	:	Graduates will obtain knowledge through leadership skills.
PEO4	:	Graduates will be a responsible citizen and provide innovative solutions for social problems.
PEO5	:	Graduates will exhibit preparedness base of computer technology-knowledge and skills to further pursue the advanced career in management.

Mapping of Institute Mission to PEO

Institute Mission	PEO's
To provide quality education at affordable cost, and to maintain academic and research excellence with a keen focus on INDUSTRY-INTEGRATED RESEARCH AND EDUCATION.	PEO1, PEO4 and PEO5

Mapping of Department Mission to PEO

Department Mission	PEO's
To create a culture of creativity and innovation.	PEO4
To Help every student to face the challenge and tackle with the best education.	PEO1
To provide a state of the art infrastructure in all means.	PEO3and PEO5
To make every student a globally fit in business	PEO2, PEO1and PEO4

Program Outcomes (PO):

PO1	:	Endow with advanced business insight that helps them to understand the key business functions and organizational resources for efficient business management.
PO2	:	Attain knowledge and skills in management, finance, accounting, marketing, Human resource, technology, organizational behaviour, economics, operations and business law.
PO3	:	Reveal the ability to analyze complex, unstructured qualitative and quantitative problems by collecting, analyzing data by using accounting, financial, mathematical, statistical tools, information and communication technologies to solve the complex business problems.
PO4	:	To extend organizational efficiency and create innovative business solutions.
PO5	:	Explaining business-related behavioral skills including leadership, interpersonal, communication (written and oral), team, and lifelong learning skills.
PO6	:	To discover global market opportunities and their influence on strategic marketing decisions.
PO7	:	Exhibit critical thinking skills in understanding managerial issues and problems related to the global economy and international business.
PO8	:	Disseminate with social responsibility issues that managers must address, including business ethics, cultural diversity, and environmental concerns.
PO9	:	Obtaining entrepreneurial traits to start and manage their own innovative business successfully.
PO10	:	Obtaining hands-on experience in administration and research.
PO11	:	To conceptualize base in computer usage and its practical business application will be provided
PO12	:	To groom computer professionals who can be directly employed in business organizations

Correlation between the POs and the PEOs

Program Outcomes		PEO1	PEO2	PEO3	PEO4	PEO5
PO1	:	✓		✓	✓	✓
PO2	:	✓		✓	✓	✓
PO3	:	✓	✓	✓	✓	✓
PO4	:	✓		✓	✓	
PO5	:	✓	✓	✓	✓	
PO6	:	✓	✓	✓	✓	✓
PO7	:	✓	✓	✓	✓	✓
PO8	:		✓	✓	✓	
PO9	:	✓	✓	✓	✓	✓
PO10	:		✓	✓		✓
PO11	:	✓		✓		✓
PO12	:	✓	✓	✓	✓	✓

Components considered for Course Delivery is listed below:

1. Class room Lecture
2. Laboratory class and demo
3. Assignments
4. Mini Project
5. Project
6. Online Course
7. External Participation
8. Seminar
9. Internship

Mapping of POs with Course Delivery:

Program Outcomes	Course Delivery								
	1	2	3	4	5	6	7	8	9
PO1	✓	✓	✓	✓	✓	✓		✓	✓
PO2	✓	✓	✓	✓	✓	✓	✓	✓	✓
PO3	✓	✓	✓	✓	✓	✓	✓	✓	✓
PO4	✓	✓	✓	✓	✓		✓	✓	✓
PO5	✓	✓	✓	✓	✓	✓	✓	✓	✓
PO6	✓	✓	✓	✓	✓	✓	✓	✓	✓
PO7	✓	✓	✓	✓	✓	✓	✓	✓	✓
PO8	✓	✓	✓	✓	✓	✓	✓	✓	✓
PO9	✓	✓	✓	✓	✓	✓	✓	✓	✓
PO10	✓		✓	✓	✓		✓	✓	✓
PO11	✓	✓	✓	✓	✓	✓		✓	✓
PO12	✓	✓	✓	✓	✓			✓	✓

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

*Scheme of curriculum for
BBA with Computer Application for the students admitted in the batch
during 2017-2018*

Board of Studies – BBA with Computer Application

S. No	Sem	Part	Type	Subject	Credit	Hour	Int	Ext	Total
1	1	I	L1	Language - I	3	6	40	60	100
2	1	II	E1	English for Communication	3	6	40	60	100
3	1	III	C1	Core - I - Principles of Management	4	4	40	60	100
4	1	III	C2	Core II -Accountant in Business	4	4	40	60	100
5	1	VI	CP1	Core Practical – I - PC Software I	4	4	40	60	100
6	1	III	A1	Allied – I Mathematics for Management	4	4	40	60	100
7	1	V	AEC1	Ability Enhancement Compulsory Course-I – Environmental Studies	2	2	50	0	50
8	1	VII	VAC	Value Added Course-I	2	-	100	-	100
1	2	I	L2	Language - II	3	6	40	60	100
2	2	II	E2	English for Management	3	6	40	60	100
3	2	III	C3	Core - III - Financial Accounting	4	6	40	60	100
4	2	III	CP2	Core Practical – II Financial Accounting Package Tally I	4	4	40	60	100
5	2	III	A2	Allied – II Management Accounting	4	6	40	60	100
6	2	IV	AEC2	Ability Enhancement Compulsory Course-II – Value Education Human Rights	2	2	50	0	50
7	2	VI	VAC	Value Added Course – II	2	-	100	-	100
1	3	III	C4	Core - IV - Marketing Management	4	7	40	60	100

2	3	III	C5	Core –V- Organizational Behaviour	4	7	40	60	100
3	3	III	A3	Allied - III Managerial Economics	4	6	40	60	100
4	3	III	CP3	Core Practical – III Industrial Training Report	2			50	50
5	3	IV	S1	Skill Enhancement Courses – I Financial Services	4	6	40	60	100
6	3	IV	AEC3	Ability Enhancement Compulsory Course-III – (Tamil / Advanced Tamil (OR) Non-major elective-1 (Yoga for Human Excellence) / Women’s Rights / Career Enhancement – I)	2	2	50	0	50
8	3	VI	VAC	Value Added Course - III	2	-	100	-	100
9	3	VI	IDL	Inter Department Learning – I#	2	2	-	100	100
					0				
1	4	III	C6	Core - VI Human Resource Management	4	6	40	60	100
2	4	III	C7	Core – VII Business Correspondence	4	5	40	60	100
3	4	III	CP4	Core Practical IV Communication Skills	4	4	40	60	100
4	4	III	A4	Allied - IV Taxation	4	6	40	60	100
5	4	IV	S2	Skill Enhancement Courses – II Production and Materials Management	4	5	40	60	100
6	4	IV	AEC4	Ability Enhancement Compulsory Course-IV –(Tamil / Advanced Tamil (OR) Non-major elective-II (General Awareness) / Career Enhancement – II) @	2	2	50	0	50
7	4	VI	VAC	Value Added Course - IV	2	-	100	-	100
8	4	VI	IDL	Inter Department	2	2	-	100	100

				Learning – II#					
1	5	III	C8	Core - VIII - Research Methods for Management	5	5	40	60	100
2	5	III	C9	Core – IX International Business Management	4	5	40	60	100
3	5	III	EL1	Elective - I	4	5	40	60	100
4	5	III	C10	Core-X Strategic Management	4	5	40	60	100
5	5	IV	C11	Core XI– Advertising and Sales Promotion	3	3	40	60	100
6	5	IV	S3	Skills-Enhancement Courses – III Entrepreneurial Management	4	4	40	60	100
7	5	III	CP5	Core Practical V-SPSS Practical	4	3	40	60	100
8	5	VI	VAC	Value Added Course - V	2	-	100	-	100
1	6	III	EL3	Elective – II	4	6	40	60	100
2	6	III	EL4	Elective – III	4	6	40	60	100
3	6	III	C12	Core- XII Social Media Marketing	4	6	40	60	100
4	6	III	CP6	Core Project	8	6	40	60	100
5	6	IV	S4	Skill Enhancement Courses – IV ServicesMarketing	4	6	40	60	100
6	6	V	EX	Extension Activity@	2		50		50
					140	180	1230	2270	3500

Note :

1. Learning the courses –Financial Management, Human resources Management, Marketing Management and Career Enhancement Course –Entrepreneurial Management, Customer Relationship Management ,Digital Marketing student shall apply for the Entrepreneurship Support Initiative through NSDC.

@ - No End Semester Examination, only Internal Exam.

- No Internal Examination, only End Semester Exam.

Mapping of Courses and POs:

S- Strong Correlation M – Medium Correlation B – Blank

Course Code	Course Name	Program Outcomes											
		P0 1	P0 2	P0 3	P0 4	P0 5	P0 6	P0 7	P0 8	P0 9	P0 10	P0 11	P0 12
17BBA13A	Principles of Management	S	S	S	S	S	M	S	M	M	S	M	M
17BBA13B	Accountant in Business	S	S	S	S	M	S	S	M	S	M	M	M
17BBA13P	PC Software	M	M	M	M	M	M	M		M	M	S	S
17BBA1AA	Mathematics for Management	M	M	S	M	M	M	M		M			
17BBA23A	Financial Accounting	S	S	S	S	S	S	S		M	M	M	M
17BBA23P	Financial Accounting Package Tally I	S	S	S	S	S	S	S		M	S	M	M
17BBA13B	Management Accounting	S	S	S	S	S	S	S		M	S	M	M
17BBA33A	Managerial Economics	S	S	S	S	M	S	S	S	M			
17BBA33B	Marketing Management	S	S	S	S	S	S	S	S	S	S	S	S
17BBA3AC	Organizational Behavior	S	S	S	S	S	M	S	M	M			
17BBA33V	Industrial Training Report	M	M	M	M	M	M	M		M	S	S	S
17BBA3ZA	Financial Services	S	S	S	S	S	S	S		M	S	M	M
17BBA43A	Human Resource Management	S	S	S	S	S	M	S	M	M			
17BBA43B	Taxation	S	S	S	S	M	M	S	S			S	S
17BBA43P	Business Correspondence	M	S	S	S	M	M	S	S	S		S	S
17BBA4AC	Communication Skills	M	S	S	S	M	M	S	S	S		S	S
17BBA4ZA	Production and Materials Management	S	S	S	S	S	S	S	S	S	S	S	S

17BBA53A	Research Methods for Management	S	S	S	S	M			M	S	S	S	S
	International Business	S	S	M	S	S	S	S	S	S	S	M	S
EL1	Elective - I												
17BBA53B	Strategic Management	S	S	S	S	S	S	S	M	S	S	S	S
	Advertising and Sales Promotion	S	S	S	S	S	M	S	S	S	M	S	S
17BBA53C	Entrepreneurial Management	S	S	S	S	S	M	S	S	S	M	S	S
17BBA53P	SPSS Practical	S	M	S	S	S				M	S	S	S
EL-2	Elective –II												
EL-3	Elective-III												
17BBA63A	Social Media Marketing	S	S	S	S	S	S	M	S	M	S	M	M
CP9	Core Project	S	S	S	M		S		S	S	S	S	S
	Services Marketing	S	S	S	M	S	M	S	S	S	S	S	S

List of Electives:

Specialization	Elective - I	Elective - II	Elective - III
Finance	Financial Management	Business Law	Banking Theory and Practice *
Human Resource	Training and Development	Industrial Relations and Labour Laws	Performance Management
Marketing	E-Commerce	Consumer Behaviour	Service Marketing
Systems	Management Information System *	Software Design Technique	Systems Analysis and Design
Operations	Production and Materials Management	Total Quality Management	Logistics and Supply chain Management

Inter Department Learning Courses:

Semester – III	<ol style="list-style-type: none"> 2. Digital Marketing 3. Investment Management 4. Event Management 5. Basics of Business Ethics
Semester - IV	<ol style="list-style-type: none"> 1. Talent Management 2. Career planning & Guidance 3. Consumer Behavior 4. Entrepreneurial Development

SEMESTER I

Kjw;gUtk,,,,,,,,,,,,,,,,,,,,,

(kuGf;ftpij> GJf;ftpij> ,yf;fzk;> ,yf;fpaturyW)

myF 1 jw;fhy ,yf;fpak;

[12 Periods]

1. ghujpahh; - fz;zd; vd; Nrtfd;
2. ghujpjhrd; - jkpopaf;fk;
3. ituKj;J - vg;NghNjh nga;jkio
4. fz;zjhrd; - vq;Nf mtd;
5. rpw;gp - ,se;jkpNo

myF 2 jw;fhy ,yf;fpak;

[12 Periods]

1. K.Nkj;jh - kuq;fs;
2. ry;kh - tpyfpg;NghFk; tho;f;if
3. mg;Jy; uFkhd; - ghUf;Fs;Ns ey;y ehL
4. fyhg;upah - tsh;r;rp
5. kD\;a Gj;jpud; - gadw;Wg; NghFk;NghJ

myF 3 ciueil

[12 Periods]

mwk; vdg;gLtJ - 8 fl;Liufs; (Kidth; mKjd;)

myF 4 ,yf;fzk; - gilg;gpapyf;fpak;

[12 Periods]

1. ty;ypdk; kpFk;> kpfh ,lq;fs;
2. ftpij vOJjy;
3. rpWfij vOJjy;
4. Ngr;Rj;jpwd;

myF 5 ,yf;fpa tuyhW

[12 Periods]

1. ciueilapd; Njhw;wKk; tsh;r;rpAk;
2. rpWfijapd; Njhw;wKk; tsh;r;rpAk;
3. GJf;ftpijapd; Njhw;wKk; tsh;r;rpAk;

gapw;rpf;Fhpad

nkhopngah;g;G

ghh;it Ehy;fs; : ,yf;fpaturyW - ghf;fpaNkhp> ,yf;fz Ehy;>

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BBA 12E	English for Communication	5	6	-	0	Theory

Introduction

The aim of the course is to enhance the level of thinking of the students to such a degree that they can develop their communicative skills and soft skills.

Course Outcome

CO1	:	To know the types of communication and know the body language.
CO2	:	To develop about the oral communication.
CO3	:	To excel in written communication.
CO4	:	To know about the Summary paraphrasing and prepare paragraphs.
CO5	:	To know about the Etiquette and Manners.

Objectives

1. To encourage students to inculcate effective communication skills

Unit I

[12 Periods]

- Communication and its Types
 - Verbal and Non Verbal
 - Barriers of communication
 - Process of Communication
- Communication through Body Language
 - Eye Contact
 - Body Posture
 - Distance Contact
 - Facial Expression
 - Gestures
 - Vocal Tone
- Communication through Technology
 - Telephonic Etiquette
 - Email Etiquette

- SMS Language

Unit II

[12 Periods]

- Oral Communication
 - Public Speaking
 - Presentation Skills
 - Group Discussion
 - Interview Techniques
 - Public Speech
 - Dialogue Writing

Unit III

[12 Periods]

- Written Communication
 - Report Writing
 - Note making
 - Precis Writing
 - Letter Writing
 - Documenting

Unit IV

[12 Periods]

- Reading and Understanding
 - Close reading
 - Comprehension
 - Summary paraphrasing
 - Analysis and interpretation
 - Translation
 - Literary/ knowledge texts

Unit V

[12 Periods]

- Etiquette and Manners
 - Table Etiquette
 - Workplace Etiquette
 - Social Etiquette
 - Dress Etiquette
 - Toilet Etiquette

Reference

1. Dr. Sumanth, English for Engineers.
2. Meenakshi Raman & Sangeetha Sharma, Technical Communication, Oxford University Press.

3. Krishna Mohan, Developing Communication Skills, Macmillan.

Mapping of Course Outcomes with Program Outcomes

Course Outcomes	Program Outcomes											
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	L	H	H	L	L	L	H	H	L	H	H	H
CO2	H	L	H	L	H	H	H	L	L	H	L	H
CO3	H	H	H	H	L	L	H	L	H	H	L	H
CO4	L	H	L	L	L	L	H	L	H	H	H	H
CO5	H	H	H	L	L	H	H	H	L	L	H	L

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BBA13A	Core - II – Principles of Management	4	4	-	0	Theory

Introduction: To enable the students to learn principles, concepts and functions of Management. Identify the key competencies needed to be an effective manager. Provide the students with the capability to apply theoretical knowledge in simulated and real-life settings. Develop the students' ability to work in teams.

Course Outcomes:

CO1	:	Discuss and communicate the management evolution and how it will affect future managers
CO2	:	Observe and evaluate the influence of Historical forces on the current practice of management
CO3	:	Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
CO4	:	Practice the process of management's four functions: planning, organizing, leading, and controlling.
CO5	:	Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.

Unit I:

[12 Periods] Business -

Meaning -Business and Profession, Requirements of a Successful Business-Organisation - Meaning - Importance of Business Organization. Forms of Business Organization-Sole Traders, Partnership, Joint Hindu Family Firm - Joint Stock Companies - Cooperative Organisations - Public Utilities and Public Enterprises

Unit II: [12 Periods]

Nature and Scope Of Management Process – Definitions Of Management – Management: A Science or An Art? - Scientific Management - Managerial Functions and Roles – The Evolution of Management Theory.

Unit III: [12 Periods]

Planning: Meaning and Purpose Of Planning - Steps In Planning - Types of Planning. Objectives and Policies - Decision Making: Process of Decision Making - Types of Decisions.

Unit IV: [12 Periods]

Organizing: Types of Organisation - Organizational Structure - Span of Control – Use Of Staff Units and Committees. Delegation: Delegation and Centralization Staffing: Sources of Recruitment - Selection Process - Training.

Unit V: [12 Periods] Directing: Nature and Purpose of Directing. Controlling: Need For Co-Ordination - Meaning And Importance of Controls - Control Process - Budgetary and Non-Budgetary Controls - Modern Trends In Management Process - Case Studies.

Textbook:

1. P.C. Tripathy, “Principles of Management,” Tata McGraw hill publishing Company Ltd, 5th Edition, 2012, New Delhi.

Reference

1. Bhushan Y.K, “Business Organization,” Sultan Chand & Sons, Nineteenth Edition - 2013.
2. T. Ramasamy, “Principles of Management,” Himalaya Publishing House, First Edition, 2014. L.M.
3. L.M.Prasad, Principles of Management, 9th Edition, Himalaya publication, Mumbai – 2016.

H- High M – Medium B – Blank

Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	H	H	M	H	H
CO2	H	H	H	H	H	H	H	H	M	H	H	H
CO3	H	H	H	H	H		H	H	H	M	H	M
CO4	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H		H	H	M

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BBA13B	Core - II – Accountant in Business	4	4	-	0	Theory

Introduction: To introduce knowledge and understanding of the business and its environment and the influence this has on how organizations are structured and on the role of the accounting and other key business functions in contributing to the efficient, effective and ethical management and development of an organization and its people and systems

Course Outcomes:

CO1	:	Understand the purpose and types of businesses and How they interact with key stakeholders and the external environment.
CO2	:	Understand business organization structure, functions and the role of corporate governance
CO3	:	Recognize the function of accountancy and audit in communicating, reporting and assuring financial information and in effective financial control and compliance
CO4	:	Recognize the principles of authority and leadership and How teams and individuals are recruited, managed, motivated and developed.
CO5	:	Understand the importance of personal effectiveness as the basis for effective team and organizational behavior

Unit I: [12 Periods]

Business organizations, its stakeholders and external environment; Macroeconomic and micro economic factors; Social, Demographic, Technological, Environmental and Competitive factors; Business organization- Structure, Culture and Committees; Corporate Governance and Social Responsibility.

Unit II: [12 Periods]

Accounting and Reporting systems-Relationship with other business functions- Law and regulations- Accounting and Auditing; the sources and purpose of internal and external financial information; Financial systems, Procedures and IT applications; Internal controls of data and compliance; Prevention of fraud and fraudulent behavior.

Unit III: [12 Periods]

Leadership, Management and Supervision; Recruitment and Selection; Individuals and Group behavior in an organization; Team -formation, development and management;

Motivating individuals and groups, Learning and Training, Performance Appraisal and Review.

Unit IV : **[12 Periods]**

Personal effectiveness; Consequences of ineffectiveness; Competence frameworks and personal development; Conflicts- Sources and techniques for resolution and referral; Communicating in business.

Unit V: **[12 Periods]**

Professional Ethics in accounting and Business; Fundamental principles; Role of regulatory and professional bodies in promoting ethical standards; Corporate code of ethics; Ethical Conflicts and dilemmas.

Text Books

1. Accountant in Business, Becker Educational Development Corp., 2016 (Unit I to V)

Reference:

1. Accountant in Business, Kaplan Publishing, 2016
2. Accountants in Business, BPP Learning Media LTD, 2016
3. Koontz, H and Wehrick, H: Management, McGraw Hill Inc, New York.
- 4.L.M.Prasad, Principles of Management, 9th Edition, Himalaya publication, Mumbai – 2016.

H- High M – Medium B – Blank

Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	H	M		H	H
CO2	H	H	H	H	H	H	H	H	H		H	H
CO3	H	H	H	H	H	H	H	M		H	H	H
CO4	H	H	H	H	H	H	M	M	M	H	H	H
CO5	H	H	H	H	H	H	H	M	H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	I - PC Software	4	-		4	Practical

Course Outcomes:

CO1	:	Demonstrates correct keyboard fingering techniques independently
CO2	:	Demonstrate the basic mechanics of creating Word documents for office use
CO3	:	Demonstrate working knowledge of organizing and displaying large amounts and complex data.
CO4	:	Demonstrate How to secure information in an Excel workbook
CO5	:	Demonstrate working knowledge of integrating information from other Microsoft programs into a PowerPoint presentation

MS Word

1. Prepare a Newsletter for your class (using Text, Images, Margins, bullets & Numbering, use alignments and various font size, colors).
2. Prepare a job application letter enclosing your bio-data.
3. Write a letter to various newspapers using Mail – Merge Concept
4. Prepare a document containing 2 pages about your college (use header, Footer, hyperlink and table)
5. Demonstrate OLE concept by linking an excel worksheet into a work document.

MS Excel

6. Prepare Student Personal and academic details using spreadsheet
7. Calculate the Total and average marks of the student using Formulas.
8. Use Charts for illustrating the overall class performance.
9. An excel worksheet contains monthly sales details of five companies comparing using bar chart.

MS Access

10. Simple commands perform sorting on name, place and pin code of students database and Address printing using label format
11. Pay roll processing
12. Inventory control
13. Screen designing for Data entry

MS Power Point

14. Prepare a PowerPoint presentation for your class (at least 5 slides – Import images, use different slide designs)

15. Draw an organization chart with minimum three Hierarchical levels for a college.

16. Insert an excel chart into a power point slide.

Text Books:

1. Sanjay Saxena; “A First Course in Computers”, 2013 Edition, Vikas Publishing House Pvt. Ltd., (2013).
2. Steffen Moffat, The Mouse Training Company, Excel 2010 Introduction Part II, Stephen Moffat&Ventus Publishing APS (2010).

Reference:

1. Gerald Joyce, Moon, Marianne; “Microsoft word-2000- At a glance”, Microsoft press, (1999).
2. Kathy Ivens, Carleberg, Conrad; “The Complete Reference- Excel 2000”, Tata Mc-Graw Hill pub., (2001).
3. Sanjay Saxena; “MS Office 2000 for everyone”, Vikas Publishing House Pvt. Ltd, (2010).

H- High M – Medium B – Blank

Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	M	H	M		M	M	H	H
CO2	H	H	H	H	M	H	M		M	M	H	H
CO3	H	H	H	H	M	H	M		M	M	H	H
CO4	H	H	H	H	M	H	M	H	M	M	H	H
CO5	H	H	H	H	M	H	M		M	M	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BBA1AA	Allied - Mathematics for Management	4	4		0	Theory

Introduction: This paper will make students to understand the need of Mathematics in Business and also they learn techniques of statistics with respect to business application also it contains advantages, limitations and applications of O.R, formulation of Linear Programming Problems (L.P.P), methods to solve L.P.P.

Course Outcomes:

CO1	:	To gain knowledge of various types of Discounts and related problems.
CO2	:	To gain knowledge of various types of interest and Series such as AP & GP.
CO3	:	To Identify and develop LPP models from the verbal description of the real system.
CO4	:	To acquire knowledge about Transportation and Assignment problems.
CO5	:	To understand nature of Network Analysis and Network analysis by using CPM & PERT.

UNIT I:[12 Periods]

Profit And Loss Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount. Introduction to Commission and brokerage, Problems on Commission and brokerage.

UNIT II:[12 Periods]

Mathematics of Finance and series simple and compound interest - Arithmetic progression - Geometric progression, Equated Monthly Installments (EMI). (Simple problems only).

UNIT III:[12 Periods]

Introduction to Operations Research - Meaning - Scope – Models - Limitation. Linear Programming - Formulation – Application in Management decision making (Graphical method only)

UNIT IV:[12 Periods]

Transportation (Non- degenerate only) - Assignment problems - Simple Problems Only

UNIT V:[12 Periods]

CPM – Introduction –Basic Components- Rules for Network Construction-Critical Path-Time Calculation in Networks (Simple Problems)

PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations-Difference Between CPM and PERT.

Text Books:

1.P.A.Navanitham, “Business Mathematics & Statistics” Jai Publishers, Trichy-21

Reference

1. Sanchetti, D.C and Kapoor, V.K,”Business Mathematics”, Sultan chand Co&Ltd, New Delhi

2.KalavathyS,OperationsResearch,SecondEdition,VikasPublishingHouse,2004.

3. V. K. Kapoor , “Business Mathematics”, Sultan chand & sons, Delhi.

4. Kanti Swarup, P.K. Gupta, ManMohan, “Operations Research”, Sultan Chand & Sons,

Educational Publishers, New Delhi-2008.

H- High M – Medium B – Blank

Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	M	H		M	H	H	H
CO2	H	H	H	H	H		H	M		M	H	H
CO3	H	H	H	H	H	H	H	H	H	M	H	H
CO4	H	H	H	H	H		H	H	H	H	H	H
CO5	H	H	H	H	H	H	H		H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Environmental Studies	2	2	0	0	FC

ENVIRONMENTAL STUDIES

UNIT I

Multi-Disciplinary Nature of Environmental Studies: Definition –Scope and Importance- Need For Public Awareness-Natural Recourses: Introduction-Renewable and Non-Renewable Recourses-Forest Recourses-Water Recourses-Mineral Recourses-Food Resources-Land Recourses-Role of an Individual in Conservation Of Natural Resources.

UNIT II

Eco Systems: Concept of an Ecosystems-Ecosystem Degradation-Resource Utilization-Structure and Functions of an Ecosystem-Procedures, Consumers and Decomposers-Energy Flow in the Ecosystem-Food Chains, Food Webs and Ecological Pyramids.

UNIT III

Environmental Pollution: Definition-Causes, Effects and Control Measures – Solid Waste Management-Role of Individual In Pollution Prevention- Disaster Management- Floods-Earthquakes-Cyclones-Landslides.

UNIT IV

Social issues and the environment - From unsustainable development – urban problems related to energy – water conservation, rain water harvesting- watershed management – Resettlement and Rehabilitation of people, its problems and concerns

UNIT V

Environment ethics – climate change – global warming – acid rain – ozone layer depletion – nuclear accidents – wasteland reclamation – consumerism and wasteland reclamation – environment protection act –(air , water, wildlife and forest) – public awareness.

Text Book

1. Environmental Studies- Erach Bharucha

Reference Books

1. Agarwal KC, 2001. Environmental Biology, Nidi Publishing Ltd.Bikaner
2. Down to Earth, Center for science and environment
3. Jadhav H and Bhosale VM, 1995 Environmental Protection and Laws – Himalaya Publishing House , Delhi.

SEMESTER II

**,uz;lhk; gUtk;
(gf;jp ,yf;fpak;> rpw;wpyf;fpak;> mw ,yf;fpak;> rpWfijfs;> ,yf;fpa
tuyhW)**

myF I gf;jp ,yf;fpak;

[12 Periods]

1. Mz;lhs; jpUg;ghit - 10 ghly;fs;
2. ts;syhu; - ,uz;lhk; jpUKiw - 10 ghly;fs;
3. Njk;ghtzp - igjpu ePq;F glyk;
4. rPwhg;Guhzk; - cLk;G Ngrpa glyk;

myF II rpw;wpyf;fpak;

[12 Periods]

1. kPdhl;rpak;ik gps;isj;jkpo; - 2 ghly;fs;
2. fypq;fj;Jg;guzp - Nfhapy; ghbaJ
3. kJiuf;fyk;gfk;
4. fps;is tpL J}J

myF III mw ,yf;fpak;

[12 Periods]

1. jpUf;Fws; - mwj;Jg;ghy; - nrhy;yhik
- nghUl;ghy; - rpw;wpdQ;Nruhik
- ,d;gj;Jg;ghy; - gphpthw;whik
2. ehybahh; -5 ghly;fs;
3. gonkhop ehD}W -5 ghly;fs;
4. Mrhuf;Nfhit -5 ghly;fs;

myF IV rpWfijfs;

[12 Periods]

1. rpWfijfs;;- 6 fijfs;

myF V ,yf;fpa tuyhW

[12 Periods]

1. ePjp ,yf;fpak;
2. rpw;wpyf;fpak;
3. gf;jp ,yf;fpak; - irtk;> itztk;> ngsj;jk;> rkzk;> ,];yhkpak;> fpwpj;Jtk;
- Njhw;wKk; tsh;r;rpAk; (K.t. jkpo; ,yf;fpa tuyhW)

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BBA22E	English For Management	5	6	-	-	Theory

Introduction: to enable the students to be familiar with management and business terms and develop writing, reading, listening and vocabulary skills.

Course Outcomes:

CO1	:	To be familiar with management terms, phonetics.
CO2	:	To develop listening skills.
CO3	:	To develop writing skills.
CO4	:	To develop vocabulary skills like formation of word and expansion of words.
CO5	:	To develop the reading skills.

UNIT I

[12 Periods]

LISTENING – Introduction to Management - Listening to audio (Sounds, Phonetics) - Listening to video lectures, talks - Listening to audio files & answering questions – SPEAKING – Speaking about Management, Business Concepts - Article/Speech and Writing summary related to Accounting . WRITING - Free writing on any given topic (commerce) - Sentence completion VOCABULARY - Word formation - Word expansion (Banking Terms / Business Terms).

UNIT II

[12 Periods]

Writing – Introduction to Concepts of Marketing, Sales, - Listening to audio (Sounds, Phonetics) - Listening to video lectures, talks on Marketing - Listening to audio files on Selling process – SPEAKING – Speaking about selling a product - Article/Speech and Writing summary related to Advertisement . WRITING – Expository /Free writing on any given topic on Sales letter, Product launch Letter, compliant letter, reminder letter, create an advertisement- Sentence completion VOCABULARY -Word formation - Word expansion (Marketing Terms / Business Terms). READING – Organizing / Features / Marketing concepts– Picture based activities.

UNIT III

[12 Periods]

LISTENING – Introduction to Human Resource Management (HRM) - - Listening to audio (Sounds, Phonetics) - Listening to video lectures, talks on HRM Concepts-

Listening to audio files on HRM concepts– SPEAKING – Speaking - Giving impromptu talks on HRM - Speaking about HRM concepts - Article/Speech and Writing summary related to Lease. WRITING – Expository /Free writing on any given topic on Preparation of resume, manpower requirement, Writing to social media, websites - Sentence completion VOCABULARY -Word formation - Word expansion (root words / etymology – related Peripherals). READING – Skimming and scanning information on HRM – Picture based activities.

UNIT IV

[12 Periods]

LISTENING – Introduction to Finance - Listening to audio (Sounds, Phonetics) - Listening to video lectures, talks on Finance - Listening to audio files on Marketing – SPEAKING – Speaking - Giving impromptu talks on Budget Preparation - Speaking about Financial Statements - Article/Speech and Writing summary related to Marketing. WRITING – Expository /Free writing on any given topic on finance- Sentence completion VOCABULARY -Word formation - Word expansion (root words / etymology – related Finance). READING – Skimming and scanning information on Finance – Picture based activities

UNIT V

[12 Periods]

LISTENING – Introduction to Entrepreneurship development - Listening to audio (Sounds, Phonetics) - Listening to video lectures, talks on Entrepreneurs- Listening to audio files on HRM– SPEAKING – Speaking - Giving impromptu talks on Start-ups - Speaking about Project management - Article/Speech and Writing summary related to Entrepreneurship . WRITING – Expository /Free writing on any given topic on Business plan - Sentence completion VOCABULARY -Word formation - Word expansion (root words / etymology – related project management READING – Skimming and scanning information on Entrepreneurs– Picture based activities

H- High M – Medium B – Blank

Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	M	H	M		M	M	H	H
CO2	H	H	H	H	M	H	M		M	M	H	H
CO3	H	H	H	H	M	H	M		M	M	H	H
CO4	H	H	H	H	M	H	M	H	M	M	H	H
CO5	H	H	H	H	M	H	M		M	M	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BBA23A	Core - III – Financial Accounting	4	6	-	0	Theory

Introduction: To enable the students to acquire knowledge of Accounting principles and practice. On successful completion of this course, the students should have understood the basic accounting concepts, double entry book keeping system and various books of accounts.

Course Outcomes:

CO1	:	Recognize and understand ethical issues related to the accounting profession.
CO2	:	Prepare financial statements in accordance with Generally Accepted Accounting Principles.
CO3	:	Employ critical thinking skills to analyze financial data as well as the effects of differing financial accounting methods on the financial statements.
CO4	:	Effectively define the needs of the various users of accounting data and demonstrate the ability to communicate such data effectively, as well as the ability to provide knowledgeable recommendations.
CO5	:	Recognize circumstances providing for increased exposure to fraud and define preventative internal control measures.

Unit I

[12 Periods]

The context and purpose of financial reporting. -The scope and purpose of financial statements for external reporting - Users' and stakeholders' needs -The main elements of financial reports -The qualitative characteristics of financial information.

Unit II [12 Periods]

The use of double-entry and accounting systems- Double-entry book-keeping principles including the maintenance of accounting records and sources of accounting information.

Unit III

[12 Periods]

Sales and purchases, Cash, Inventory, Tangible non-current assets and Depreciation, Intangible non-current assets and amortization - Accruals and prepayments - Receivables

and payables -Provisions and contingencies-Capital structure and finance cost.

Unit IV [12 Periods]

Preparation of Trial balance - Correction of errors - Control accounts and reconciliations - Bank reconciliations- Suspense accounts – Preparation of Final Accounts - Events after the reporting period -Statements of cash flows - Incomplete records.

Unit V [12 Periods]

Preparing simple consolidated financial statements- Subsidiariesand Associates - Interpretation of financial statements - Ratios Analysis.

(Theory and problems may be in the ratio of 20% and 80%respectively)

Text Book:

1. S.P.Jain, K.L.Narang, “Financial Accounting and analysis”, 6th Edition-Kalyani Publishers, 2012, Mumbai.
2. Dr.S.N.Maheshwari, “Financial Accounting”, 1st Edition- Sultan Chand and Sons, 2014, New Delhi.

Reference

1. Dr. P.C.Tulsian, “Financial Accounting, 4th Edition”, Tata MC Graw Hill, 2011, Delhi.
2. V.K.Gupta, Financial Accounting, 5thEdition- Sultan Chand and Sons, 2010, New Delhi.
- 3.T.S Reddy & Murthy, “Financial Accounting” Margham Publications, 2008
- 4.Gupta and Radhaswamy, “Advanced Accountancy”, Sultan Chand & Sons,2015.

H- High M – Medium B – Blank

Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P10	P11	P12
CO1	H	H	H	H	H	M	H	H	H	M	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3	H	H	H	H	H	H	H		M	H	H	H
CO4	H	H	H	H	H	H	H	M	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BBA23P	Core Practical- Financial Accounting Tally - I	4	-	-	4	Practical

Course Outcomes:

CO1	:	Students learn the basics of tally and importance of tally in today's computerized environment.
CO2	:	Students learn how to create company accounts using tally and about function keys and shortcut keys.
CO3	:	To know about voucher entry, payment voucher, receipt voucher, credit and debit note.
CO4	:	Students learn how to create single and multiple ledgers, group creation, budget, inventory groups and other functions.
CO5	:	Students learn to prepare final accounts in tally.

1. Create a company With GST options.

2. Create Single ledgers under appropriate predefined groups

Cash a/c

Computer sales a/c

Buildings a/c

Machinery a/c

Furniture a/c

Commission received a/c

Printer purchase a/c

Commission paid a/c

Rent received a/c

Salary a/c

Rent paid a/c

Indian bank a/c

Wages a/c

Sales returns a/c

Capital a/c

Depreciation a/c

Purchase returns a/c

John & Co. a/c (purchased goods from this company), Ram agency a/c (sold goods to this Company).

3. Create Multiple Ledgers under appropriate predefined groups		₹
Started Business with		2, 50,000
Purchase machinery on credit from Ramesh		50,000
Bought Furniture for cash		25,000
Sold goods to Mr. Anand		22,500
Goods returned by Mr. Anand		2,500
Bought goods for cash		25,000
Goods sold for cash	50,000	
Cash Received from Mr. Anand	10,000	
Paid Advertisement		5,000
Cash paid to Mr. Ramesh	20,000	
Cash withdrawn from Bank		50,000
Cash withdrawn for personal use	6,250	
Paid Salary		15,000
Paid Rent		2500
4. Create Vouchers for the following:		₹
Sold goods to Mr. Selvam on credit		1, 700
Paid wages		85
Received Commission	70	
Sold goods to Mr. Kannan for cash	200	
Cash Sales	500	
Received 5 Chairs form Godrej & Co @	45 per Chair	
Paid Godrej & Co cash for 5 chairs		
Paid Rent		250
Bought goods for Cash From Mr. Somu for		1,700

5. THE following balances are extracted from the books of Kautilya & Co, on 31st March 2012. You are required to make the necessary closing entries and prepare Trading and Profit & Loss a/c and Balance sheet as on that date:

	₹ ₹		
Opening stock	2,250	Bills Receivable	500
Purchase	25,000	Sales	19,500
Wages	1500	Bills Payable	1,400
Insurance	9,825	Creditors	550
Capital	15,000	Sundry debtors	8,950
Carriage inwards	725	Carriage outwards	400
Commission (Dr)	350	Interest on capital	400
Stationery	650	Return inwards	225
Commission (Cr)	250	Return outwards	200

Trade Expenses	500	Office Expenses	100
Cash in Hand	2,375	Cash at Bank	250
Rent & Taxes	550	Closing Stock	12,500

6. The Following are the balances of Dinesh on 31Dec 1996:

₹	
Opening Stock	6,200
Buildings	34,000
Furniture	2,000
Purchases	42,400
Salaries	4,400
Rent	1,200
Misc.Expenses	1,000
Postage	560
Wages	10,400
Carriage on sales	1,600
₹	
Sales	82,920
Capital	24,000
Bank Loan	6,000
Sundry Creditors	9,840
Return Outward	840
Interest	260
Dividend	220
Stationery	520
Freight on purchase	1,120
Repairs	1,800
Bad debts	240
Return Inward	2,040

Value of Stock on 31.12.96 was ₹ 5, 960.

Prepare Profit& Loss A/c and Balance Sheet.

7. Enter the following details comment upon the short-term solvency position of the company:

₹	
Working capital	205,60,492
Cash	14,500
Bank	18,500
Debtors	5,18,260
Creditors	4,29,337
Sales	5,15,252
Purchases	4,33,310
Stock	1,25,982
Net profit...?	

8. Find out the Quick Ratio from the following Balance Sheet

₹		₹	
Preference Share Capital	2,00,000	Goodwill	20,000
Equity Share Capital	3,00,000	Plant & Machinery	1,70,000
Reserves & Surplus	50,000	Land & Buildings	2,30,000
Sundry Creditors	40,000	Sundry Debtors	50,000
Bills Payable	20,000	Stock	30,000
Outstanding Expenses	5,000	Cash in Hand	40,000
Cash at Bank	30,000	Bills Receivables	45,000
	6,15,000		6,15,000

9. Mr. Ramesh book shows the following balances. Prepare Profit & Loss a/c and Balance sheet as on 31 December

₹		₹	
Stock	15,000	Sundry creditors	2,000
Purchases	13,000	Furniture	1,000
Sales	30,000	Capital	25,000
Carriage inwards	200	Postage & Telegram	750
Salaries	5,000	Interest paid	550
Printing & stationary	800	Machinery	3,000
Drawings	1,700	Cash	500
Sundry Debtors	18,000	Loan	3,000
		Closing Stock	14,000

10. From the following Details of Ram, Prepare Trading & Profit & Loss A/c for the year ended 31st December as that date. Consider the adjustments shown below.

₹		₹	
Purchases	4,20,000	Telephone	1,200
Sales	4,80,000	Furniture & Fittings	48,000
Sales Returns	6000	Van	36,000
Purchases Returns	7740	Debtors	11,760
Stock at 1st January	1,20,000	Creditors	840
Provision for Bad Debts on 1st Jan	960	Bad Debts	240
Rates	7,200	Capital	214,800
Advertisement	5,000	Cash at Bank	3,600
Sundry Income	5,000	Drawings	21,600
		Salaries	36,000

Adjustments:

1. Closing Stock at 31st December ₹ 1,44,000.
2. Accrued Salaries ₹ 6,000.

3. Prepaid Expenses: Advertisement ₹ 1000

Rates ₹ 600

4. The Provision for Bad Debts to be increased to 10 % of Debtors

5. Telephone Account outstanding ₹ 270

6. Depreciation Furniture and fittings @10 % p.a. and Van @20% p.a.

11. Create Bill Wise Details from the following

Ravi commenced business with a capital of ₹2,00,000

Purchased goods from kumar & Co ₹ 15,000

Paid in three installments within 5 days

Purchased goods for cash ₹ 8000

Sold goods to Ratna & co ₹20,000 (amount to be paid in two installments)

Sold goods for cash for ₹5000

Received cash from ratna & co ₹ 75000

Paid to kumar & co ₹ 7500

Sold goods for cash ₹ 5000

12. Interest Calculations

Cash deposited in Scotia bank ₹1,00,000

Sold goods to Ganesh ₹ 25,000

31-12- cash deposited at Scotia bank ₹50,000

Sold goods to Ganesh ₹50,000

Interest parameters rate 14% per 365 days year

13. Compute Net working Turnover ratio from the following details.

Cash at Bank ₹ 90,000

Preliminary Expenses ₹ 22,500

Debtors ₹ 1,30,000

Stock ₹ 1,15,000

Creditors ₹ 57,500

Bills Payable ₹ 25,000

Prepaid Expenses ₹ 10,000

Interest accrued on Investment ₹ 30,000

Income tax payable ₹ 42,500

Sales

₹ 15,00,000

H- High M – Medium B – Blank

Course Outcomes	Program Outcomes											
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	M	H	M		M	M	H	H
CO2	H	H	H	H	M	H	M		M	M	H	H
CO3	H	H	H	H	M	H	M		M	M	H	H
CO4	H	H	H	H	M	H	M	H	M	M	H	H
CO5	H	H	H	H	M	H	M		M	M	H	H

Subject	Subject Title	Credit	Lecture	Tutorial	Practical	Type
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Code						
17BBA2AB	Core - III – Management Accounting	4	6	-	0	Theory

Course Outcomes:

CO1	:	The Changing Role of Managerial Accounting
CO2	:	Job-Order Versus Process Cost Accounting
CO3	:	Incremental Analysis & Alternative Inventory Costing Methods.
CO4	:	Pricing and Budgetary Planning
CO5	:	Budgetary Control and Responsibility Accounting, & Standard Costs and Balanced Scorecard

Introduction: To enable the students to acquire knowledge of Accounting for Managerial Decisions. To develop knowledge and understanding of management accounting techniques to support management in planning, controlling and monitoring performance in a variety of business context.

Unit I**[12 Periods]**

The nature, source and purpose of management information -Accounting for management,- Sources of data - Sampling techniques-, Cost classification - different types of cost behaviour- cost objects, cost units and cost centres- cost, profit, investment and revenue centres, Presenting information – tables, charts , graphs, pie charts,scatter diagram.

Unit II**[12 Periods]**

Accounting for material- Value of closing inventory LIFO, FIFO and average methods, Accounting for labour – Remuneration methods- labour turnover, Accounting for overheads-concept of contribution, Cost accounting methods - Alternative cost accounting.

Unit III**[12 Periods]**

Nature and purpose of budgeting - Statistical techniques - Linear regression Analysis- Time series Analysis- Moving Averages- Index numbers- Budget preparation - Capital budgeting and discounted cash flow - Budgetary control and reporting - Behavioral aspect of budgeting.

Unit IV**[12 Periods]**

Standard costing system - Variance calculations and analysis - Variable overhead total expenditure and efficiency variance - interrelationship with variables - Reconciliation of budgeted and actual profit

Unit V**[12 Periods]**

Performance measurement overview - Performance measurement application - Cost control, cost reduction and value analysis -Monitoring performance and reporting: non financial performance, short term and long term performance- Role of benchmarking.

Text Books:

1. A.Murthy & S.Gurusamy, "Cost Accounting", Tata McGraw Hill, Second Edition, 2009. (Unit I to II)
2. Sharma R K and Shashi K Gupta, "Management accounting – Principles and practice", Kalyani publishers, 9th Edition, 2014. (Unit III to V)

Reference

1. T.S. Reddy & Dr. Y. Hariprasad Reddy, "Management Accounting", Margham Publications Fifth Edition 2000.
2. S.P.Jain & K.L Narang, "Cost and Management Accounting", Kalyani Publishers, Second Edition, 2009.
3. R.S.N Pillai & Bhagvathi, "Management Accounting", S.Chand & Co Ltd., Fourth Edition, 2016.
4. S.N.Maheshwari, "Cost and Management Accounting", Sultan Chand & Sons, Third Edition,2008.

H- High M – Medium B – Blank

Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M	H	H	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3		H		H	H		M	H	M	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H		H	M	H	H	M	H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Value Education – Human Rights	2	2	0	0	FC

UNIT – I: Concept of Human Values, Value Education Towards Personal Development - Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education. Personal Development: Self-analysis and introspection; sensitization towards gender equality, physically challenged, intellectually challenged. Respect to - age, experience, maturity, family members, neighbors, co-workers.

Character Formation towards Positive Personality: Truthfulness, Constructively, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision.

UNIT – II: Value Education towards National and Global Development - National and International Values: Constitutional or national values - Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity. Social Values - Pity and probity, self-control, universal brotherhood. Professional Values - Knowledge thirst, sincerity in profession, regularity, punctuality and faith. Religious Values - Tolerance, wisdom, character. Aesthetic values - Love and appreciation of literature and fine arts and respect for the same. National Integration and international understanding.

UNIT – III: Impact of Global Development on Ethics and Values - Conflict of cross-cultural influences, mass media, cross-border education, materialistic values, professional challenges and compromise. Modern Challenges of Adolescent Emotions and behavior; Sex and spirituality: Comparison and competition; positive and negative thoughts. Adolescent Emotions, arrogance, anger, sexual instability, selfishness, defiance.

UNIT - IV: Introduction – Law – Functioning of Court – Hierarchy of Courts – seeking Justice – Dragged into the Net – Help thy Neighbor – You snooze, You

Lose - Crime & Punishment – Introduction to Criminal Law – Encounter with Criminal Law – Limitation and other restrictions for prosecution – Major offences and punishments - Guardianship and Minority – Civil Marriage – Compulsory Registration of Marriages – Relief through Family Court – Writing a Will.

UNIT - V: Protection of Women under Civil Law – Protection of Women under Criminal law – Protection of Child under Civil and Criminal Law - Protection of Workmen - Consumer Protection – Consumer friendly forums – Defective and Hazardous Good – Deficiency in Service – Unfair and Restrictive trade practices – Quality of Goods – Right to Information Act – Cyber Crimes – E- Commerce.

Textbook:

1. Value Education – Human Rights – Learning Material, Bharathiar University,2009.
2. Introduction to Human Rights and Duties - Dr.T. S.N.Sastry, University of Pune,2011
3. Human Rights Education for Beigneers - KWIRC , NHRC,2005.
4. Layman’s Guide to Law, Yetukuri Venkateswara Rao, Asia Law House,2008.

SEMESTER III

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
17BBA43B	Core-IV Marketing Management	4	7	-	0	Theory

Introduction: To provide the students with a basic understanding of marketing issues related to the external Environment and acquire knowledge of the Principle of marketing management. On Successful completion of this course, the students should have understood principles of Marketing Management, Market Segmentation, Product Life Cycle, Pricing, Branding, Service Marketing etc.

Course Outcomes:

CO1	:	Students implicit about the marketing and its various environmental factors
CO2	:	Gained familiarity on buyer behavior and market segmentation promotion
CO3	:	Students learn about various stage in Product Life Cycle
CO4	:	Gained acquaintance in the marketing channels and sales management
CO5	:	Students gained knowledge on advertising and sales

UNIT I**[12 Periods]**

Marketing - Definition- Marketing Management- Various Concepts in Marketing- Classification of Marketing -Functions of Marketing-Marketing Environment: Various Environmental Factors Effecting Marketing Functions-Market Structure- Importance of Marketing in Developing Countries- Marketing Information System.

UNIT II**[12 Periods]**

Buyer Behaviour: Buying Motives-Variou Factors Influencing Buyer Behaviour- Stages In Buying Decision Process-Market Segmentation: Bases For Segmentation- Market Targeting-Differentiating And Positioning the Marketing Offer-Variou Positioning Strategies- Channels of Distribution.

UNIT III**[12 Periods]**

Marketing Mix- The Product-Marketing characteristics-consumer Good S-Industrial Goods-Production Policy- Product Life Cycle (PLC)-Strategies in Various Stages- Product Mix-Product Line-Modification and Elimination-New Product Development: Various Stages in New Product Development-Consumer Adoption Process-Reasons for Failures of New Products.

UNIT IV**[12 Periods]**

Pricing: Definition-Objectives-Pricing Policies-Factors Influencing Pricing Decisions- Multiproduct Pricing-Adapting the Price- Competitors Action to Price Changes- Marketing Channels-Definitions-Types-Channel Selection-Problems in Selection of Channel- Management of Physical Distribution-Marketing Risks.

UNIT V**[12 Periods]**

Branding Decisions: Brand – Brand Image - Brand Identity – Brand Personality – Brand Loyalty -Brand Equity. Marketing Control -Tools and Techniques - Modern Concept in Marketing- Service Marketing- Definition-Features -Importance

Text Book:

1. Philip Kotler- Kevin Lane Kella, “Marketing Management”, Pearson Education India, Fifteenth Edition 2015.

Reference

1. R.S.N.Pillai & Bagavathi, “Marketing Management”, S.Chand & Company Pvt.Ltd, Reprint 2012.
2. V. S Ramaswamy & S. Namakumari, “Marketing Management”, McMillan India Limited – 3rd Editions, 2002.
3. Gupta .C.B & Nair N.Rajan, “Marketing Management”, Sultan Chand & Sons, 2nd Edition, 1995.
4. V.S. Ramaswamy & Namakumari, “Marketing Management”, McGraw Hill Education; 5 edition.

H- High M – Medium B – Blank

Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	M	H	H		H		H	H	M	M
CO2	H	H	H	M	H	H	H	M	M		H	
CO3	H	H	M		H	H	H	H		M	M	M
CO4	H	H	H	H	H	H	H	M	H	M	H	H
CO5	H	H	H	H	H	H	H	M	H	M	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
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17BBA3AC	Core - V– Organisational Behaviour	4	7	-	0	Theory
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Course Outcomes:

CO1	:	Students came to know the need, scope and theories of organisation
CO2	:	Students achieve knowledge on various motivational techniques of employees
CO3	:	Students learned knowledge on work environment and leadership styles
CO4	:	Students acquired knowledge on group dynamics in an organisation
CO5	:	Students understood the climate and culture in an organization

Introduction: To enable the students to acquire knowledge of organizational behavior, to familiarize the students with the basic concepts of the organizational behavior and to enhance their understanding of the interaction between the individuals and the organizations.

UNIT I**[12 Periods]**

Importance And Scope Of Organizational Behaviour – Individual Differences - Intelligence Tests - Measurement Of Intelligence - Personality Tests - Nature, Types And Uses. Hawthorne Experiment - Importance - Group Dynamics – Cohesiveness.

UNIT II**[12 Periods]**

Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.

UNIT III**[12 Periods]**

Job satisfaction - meaning – factors, Morale - importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - job enlargement.

UNIT IV**[12 Periods]**

Conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms – supervision - style - Training for supervisor Leadership - types - theories – Trait, Managerial Grid, Fiddler’s - contingency

UNIT V

[12 Periods]

Stress management—meaning, types of stress- consequences of work stress. Counselling -meaning - Importance of counsellor - types of counselling - merits of counselling.

Text Books:

1. K. Ashwathappa, “Organizational BeHaviour”, Himalaya Publishing House – 6th Edition (Unit I to V)

Reference

1. L.M. Prasad, “Organizational Behaviour”, Sultan Chand & Sons, Fifth Edition 2014.
- 2.Keith Davis, “Human Behaviour at Work”, McGraw-Hill HigHer Education – 11th Edition, 2015.
3. Keith Davis, “Human Behaviour at Work, McGraw Hill, Higher Education, 7tH Edition,
4. Ghos, “Industrial Psychology”, Himalaya Publishing House, First Edition, 2015.

H- High M – Medium B – Blank

Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M		M	H	H
CO2	H	H	H	H	H	H	H	M	H	H	M	H
CO3	M	H	H	H	H	H	H	M	H	M	M	H
CO4	M	H	H	H	H	M		H		H	M	
CO5	H	H	H	H	H		H	M	M	H	M	M

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
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17BBA33A	Allied III – Managerial economics	5	6	-	4	Theory
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Introduction: To enable the students to learn principles and concepts of Business Economics. On successful completion of this course, the students should have understood. The objectives of business firms, Factors of production and BEP Analysis, types of competitions and Price Administration, Government measures to control monopoly.

Course Outcomes:

CO1	:	Students develop knowledge about the concepts in economics and managerial economics
CO2	:	Students understood about the demand analysis and consumer behavior acquired knowledge about the concept of Market Structure in detail
CO3	:	Students enlarge complete knowledge about the cost concepts and production function
CO4	:	Students had a theoretical knowledge about the Pricing methods
CO5	:	Students acquired knowledge about the concept of Market Structure in detail

Unit I

[12 Periods]

Meaning, Nature and Scope of Business Economics - Basic Economic Problems - Market forces in solving economic problems- Objectives of business firms - Profit Maximization - Social responsibilities - Demand analysis - Law of Demand - Types of Demand

Unit II

[12 Periods]

Concept and Law of supply - Production function - Factors of production - Laws of diminishing returns and Law of variable proportions. Cost and Revenue Curves - Break - even- point analysis.

Unit III

[12 Periods]

Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly – Price discrimination - Pricing under Monopolistic competition - Oligopoly.

Unit IV

[12 Periods]

Pricing under factors of production; wages - Marginal productivity theory - Interest -
Keyne's Liquidity-preference theory – Theories of Profit - Dynamic theory of Profit -
Risk Theory - Uncertainty theory.

Unit V**[12 Periods]**

Government and Business - Performance of public enterprises in India - Price policy in
public utilities - MRTP Act - National Income - Business cycle - inflation and deflation
- balance of payments - Monetary and Fiscal Policies.

Text Book:

1. Sankaran - Business Economics, Margham Publications, 4th-Edition

REFERENCE:

1. Rangarajan – Principles of Macro economics, Tata McGraw Hill
2. Athmananad .R Managerial economics, Excel, 2002, New Delhi.

H- High M – Medium B – Blank

Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H		H	H	M	H	H	H
CO2	H	H	H	M	H	H	H			M	H	
CO3	H	M	H		H	H	M	M	H	M		H
CO4	H	M	H		H	H	H	M		M	H	H
CO5	H	H	H	M	H	H	H	M	H	M	M	H

Subject	Subject Title	Credit	Lecture	Tutorial	Practical	Type
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Code						
17BBA33V	Core Practical-III Industrial Report	2	-	-	0	Practical

Course Outcomes:

CO1	:	Students gained knowledge on introduction about project
CO2	:	Attain knowledge to review the literature
CO3	:	Students gained about conceptual framework
CO4	:	Students learnt about applying various statistical tools
CO5	:	Students learnt to gain practical knowledge about the Industrial Scenario.

GUIDELINES FOR THE INDUSTRIAL REPORT

Objective: To give optimum exposure on the practical side of Management and Industry.

1. Duration of the internship training is 20 days/3 weeks during the Summer Vacation which falls at the end of the 2th Semester.
2. The individual student has to identify the institution / industry / practitioners of their choice and inform the same to the HOD / Staff-in-charge.
3. The students hereafter will be called as Trainees should maintain a work diary in which the daily work done should be entered and the same should be attested by the section in-charge.
4. A detailed outline of the job to be done, sections in which they have to be attached both in the office as well as in the field, should be provided to each student.
5. The trainees should strictly adhere to the rules and regulations and office timings of the institutions to which they are attached.
6. The trainees have to obtain a certificate on successful completion of the internship from the chief executive of the organization.
7. Monitoring and inspection by staff on a regular basis.
8. Schedule of visit to be made by the staff is to be prepared by the HOD / Staff-in-charge.

9. Report writing manual and format should be prepared by the respective departments.
10. Specimen forms are to be attached wherever it is necessary.
11. Report evaluation: External Viva-Voce examination will be conducted and it may be graded as Satisfactory / Commended / Highly Commended.
12. Report should be submitted in the 3th Semester.
13. Expected outcome of the internship training is given separately.

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Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M	H	M	H	M
CO2	H	H	H	M	M	H	H		H	H	H	H
CO3	H	H	H		M	H	H	H	H	H	H	H
CO4	H	H	H	H	H	H	H		H	M	H	M
CO5	H	H	H	H	H	H	H	H	H		H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Skill Enhancement Course - I Financial Services	4	6	-	0	Theory

Introduction: To gain knowledge on how to do a software project with in-depth analysis. On successful completion of the course the students should have to learn the various financial services provided by NBFCs. To understand the modes of raising capital from domestic and foreign market, projects on Hirepurchase and leasing, mutual funds, venture capital, merges and appreciation etc.,

Course Outcomes:

CO1	:	Students gained knowledge on role of financial service sector
CO2	:	Acquired knowledge on functions of NIM, SEBI
CO3	:	Students understood the concepts of leasing, factoring and Hire purchase
CO4	:	Gained knowledge on project investment
CO5	:	Learnt the concept of role of UTI and mutual funds

UNIT I

[12 Periods]

Merchant Banking - Functions - Modes of raising capital from Domestic and foreign markets – Raising short term funds -Recent developments in the capital markets - SEBI guidelines on merchant banking in India-NBFCs in India.

UNIT II

[12 Periods]

Hire Purchase - Concept - evaluation of Hire Purchase Proposals-Leasing - Lease Accounting - Types of leases- Problems in Leasing

UNIT III

[12 Periods]

Mutual funds - operations performances, regulation - SEBI guidelines for mutual funds.

UNIT IV

[12 Periods]

Other financial services. Venture Capital - Bill Discounting - Factoring - Problems in Factoring credit rating – Asset securitization - Depositories.

UNIT V

[12 Periods]

Mergers and Acquisitions - SEBI code on Takeovers - Business Failures and reorganizations- growth and development of financial services industry

Text Book:

1. M.Y.Khan, “Indian Financial Systems”, Tata McGraHill, Tata McGraw-Hill Education, 2009. **(Unit I to V).**

Reference Books:

1. Dr.S.Gurusamy, “Financial Services”, Tata McGraw-Hill Education, Second Edition 2009.
2. L.M.Bhole & Jitendra MaHakud, “Financial Institution & Markets”, Tata McGraHill , 5th Edition,2012.
3. D.K.Murthy & Dr.D.K.Murthy, “Indian Financial System, I.K. International Publishing House, 3rd Edition, 2006.
4. Dr.L.Natarajan, “Merchant Banking & Financial Services”, Tata McGraw-Hill Education, 1st Edition,2012.

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Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M		M	H	H
CO2	H	H	H	M	H	H	H		H	M	H	M
CO3	H	H	H		H	H	H	H	H		H	M
CO4	H	H	H	H	H	H	H	M	H	H		H
CO5	H	M	M	H		H		H	M	H	M	H

SEMESTER IV

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core -IV – Human Resources Management	4	6	-	0	Theory

Course Outcomes:

CO1	:	Acquired knowledge on HRM, its environment, methods of selection, and Interview techniques.
CO2	:	Gained knowledge on training and career development
CO3	:	Students learnt about remuneration and welfare measures.
CO4	:	Gained facts about labour relation and Industrial disputes
CO5	:	Students learnt about Human resource audit, nature and approaches

Introduction: To enable the students to acquire knowledge of Human Resource Management. On successful completion of this course, the students should have understood functions of HRM, Human Resource Planning, Recruitment and Selection, Performance Appraisal, Training and Development etc.,

Unit I:[12 Periods]

Human Resource Management - meaning, nature, scope and objective – Functions of HR Department - The Role of Human Resource Manager - Organisation of HR department – Human Resource Policies and Procedures – Principles of HRM – HRM activities

Unit II:[12 Periods]

Manpower planning - Job description - Job analysis - Role analysis - Job specification - Recruitment and Selection - Training and Development.

Unit III:[12 Periods]

Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - approaches to good Human relations – Punishment.

Unit IV:[12 Periods]

Wages and Salary Administration - Incentive System - Labour Welfare And Social Security - Safety, Health And Security - Retirement Benefits To Employees.

Unit V:[12 Periods]

Industrial Relations - Trade Unionism - Grievance Handling – Collective Bargaining and Worker's Participation In Management.

Text Book:

1. V.S.P .Rao, “Human Resources of Management”, Sultan Chand Publishing, Revised Edition, 2016. (Unit I to V)

Reference:

- 1.Tripathy, “Personnel Management and Industrial Relations”, 21st Edition, 2013.
- 2.R.Wayne Mondy, “Human Resource Management”, Pearson Publications, 10th Edition 2011.
2. Gary Dessler, “ Human Resource Management” , Pearson Publications, 12th Edition 2012.
3. C. B.Gupta, “Human Resource Management”, Sultan Chand & Sons, 14th revised Edition 2012.
- 4.L.M.Prasad, “Human Resources Management”Sultan Chand & Sons, 3rd Edition, 2014.

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COs	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	M	H	H	H		M	H	M	
CO2	H	H	M		H	H	H	H			H	H
CO3	H	H	H	H	H		H		M	H	H	
CO4	H	H	H	H	M	H	H	M	H	H	M	H
CO5	H	H	H	M	H	M	H		M	H	M	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core - VII – Business Correspondence	4	5	-	0	Theory

Introduction: The student will compose, produce, and present effective business documents appropriate to meet industry standards; apply critical evaluation techniques to business documents; and demonstrate the importance of coherent, ethical communication principles in business and industry.

Course Outcomes:

CO1	:	Students gained knowledge in the effective communication and to draft the layout for a business letter
CO2	:	Learnt to draft the various business letters
CO3	:	Gained knowledge in corresponding towards bank, insurance, agency, Shareholders and directors.
CO4	:	Learnt to prepare a report, minutes and memorandum of a meeting
CO5	:	Knowledge gained on the latest technology

Unit I:[12 Periods]

Individual Communication: Resume preparation – general and job-specific; cover letter preparing; soft-copy forms with neat formatting; Scanning and placing of photo; Modern e-forms of Communication: Fax – E-mail – Video Conferencing – Websites and their uses in business – language for email letters – social media communications (blogs & twitter—posting tweets, face-book, LinkedIn Groups (platform specific best practices)

Unit II:[12 Periods]

Trade Letters: Letters of Inquiry – placement of orders – Delivery and its status – Letters of Complaints, Claims – Adjustments –Credit and Status Enquiry – Collection letter Inter-office correspondence – Memorandum – Office orders – circulars; Report writing for Business purposes

Unit III:[12 Periods]

Report writing: Meaning – Need –Formatting the report elements such as title, abstract, summary, introduction, body, conclusion, recommendations, references and appendices – Types of report – Features of a well-written report.

Effective writing: Business Vocabulary -Bringing learners up to date with the language they need for business today, provides practice in using the new language, and also reflects recent developments in technology and business practice. Review basic grammar, punctuation, capitalization, number usage.

Unit IV:[12 Periods]

Correspondence of a Company Secretary: Secretary Notice, Agenda and Minutes—types—contents—guidelines—Minutes of statutory meeting—Board meeting—Annual General Meeting —Alteration of minutes—Minutes of Joint consultative meeting – Correspondence with Directors and Shareholders. Internal communications strategy: company newsletters – circulars – Appreciation memos – reprimanding strictures – Empowering employees – employee engagement.

Unit V:[12 Periods]

General Correspondence: Letters under Right to Information (RTI) Act – General complaints and petitions for public utilities – Letters to the editor of newspapers – Other general aspects related to practical letter writing

Note [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory. They should, instead, be tested by giving situations in order to write the appropriate letter by comprehending the given situation]

Text Book:

1. Rajendra Pal, J.S.KorlaHailli, “Essentials of Business Communication” Sultan Chand & Sons, 13th Edition, 2011.

Reference:

1. Ashley, A , “A Handbook Of Commercial Correspondence”, Oxford University Press
2. Brian M. H. Robinson, Vidya S. Netrakanti& Dr. Hari V. Shintre Communicative
3. Competence in Business English. Orient Longman, 2007. K. K. Ramachandran, K. K.
4. Lakshmi, K. K. Karthick& M. Krishnakumar. Business Communication. Macmillan, 2007.

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Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H		H	H	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3	H	H	H	H	H	H	H		H	H	H	H
CO4	H	H	H	H	H	H	H	M	H	H	H	H
CO5	H	H	H	H	H	H	H	M	H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Practical-Communication Skills	4	4	-	0	Practical

Course Outcomes

CO1	:	Students gained practical knowledge about presentation skills
CO2	:	Learnt to interpersonal Skills
CO3	:	Gained knowledge in Team Building and Group Discussion
CO4	:	Learnt different etiquettes to be maintained during interview
CO5	:	Knowledge gained on body language and softskills.

Presentation skills – effective presentation of an idea or concept – use of MS-PowerPoint or Flash is assisting the presentation need to be encouraged

Negotiation Skills – dealing and preparing for negotiation – clinching and compromising – observe and record – practical role plays

Group Discussions – leaderless group behavior – arguments vs discussions – guiding and controlling – small group practices as well as observation

Team Working Skills (Forming, norming, performing) – problems and prospects – encourage team formation inter and intra-class teams – list the experiences

Assertiveness building – How to say no‘and yes‘– knowing limits – identify and list the occasions where you could not be assertive

Facing interviews – How to prepare – How to presents – Manners and etiquettes to be maintained during an interview; sample questions (FAQs) commonly asked during interview

Non verbal Cues in Communication – Body Language – Gesture – Postures - Facial Expressions

Career Options – Skills and physique vis-à-vis career options – career planning – SWOT analysis (self) – Career focus – Awareness of different career and its sources of information, choosing a career.

(SDRN to have in-depth SWOT analysis, clippings from opportunities / appointments columns of newspapers, resume for different situations, evidences related to career focus)

Course Outcomes	Program Outcomes											
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H		H	H	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3	H	H	H	H	H	H	H		H	H	H	H
CO4	H	H	H	H	H	H	H	M	H	H	H	H
CO5	H	H	H	H	H	H	H	M	H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Allied - IV –Taxation	4	5	-	0	Theory

Introduction: To enable the students to acquire knowledge of principles of Taxation. On successful completion of this course, the students should have understood Principles of Direct and Indirect Taxes Calculation of Tax, Tax Authorities, Procedures.

Course Outcomes:

CO1	:	Students Have acquired knowledge on tax system in India
CO2	:	Students Have gained knowledge on Central Excise Duty
CO3	:	Students Have acquired knowledge on customs duty
CO4	:	Students Have learnt knowledge on sales tax
CO5	:	Students Have learnt knowledge on GST and Service Tax

UNIT I:[12 Periods]

General Principles of Taxation, Distinction between direct and indirect taxes, tax evasion – avoidance – causes - remedies. Direct Taxes: Income Tax Act 1961 – important definitions – basis of charge – residential status – Income exempted from income tax – Heads of income.

UNIT II:[12 Periods]

Computation of income under salary and House property. (Problems to be included).

UNIT III:[12 Periods]

Computation of income under profits and gains of business - profession (problems be included). Income tax Authorities – duties and their powers.

UNIT IV:

[12 Periods]

Indirect taxes – selected provisions of GST– with regard to registration of dealers - procedure and effects of registration - mode of charging GST – exemption from GST – authorities and their powers.

UNIT V :[12 Periods]

Central Excise Duty -- objectives of excise duty – goods exempted from duty – customs duties – Levy of import and export duty – types of import duty – exemption from customs duty - distinction between ad valorem and specific duties.

Note: Theory and problems shall be distributed at 60% & 40% respectively.

Text Books:

1. Gaur V.P. and Narang D. B., “Income Tax Law & Practices”, Kalyani Publishers, Ludhiana. Latest Edition, 2017.
2. N. Hariharan, “Income Tax Law & Practice”, Vijay Nicole Imprints; 12e Edition, 2017.

Reference

1. Mehrotra, H.C ‘Income Tax Laws and Accounts’ Shitya Bhawan Publications: New Delhi: 2010.
2. Singhanian, V. K.& Singhanian, Kapil. ‘Direct Taxes law & Practice’ Taxmann Publications: New Delhi. Latest Edition
3. Prasad, Bhagwati. Income Tax laws & Practice, Vedams Publications: New Delhi. Latest Edition

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Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H		H	H	H	H			M	H
CO2	H	H	H	H	H	H	H	H	H	M	H	H
CO3	H	H	H	M	H	H	H	H	H	M	H	H
CO4	H	H	H	H	H		H			H		H
CO5	H	H	H	H	H	M	H	M	M	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Skill Enhancement Course-II Production and Materials Management	4	5	-	0	Theory

Introduction: To enable the students to acquire knowledge of production processes and Materials Management. On successful completion of this course, the students should have understand the principles, functions and process of Production Management and effective Management of Materials

Course Outcomes:

CO1	:	Acquired knowledge on production process and design for plant location
CO2	:	Gained knowledge on the factors determining layout for manufacturing unit
CO3	:	Students learnt the techniques of production and inventory control techniques
CO4	:	Students understood the work and methods of analysis.
CO5	:	Acquired knowledge on the service operations management

UNITI:[12 Periods]

Production Management - Functions - Scope - Plant location - Factors - Site location – Plant layout - Principles - Process - Product layout. Production plans and controls - Principles - Meaning - Routing - Scheduling - Dispatching - Control.

UNITII:[12 Periods]

Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study – Time study - Motion study.

UNITIII:[12 Periods]

Organization of Materials Management - Fundamental Principles – Structure. Purchasing procedure - principles - import substitution and import purchase procedure. Vendor rating - Vendor development.

UNITIV:[12 Periods]

Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point-Safety Stock - Lead time Analysis. Store keeping - Objectives -

Functions - Store keeper – Duties – Responsibilities, Location of store - Stores Ledger - Bin card.

UNITV:[12 Periods]

Quality Management – Fundamentals – Planning for Quantity – Quality Process – Statistical Process Control (SPC) – Quality Assurance – Total Quality management. Bench marking: Meaning - objectives – advantages. ISO: Features - Advantages - Procedure for obtaining ISO.

Text books:

1. Paneerselvam: Production and Operation Management, Prentice Hall, 2003.

(Unit I to V)

2. N.J. Aquilano, R.B. Chase & F.R. Jacob: Operation Management for Competitive Advantage, Tata McGraw –Hill, 9th Edition.

Reference

1. E.S. Buffa; Modern Production Management, John Wiley Edition. 2002.
2. S.N. Charry; Production and Operation Management, Tata McGraw-Hill, 2000.
3. D.D. Sharma; Total Quality Management, Sultan Chand & Sons, Edition. 2002

H- High M – Medium B – Blank

Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	M	H	M	M	H	M	M
CO2	H		H	M	H		H	M	H	M	H	M
CO3	H	H	H	H	H	M	H	M	M	H	H	H
CO4	H	H	H	H		H	H	H	M		H	M
CO5	H	H	H	M	M	H	M	H	H	H	M	H

SEMESTER V

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core - VIII - Research Methods for Management	4	4	-	0	Theory

Introduction: To enable the students to acquire knowledge of Research. On successful completion of this course, the students should have understood Research methods and sampling techniques, Analysis and interpretation of data, Application of research.

Course Outcomes:

CO1	:	To understand the different types of research and the needs of educational research
CO2	:	To knowledge concept of variables and hypotheses, their nature, importance and types.
CO3	:	To Identify the important conditions conducive to the formulation of hypotheses
CO4	:	To define the term population, sample and describe the steps involved in the process of sampling.
CO5	:	Ability to writing of report for a research reports project.

Unit I**[12 Periods]**

Introduction – Meaning of Research ; Objectives of Research; Types of Research; Research Process; Research Problem formulation.

Unit II**[12 Periods]**

The Design of Research-Research Design; Features of a Good design; Different Research Designs ; Measurement in Research; Data types; Methods of Data collection- Sources of Error-Test of sound instrument .

Unit III**[12 Periods]**

Sampling Design- Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.

Unit IV**[12 Periods]**

Processing & Analysis of Data- Processing operations; problems in processing; types of analysis Hypothesis Testing- Chi-square test, Z test, t-test, f-test.

Unit V [12 Periods]

Presentation- Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution for writing report. An Introduction to SPSS.

Textbook:

1. Research Methodology – Methods & Techniques – C.R. Kothari and Gaurav Garg – New Age International. 2009.

Reference

1. Research Methodology – Dr.Pawankumaroberoi – Global Academic Publishers 2015.
2. Business Research Methods – T. Raju and R.Prabhu – MJP Publishers 2010.
3. Research Methodology - Dipak Kumar Bhattacharyya – Excel Books 2013.
4. Dr.S.M.Venkatachalam & M.Murali, “Basics of Business Research”, Mithila Publications,

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Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	H	H	M	H	H
CO2	H	H	H	H	H	H	H	H	M	H	H	H
CO3	H	H	H	H	H		H	H	H	M	H	M
CO4	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H		H	H	M

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core- IX International Business	4	6	-	0	Theory

Introduction:

To enable the students to acquire knowledge of International Business. On successful completion of this course, the students should have understood the Changing Nature of International Business Culture and competitive Advantage, Foreign Direct Investment, etc.

Course Outcomes:

CO1	:	Demonstrate and develop conceptual framework of business environment by performing environment analysis for the organization.
CO2	:	Analyse the economic environment for strategic decision making and predict its impact in business
CO3	:	Evaluate political and legal environment in India and its influence in managerial decisions.
CO4	:	Understand the socio cultural environment and technological environment and its influence on the business to create, evaluate and assess a range of business options.
CO5	:	Determine the impact of global environment and globalization to Indian Business and understand the challenges of international business and foreign capital in Indian business.

UNIT I**[12 Periods]**

Introduction – The Globalization of the World Economy – The Changing Nature of International Business – Differences in International Business. National Differences in Political Economy: Introduction – Political Systems – economic Systems – Legal Systems – The Determinants of Economic Development – States in Transition.

UNIT II**[12 Periods]**

Differences in Culture: Introduction – Social Structure – Religion – Language – Education – Culture and the Workplace – Culture change – Cross Culture – Culture Literacy – Culture and Competitive Advantage.

UNIT III**[12 Periods]**

International trade Theory: Introduction – An Overview of Trade Theory – Mercantilism – Absolute Advantage – Comparative Advantage – Heckscher – Ohlin Theory – The New Trade Theory – National Competitive Advantage – Porter's Diamond. The Revised Case for Free Trade – Development of the World – Trading System – WTO & Development of World trade – Regional grouping of countries and its impact.

UNIT-IV**[12 Periods]**

Foreign Direct Investment: Introduction – Foreign Direct Investment in the World Economy – Horizontal Foreign Direct Investment – Vertical Foreign Direct Investment. Benefits and advantages to host and home countries.

UNIT-V**[12 Periods]**

Mode of Entry and Strategic Alliances: Introduction – Entry Modes – Selecting and Entry Mode – Strategic Alliances – Making Alliances Work. Exporting, Importing and Counter trade: Introduction – The Promise and Pitfalls of Exporting – Improving Export Performance – Export and Import Financing – Export Assistance – Counter trade.

Text Book

1. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata McGrawHill, New Delhi, 2010.

Reference Books

1. John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi, 2000.
2. Hill C.W. International Business: Competing in the Global market place, Irwin – Tata McGraw Hill, 2009.

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Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M	H	H	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3		H		H	H		M	H	M	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H		H	M	H	H	M	H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core-X Strategic Management	4	4	-	-	Theory

Introduction: To enable the students to acquire knowledge on concepts of strategic management. On successful Completion of the course the students will be able to understand the environment, strategic decision making etc.

Course Outcomes:

CO1	:	Analyze industry factors, and identify their impact on profitability and strategic positioning
CO2	:	Gain knowledge about the SWOT analysis and its need in the day to day life for the evaluation.
CO3	:	Identify strategic capabilities and gaps
CO4	:	Analyze strategic macro environmental issues
CO5	:	Analyze and implement strategy at the single business unit level

UNIT I

[12 Periods]

Introduction- concept of Strategy – Need – Dimensions - Strategic Planning - Process- Benefits — Strategic vision – Corporate Mission – Objectives – Goals – Social Responsibility – Business ethics – Linking Strategies with ethics – Social audit.

UNIT II

[12 Periods]

Environmental analysis – Need – Scanning – Approaches – Forecasting – Techniques. Internal Analysis – Need – SWOT analysis – Value Chain – Functional Analysis – Grid approach – Criteria for evaluating internal capabilities.

UNIT III

[12 Periods]

Strategic Decision framework – Developing alternatives – Strategy Options – Diversification strategies – Retrenchment Strategy – Factors Influencing Strategy – Generic Strategy – Cultural Context Of Strategy – Comparing Alternatives – BCG Model- McKinsey's 7S Model

UNIT IV

[12 Periods]

Implementation – Role of top management – Process – Matching Structure of strategy – Resource allocation – Planning and Controlling system. Evaluation – Criteria – Quantitative and Qualitative factors – Feedback and Information – Industry attractiveness – Application of 9 Cell Matrix.

UNIT V**[12 Periods]**

Core Competencies – Building Core Competencies – Building Strategic Supportive Corporate Culture Strategic Advantage – Managing Strategic Change – Strategic Change Process – Diagnosing Change Need- International Strategic Management And Domestic Strategic Management

Text Book:

1. Strategic Management, by Francis Cherunilam, 4th revised edition, Himalaya publishing house, 2016

Reference Books:

1. VS Ramaswamy & S.Namakumari, Strategic Planning – Formulation of Corporate Strategy, Macmillan Business Books, 2008.
2. John A Pearce, Richard B Robinson, Strategic Management, McGraw Hill Higher Education; 12th Revised Edition, 2003.
3. Strategic Management: The Indian Context, R. Srinivasan, 5th Edition, PHI Learning, 2014.
4. Strategic Management: Concepts and Cases: Competitiveness and Globalization, by Hitt - 12th edition, Cengage Learning, 2017.

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Course Outcomes	Program Outcomes											
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	M	H	M		M	M	H	H
CO2	H	H	H	H	M	H	M		M	M	H	H
CO3	H	H	H	H	M	H	M		M	M	H	H
CO4	H	H	H	H	M	H	M	H	M	M	H	H
CO5	H	H	H	H	M	H	M		M	M	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core XI– Advertising and Sales Promotion	3	3	0	0	Theory

Introduction:

To enable the students to acquire knowledge of sales promotional measures. On successful completion of this course, the students should have understood Advertising, Ad media, Ad-agencies, Sales force management and Promotional strategies

Course Outcomes:

CO1	:	To know the use of advertising and sales promotion as a marketing tool.
CO2	:	To describe advertising and sales promotional appeals.
CO3	:	To understand the selection of media.
CO4	:	To know the means of testing effectiveness of advertising and sales promotion.
CO5	:	To understand the different types of sales promotion

Unit I**[12 Periods]**

Meaning of Advertising – Evolution of Advertising – Development of Advertising in India – Functions of Advertising – Classification of Advertising -Economic aspects of advertising.

Unit II**[12 Periods]**

Advertising process – an overview, Setting advertising objectives and advertising budget. Creative Aspects of Advertising: Advertising appeals, copy writing, headlines, illustration, message, copy types; Campaign planning. Advertising Media: Different types of media; Media planning and scheduling

Unit III**[12 Periods]**

Impact of Advertising: Advertising Agency roles, relationship with clients, advertising department; Measuring advertising effectiveness; Legal and ethical aspects of advertising. Social implications of advertising.

Unit IV**[12 Periods]**

Sales Promotion: Meaning, nature, and functions; Relationship between sales promotion and advertising, future of sales promotion Limitation of sales promotion; Types of sales promotion schemes; Consumer and trade, sales promotion.

Unit V**[12 Periods]**

Sales Promotion Schemes: Sampling; Coupon; Price off; Premium plan; consumer contests and sweepstakes; POP displays; Demonstration; Trade fairs and exhibitions; Sales promotion techniques and sales force motivation and techniques.

Text Book

1. Kazmi & Batra: Advertising & Sales Promotion, Excel Books,2009.

Reference Books

1. P. Saravanavel & S.Sumathi, 2014, Advertising and Salesmanship, Margham Publication. Chennai.
2. Aaker, David and Myers John G., et.al : Advertising Management; Prentice Hall of India.
3. Arun Kumar: Marketing management, Vikas, 2006.
4. Border W.H. : Advertising; John Wiley
5. Sengupta Subroto : Brand Positioning Strategies for Competitive Advantage; Tata McGraw Hill.,2006.

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Course Outcomes	Program Outcomes											
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	M	H		M	H	H	H
CO2	H	H	H	H	H		H	M		M	H	H
CO3	H	H	H	H	H	H	H	H	H	M	H	H
CO4	H	H	H	H	H		H	H	H	H	H	H
CO5	H	H	H	H	H	H	H		H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Skills Enhancement Course – III Entrepreneurial Management	4	6	-	0	Theory

Introduction: To enable the students to acquire knowledge of Entrepreneurship. To familiarize students with the requisites needed for being a successful entrepreneur. To identify the stages involved in the setting up of a small business unit and to motivate the students to start self-employment.

Course Outcomes:

CO1	:	To Understand the issues involved in entrepreneurship development.
CO2	:	To develop the able to evaluate opportunities for a new venture.
CO3	:	To demonstrate the ability to prepare a business plan for a venture.
CO4	:	To get insights into their creative, entrepreneurial and team skills.
CO5	:	To equip them with a platform to develop an entrepreneurial venture.

Unit-I

[12 Periods]

Basics of Entrepreneurship- classification of Entrepreneurship- Importance of Entrepreneurship- difference between Entrepreneurship and employment – Entrepreneurial skills- current trends.

Unit – II

[12 Periods]

Business management skills-Internal skills- Financial management – Operating management – Manpower management – Material and Inventory management.

Unit – III

[12 Periods]

Business management skills- External skill – Marketing Management- Sales Management – Business opportunities – Market Survey and Strategy- investment and investors relations- Business Outreach and promotions.

Unit – IV

[12 Periods]

Schemes and Funding- Banking – Lending schemes – Government sponsored schemes- MSME credit – MUDRA loan- PMEGP scheme- CGTMSE Scheme- startup India.

Unit – V

[12 Periods]

Business plan preparation: plan format- proposal preparation – business pitching – EDP- Feasibility Report-successful enterprises-s.

References

1. C.B.Gupta and S.P.Srinivasan, Entrepreneurial Development.
2. S.S. Khanka, Entrepreneurial Development, Schand Publications, 2010.
3. S. Anil Kumar, Entrepreneurship Development, New Age International, 2008.
4. website: <https://msme.gov.in/all-schemes>

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Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	M	H	H	H	M	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3	H	H	H	H	H	H	H		M	H	H	H
CO4	H	H	H	H	H	H	H	M	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core Practical V- STATISTICAL PACKAGE FOR SOCIAL SCIENCES (SPSS) - PRACTICALS	4	-	-	4	Practical

Course Outcomes:

CO1	:	To understand how enter the data in SPSS
CO2	:	To understand Descriptive Analysis
CO3	:	Apply an advanced understanding of business research design options, methodologies, sampling technique in a research.
CO4	:	Analyze the collected data using appropriate statistical tools for interpretation of the data
CO5	:	Understand and prepare and present research findings in the report.

List of Programs

- SPSS - Introduction
- Entering Data in SPSS
- Mean
- Median
- Mode
- Database Design
- Enter data for Questionnaire
- Descriptive Analysis
- Chi-Square Analysis
- ANOVA Analysis (One –Way ANOVA)
- Correlation Analysis (Karl Pearson)

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Course Outcomes	Program Outcomes											
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	M	H	M		M	M	H	H
CO2	H	H	H	H	M	H	M		M	M	H	H
CO3	H	H	H	H	M	H	M		M	M	H	H
CO4	H	H	H	H	M	H	M	H	M	M	H	H
CO5	H	H	H	H	M	H	M		M	M	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Core –XII Social Media Marketing	4	4	-	0	Theory

Introduction: To provide the students with a basic understanding of social Media marketing issues related to the external Environment and acquire knowledge of the Principles of social Media marketing. On Successful completion of this course, the students should have understood principles of Digital Marketing, Web Marketing, online Advertising etc

Course Outcomes:

CO1	:	Understand the channels and role of social media in devising marketing strategy.
CO2	:	Use principles of consumer behaviour to develop media content and launch campaign
CO3	:	Understand the contemporary evolution of word of mouth marketing.
CO4	:	Develop approaches to evaluate the impact of social media campaign in the digital market space.
CO5	:	Create strong content that engages their target audience with their marketing message

UNIT I:

[12 Periods]

Foundations of social media marketing: Introduction to social behavior and participation- Zones of social media- characteristics of social media- Infrastructure of social media- Business Models and Monetization- The 5th P of Marketing- Careers in social media- Social media marketing strategy- Strategic planning and Social media marketing- Phases of social Media Marketing Maturity- Social media campaigns- Strategic planning process- Social Media policy.

UNIT II :

[12 Periods]

Social media consumer behavior - Social consumers- Segmenting and Targeting for Social media consumers- Social identity- Social Touch points- Social media usage- Motives and Attitudes influencing social media activities- Privacy salience- Social media segments- Micro blog user types- Community structure in Social media-Group influence in Social media.

UNIT III:

[12 Periods]

Zones of Social media: Social community zone- Participation in social networks- Marketing applications in social community zone- Social Engagement and relationship- Social publishing zone- Publishing content- developing and organising content- Social publishing strategies- Social entertainment zone- Social games- Categorising social games- Alternate

Reality Games- Social music, Social TV and Social celebrity.

UNIT IV:**[12 Periods]**

Social media Commerce and Data Management: The Zone of Social Commerce- Social Commerce strategies- Strategies and benefits of social commerce - Research errors and biases- Social Data Management- Ideas in online community-influence network- Social capital.

UNIT V:**[12 Periods]**

Social media metrics- - Role of social media in research- Social media listening Primary Social media research- Social Media Measurement- The process of evaluation and measurement- Social media marketing metrics matrix- Digital shopping.

Text Book

1. Social marketing in the 21st Century-Alan R. Andreasen-sage Publication, 2011

References Book

1. Rob Donovan & Nadine Henley.(2011). Principles and Practice of Social Marketing an international perspective. Cambridge University Press.
2. Kotler, P., Roberto, N., & Lee, N. (2008). Social Marketing –Influencing Behaviors for Good. (3rd ed.). Thousand Oaks, CA: Sage Publications, Inc. ISBN: 978
3. French, J., Blair-Stevens, C., McVey, D., & Merritt, R. Social Marketing and Public Health.Oxford, UK: University Press 2010
4. Hastings, G. Social Marketing: Why should the Devil Have All the Best Tunes? Oxford2007

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Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P10	P11	P12
CO1	H	H	H	H	H	H	H	H	M		H	H
CO2	H	H	H	H	H	H	H	H	H		H	H
CO3	H	H	H	H	H	H	H	M		H	H	H
CO4	H	H	H	H	H	H	M	M	M	H	H	H
CO5	H	H	H	H	H	H	H	M	H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE -PROJECT					Practical

Course Outcomes:

CO1	:	To develop plans with relevant to achieve the project's goals.
CO2	:	To break work down into tasks and determine handover procedures.
CO3	:	To identify links and dependencies, and schedule to achieve deliverables.
CO4	:	To estimate and cost the human and physical resources required, and make plans to obtain the necessary resources.

PROJECT REPORT GUIDELINES

- 1) A Guide has been allotted to each student by the department. Student can select any topic in discussion with the supervisor. Students should maintain a work diary were in weekly work carried out has to be written. Guide should review the work every week and put his/her signature. The work diary along with project report should be submitted at the time of viva voce.
- 2) Internal Marks Distribution: A minimum of two reviews have to be done, one at the time of finalizing the Questionnaire /identifying the primary data and the second review at the time of commencement of report writing. They should be asked to present the work done to the respective guide in the two reviews.
- 3) End Semester Examination: The evaluation for the end semester examination should be as perthe norms given below:

External Examiner	60 Marks
Internal Examiner	40 Marks

100 Marks

(Jointly given by the external and internal examiner)

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Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	M	H	H		H		H	H	M	M
CO2	H	H	H	M	H	H	H	M	M		H	
CO3	H	H	M		H	H	H	H		M	M	M
CO4	H	H	H	H	H	H	H	M	H	M	H	H
CO5	H	H	H	H	H	H	H	M	H	M	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Skill Enhancement Courses – IV Services Marketing	4	7	-	0	Theory

Introduction: Pure product-based firms too understand the value of intangible services embedded onto their products. The course aims at making students to understand and appreciate the growing importance of services in every organization.

Course Outcomes:

CO1	:	To provide students with an appreciation of concepts, functions, and techniques of the craft of marketing services.
CO2	:	Demonstrate ability in evaluating service designs
CO3	:	To provide an in depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services
CO4	:	To develop an understanding of the "state of the art" service management thinking.
CO5	:	To promote a customer service oriented mind set

UNIT - I

[12 periods]

Importance of services sector – Nature and types of services – Difference between service and goods marketing – services marketing triangle.

UNIT - II

[12 periods]

Environment for services marketing – macro and micro environments – understanding service customers – models of service consumer behavior – customer expectations and perception – service quality and GAP model.

UNIT – III

[12 periods]

Market segmentation and selection – service market segmentation – targeting and positioning.

UNIT- IV

[12 periods]

Services marketing Mix – Need for expanded marketing mix – planning for services offer pricing – promotion and distribution of services – management of people – process and physical evidence – matching demand for capacity and supply of services.

UNIT- V**[12 periods]**

Service marketing applications – Marketing of Financial, Hospitality, Hospital,
Tourism and Educational Services – International Marketing of Services and Gats.

Text Books:

1. Ravishankar, Services Marketing, Lalvani.

Reference

1. Adrian Payne, Services Marketing, PHI
2. Christopher, H. Lovelock, Services Marketing, Pearson Education India,2004.
3. Zeithaml, V.A. & M.J. Bitner, Services Marketing, Tata Mcgrawhill,2009.
4. Rao, Services Marketing, Pearson Education India.
5. Sinha, P.K. and Sahoo S.C. Services Marketing, HPH.

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Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M		M	H	H
CO2	H	H	H	H	H	H	H	M	H	H	M	H
CO3	M	H	H	H	H	H	H	M	H	M	M	H
CO4	M	H	H	H	H	M		H		H	M	
CO5	H	H	H	H	H		H	M	M	H	M	M

DEPARTMENT OF MANAGEMENT (UG)

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Rathinam Techzone, Pollachi Road, Eachanari, Coimbatore – 641021



Syllabus for

BBA with Computer Application

Elective List

List of electives

Specialization	Elective - I	Elective - II	Elective - III
Finance	Financial Management	Business Law	Banking Theory and Practice *
Human Resource	Training and Development	Industrial Relations and Labour Laws	Performance Management
Marketing	E-Commerce	Consumer Behaviour	Service Marketing
Systems	Management Information System *	Software Design Technique	Systems Analysis and Design
Operations	Production and Materials Management	Total Quality Management	Logistics and Supply chain Management

Elective - I**Finance**

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Financial Management	4	5	-	0	Theory

Introduction: To enable the students to acquire knowledge of Financial Management. On successful completion of this course, the students should have understood Finance Functions, Cost of Capital, Capital Structure, Capital Budgeting, and Working Capital Management

Course Outcomes:

CO1	:	Understand the functions of finance
CO2	:	Become familiar with the role of cost of capital in finance.
CO3	:	Demonstrate and apply various dividend model and plan capital structure.
CO4	:	Appreciate the working of working capital management and forecast the requirements of working capital in an organization.
CO5	:	Understand the capital budgeting techniques and evaluating the investment proposal.

UNIT - I**[12 Periods]**

Finance Functions: Financial Management – Meaning – Definition – Objectives – Importance – Functions– FairValue versus Book Value. Organization – Structure of Financial Management – Role of a Financial Manager.

UNIT - II [12 Periods]

Financing Decision: Cost of Capital - Cost of Specific Sources of Capital - Equity – Preferred Stock Debt - Reserves - Weighted Average Cost of Capital, Operating Leverage and Financial Leverage

UNIT - III**[12 Periods]**

Capital Structure: Factors influencing capital structure – optimal capital structure – Dividend and Dividend policy: Meaning, classification - sources available for dividends - Dividend policy general, determinants of dividend policy.

UNIT - IV**[12 Periods]**

Working capital management: Working capital management - concepts - importance - Determinants of Working capital. Management of cash inventory, accounts receivables and accounts payable.

UNIT - V [12 Periods]

Capital budgeting: Meaning-Objectives-Preparation of various types of capital budgeting- ranking of projects - methods of evaluating investment proposal.

(Theory carries 80 Marks, Problems carry 20 Marks)

Text Book

1. Shashi k. Gupta & R.k.sharma, "Financial Management", Kalyani Publishers, 6th Edition, 2012. (Unit I to V)

Reference Books

1. P.V. Kulkarni, "Financial Management", Himalaya Publishing House, 13th Edition, 2011.
2. Khan and Jain, "Financial Management", Tata MC Graw-Hill, 10th Edition, 2009.
3. I. M. Pandey, "Financial Management", Vikas Publisher, 10th Edition, 2015.
4. S.N. Maheswari, "Management Accounting", Vikas Publisher, 10th Edition, 2010.

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Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M	H	H	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3		H		H	H		M	H	M	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H		H	M	H	H	M	H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Business Law	4	6	-	0	Theory

Introduction: To enable the students to acquire knowledge of legal aspects of business. On successful completion of this course, the students should have understood Law of contract, Law of sale of goods } Law of Agency, Negotiable Instruments Act....

Course Outcome:

CO1	:	To Understand the legal aspect of business in the dynamic environment of business
CO2	:	To make them to know about the basic understanding of Indian Contract law
CO3	:	To familiarize with the concepts of the transfer of the possession of goods.
CO4	:	To make them to know about the legal aspect involved in the sale of goods.
CO5	:	Understand the capital budgeting techniques and evaluating the investment proposal. To attain knowledge on the principle and duties of agency.

UNIT - I [12 Periods]

Business Law – Meaning, Objectives – Sources – law of contract – meaning – types – essential elements of a valid contract.

UNIT - II [12 Periods]

Discharge of contract – remedies for breach of contract – agreement not declared void – agreement expressly declared void – wagering agreements.

UNIT - III [12 Periods]

Bailment – rights and duties of bailor and bailee - pledge – indemnity – guarantee – mortgage.

UNIT - IV [12 Periods]

Law of sale of goods – sale and agreements to sale – their distinctions – types of goods – conditions and warranties – CAVEATEMPTOR– transfer of property – sale by non – owners – performance – remedies for breach – unpaid seller – auction sale.

UNIT - V [12 Periods]

Law of agency – creation of agency – classification of agents – duties and rights of an agent and principal – termination of an agency.

TEXT BOOK:

1. Kapoor N.D, “Business Law”, Sultan Chand & Sons, 30th Revised Edition, 2018.

REFERENCE BOOKS

1. RSN Pillai, Bagavathi, “Business Law”, S. Chand& Sons,3rd Edition2009.
2. Shukla M.C., “Mercantile Law”, S. Chand& Sons, 13th Edition, 2012.
3. Akhileshwar Pathack, “Legal Aspects of Business”, Tata McGraw Hill, 4thEdition, 2009.
4. N. D. Kapoor, “Elements of mercantile Law”, Sultan Chand and Company, India, 4th Edition, 2014.

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Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M	H	H	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3		H		H	H		M	H	M	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H		H	M	H	H	M	H	H	H	H

subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Banking Theory and Practice	4	6	-	0	Theory

Introduction: To enlighten the students' knowledge on Banking Regulation Acts. After the successful completion of the course the student should have a thorough Knowledge on Indian Banking System and Acts pertaining to it.

Course Outcomes:

CO1	:	Understand the role and importance of bank and its regulation.
CO2	:	Become familiarize with the concepts of deposits and customers.
CO3	:	Understand the concept of negotiable instruments.
CO4	:	Become familiarize with the lending policies of commercial bank.
CO5	:	Students will get aware of the concepts of short term lending with various options.

UNIT I

[12 Periods]

Definition of banker and customer – Relationships between banker and customer – special Feature of RBI, Banking regulation Act 1949. RBI credit control Measure – Secrecy of customer account.

UNIT II [12 Periods]

Opening of account – special types of customer – types of deposit – Bank Pass book – collection of banker – banker lien.

UNIT III

[12 Periods]

Cheque – features essentials of valid cheque – crossing – making and endorsement – payment of Cheques statutory protection duties to paying banker and collective banker - refusal of payment Cheques Duties holder & holder id due course.

UNIT IV [12 Periods]

Loan and advances by commercial bank lending policies of commercial bank - Forms of Securities – lien pledge hypothecation and advance against the documents of title to goods –Mortgage - Letter of credit – Bills and supply bill. Purchase and discounting bill.

UNIT V [12 Periods]

Banking Technology: Credit card - Teller system - Electronic Banking - Core Banking

–Distribution Channels - Remittance Facilities & Clearing System-Online Banking

Electronic Fund Transfer System- RTGS, SWIFT.

Text Books

1. Natarajan & Gordon, “Banking Theory and Practice”, Himalaya publishing house, Reprint 2015.

Reference Books

1. Sundharam and Varshney, “Banking theory Law & Practice”, Sultan Chand & Sons, 18th Edition, 2014.

2. K.C.Shekar, Lekshmy Shekar, “Banking theory and Practice”, Vikas Publishing House Pvt.Ltd., 20th Edition, 2007.

H- High M – Medium B – Blank

Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M	H	H	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3		H		H	H		M	H	M	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H		H	M	H	H	M	H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Training and Development	4	5	-	0	Theory

Introduction: This course is designed to examine and develop theoretical and applied perspectives on the role of training and development, needs assessment, design, development, delivery and evaluation of training and development in the organization. Emphasis is given in specific development of learning and performance outcomes throughout the training and development process.

Course Outcomes:

CO1	:	Students will be able to identify the role of training and development in human resources department.
CO2	:	Become familiarize with the various training methods available.
CO3	:	Students will learn the training needs in an organization.
CO4	:	Acquire knowledge on the different learning techniques.
CO5	:	Understand the concept of counselling

Unit -I:

[12Periods]

Concepts of training and development – Identifying training needs – Types of training – Organisation for training – Objectives, structures and functions of Training Department – Execution of Training Programmes – Evaluation of Training Programmes.

Unit – II:

[12Periods]

Techniques of on-the-job training – coaching – Apprenticeship – Job rotation – Job instruction – Training by Supervisors – Techniques of off-the-job Training, Case studies, Role playing Programmed Instructions, T-Group training – simulations.

Unit – III: [12Periods]

Leader central Techniques of Management Development - Lecturers, coaching, Student centred Techniques ; Discussions - Case studies – Conferences – Workshops – Syndicate – Brain storming – Role playing – Psycho drama – Simulation – in basket Games.

Unit – IV:[12Periods]

Sensitivity Training, Self – learning techniques, planned reading – Correspondence Courses – Programmed instructions – Audio Visual lessons – Manuals and Hand-outs.

Unit – V: [12 Periods]

Counselling - Assistant to position – Under – study – Junior Board, Committee Assignments – Relative merits and limitations of M.D. Techniques.

Text Book:

1. Raymond A Noe and Amitabh Dep Kodwani, “Employee Training and Development”, McGraw Hill Education (India) Private Limited 5th Edition, 2012.

Reference Book:

1. B. Janakiram, “Training and Development”, Dreamtech Press, Indian Text edition, 2007.
2. Bucklet, R., and Caple, J. “The theory and practice of Training”, Kogan Page India Private Limited, 6th Edition, 2009.
3. Mamoria, C.B., “Personnel Management”, Himalayas Publishing House, 12th Edition, 1994, Bombay.
4. Sikula, A.F., “Personnel Administration and Human Resources Development”, John Wiley, New York.

H- High M – Medium B – Blank

Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M	H	H	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3		H		H	H		M	H	M	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H		H	M	H	H	M	H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Industrial Relations & Labour Law	4	6	-	0	Theory

Introduction: To enable the students to acquire knowledge of Industrial and Labour Laws. Industrial Relation –Concepts, Objectives, Importance, Scope, Trade union- objectives, applicability, evolution, theories, provisions of the act 1926, Labour legislations-factories act 1948, Labour legislations- I, II, Labour and III, social security measures..

Course Outcomes:

CO1	:	Students will understand the nature and scope of the labor laws.
CO2	:	Acquire knowledge on the objectives and functions of the trade unions.
CO3	:	An Ability to understand the rationale of labour.
CO4	:	An Ability to manage the employee relations at work.
CO5	:	An Ability to describe the various laws related to the employee benefit.

UNIT I [12 Periods]

Industrial Relation –Concepts, Objectives, Importance, Scope, Approach To Industrial Relation, Condition For Successful Industrial Relations, Causes Of Poor Industrial Relations in Government And Private Sector.

UNIT II

[12 Periods]

Trade Union-Objectives, Applicability, Evolution, Theories, Provisions Of The Act 1926, Registration Of Trade Union, Duties And Liabilities Of Registered Trade Union, Rights And Privileges Of Registered Trade Unions, Amalgamations And Dissolutions, Submission Of Returns, Penalties And Fines, Power To Make Regulations, Trade Union In Indian Scenario.

UNIT III [12 Periods]

Labour Legislations-I-Factories Act 1948, Contract Labour (Regulation And Abolition) Act 1970, And Industrial Dispute Act 1947, Industrial Employment (Standing Orders) Act 1946. Safety Measures.

UNIT IV [12 Periods]

Labour Legislations-II, Minimum Wages Act 1948, Payment of Wages Act 1936, Payment of Bonus Act 1965, Maternity Benefit Act 1961 and Maternity Benefit.

UNIT V

[12 Periods]

Labour Legislations-III, Employees provident funds and miscellaneous provisions act 1952, employee's state insurance act 1948, payment of gratuity 1972, workmen compensation act 1923, social security measures.

Text Book:

1. Tripathi P.C, "Personnel Management and Industrial Relations", Sultan Chand & Sons, 22nd Edition, 2013. (Unit I to V).

Reference Book:

1. S.C. Srivastava, “Industrial Relations and Labor Laws”, Vikas Publishing House, Sixth edition 2012.
2. Piyali Ghosh, Shefali Nandan, “Industrial Relations and Labour Laws”, McGraw Hill Education, First edition, 2015,.
3. Sikula, A.F., “Personnel Administration and Human Resources Development”, John Wiley, New York, 3rd Edition, 2007.
4. Venkataphy R., Assisi Manancheri, “Industrial relations and labour legislation”, Adhithya Publishers, 2nd, 2002.

H- High M – Medium B – Blank

Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M	H	H	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3		H		H	H		M	H	M	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H		H	M	H	H	M	H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Performance Management	4	6	-	0	Theory

Introduction: To enable the students to acquire knowledge of Performance management. After the successful completion of the course the student must know the concepts of Performance Appraisal Process, Measuring Performance Approaches, Implementation and monitoring pilot study strategy, Rewards and Evaluation Of rewards and Recognition Traditional pay plans, Contingent pay plans.

Course Outcomes:

CO1	:	An Ability to explain the concepts of performance management and its characteristics.
CO2	:	To explain and understand that performance management process is an ongoing process composed of several sub-processes such as performance planning, dimensions and requisites.
CO3	:	To Understand the Performance approaches and methods of measuring research behaviour.
CO4	:	To design a performance management system and implement the different methods
CO5	:	To evaluate the rewards and recognition in the pay plans available in the organization

UNIT I

[12 Periods]

Introduction –Importance-Purpose-Performance Appraisal vs. Performance Management-Characteristics of Performance Management System.

UNIT II

[12 Periods]

Performance Management Process- Performance Planning – Performance Dimensions Pre-requisites.

UNIT III

[12 Periods]

Measuring Performance Approaches in Measuring Performance-Methods of Measuring Research, Methods of Measuring Behaviour, and Developing Appraisal forms Rater Biases.

UNIT IV

[12 Periods]

Implementation and Monitoring Pilot Study-Monitoring: Methods of Monitoring-Giving Feedbacks and Developing Plans, Counselling and Coaching Communication Plan.

UNITV

[12 Periods]

Rewards and Evaluation of Rewards and Recognition- Traditional Pay Plans-Contingent Pay Plans- Areas of Evaluation Methods-Methods of Evaluation.

Textbook:

Herman Aguinis, “Performance Management”, Pearson International 3rd Edition, 2013.

REFERENCE BOOKS:

- Bhattacharyya, “Performance Management Systems and Strategies”, Pearson Education India, 1st 2011.
- T. V. Rao, “Performance Management and Appraisal Systems”, HR Tools for Global Competitiveness”, SAGE Publications, 3rd Edition, 2004.
- G.K. Suri, VenkataRatnam, N. K. Gupta, "Performance Measurement and management”, Excel Book, 1st Edition, 2005.
- SoumendraNarainBagchi, “Performance Management”, cengage, 2nd 2013.

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Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M	H	H	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3		H		H	H		M	H	M	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H		H	M	H	H	M	H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	E-COMMERCE	4	5	-	0	Theory

Introduction: To enable the students to acquire knowledge of E-Commerce. After the successful completion of the course the student must know the concepts of

Course Outcomes:

CO1	:	An Ability to understand the theoretical concept of E commerce
CO2	:	An Ability to understand the different modes of business being carried out through electronic mode.
CO3	:	An Ability to appreciate the E-marketing applications in the modern era\
CO4	:	An Ability to be aware about the various e business models and risks involved in it
CO5	:	An Ability to understand the legal, ethical social and political issues in E business

UNIT I

[12 Periods]

Introduction to E-Commerce - Definition – History of E-Commerce- Advantages and Limitations of E-Commerce – Importance of E-Commerce in Business – The impact of E-Commerce on traditional retailing system- Internet – Intranet and Extranet - Applications of Intranet and Extranet in E-Commerce.

UNIT II

[12 Periods]

Types of E-commerce-Electronic Data Interchange - E-Commerce Applications: Business-to-Consumer (B2C), Consumer-to-Consumer (C2C), Business-to-Business (B2B)- Characteristics of B to B EC- Model Procurement Management using the Buyers internal Market place- Supplier and Buyer oriented Market place- Other B to B Models auctions- Service- Integration with Backend information system

UNIT III

[12 Periods]

E-Marketing : Traditional Marketing –Identifying Web Presence Goals –Online Marketing –E-advertising –E-branding-E-payment Systems: Main Concerns in Internet Banking –Digital Payment Requirements –Digital Token-based E-payment Systems –Properties of Electronic Cash –Cheque Payment Systems on the Internet – Risk and e-Payment Systems –Designing e-payment Systems –Digital Signature - Online Stock Trading

UNIT IV

[12 Periods]

Business Models for E-Commerce(Brokerage Model-Aggregator Model, Info-mediary model, Community Model, Value chain model, Manufacturer model, Advertising

Model, Subscription model) - Digital Video and E-Commerce -E- Business Risk: Types of E-Business Risks – Importance of Encryption in E-Commerce - Information security environment in India.

UNIT V

[12 Periods]

Public policy: From Legal issues to privacy: Ethical, Social and Political Issues in E-Commerce – protecting privacy – free speech, Internet Indecency censorship – Taxation and encryption policies and seller protection in EC

Text Book:

1. Gary Schneider, “E-Commerce”, Thomson Publication-11th Edition, 2013.

Reference Book(s):

1. E-Commerce –A Managerial Perspective – Efrain Turban,Jae Lee, David King,Ting-Peng Liang,Deborrah C.Turban – Prentice Hall (2010)
2. S.Jaiswal, “E- commerce (Electronic commerce for Business)”, Galgotia Publications, Revised Edition.
3. S.Pankaj, “E-Commerce”, A.P.H.Publishing Corporation, Revised Edition, 2005.
- 4.Bajaj and Nag, “E-commerce the cutting edge of Business”, Tata McGraw Hill Publishing House, 2nd Edition.

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Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M	H	H	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3		H		H	H		M	H	M	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H		H	M	H	H	M	H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Consumer Behaviour	4	5	-	0	Theory

Introduction: To enable the students to acquire knowledge of Consumer Behaviour. On successful completion of this course, the students should have understood consumer influencing consumer behaviour groups, cultural setting etc.,

Course Outcomes:

CO1	:	Students will have an understanding about the nature and scope of consumer behaviour
CO2	:	An insight into the consumer research and its process and provide a knowledge on the concepts of Motivation, Dynamics, Perception and its applicability in decision making.
CO3	:	An Ability to understand the Behaviour of the consumer and their attitude change.
CO4	:	An Ability to understand the consumer class and the influence of the culture.
CO5	:	Students will have an understanding on the role of marketing in consumer behaviour.

UNIT I [12 Periods]

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

UNIT II [12 Periods]

Consumer Research - Paradigms -The Process of Consumer Research- Consumer Motivation-Dynamics - Types - Measurement of Motives - Consumer Perception

UNIT III [12 Periods]

Consumer Learning -Behavioural Learning Theories - Measures Of Consumer Learning -Consumer Attitude - Formation - Strategies for Attitude Change - Group Dynamics

UNIT IV

[12 Periods]

Social class Consumer Behaviour - Life style Profiles of consumer classes - Cross Cultural - Customers Behaviour Strategies- Influence of culture on Consumer Behaviour

UNIT V

[12 Periods]

Consumer Decision Making- Opinion Leadership -Dynamics -Types of consumer decision making - A Model of Consumer Decision Making- Role of marketing in Consumer Behaviour.

Text Book:

1. Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice Hall of India, 7th Edition, 2000.

Reference Books

1. Barry Berman and Joel R Evans -Retail Management -A Strategic Approach- Prentice Hall of India, 10th Edition, 2006
2. Gibson G Vedamani -Retail Management - Functional Principles and Practice, Jaico Publishing House, 2nd Edition, 2004.
3. Schiffman.L. G. &Kanak.L.L, “Consumer Behaviour”, PHI/Pearson, 11th Edition, 2014.
4. Ingel, Roger & Blackwell, “Consumer Behaviour”, Thomson South western, 10th Edition, 2006.

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Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M	H	H	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3		H		H	H		M	H	M	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H		H	M	H	H	M	H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
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	Brand Management	4	6	-	0	Theory
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Introduction: This course is aimed at anyone with ambitions of a career in marketing and/or professionals who are looking to use brand and product management to enhance the products in their own business or in the company that they work for.

Course Outcomes:

CO1	:	Students will have an understanding about concept of brand management.
CO2	:	An Ability to describe various levels of product mix and their decision making.
CO3	:	An Ability to develop the Product positioning strategies.
CO4	:	Insight into the Product Research, tools and analysis used and product development.
CO5	:	Advantages creating brand image among the various available alternatives.

UNIT I

[12 Periods]

Introduction to Product & Brand Management, Emergence as a separate area of study, Product, Product Levels, Product Hierarchy, Classification of Product.

UNIT II

[12 Periods]

Product Mix -A strategic choice. Product Mix decisions, Product Line decision - strategic decision involving adding or pruning product lines.

UNIT II

[12 Periods]

Concept of STP & strategies, Product Positioning, Developing Positioning Strategy, Elements of Positioning, Positioning Methods, Communicating the Positioning Strategy.

UNIT IV

[12 Periods]

Product Research -Importance, tools and analysis, Product Development & Testing, Product Launch Decisions.

Unit V

[12 Periods]

Branding, Need for Branding, Brand & related concepts: Brand Equity, Brand Life Cycle, Brand Positioning & Repositioning, Branding decisions, Family vs. individual Branding, Multiple branding, brand extension, Branding in specific sectors like Industrial, retail, service, e-branding.

Text Book:

1. A.K. Chitale & Ravi Gupta, Product Policy & Brand Management, 1st Edition, PHI Learning, 2012.

Reference Book:

1. Kirti Dutta, “Brand Management Principles & Practices”, 1st Edition, Oxford Publication, 2012.
2. Kevin Lane Keller, C, Strategic Brand Management, 2nd Edition, Prentice Hall of India, 2007
3. Keller, Parameswaran, Jacob, “Strategic Brand Management: Building, Measuring, and Managing Brand Equity”, Education India, 4th Edition, Pearson 2015.
4. S. Ramesh Kumar, “Managing Indian Brands”, Vikas Publishing House, 2nd Edition 2002.

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Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M	H	H	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3		H		H	H		M	H	M	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H		H	M	H	H	M	H	H	H	H

Subject	Subject Title	Credit	Lecture	Tutorial	Practical	Type
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Code						
	Management Information System	4	6	-	0	Theory

Introduction: The objective of MIS is to provide information for decision making on planning, initiating, organizing, and controlling the operations of the subsystems of the firm and to provide a synergistic organization in the process. It facilitates the decisions-making process by furnishing information in the proper time frame. This helps the decision-maker to select the best course of action.

Course Outcomes:

CO1	:	To understand basic concepts and technologies used in the field of management information system
CO2	:	An Ability to understand the role of Information system used for various operations.
CO3	:	An Ability to describe the different networks and algorithms.
CO4	:	To understand the various challenges in Managing Information system.
CO5	:	An Ability to understand the security and ethical challenges in the information

UNIT I

[12 Periods]

Foundations of Information Systems: A framework for business users - Roles of Information systems - System concepts - Organization as a system - Components of Information Systems - IS Activities - Types of IS.

UNIT II

[12 Periods]

IS for operations and decision making: Marketing IS, Manufacturing IS, Human Resource IS, Accounting IS and Financial IS - Transaction Processing Systems- Information Reporting System - Information for Strategic Advantage.

UNIT III

[12 Periods]

DSS and AI: DSS models and software: The decision making process - Structured, Semi Structured and Unstructured problems; What if analysis, Sensitivity analysis, Goal-seeking Analysis and Optimizing Analysis. Overview of AI, Neural Networks, Fuzzy Logic Systems, Genetic Algorithms - Expert Systems.

UNIT IV [12 Periods]

Managing Information Technology: Managing Information Resources and technologies - IS architecture and management - Centralized, Decentralized and Distributed - EDI, Supply chain management & Global Information technology Management.

UNIT V

[12 Periods]

Managing Information Technology: Managing Information Resources and technologies - IS architecture and management - Centralized, Decentralized and Distributed - EDI, Supply chain management & Global Information technology Management.

Text Book:

1. James A O’Brien, “Introduction to Information Systems”, Tata McGraw Hill, 14th Edition, 2008..

Reference Book:

1. Kenneth C Laudon and Jane P Laudon, “Management Information System”, PHI, 9th Edition New Delhi, 2006.
2. Waman S Jawadekar, "Management Information System Text and cases", 3rd Editions, Tata McGraw-Hill, 2007.
3. O’Brien, J.A., and Marakas, G.M., “Management Information Systems”, Tata McGraw Hill India, 7th Edition, 2007.
4. Haag, S., Cummings. and Phillips, A., “Management Information Systems”, Tata McGraw Hill: India, 6th Edition, 2008.

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Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M	H	H	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3		H		H	H		M	H	M	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H		H	M	H	H	M	H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
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	Software Design Technique	4	6	-	0	Theory
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Introduction: To gain Knowledge on how to do a software project with in-depth analysis. To inculcate knowledge on Software Designing concepts in turn gives a roadmap to design a new software project.

Course Outcomes:

CO1	:	Analyze and resolve information technology problems through the application of systematic approaches and diagnostic tools.
CO2	:	To support the implementation and administration of computer systems.
CO3	:	To support the implementation and administration of networking solutions.
CO4	:	To Apply knowledge of security issues to the implementation of information technology solutions.
CO5	:	To configure, troubleshoot, maintain, and upgrade components of computer systems.

UNIT I

[12 Periods]

Introduction to Software Designing: Definitions – Size Factors – Quality and Productivity Facto Planning a Software Project: Planning the Development Process – Planning an Organizational Structure.

UNIT II

[12 Periods]

Software Cost Estimation: Software cost Factors – Software Cost Estimation Techniques – Staffing-Level Estimation – Estimating Software Estimation Costs.

UNIT III

[12 Periods]

Software Requirements Definition: The Software Requirements specification – Formal Specification Techniques. Software Design: Fundamental Design Concepts – Modules and Modularization Criteria.

UNIT IV

[12 Periods]

Implementation Issues: Structured Coding Techniques – Coding Style – Standards and Guidelines – Documentation Guidelines.

UNIT V

[12 Periods]

Verification and Validation Techniques: Quality Assurance – Walkthroughs and Inspections – Unit Testing and Debugging – System Testing.

Text Book

1. Richard Fairley, “Software Engineering Concepts”, Mc Grawhill Series 30th Edition, 2008.

Reference Books

1. Ian Sommerville, “Software Engineering”, Pearson Education, 9th Edition, 2011.
2. Wamansjawadekar, “Software Engineering Principles & Practice” Tata McGraw-Hill Series, 9th reprint 2008.
3. Stephen R. Schach, “Software Engineering”, Tata McGraw-Hill 8th edition, 2008.
4. Gopalaswamy Ramesh, “Managing Global Software Projects”, McGraw Hill Education India, 14th Reprint 2013.

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Course Outcomes	Program Outcomes											
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M	H	H	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3		H		H	H		M	H	M	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H		H	M	H	H	M	H	H	H	H

Subject	Subject Title	Credit	Lecture	Tutorial	Practical	Type
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Code						
	Systems Analysis And Design	4	6	-	0	Theory

Introduction: To enable the students to acquire knowledge of systems analysis and design After the successful completion of the course the student must know the concepts of system analyst planning, system design, system implementation etc.,

Course Outcomes:

CO1	:	To understand the various methodologies, processes, techniques, and tools in Systems Analysis and Design.
CO2	:	Understand both the nature of 'information systems analysis and design' and its various components.
CO3	:	Demonstrate knowledge on the different phases of Systems Development Life Cycle (SDLC).
CO4	:	. Appreciate the use of systems design techniques, methodologies, and tools
CO5	:	To the know software maintenance, hardware software selection, system security.

UNIT I

[12 Periods]

The system concept – characteristics of a system – elements of a system – types of system – the system development life cycle- consideration for candidate system – the role of a system analyst real life example for systems.

UNIT II

[12 Periods]

Systems analysis – systems planning and the initial investigation – need - determine the requirements- background analysis – fact finding techniques and analysis – information gathering – review of literature – procedures – forms- onsite observation- interviews and Questionnaires and types.

UNIT III

[12 Periods]

Tools of structures analysis – data flow diagram – data dictionary-decision tree- decision table –feasibility study- system performance –identification of system objectives description of outputs feasibility considerations – steps in feasibility analysis- Report and oral presentation –costbenefit analysis

UNIT IV

[12 Periods]

System design –process and stage of system design –methodologies-structured and form driven methodology –process control –data validation – i/o and form design – file organization and database design – sequential and indexed sequential organizations data base objectives-logical and physical data normalization.

UNIT V

[12 Periods]

System implementation – system testing and quality assurance-nature of test data –test plan - levels of test quality assurance-implementation and software maintenance – hardware and software selection –system security –applications.

Text Book:

1. Elias M.Awad “System Analysis and Design”, Galgotia Publications, 2nd Edition,

Reference Books:

1. James A Senn “Analysis and Design of Information Systems, Tata McGraw Hill Publishing Company, 3rd Reprint, 2009.
2. George M. Marakas “Analysis and Design”, Prentice Hall, 2001.
3. William E.Perry, “Effective Methods for Software Testing”, Wiley Publishing, Inc., 3rd Edition, 2009.
- 4.Robert K. Wysocki “Effective Software Project Management” – Wiley Publication, 2011.

H- High M – Medium B – Blank

Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M	H	H	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3		H		H	H		M	H	M	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H		H	M	H	H	M	H	H	H	H

Subject	Subject Title	Credit	Lecture	Tutorial	Practical	Type
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Code						
	Total Quality Management	4	6	-	0	Theory

Introduction:

The need for learning and understanding the principles of total quality has become increasingly obvious in recent years. TQM is a comprehensive approach requiring lengthy and extensive education and training programs within organizations. This course takes an in-depth approach in order to teach students the basic principles and tools associated with TQM.

Course Outcomes:

CO1	:	Ability to understand perception of quality in production & Service.
CO2	:	To Develop an Understanding of Quality Management Philosophies and framework.
CO3	:	Learn the applications of quality tools and techniques in both manufacturing and service industry.
CO4	:	Develop analytical skills for investigating and analyzing quality management issues in the industry and suggest implement able solutions to those.
CO5	:	An Ability to understand whether he/she can able to design Quality frameworks and to map the Quality designs to implementation

UNIT I**[12 Periods]**

Introduction– Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention, Dimensions of product and service quality. Cost of Quality.

UNIT II**[12 Periods]**

Principles and Philosophies of Quality Management – Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – Introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

UNIT III**[12 Periods]**

Statistical Process Control – Meaning and significance of statistical process control (SPC) – Construction of control charts for variables and attributed. Process capability – meaning, significance and measurement – Six sigma – concepts of process capability.

UNIT IV**[12 Periods]**

Tools and Techniques for Quality Management – Quality Functions Development (QFD) – Benefits, Voice of customer, information organization, House of Quality (HOQ), building a HOQ, QFD process. Failure Mode Effect Analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven Tools (old and new). Benchmarking and POKE YOKE.

UNIT V**[12 Periods]****Quality Systems Organizing and Implementation** – Introduction to IS/ISO

9004:2000 – Quality Management Systems – Guidelines for Performance

Improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward – TQM framework, benefits, awareness and obstacles.

Text Book:

- 1) Biesterfeld, “Total Quality Management”, Pearson Education India, 4th Edition, 2015.

Reference:

1. Shridhara Bhat K., “Total Quality Management”, Text and Cases, Himalaya Publishing House, First Edition, 2000.
2. Mukherjee, Total Quality Management, Prentice Hall India Learning Private Limited (2006)
3. Bester Field, “Total Quality Management”, Pearson Education India, 4th Edition, 2015.
4. D.R. Kiran, “Total Quality Management, Key Concepts and Case Studies”, Butterworth-Heinemann, 1st November 2016.

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Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M	H	H	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3		H		H	H		M	H	M	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H		H	M	H	H	M	H	H	H	H

Subject	Subject Title	Credit	Lecture	Tutorial	Practical	Type
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Code						
	Six Sigma	4	6	-	0	Theory

Introduction: This course provides a working knowledge of the varied aspects of Six Sigma, Lean and Process Control initiatives, while preparing Green Belts for advanced studies in more specialized topics within the subject area. Green Belts will increase their knowledge and use of improvement tools.

Course Outcomes:

CO1	:	To understand the implications of quality levels
CO2	:	To learn the design for Six Sigma and leadership
CO3	:	To understand the tools for measurement and its application
CO4	:	To understand the tools for control , quality function, etc
CO5	:	To evaluate the projects and to know the causes for failure

UNIT I

[12 Periods]

Lean & six sigma background and fundamentals: Historical Overview – Definition of quality – What is six sigma -TQM and Six sigma – lean manufacturing and six sigma- six sigma and process tolerance – Six sigma and cultural changes –six sigma capability – six sigma need assessments - implications of quality levels, Cost of Poor Quality (COPQ), Cost of Doing Nothing.

UNIT II

[12 Periods]

Six Sigma Methodologies: Design For Six Sigma (DFSS), Design For Six Sigma Method - Risk Priority Number (RPN)- Six Sigma and Leadership, committed leadership – Change Acceleration Process (CAP)- Developing communication plan – Stakeholder.

UNIT III

[12 Periods]

Tools and techniques I: Tools for definition – IPO diagram, SIPOC diagram, Flow diagram, CTQ Tree, Project Charter – Tools for measurement – Check sheets, Histograms, Run Charts, Scatter Diagrams, Cause and effect diagram, Pareto charts, Control charts, Flow process charts, Process Capability Measurement.

UNIT IV

[12 Periods]

Tools and techniques II: Tools for control –Gantt chart, Activity network diagram, Radar chart, PDCA cycle, Milestone tracker diagram, Earned value management. **Tools for implementation** – supplier input process output customer (siPOC) – Quality Function Deployment or House of Quality (QFD) – alternative approach –implementation – leadership training, close communication system, project selection – project management and team – champion training – customer quality index.

UNIT V

[12 Periods]

Six Sigma Challenges & Evaluation: – challenges – program failure, CPQ vs Six Sigma, structures the deployment of six sigma – cultural challenge – customer/internal metrics. **Evaluation:** Evaluation strategy – the economics of six sigma quality, Return on six Sigma (ROSS), ROI and poor project estimates.

Text Book:

1. Michael L.George, David Rowlands, Bill Kastle, “What is Lean Six Sigma, McGraw – Hill Reprint, 2003.

Reference Book:

1. Thomas Pyzdek, “The Six Sigma Handbook”, McGraw-Hill, 14th Edition, 2000.
- 2.Fred Soleimannejed ,“Six Sigma, Basic Steps and Implementation”, Author House, 2004
3. SimchiLevi, Kaminsky and Simchilevi, “Designing and managing the supply chain: concepts, strategies, and case studies”, Tata McGraw Hill 2nd Edition, New Delhi 2007.
- 4.Robert B. Handfield and Ernest L. Nichos .J.R, “Introduction to supply chainmanagement”, Prentice Hall of India, New Delhi.

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Course Outcomes	Program Outcomes											
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M	H	H	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3		H		H	H		M	H	M	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H		H	M	H	H	M	H	H	H	H

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Logistic and supply chain Management	4	6	-	0	Theory

Introduction: This course gives the integrated view of procurement, operations, and logistics management. Management of the flow of products from raw material sourcing and acquisition through delivery to the final customer.

Course Outcomes:

CO1	:	Understand fundamental supply chain management concepts
CO2	:	Apply knowledge to evaluate and manage an effective supply chain.
CO3	:	Understand the foundational role of logistics as it relates to transportation and warehousing.
CO4	:	How to align the management of a supply chain with corporate goals and strategies.
CO5	:	Analyze and improve supply chain processes.

UNIT I**[12 Periods]**

Logistics Management – Definition of Logistics and concept of Logistics – Logistic activities – Functions of Logistics system – Transportation in Supply Chain – Design options for a transportation network – Trade offs in transportation design – Designing distribution network

UNIT I**[12 Periods]**

Global Logistics – A brief introduction to multimodal transport operations – Air, Sea, Road and Rail- Logistics for Service Sectors.

Unit III**[12 Periods]**

Concept of Supply Chain – Value Chain for supply chain management, Integrated Supply chain, Drivers for supply chain management, Growth of supply chain, Major trends in supply chain management, Strategic decisions in supply chain, Supply Chain flows - Supply Chain and competitive performance – performance measures of Supply Chain – Strategic fit – Drivers and Obstacles

UNIT IV**[12 Periods]**

Managing supply, Managing demand and Managing variability – Inventory Management in Supply Chain – Uncertainties of demand, Inventory related costs, Types of inventory, Demand, Tools and techniques in inventory management, Managing supply chain inventory: Pitfalls and opportunities.

UNIT V [12 Periods]

Sourcing decisions in Supply Chain – management, Buyers perspective to supply chain management, Suppliers perspective to supply chain management, Buyer supplier relations, Supplier relations in managing faster supply chain, Pricing and revenue management in Supply Chain – Coordination in Supply Chain – IT and Supply Chain

Text Book:

1. Chopra S. & Meindl P., Supply Chain Management: Strategy, Planning, and Operation, Pearson Education, South Asia, 2005.

Reference:

1. Dr.R..P Mohanty and Dr.S.G.Deshmukh, “Essentials of Supply Chain Management”, Jaico Publishing. Object –Oriented –Programming in C++ 6e by E Balagurusamy, McGraw-Hill, Reprint, 2013.
2. Ronald H Ballou and Samir K Srivastava, Business Logistics/ Supply Chain Management”, Pearson Education South Asia, Revised Edition,2007.
3. B.S. Sahay, “Supply Chain Management for global competitiveness”, Macmillan India Limited 2004
4. Sunil chopra and Peter Meindal, Supply chain management strategy planning and operations, Prentice Hall of India, 3rd Edition , 2007.

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Course Outcomes	Program Outcomes											
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	H	H	H	H	H	H	H	M	H	H	H	H
CO2	H	H	H	H	H	H	H		H	H	H	H
CO3		H		H	H		M	H	M	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H		H	M	H	H	M	H	H	H	H

DEPARTMENT OF MANAGEMENT (UG)

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Rathinam Techzone, Pollachi Road, Eachanari, Coimbatore – 641021



Syllabus for

BBA with Computer Application

Inter Departmental Learning

INTERDEPARTMENTAL LEARNING

BASICS OF BUSINESS ETHICS

Introduction: To inculcate knowledge on Business Ethics and to provide knowledge of various factors influencing the corporate sector, to disseminate the theory and practice of ethical conduct in all business practices and to gain insight into the extent of ethical misconduct in the workplace and the pressures for unethical behaviour.

UNIT I:Business Ethics - Meaning - scope - benefits - Sources of Ethics - religion - philosophical system cultural experience - legal system - Importance of Ethics - Factors influencing Business Ethics - leadership strategy and Performance - environment - corporate culture - individual characteristics.

UNIT II:Ethical Values - Meaning - Features - importance - Types of values - Personal values - Values of work force - Ethics committee.

UNIT III:Culture - Meaning - components of culture - Organisation culture - Meaning - characteristics - steps in building and maintaining organization culture - Managing cultural diversity in organisation.

UNIT IV:Corporate Governance - History and Development - ingredients - Meaning - definition Importance objectives - Principles - Code of Corporate Governance - Committees on Corporate Governance - Global and Indian perspectives - Mandatory and non-mandatory regulations - SEBI - Clause 49 of the Listing Agreement - Independent directors and corporate governance.

UNIT V:Corporate Social Responsibility of Business - Meaning - rationale - Strategies - Ackerman's model of social responsibility.

Text Books:

1. Bhatia S.K. Business Ethics and Corporate Governance, Deep & Deep Publications Pvt. Ltd New Delhi
2. Prof. (Col) PS Bajaj, Dr. Raj Agarwal- Business Ethics An Indian perspective Biztantra.

Reference:

1. Laura p Hartman, Perspectives in Business Ethics, Mc Graw Hill International
2. SK Chakraborty, Ethics in Management; Vedantic Perspectives , Oxford University Press
3. George A Steiner and John F Steiner, Business, Governemnt and Society, Mc Graw Hill, International.

Career Planning & Guidance

Unit – I

Career Planning & Development – Stages in Career Planning – Internal and External Mobility of Employees.

Unit - II

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

Unit - III

Indiscipline - Settlement Machinery of Industrial Conflicts. Career Options – Skills and physique vis-à-vis career options.

Unit – IV

Career planning – SWOT analysis (self) – Career focus.

Unit - V

Awareness of different career and its sources of information, choosing a career.

Text Books:

1. Robert D. Lock, Career Planning & Guidance, Himalaya Publications , 5th Edition 2015.
2. Savita Marathe , Career Planning, Himalaya Publications , 3rd Edition 2016.
3. Yogesh Kumar Singh , Guidance and Career Counseling, V & S Publishers, 3rd Edition, 2010

Reference Book

1. Devajit Bhuyan, Career Planning, V & S Publishers, 4th Edition, 27 Oct 2012
2. Justin Ross Muchnick, Career Planning, Petersons, 12th Edition 201

CONSUMER BEHAVIOR

Introduction: Play an essential role in the purposive behavior of consumers, but scholars only recently have begun to examine the motivation for goals, their selection and modification, and their pursuit and attainment.

Unit I

Consumer behaviour – concepts; nature, scope and applications of consumer behaviour; Consumer behaviour and marketing strategy; profiling consumers and their needs; Market segmentation and consumer research; psychographics and lifestyle; Consumer behaviour audit. Unit II: Consumer involvement and decision-making; Consumer decision-making process; Information search process; Evaluative criteria and decision rules.

Unit III

Individual influences on buying behaviour; Consumer as an individual; Theories of personality; personality and market segmentation; consumer perception; consumer needs and motivation. Personal influences and attitude formation. Learning and consumer involvement; Communication and consumer behaviour.

Unit IV

The buying process: problem recognition and information search behaviour; information processing; alternative evaluation; Purchase process and post purchase behaviour

Unit V

Culture and Consumer behaviour: Core culture and sub cultures. Role of culture in consumer buying behaviour. Profile of Indian consumers; Behavioural patterns of Indian consumers; Problems faced by Indian consumers; Consumer protection in India;

Text Books:

1. Hawkins, Best and Coney: Consumer Behaviour, Tata McGraw Hill, New Delhi 2004.
2. Schiffman, L.G. and Kanuk, L.L.: Consumer Behaviour, Prentice Hall of India, New Delhi 1994.
3. Laudon, David L and Bitta Albert J Della: Consumer Behaviour, Tata McGraw Hill, New Delhi 2005.

Reference Book:

1. Mowen, John C: Consumer Behaviour, Macmillan, New York 1993.
2. Assael, H: Consumer Behaviour and Marketing Action, South Western, Ohio 1995.

DIGITAL MARKETING

Introduction: Digital strategy is the series of actions you take to help you achieve your overarching marketing goal. Digital marketing campaigns are the building blocks or actions within your strategy that move you toward meeting that goal. It decides on for your digital marketing need to be SMART (Specific, Measurable, Attainable, Relevant and Timely).

Unit I

Digital Marketing challenges and opportunities; e-business models; Customers in the 21 st Century; Market Segmentation; Consumer Navigation behaviour.

Unit II

Digital Marketing Plan; Environmental Scan; market opportunity analysis; design marketing- mix; database marketing.

Unit III

Digital Marketing information system; Marketing knowledge; marketing data collection [intelligence]; internet based research approaches; marketing databases and data ware Houses; data analysis.

Unit IV

Product adoption and Product life cycle; Customer value online : Branding, Labeling, Online benefits; new Product strategies; new product trends; Pricing; intermediaries; distribution channels; direct selling.

Unit V

Integrated marketing Communication; Communication strategies; net as a medium; building customer relationship; CRM.

Text Books :

1. Judy Straus, Raymond frost, e-marketing, Pearson Education, New Delhi.
2. Internet marketing - Rafi Mohammed; Robert J.Fisher, Bernard.J Jacowiski, Aileen M.CaHill - Tata McGraw Hill, New Delhi.
3. Ravi Kalakota, Andrew B.Whinston - Electronic Commerce, Pearson Education.

Reference:

1. Schneider & Perry, Electronic Commerce, Thomson learning.
2. Strauss & Frost, E-Marketing, Prentice Hall.

Entrepreneurial Development

Introduction: Entrepreneurs can set goals to improve their social and interpersonal skills which can help the success of their business. Develop and strengthen the entrepreneurial quality, i.e. motivation or need for achievement. Analyses environmental set up relating to small industry and small business.

UNIT I: Meaning of Entrepreneurship – characteristics, functions and types of entrepreneurship – Entrepreneurial Motivation – Need for Achievement Theory – Risk-taking Behaviour – Innovation and Entrepreneur – Role of entrepreneurship in economic development.

UNIT II: Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmes – need – objectives – course contents - phases - evaluation.

UNIT III: Introduction to Small Business: Evolution & Development– Meaning – concepts – categories – characteristics of small business – role, importance and responsibilities of small business. Business Ideas – Sources and incubating.

UNIT IV: Business Plan – Outline – components – Marketing strategy for small business – Market Survey – Market Demands – Sales forecast – Competitive Analysis – The marketing plan – Marketing Assistance through governmental channels – Risk Analysis – Break even analysis.

UNIT V: Start-up costs – The financial Plan – Source of finance for new ventures – small business – Institutional finance supporting SSIs – Bounties to SSIs – Venture Capital – basic start- up problems.

Text Books:

1. Entrepreneurial Development: S.S.Khanka.
2. Entrepreneurial Development: C.B.Gupta & N.P. Srinivasan.

Reference Book:

1. Fundamentals of Entrepreneurship And Small Business Management Vasant Desai.
2. Essentials of Entrepreneurship and Small Business Management, Norman M. Scarborough, Jeffrey R. Cornwell.
3. Take Me Home: The Inspiring Stories of 20 Entrepreneurs from Small Town India with Big-Time Dreams, Rashmi Bansal

EVENTS MANAGEMENT

Introduction: It Help keep you on target throughout the event planning process. They also help you avoid wasting resources, since every decision involving time and money for your event can be related back to your guiding purpose.

Unit I

Events - nature definition and scope, C's of events, designing, interaction and importance. As a marketing tool - various needs addressed by events, focusing and implementing events, advantages and disadvantages of events.

Unit II

Elements of events - event infrastructure, target audience, organizers, venue, media activities to be carried out. Concept of market in events, segmentation and targeting of the market events.

Unit III

Positioning in events and the concept of event property. Events as a product. Methods of pricing events, Events and promotion, various functions of management in events.

Unit IV

Strategic market planning, Development and assessment of market plan.

Unit V

Strategic alternatives arising from environment, competition and defined objectives. Pricing objectives, Evaluation of event performance - measuring performance & correcting deviations,

Text Books :

1. Gaur.S.S. and Saggere.S.V., Event Marketing Management.
2. Panwar.J.S., Marketing in the New Era, Sage Pub.
3. Kotler.P., Marketing Management, Analysis, Planning, Implementation and Control, Prentice Hall.

Reference Books:

1. Avrich. Barry, Event and Entertainment, Delhi, Vision Books.

INVESTMENT MANAGEMENT

Introduction: A relatively new approach to wealth management is goal-based investing, which emphasizes investing with the objective of reaching specific life goals, to give an overall idea about different investment avenues available in financial markets and prepare them with basic skills and knowledge to manage investment.

UNIT I:

Investment, meaning- investment and speculation- investment objectives process-avenues- financial and non financial investment. Corporate investment-return and risk—systematic and unsystematic risks- measurement of risk-Approaches to investment analysis—fundamental analysis—technical analysis—modern portfolio theory (Basic knowledge only expected).

UNIT II:

Money market –meaning, objectives, structure and functions—money market instruments-treasury bills, commercial papers, certificate of deposits and inter bank participation certificates

UNIT III:

Capital market—meaning, structure and functions—money market Vs capital market—capital market instruments—shares, debentures and bonds.—stock exchanges—role and functions.

UNIT IV:

Mutual funds—meaning and definition—History and need—classification of mutual funds—capital market and money market MF—benefits and limitations of MF investment—MF in India.

UNIT V:

Derivatives—concepts and meaning, features, classification of derivatives— options and features—kinds of options and features—index and currency feature. (General idea is only expected).

Textbook:

1. Donald E. Fisher and Ronald J. Jordan, “Securities Analysis and Portfolio Management”, Prentice Hall, New Delhi.
2. S. Kevin: Security analysis and portfolio Management.

Reference Book:

1. Sourain, Harry, “Investment Management”, Prentice Hall of India.
2. Francis and Archer, “Portfolio Management ”, Prentice Hall of India.
3. Gupta L.C.: Stock Exchange Trading in India; Society for Capital Market Research and Development, Delhi.

Talent Management

Introduction: The best talent management plan is closely aligned with the company's strategic plan and overall business needs. Goal alignment is a powerful management tool that not only clarifies job roles for individual employees.

Unit I:

Introduction to Talent Management: Introduction, Talent Management – Overview, Talent Management – History, the Scope of Talent Management, Need of Talent Management, Key Processes of Talent Management, Talent vs knowledge people, Source of Talent Management,

Unit II:

Building Blocks for Talent Management: Introduction, Effective Talent Management System, Building Blocks of Effective Talent Management System.

Unit III:

Talent Management System: Introduction, Talent Management System, Critical Success Factors to Create Talent Management System, Some other critical success factors of best practice Talent Management System.

Unit IV:

Life Cycle of Talent Management: Introduction, Linkage between Talent Management Process and Workforce, Importance of Talent Management Process, Important Steps to Assess Talent Management Process, Stages of Talent Management, Essentials of Talent Management Process.

Unit V:

Approaches to Talent Management: Talent Management Approaches, Developing a Talent Management Strategy, Mapping Business Strategies and Talent Management Strategies, Post Recession Challenges of Talent Management.

Text Books:

1. Luxury Talent Management - Michel Gutsatz & Gilles Auguste, D.P.S. Publishing House, 2013,
2. Managing Talent - [Marion Devine](#) & [Michel Syrett](#), Economist Books, 2014.
3. Talent management - Dr.Vijit Chaturvedi, D.P.S. Publishing House, 2015

Reference Books:

1. Effective Talent Management - [Mark Wilcox](#), Economist Books, 2015.
2. Best Practices in Talent Management - Marshall Goldsmith & Louis Carter, [The Best Practice Institute](#) 1st Edition 2015.