

DEPARTMENT OF MANAGEMENT UG

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Rathinam Tech zone, Pollachi Road,
Eachanari, Coimbatore – 641021



Syllabus for

BBA Computer Applications

2021-2022 Batch on-wards

Vision and Mission of the Institution:

VISION

To emerge as a world-renowned Institution that is integrated with Industry to impart Knowledge, Skills, Research Culture and Values in youngsters who can accelerate the overall development of India.

MISSION

To provide quality education at affordable cost, build academic and research excellence, maintain eco-friendly and robust infrastructure, and to create a team of well qualified faculty who can build global competency and employability among the youth of India.

MOTTO

Transform the youth into National Asset.

Vision and Mission of the Department:

VISION

To be recognized by the stakeholders as a leader in providing quality and affordable professional accounting, finance, education and computer skills in accounting to match the Industry need.

MISSION

- Provide a student-centered environment that promotes academic excellence, professional and personal growth, ethical and professional conduct.
- Develop outstanding graduates who could demonstrate knowledge, skills, and competencies necessary to excel in entrepreneurial venture, higher education and or employment.

Program Educational Objectives (PEO)

PEO1	:	Graduates will demonstrate elevated learning for growth and development
PEO2	:	Graduates will be responsible leaders across the global
PEO3	:	Graduates will apply knowledge blended with appreciable leadership skills.
PEO4	:	Graduates will be a responsible citizen and provide innovative solutions for social problems.
PEO5	:	Graduates will be adaptable in use of computer technology and relevant skills to further pursue the advanced career in management.

Mapping of Institute Mission to PEO

Institute Mission	PEO's
To impart superior quality education at affordable cost, nurture academic and research excellence, maintain eco-friendly and future-ready infrastructure and create a team of well qualified teaching professionals who can build global competency and employability.	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	: Explore 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 a sense of social responsibility that managers must address, including business ethics, cultural diversity, and environmental concerns.
PO9	: Demonstrate entrepreneurial traits to start and manage their own innovative business successfully.

Program Specific Outcomes (PSO)

Approved in the BOS Meeting held on 03-05-2021

PSO 1	The students are with the understandings of basics of Managements and Principles
PSO 2	The students are with the knowledge of Marketing Management
PSO 3	The students are with the knowledge of Computer applications in Management
PSO 4	The student are able to understand the basics of Business functions and environments
PSO 5	The students are able to understand how to use the knowledge gained in a practical way with social responsibility and eco friendly

Correlation between the POs and the PEOs

Program Outcomes		PEO1	PEO2	PEO3	PEO4	PEO5
PO1	:	3	3	3	2	2
PO2	:	3	3	3	2	3
PO3	:	3	3	3	2	3
PO4	:	3	3	3	3	2
PO5	:	3	3	3	2	3
PO6	:	3	3	2	2	3
PO7	:	3	3	2	2	2
PO8	:	3	3	3	3	2
PO9	:	2	2	3	3	3
PSO1	:	3	3	2	3	3
PSO2	:	3	3	3	3	3
PSO3	:	3	3	3	3	3
PSO4	:	3	1	3	2	3
PSO5	:	3	3	3	3	3

Mapping should be done based on the correlation of PO / PSO with PEO.

If strongly correlated mention - 3

If moderately correlated mention - 2

If less correlated mention - 1

If no correlation leave blank

Components considered for Course Delivery is listed below:

1. Class room Lecture
2. Laboratory class and demo
3. Assignments
4. Case Study
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	3	3	3	1	3	3	3	3	2
PO2	3	3	3	3	3	3	3	3	3
PO3	3	2	3	3	3	3	2	3	3
PO4	3	3	3	3	3	3	3	3	3
PO5	3	3	3	1	2	3	3	3	3
PO6	3	3	2	3	3	3	3	3	3
PO7	3	3	3	3	3	3	3	3	3
PO8	3	2	3	3	3	3	3	2	3
PO9	3	3	3	3	3	3	3	3	3
PSO1	3	3	3	3	1	3	3	3	3
PSO2	3	3	3	3	3	3	3	3	3
PSO3	3	3	3	3	3	3	3	3	3
PSO4	3	3	3	3	3	1	3	3	3

Mapping should be done based on the correlation of PO / PSO with Course Delivery Components.

- If strongly correlated mention - 3
- If moderately correlated mention - 2
- If less correlated mention - 1
- If no correlation leave blank

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
BBA (CA) Curriculum Structure - Regulation – 2021
(For the students admitted from 2021 onwards)

S. No .	Se m	Pa rt	Sub Typ e	Sub Code	Subject	Cre dit	Ho urs	I N T	E X T	To tal
1	1	1	L1		Language – I	4	4	50	50	100
2	1	2	L2		English for Communication – I	4	4	50	50	100
3	1	3	Core		Core - Principles of Management	4	4	50	50	100
4	1	3	Core Pract ical		Core Practical - Principles of Management Practical	2	4	25	25	50
5	1	3	DSC		DSC 1C	4	4	50	50	100
6	1	3	DSC Pract ical		DSC Practical - 1C	2	4	25	25	50
7	1	3	Allie d-I		DSA 1A	4	4	50	50	100
8	1	4	AEC		Ability Enhancement Course I	2	2	50		50
9	1	6	VA C		Value Added Course - I	2	-	50		50
						28	30			
1	2	1	L1		Language – II	4	4	50	50	100
2	2	2	L2		English for Communication – II	4	4	50	50	100
3	2	3	Core		Core - Business Organisation	4	4	50	50	100
4	2	3	Core Pract ical		Core Practical - Business Organisation Practical	2	4	25	25	50
5	2	3	DSC		DSC 2C	4	4	50	50	100
6	2	3	DSC Pract ical		DSC Practical - 2C	2	4	25	25	50
7	2	3	Allie d-II		DSA 2A	4	4	50	50	100

8	2	4	AEC		Ability Enhancement Course II	2	2	50		50
9	2	6	VA C		Value Added Course - II	2	-	50		50
						28	30			
1	3	3	Core		Core - Financial Accounting	4	5	50	50	10 0
2	3	3	Core Pract ical		Core Practical - Tally	2	4	25	25	50
3	3	3	DSC		DSC 3C	4	5	50	50	10 0
4	3	3	DSC Pract ical		DSC Practical - 3C	2	4	25	25	50
5	3	3	Allie d-III		DSA 3A	4	5	50	50	10 0
6	3	4	SEC		Skill Enhancement Courses – I	2	5	25	25	50
7	3	4	AEC		Ability Enhancement Course III	2	2	50		50
8	3	6	VA C		Value Added Course - III	2	-	50		50
9	3	6	ITR		Industrial Training Report-I	2		50		50
10	3	6	IDL		Inter Department Learning – I	2	-	50		50
						26	30			
1	4	3	Core		Core – Supply Chain Management	4	5	50	50	10 0
2	4	3	Core Pract ical		Core Practical – Supply Chain Management Practical	2	4	25	25	50
3	4	3	DSC		DSC 4C	4	5	50	50	10 0
4	4	3	DSC Pract ical		DSC Practical - 4C	2	4	25	25	50
5	4	3	Allie d-IV		DSA 4A	4	5	50	50	10 0
6	4	4	SEC		Skill Enhancement Courses – II	2	5	25	25	50
7	4	4	AEC		ABE	2	2	50		50
8	4	6	VA C		Value Added Course - IV	2	-	50		50
9	4	6	IDL		Inter Department Learning – II	2	-	50		50
						24	30			
1	5	3	Core		Core - Human Resource Management	4	4	50	50	10 0

2	5	3	Core Pract ical		Core Practical – Human Resource Management Practical	2	4	25	25	50
3	5	3	DSC		DSC 5C	4	4	50	50	10 0
4	5	3	DSC Pract ical		DSC Practical - 5C	2	4	25	25	50
5	5	3	Elect ive I		Elective - I	4	5	50	50	10 0
6	5	3	Elect ive II		Elective - II	4	5	50	50	10 0
7	5	4	SEC		Skill Enhancement Courses – III	2	4	25	25	50
8	3	6	ITR		Industrial Training Report-II	2		50		50
9	5	6	VA C		Value Added Course - V	2	-	50		50
						26	30			
1	6	3	Core		Core – Marketing Management	4	6	50	50	10 0
2	6	3	Core Pract ical		Core Practical – Marketing Management Practical	2	4	25	25	50
3	6	3	Elect ive III		Elective – III	4	6	50	50	10 0
4	6	3	Elect ive IV		Elective – IV	4	6	50	50	10 0
5	6	3	Core Cour se - XI		Core Project	8	4	10 0	10 0	20 0
6	6	4	SEC		Skill Enhancement Courses – IV	2	4	25	25	50
7	6	5	EX		Extension Activity- EX %	2	-	50		50

Discipline Specific Core

S. No .	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1			Modern Office Management	Management	Yes
2			Internet and Web Designing	Management	Yes
3			Fundamentals of Business Analytics	Management	Yes
4			Fundamentals of Machine Learning	Management	Yes
5			Research Methodology	Management	Yes
6			Freight Forwarding (ocean and Air Cargo)	Management	No
7			International Logistics Management	Management	No
8			Strategic Management	Management	No
9			Total Quality Management	Management	No
10			International Business Management	Management	No

Discipline Specific Core - Practical

S. No .	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1			MS Office and MS Visio	Management	Yes
2			Internet and Web Designing	Management	Yes
3			Basics of R Programming	Management	Yes
4			Machine Learning Practical	Management	Yes

5			SPSS	Management	Yes
6			Freight Forwarding (ocean and Air Cargo)	Management	No
7			International Logistics Management Practical	Management	No
8			Strategic Management Practical	Management	No
9			TQM Practical	Management	No
10			International Business Management	Management	No

Allied

S. No .	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1			Business Mathematics	Mathematics	Yes
2			Quantitative Technique	Mathematics	Yes
3			Design Thinking and Entrepreneurial Development	Management	Yes
4			Business Ethics and IPR	Management	Yes
5			Business Economics	Management	No
6			Business Environment	Management	No
7			Event Management	Viscom	No
8			Company Law	Management	No

Skill Enhancement Courses

S. No .	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1			Taxation	Management	
2			Bank Management theory and Practical	Management	

3			Comprehensive Examination	Management	
4			Export and Import Documentation	Management	
5			Stress Management	Management	
6			Business Communication	Management	
7			Sales Management	Management	
8			Marketing Research	Management	

Elective

S. No	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1			Entrepreneur Resource Planning	Management	Yes
2			Fundamentals of Artificial Intelligence	Management	Yes
3			Information System Security	Management	Yes
4			Digital Marketing	Management	Yes
5			Fundamentals of Python Programming	Management	No
6			Social Media Marketing	Management	No
7			E Commerce	Management	No
8			Block Chain Fundamentals	Management	No
9			Principles of Logistics Information	Management	No
10			E-Logistics	Management	No
11			Dry Cargo Chartering	Management	No
12			International Marketing for Logistics and Supply chain Management	Management	No

AVIATION - Sectoral Elective (
Minimum 3 Subjects to be selected)

S. No .	Pre-requisite	Sub Code	Subject	Offering Department	Mandatory
1			Airport and Airline Passenger Management	Management	Yes
2			Airport and Airline Ground Operations	Management	Yes
3			Airline Operations Control centre	Management	Yes
4			Dangerous Goods and Cargo	Management	Yes
5			Load and Trim Operations	Management	Yes

Inter Department Learning Courses:

Semester – III	1. Digital Marketing
	2. Investment Management
	3. Event Management
	4. Basics of Business Ethics
Semester - IV	1. Talent Management
	2. Career planning & Guidance
	3. Consumer Behavior
	4. Entrepreneurial Development

SEMESTER - 1

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Core - Principles of Management	4	4	0	4	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 Objective

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 Hours]

Introduction- Definition of management, nature and scope of management - Management as a science and art, Management as a profession, Management and Administration-Managerial roles and Skills; Development of Management through; Classical and neo – classical systems; Contingency approaches: - Robert Owen, Taylor Fayol, and Elton Mayo.

UNIT II [12 Hours]
Planning – Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Nature and Types of Policies – Decision Making – Process of Decision making – Types of Decisions – Problems involved in Decision – making.

UNIT III [12 Hours]
Organizing – Types of Organization (Line and Staff, Committees, Projects, Matrix) – Organizational structure – Span of Control – Departmentalization – Informal Organization Meaning and functions of Staffing.

UNIT IV [12 Hours]
Authority – Delegation – Decentralization – Difference between authority and power – Uses of authority – Distinction between Centralization decentralization – Responsibility – Nature, Purpose and Scope of Directing. - Controlling – Meaning, importance and Types of Control -Control Process.

UNIT V [12 Hours]
Co-ordination – Need for Co-ordination – Types – Techniques – hierarchy of control-Co-operation-meaning- Distinction between co-ordination and co-operation – Requisites for excellent Co-ordination.

Text Book:

1. P.C. Tripathy, “Principles of Management,” Tata McGraw hill publishing Company ltd, 5th Edition, 2012, New Delhi.
2. T. Ramasamy, “Principles of Management,” Himalaya Publishing House, First Edition, 2014.

Reference Books:

1. R.K.Sharma&ShashiK.Gupta, Principles of Management
2. Bhushan Y.K, “Business Organization,” Sultan Chand & Sons, Nineteenth Edition -2013.
3. L.M. Prasad, Principles of Management, 5th Edition, Himalaya publication, Mumbai – 2006.
4. Hellriegel, Slocum & Jackson, ' Management - A Competency Based Approach', Thomson South Western, 10th edition, 2007.
5. S.Bagad, 'Principles of Management', Technical Publications, 4th edition, 2013.

Note: :

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1		2				1	3			
CO2	3	1	2		2		2	1	2	3			2
CO3	3	2	2	1	3	2	2	3	2	3	2	1	3
CO4	3	3	2	1	3	1	2	2	3	3	2	2	3
CO5	2	1	2	2	3	2		2	3	3	3	3	3

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Core Practical - Principles of Management	2	0	2	2	Practical

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 Objective

CO1	:	To relate the theory and real business situations.
CO2	:	To ascertain the various techniques and employ in real situations
CO3	:	To critically evaluate the problems and to prepare innovative solutions.
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 Hours]

- 1.1. Describe the functions of a manager as applicable to an Industry, also amplify coordination as a task of the manager.
- 1.2. Henry Fayol is regarded as "Father of modern management theory." What are various groups, in which Industrial activities can be divided, support your answer by the figure diagram.
- 1.3. Planning in an Industry occupies an important place for all managers, write types of Plans

as applicable to various industries.

UNIT II **[12 Hours]**

2.1. The principle of efficiency of plans states “The efficiency of a plan is measured by the amount it contributes to purpose and objectives as offset by the costs required to formulate and operate it and by unsought consequences.”

2.2. What do you understand by Matrix Organization, mention advantages and disadvantages of Matrix Organization?

2.3 “Informal organization is detrimental to the interests of formal organization and, therefore, it is an evil to be nipped in the bud itself.

UNIT III **[12 Hours]**

3.1 “Decentralization is not necessarily good, nor centralization necessarily bad”.

3.2 Explain Leadership & Management – Relationship and Differences.

3.3 Discuss Qualities of a Leader in an Organization

UNIT IV **[12 Hours]**

4.1 Is Management a Science or an Art?

4.2 Suppose you are the CEO of a shoe-making firm. Your company is about to launch a new product in the market. Which type of teams would you build and what responsibilities would you allot them?

4.3 “Leadership is the driving force which gets thing done by others”. Discuss

UNIT V **[12 Hours]**

5.1. Suppose you have inherited a business of your father who nurtured employees like a family, thus turning the organisation into an informal type. How will you ensure commitment to your plans of fast growth and profit maximization?

5.2. Assuming that the trend toward robotics and artificial intelligence continues into the next century, how might managers and HR departments be affected?

5.3. "Management involves coordination and integration of all resources, to accomplish specific results". Explain.

Text Book:

1. P.C. Tripathy, “Principles of Management,” Tata McGraw hill publishing Company ltd, 5th Edition, 2012, New Delhi.
2. T. Ramasamy, “Principles of Management,” Himalaya Publishing House, First Edition, 2014.

Reference Books:

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Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1		2				1	3			
CO2	3	1	2		2		2	1	2	3			2
CO3	3	2	2	1	3	2	2	3	2	3	2	1	3
CO4	3	3	2	1	3	1	2	2	3	3	2	2	3
CO5	2	1	2	2	3	2		2	3	3	3	3	3

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type																																			
	DSC - I – Modern office Management	4	4	0	4	Theory																																			
<p>Introduction: To enable the students to acquire knowledge on basic office communication and familiar with tools for office management.</p>																																									
<table border="1"> <tbody> <tr> <td>CO1</td> <td>:</td> <td colspan="5">Able to gain knowledge about basic office.</td> </tr> <tr> <td>CO2</td> <td>:</td> <td colspan="5">Identify the characteristics of office environment</td> </tr> <tr> <td>CO3</td> <td>:</td> <td colspan="5">Apply the techniques of filing and maintain the records</td> </tr> <tr> <td>CO4</td> <td>:</td> <td colspan="5">Comprehend the basic of word formatting</td> </tr> <tr> <td>CO5</td> <td>:</td> <td colspan="5">Equip with the skills of creating presentations</td> </tr> </tbody> </table>							CO1	:	Able to gain knowledge about basic office.					CO2	:	Identify the characteristics of office environment					CO3	:	Apply the techniques of filing and maintain the records					CO4	:	Comprehend the basic of word formatting					CO5	:	Equip with the skills of creating presentations				
CO1	:	Able to gain knowledge about basic office.																																							
CO2	:	Identify the characteristics of office environment																																							
CO3	:	Apply the techniques of filing and maintain the records																																							
CO4	:	Comprehend the basic of word formatting																																							
CO5	:	Equip with the skills of creating presentations																																							
<p>UNIT I [12 Hours]</p> <p>Office Management and organization Basic concepts of office – Importance – Functions – size of the office – office management – relations with other departments – scientific office management – office manager - principles of office organization – types / systems of organization – charts – centralization Vs. decentralization.</p>																																									

UNIT II **[12 Hours]**
Office Environment & Communication Office location – characteristics / Qualities of office building – Environment – Physical – hazards in office safety – security – secrecy – communication – meaning – essential features – classification – barriers to communication.

UNIT III **[12 Hours]**
Office correspondence & Record management Centralized Vs Departmental correspondence – depart mental typing and typing pools – classification of records – principles of record keeping – filling – methods.

UNIT IV **[12 Hours]**
MS Word:- Word basics, formatting text and documents, working with headers, footers and footnotes, tabs, tables and sorting, Working with graphics, templates, and introduction to mail merge. MS Excel:- Excel basics, rearranging worksheets, excel formatting tips and techniques, Introduction to functions; Excel chart features, working with graphics, Using worksheet as a Database..

UNIT V **[12 Hours]**
MS Power Point:- Power Point basics, creating presentation the easy way, working with graphics, Inserting various objects (Picture, Organizational Chart, Audio, Video etc) in slide, Adding Animation effects in slide.

Text Book:
1. R S N Pillai & Bagavathi, Modern Office Management, S Chang publishing, 2018

Reference Books:
1. [melton, Beth et al.](#), Microsoft Office Professional 2013 Step by Step, PHI learnings, 2013
2. Sudhir Andrews, Front Office Management & Operations, McGraw hill, Latest edition

Note:

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3		2	2	1	1		2	2	1	3	3	
CO2	3	3	2	2	3	1	2	1	1	3	1	3	3	1

CO3	3	3	2	3	3	2	3	1	2	3	1	3	3	2
CO4	2	2	1	3	2	1			2	1	2	3	3	
CO5	2	3	2	3	2	2	2		2	3	2	3	3	1

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	DSC Modern Office Management Practical	2	0	2	2	Practical

Introduction:

To enable the students to acquire knowledge on basic office communication and familiar with tools for office management with practical experience

Course Objective

CO1	:	Able to gain knowledge about basic office.
CO2	:	Identify the characteristics of office environment
CO3	:	Apply the techniques of filing and maintain the records
CO4	:	Comprehend the basic of word formatting
CO5	:	Equip with the skills of creating presentations

UNIT I

[12 Hours]

1. MS Word Exercises

1.1. Type a simple two-page matter (A4 page 12 size font). Save your document in a specified location. (say, D:\BBA\MSOffice\docx). Save the same file with other name in different location using Save As dialogue box.

1. 2.Design E-book cover pages / Magazine / books front/back page using cover page option in Insert Menu. You can assume your college or department in-house magazines.

1.3.Create Business Cards using Shapes, text, and colors. Assume your own company and simply try out a logo too for the same.

UNIT II 1. MS Word 1.4. Use smart art and create organization charts with at least 3 levels and more realistic of an organization known to you. 1.5. Make books content page or index page (first line indent, hanging indent and the perfect use of ruler bar in Microsoft Word) 2. MS Excel 2.1 Enter your classmates name and register number in a workbook, and as like your class teacher add CIA test1 and 2 marks; add final model exam marks. Using various functions in Excel, take the best out of the former two and model exam mark after converting them for a max of 10. Make the total for each student which will be out of twenty.	[12 Hours]
UNIT III 2. MS Excel Exercises 2.2 As a student in charge of library books in your department, prepare a worksheet of books borrowed from library by your department. 2.3 Make a shopping list of at least dozen commodities. Based on the quantity and price of each unit, prepare an invoice for the whole basket using MS Excel worksheet. 2.4 Enter the name, relationship and date of birth of your family members and relatives in a MS Excel worksheet. Calculate their age as of today and arrange them either in descending or ascending order. (ensure to have at least ten entries). Assuming their weight (kg) and height (cm), find out their BMI by using formula.	[12 Hours]
UNIT IV 2. MS Excel Exercises 2.5 Prepare a list of 'Plus 2' classmates with their school marks out of 1200. Find the percentage. Count how many scored more than 60%. Also count the number of students secured between 50% and 60%. 3. MS Power Point Exercises 3.1. Create at least ten slides for a new product launch campaign. Assuming that your company with an umbrella brand launches a new product for a specific niche market segment. 3.2 Create at least ten slides for a new product launch campaign. Assuming that your company with an umbrella brand launches a new product for a specific niche market segment.	[12 Hours]
UNIT V 3. MS Power Point Exercises 3.3 Prepare slides with various features such as charts from Excel, clip arts from hard disc, and animated themes to demonstrate your expertise in using various features included in MS PowerPoint.	[12 Hours]

3.4 Prepare slides to argue out your stand on –Are girls more intelligent than boys?

3.5 Prepare slides to explain your position on –Indian Villages: Strengths and Weakness

Introduction to MS Visio basics ONLINE Tutorials and Introduction to Goggle drives

Text Book:

1. R S N Pillai & Bagavathi, Modern Office Management, S Chang publishing, 2018

Reference Books:

1. [melton, Beth et al.](#), Microsoft Office Professional 2013 Step by Step, PHI learnings, 2013
Sudhir Andrews, Front Office Management & Operations, McGraw hill, Latest edition

Note: :

We may try with advanced version of MS office 2013 and Professional version of Excel.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3		2	2	1	1		2	2	1	3	3	
CO2	3	3	2	2	3	1	2	1	1	3	1	3	3	1
CO3	3	3	2	3	3	2	3	1	2	3	1	3	3	2
CO4	2	2	1	3	2	1			2	1	2	3	3	
CO5	2	3	2	3	2	2	2		2	3	2	3	3	1

SEMESTER - 2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Core – Organizational Behaviour	4	4	0	4	Theory

Introduction:

To enable the students to acquire knowledge about organizational behavior in industry, 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.

Course Objective

CO1	:	Students came to know the need, scope and theories of organization
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 organization
CO5	:	Students understood the climate and culture in an organization

UNIT I

[12 Hours]

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

UNIT II

[12 Hours]

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

UNIT III [12 Hours]														
Job satisfaction - meaning – factors, Morale - importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - job enlargement														
UNIT IV [12 Hours]														
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 Hours]														
Stress management—meaning, types of stress- consequences of work stress. Counseling -meaning - Importance of counselor - types of counseling - merits of counseling. Team building and its importance.														
Text Book:														
1. K. Ashwathappa, “Organizational Behaviour”, Himalaya Publishing House – 6th Edition (Unit I to V)														
Reference Books:														
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.														
Note: .:														
Mapping of Course Outcomes with Program Outcomes:														
	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
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CO2	2	3	3	3	3	1	2	1	3	3	1	1	2	2
CO3	2	2	2	2	3	2	2	2	3	3	2	2	3	2
CO4	3	3	2	2	3	2	2	2	3	3	2	2	3	2
CO5	3	3	3	3	3	3	2	2	3	3	2	2	2	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Core – Practical Organizational Behaviour Practical	2	0	2	2	Practical

Introduction:

Students can practice the concepts they have studied in the theory by applying the same in the case studies given as exercise and practice it.

Course Objective

CO1	:	Students came to know the need, scope and theories of organization
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 organization
CO5	:	Students understood the Team building, climate and culture in an organization

UNIT I

[12 Hours]

1. You are a CEO of a multi-unit company. In one of your units performance has been declining rapidly for the last six months. Although the unit head is committed manager, he cannot do much, because according to him, even though the managers individually are responsible, they lack some technical computer knowledge, and do not function as a team.

Questions:

What are the OB challenges involved in this and what will you do?

2. XYZ company follows a strict performance management system. The company's managers aim at retailing the good performers and making the not-so-good performers to leave the company. Some unrest situation was existing and the attrition rate was higher.

Questions:

What organizational behaviour related challenges the company faces if its managers wanted to retain the good performers and allow not-so-good performers to leave? Discuss.

UNIT II

[12 Hours]

3. In a factory, the male chief executive officer feels that women have an equal opportunity for advancement into top management, but the female assistant personnel manager feels there is no way she can break into top management's good old boy network. In another factory, the head engineer who tours the factory floor once a week in an electric cart feels this is a pleasant place to work, but a punch press operator thinks this place ranks right next to the State prison.

Questions:

1. Point out the reason for difference in perception in the first case?
2. Why does the engineer feel a pleasant place to work whereas the operator regards it next to prison? Explain the reason.

4. Rakesh Parashar, a former group leader, was become a supervisor about four months ago when Darshan Singh left the company. He recently had some problems with two of his people. Their output has been declining steadily, and by now is well below standard. In addition, his department's overall performance has been slipping.

You noticed that the output of his section has dropped off from the last two months. You made a survey personally and found that there are two or three trouble makers in Rakesh's section. But Rakesh was not able to control them and keep them in line. When Rakesh asked he explained I talked with each one at least twice and tried to lay down the law.

I even told them the consequences if they didn't do more and much better work. They have both been with the company a long time, but I suppose in time I could build up a case against them and get them fired. But I would probably wind up looking like an ass.

Questions:

1. What will you say to Rakesh who has a trouble in his section and who lacks communicating skill?
2. What action will you suggest against the trouble maker employees?

UNIT III

[12 Hours]

5. In XYZ organisation, the members of a project management team used to report directly to the project manager. However, a change in the hierarchy was implemented, wherein the role of a team leader came into picture. The members of the team now had to report to that team leader directly. Some resistance was arising because of this new arrangement.

Questions:

1. As a manager how will you convince the team members by specifying the merits of the new arrangement to report to the team leader?

6. In a large office an employee named Rozy may feel like a mere payroll number, but her informal group gives her personal attachment and status. With the members of her group she is

somebody, even though in the formal structure she is only one of a thousand employees. She may not look forward to monitoring 750 accounts daily, but the informal group gives more meaning to her day. When she thinks of meeting her friends, sharing their interests, and eating with them, her day takes on a new dimension that makes easier any difficulty or tedious routine in her work. Suddenly Rozy developed some interpersonal and intergroup conflicts with some powerful members of the group. The group did not accept her. Her work became more disagreeable and compelled her to a transfer, to absenteeism and to a resignation.

Questions:

1. Although informal groups may lead to several benefits, can these groups prove harmful?
2. Suggest some measures for Rozy to check the dysfunctions of informal groups?

UNIT IV

[12 Hours]

7. Many organizations offer flex-time programmes that allow associates to choose when they come to work and when they depart. Such programmes can help alleviate work-family role conflict and thereby reduce stress.

A small manufacturing company held brainstorming sessions among its associates to uncover the cause of stress they were experiencing. The company used feedback from the meetings to change the nature of work rather than change how people responded. Changes included creating more realistic deadlines, generating more supervisory support and giving associates more involvement in making decisions related to matters affecting them.

Questions:

1. To remove stress, which policy will you prefer – change the employee or change the workplace. Why?

8. Microsoft has one of the lowest employee turnover rates in the IT industry; however, there is room for improvement. Top talent is currently leaving Microsoft to pursue Internet start-ups or jumping ship to Google. The loss of these key employees represents a serious threat to the success of the company in the future. Recognizing this problem, Microsoft is actively identifying its top talent and developing ways to make jobs more attractive.

Employee engagement appears to be the buzz in corporate America/Studies show that employees who are engaged are more productive, profitable, and customer focused and less likely to leave the organization. According to Dr. Beverly Kaye, an expert on career issues in the workplace, what employees want is a relationship with their managers, so managers have to act more like coaches, not bosses. Some of the factors that always rank at the top with regard to what gets employees engaged and what they value in a job include career opportunities and development, great people to work with, and a great boss. Microsoft is meeting the challenge of improving worker morale head on to retain its employees.

My Microsoft is a program introduced by the company to provide some of the attractive amenities that other IT companies offer employees. This program will include a wide range of incentives focused on improving the working conditions and culture of the company, such as a set of lifestyle perks and a management development program. Microsoft's new program is an initial step to improve the morale of employees, but only time will tell if this program is attractive enough to retain employees.

Questions:

1. What are the factors causing the brain drain at Microsoft? Explain.
2. Is Microsoft's organizational structure having an impact on its organizational commitment levels?

Explain.

UNIT V

[12 Hours]

1. Importance of Team Building can be educated game play based on teachers choice. Two Exercises to be conducted and SOP can be given for the same.
2. Stress Interviews how to face the Stress Interviews.

Text Book:

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

Reference Books:

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.

Note: :

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes				
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CO2	2	3	3	3	3	1	2	1	3	3	1	1	2	2
CO3	2	2	2	2	3	2	2	2	3	3	2	2	3	2
CO4	3	3	2	2	3	2	2	2	3	3	2	2	3	2
CO5	3	3	3	3	3	3	2	2	3	3	2	2	2	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type															
	DSC - Internet and Web Design Theory	4	4	0	4	Theory															
Introduction: To know the fundamentals of Internet and Web based Language and its features.																					
Course Objective <table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td style="width: 10%;">CO1</td> <td style="width: 5%;">:</td> <td>Understand the basics of Internet and Its Protocol</td> </tr> <tr> <td>CO2</td> <td>:</td> <td>To Learn about E mail and its features</td> </tr> <tr> <td>CO3</td> <td>:</td> <td>To Learn about HTML Language and its features</td> </tr> <tr> <td>CO4</td> <td>:</td> <td>To understand the HTML and application</td> </tr> <tr> <td>CO5</td> <td>:</td> <td>To Understand the DHTML and application</td> </tr> </tbody> </table>							CO1	:	Understand the basics of Internet and Its Protocol	CO2	:	To Learn about E mail and its features	CO3	:	To Learn about HTML Language and its features	CO4	:	To understand the HTML and application	CO5	:	To Understand the DHTML and application
CO1	:	Understand the basics of Internet and Its Protocol																			
CO2	:	To Learn about E mail and its features																			
CO3	:	To Learn about HTML Language and its features																			
CO4	:	To understand the HTML and application																			
CO5	:	To Understand the DHTML and application																			
UNIT I [12 Hours] Internet basics – Internet Address – Domain names – Browsers – search Engine – Connecting to the internet – installing and configuring a modem – creating a connection profile – changing the default connection																					
UNIT II [12 Hours] Working with E-Mail – running an email program – sending , reading , replying deleting and exiting mail – sending files via email - attaching a signature – managing an address book.																					
UNIT III [12 Hours] Introduction to HTML - information file creation – web server – web client / browser - HTML – commands – title – footer – paragraph breaks – line breaks – heading style – spacing – centering – Font size and color.																					
UNIT IV [12 Hours] List – Types of list – Adding graphics to HTML document – Using width, height , alignment and alternative attributes – tables – header rows – data rows – caption tags – cell spacing - BG color – rows span – cplspan attributes – Links – internal and external document reference – Images as hyper links																					

UNIT V **[12 Hours]**
Introduction to DHTML - cascading style sheets – color and background attributes – text attributes – border attributes – marginal related attributes – list attributes – class – external style sheet.

Text Book:

1. Web Technology –A Developers Perspective –N P Gopalan, J Akilandeswari, Prentice Hall of India Pvt. Ltd., New Delhi, 2008.

Reference Books:

1. (Unit 1,2) - Internet compete
- Maureen Adams, Sherry Bonelli
- BPB Publications – 1998.
2. (Unit 3,4,5) - Web enabled commercial application development using HTML,DHTML , Java Script , Perl CGI.
- Ivan Bayross
- BPB Publications – 2000.
3. Mastering Javascript, J Jaworkski, BPB Publications, 1999.
4. Core SERVLETS AND JAVA SERVER PAGES VOLUME 1: CORE TECHNOLOGIES By Marty Halland Larry Brown Pearson, Pearson Education India

Note: :

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes				
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CO3	2	1	1	2	1	2	2		2		2	3	2	2
CO4	2	1	2	2	1	2	2		2		2	3	2	2
CO5	2	1	2	2	1	2	2		2		2	3	2	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	DSC Practical Internet and Web Design Practical	2	0	2	2	Practical
Introduction: To know the fundamentals of Internet and Web based Language and its features.						
Course Objective						
CO1	:	Understand the basics of Internet and Its Protocol.				
CO2	:	To Learn about E mail and its features				
CO3	:	To Learn about HTML Language and its features				
CO4	:	To understand the HTML and application				
CO5	:	To Understand the DHTML and application				
UNIT I (minimum 2 Questions) 1 Install a modem in your system. 2 connect internet using an account in you system. 3 search a particular topic in using internet search engines. 4 Create a new mail id using any available service providers.						[12 Hours]
UNIT II (minimum 2 Questions) 5 Send an email to another person's email id. 6 Send an email to more than one users at the same time. 7 Send an email to a person with an attachment. 8 Send a greeting to a person using internet.						[12 Hours]
UNIT III (minimum 2 Questions) 9 Develop a HTML page to check username and password. 10 Develop a HTML page to add and remove item from list box. 1 1 Develop a HTML page to link other web page.						[12 Hours]

12 Develop a HTML page to scroll text from left to right.

UNIT IV **[12 Hours]**

(minimum 2 Questions)

- 13 Develop a HTML page to display an advertisement.
14 Develop a static HTML page for a college information.
15 Develop a HTML page to input information to create a mail id.
16 Develop a HTML page to conduct auction.

UNIT V **[12 Hours]**

(minimum 2 Questions)

The following program based on database.

- 17 Develop a HTML page to input student information.
18 Develop a HTML page to display student results for a given roll number.
19 Develop a DHTML page to sale a product to users.
20 Develop a DHTML page to display product information for a given product id.

Text Book:

1. Web Technology –A Developers Perspective –N P Gopalan, J Akilandeswari, Prentice Hall of India Pvt. Ltd., New Delhi, 2008.

Reference Books:

1. (Unit 1,2) - Internet compete
- Maureen Adams, Sherry Bonelli
- BPB Publications – 1998.
2. (Unit 3,4,5) - Web enabled commercial application development using HTML,DHTML , Java Script , Perl CGI.
- Ivan Bayross
- BPB Publications – 2000.
3. Mastering Javascript, J Jaworski, BPB Publications, 1999.
4. Core SERVLETS AND JAVA SERVER PAGES VOLUME 1: CORE TECHNOLOGIES By Marty Halland Larry Brown Pearson, Pearson Education India

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CO3	2	1	1	2	1	2	2		2		2	3	2	2
CO4	2	1	2	2	1	2	2		2		2	3	2	2
CO5	2	1	2	2	1	2	2		2		2	3	2	2

SEMESTER - 3

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Core – Financial Accounting	4	4	0	4	Theory

Introduction:

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.

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 Hours]

Basic Accounting concepts - Kinds of Accounts -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books

UNIT II

[12 Hours]

Trial balance - Errors – types of errors - Rectification of errors – problems – Bank reconciliation statement – problems.

UNIT III **[12 Hours]**
Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

UNIT IV **[12 Hours]**
Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only), Introduction to functions; Excel chart features,

UNIT V **[12 Hours]**
Preparation of accounts from incomplete records.

Text Book:

1. Mohamed Hanif, Amitabha Mukherjee, financial accounting, 2nd edition, 2015

Reference Books:

2. Goyal, v.k. , goyal, ruchi, financial accounting, PHI Learnings , 4th edition, Latest edition
3. Dr. P.C. Tulsian, “Financial Accounting, 4th Edition”, Tata MC Graw Hill, 2011, Delhi.
4. V. K. Gupta, Financial Accounting, 5th Edition- Sultan Chand and Sons, 2010, New Delhi.
5. Guru Prasad Murthy, Analysis and Interpretation of Financial Statements, Himalaya Publishing House, 2017

Note:

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	2	1	3	1	2	2	3	1	2	2	2
CO2	2	3	3	1	2	2	3	3	1	2	3	3	1	1
CO3	2	1	3	3	2	2	1	3	3	2	1	3	3	3
CO4	2	2	3	3	2	2	2	3	3	2	2	3	3	3
CO5	2	2	3	2	2	2	2	3	2	2	2	3	2	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Core Practical - Financial Accounting Tally	2	0	0	2	Practical

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 Objectives:

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

Buildings a/c

Furniture a/c

Printer purchase a/c

Rent received a/c

Rent paid a/c

Wages a/c

Capital a/c

Purchase returns a/c

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

Computer sales a/c

Machinery a/c

Commission received a/c

Commission paid a/c

Salary a/c

Indian bank a/c

Sales returns a/c

Depreciation a/c

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:

- Closing Stock at 31st December 1,44,000.
- Accrued Salaries 6,000.
- Prepaid Expenses: Advertisement 1000
Rates 600
- The Provision for Bad Debts to be increased to 10 % of Debtors
- Telephone Account outstanding 270
- 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

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	PO2	P03	P01	PO2	P03	P01	PO2	P03	PS01	PSO2	PS03	PS04	PSO5
CO1	3	1	2	2	1	3	1	2	2	3	1	2	2	2
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CO4	2	2	3	3	2	2	2	3	3	2	2	3	3	3
CO5	2	2	3	2	2	2	2	3	2	2	2	3	2	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type																																			
	DSC - Fundamentals of Business Analytics	4	0	0	4	Theory																																			
<p>Introduction: The role of Business analytics in the business can be understood by the students after completing this course. Students can gain the knowledge about the Machine learning and Advanced excel and R programming also.</p>																																									
<p>Course Objective</p> <table border="1"> <tbody> <tr> <td>CO1</td> <td>:</td> <td colspan="5">Understanding the Role of Business Analyst and Data Science in business</td> </tr> <tr> <td>CO2</td> <td>:</td> <td colspan="5">Understanding the basic concept of data management and data mining techniques</td> </tr> <tr> <td>CO3</td> <td>:</td> <td colspan="5">To understand the basic concept of machine learning</td> </tr> <tr> <td>CO4</td> <td>:</td> <td colspan="5">To understand the application of business analysis</td> </tr> <tr> <td>CO5</td> <td>:</td> <td colspan="5">Understanding the basic concept of Data Science Project Life Cycle.</td> </tr> </tbody> </table>							CO1	:	Understanding the Role of Business Analyst and Data Science in business					CO2	:	Understanding the basic concept of data management and data mining techniques					CO3	:	To understand the basic concept of machine learning					CO4	:	To understand the application of business analysis					CO5	:	Understanding the basic concept of Data Science Project Life Cycle.				
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CO4	:	To understand the application of business analysis																																							
CO5	:	Understanding the basic concept of Data Science Project Life Cycle.																																							
<p>UNIT I [12 Hours] Introduction: Business analytics meaning and definition - Historical Overview of data analysis, Data Scientist vs. Data Engineer vs. Business Analyst, Career in Business Analytics. Data science meaning and definition, Importance and objectives of Data Science, Applications for data science, Data Scientists Roles and Responsibility</p>																																									
<p>UNIT II [12 Hours] Data: Data Collection, Data Management, Big Data Management, Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data, Data Visualization, Data Classification Data Science Project Life Cycle: Business Requirement, Data Acquisition, Data Preparation, Hypothesis and Modeling, Evaluation and Interpretation, Deployment, Operations, Optimization.</p>																																									

UNIT III Introduction to Data Mining, The origins of Data Mining, Data Mining Tasks, OLAP and Multidimensional data analysis, Basic concept of Association Analysis and Cluster Analysis.	[12 Hours]
UNIT IV Introduction to Machine Learning: History and Evolution, AI Evolution, Statistics Vs Data Mining Vs, Data Analytics Vs, Data Science, Supervised Learning, Unsupervised Learning, Reinforcement Learning, Frameworks for building Machine Learning Systems.	[12 Hours]
UNIT V Application of Business Analysis: Retail Analytics, Marketing Analytics, Financial Analytics, Healthcare Analytics, Supply Chain Analytics. Roles of Business Analyst to convert the customer requirement into Product and Agile and scrum in Product Management	[12 Hours]

Text Book:

1. Introduction to Business Data Analytics, International Institute of Business Analytics

Reference Books:

1. Acharya Seema, Fundamentals of Business Analytics, Wiley India Pvt. Ltd
2. Evans, J.R. (2013), Business Analytics: Methods, Models, and Decisions, 3rd ed. Pearson India
3. Davenport, T.H. and Harris, J.G. (2007) Competing on Analytics: The New Science of Winning, 1st ed. Harvard Business Review Press

Note: :

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes				
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CO4	3	3	3	3	3	2	3	1	2	3	2	3	3	1
CO5	3	3	3	2	3	2	3	2	2	3	2	3	3	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	DSC Practical - Basics of R Programming					
Introduction: Students can learn about the R Programming and applications of R Programming in Business analytics						
Course Objective						
CO1	:	To understand the basic of data analytics like data preparation, summarization etc				
CO2	:	To gain the knowledge about the data exploration and data visualization				
CO3	:	To evaluate the data with Sentiment Analysis				
CO4	:	To gain the knowledge to evaluate the data with linear regression model				
CO5	:	To evaluate the data to perform Predictive Analytics with supervised learning				
UNIT I						[12 Hours]
1. Conduct the data preparation and summarization tasks of the given data in R						
UNIT II						[12 Hours]
2.. Explore the given data set with visualization in R						
UNIT III						[12 Hours]
3. Conduct a Sentiment analysis of a Whats App data in R						
UNIT IV						[12 Hours]
4.Evaluate a linear regression model of a given dataset in R						

UNIT V [12 Hours]														
5. Perform Credit card fraud detection with Machine Learning in R 6. . Perform a predictive analytics of a given dataset with supervised learning in R														
Text Book: 1. Introduction to Business Data Analytics, International Institute of Business Analytics														
Reference Books: 1. Acharya Seema, Fundamentals of Business Analytics, Wiley India Pvt. Ltd 2. Evans, J.R. (2013), Business Analytics: Methods, Models, and Decisions, 3rd ed. Pearson India 3. Davenport, T.H. and Harris, J.G. (2007) Competing on Analytics: The New Science of Winning, 1st ed. Harvard Business Review Press														
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CO5	2	3	3	3	3	3	3	3	3	3	2	3	3	3

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type															
	Design Thinking and Entrepreneurial Development	4	5	0	4	Theory															
<p>Introduction: To provide Students a social and thinking space for the recognition of innovation challenges and the design of creative solutions. An innovation new ventures, value propositions, new products or services and to create confident and encourage them to become an entrepreneur.</p>																					
<p>Course Objective</p> <table border="1"> <tbody> <tr> <td>CO1</td> <td>:</td> <td>Student can understand about Design thinking and its growth.</td> </tr> <tr> <td>CO2</td> <td>:</td> <td>Students can understand the step by step approach to Design Thinking and its applications</td> </tr> <tr> <td>CO3</td> <td>:</td> <td>To understand the entrepreneurial development to build confidence in the entrepreneurship</td> </tr> <tr> <td>CO4</td> <td>:</td> <td>To understand about the financial supports to become an entrepreneur.</td> </tr> <tr> <td>CO5</td> <td>:</td> <td>To make them to understand the preparation of Business Plan, Business Model Canvas give an overview about the startups.</td> </tr> </tbody> </table>							CO1	:	Student can understand about Design thinking and its growth.	CO2	:	Students can understand the step by step approach to Design Thinking and its applications	CO3	:	To understand the entrepreneurial development to build confidence in the entrepreneurship	CO4	:	To understand about the financial supports to become an entrepreneur.	CO5	:	To make them to understand the preparation of Business Plan, Business Model Canvas give an overview about the startups.
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CO4	:	To understand about the financial supports to become an entrepreneur.																			
CO5	:	To make them to understand the preparation of Business Plan, Business Model Canvas give an overview about the startups.																			
<p>UNIT I [12 Hours] Introduction Design Thinking :Introduction – Definitions - Time Line of Design Thinking – Applications – Solutions Based Thinking – Analysis Vs Synthesis – Convergent Thinking - Divergent Thinking</p>																					
<p>UNIT II [12 Hours] Design Thinking Process : Attributes of Design Thinking - Five Step process of Design Thinking – Empathize Stage - Define Stage – Ideate Stage – Prototype Stage – Test Stage – Application of Design Thinking in various Industries – Education sector – IT sector – Social Sector – Health Care Sector.</p>																					

UNIT III	[12 Hours]
Entrepreneurship: Entrepreneur - meaning- importance-Qualities, nature, types, traits, culture, Creativity, Innovation, Value Analysis / Engineering, Entrepreneurship Growth and Role of Government in developing the entrepreneurship, Scalability Sustainability and Pitching the business. Feasibility study of the project.	
UNIT IV	[12 Hours]
Financial Support: Financial Arrangements Grants and Loans, Government sponsored schemes- MSME credit – MUDRA loan- PMEGP scheme- CGTMSE Scheme- start up India, Term Loan, Working Capital, Seed funding, Angel funding, Incubation Centre	
UNIT V	[12 Hours]
Business start-ups Preparing the Business Plan, Business Model Canvas, Steps for starting a small industry, Managing day to day business tactics, Review of Business Performance with Key Indicators, Filing the GST and Bank statements and other statutory requirements.	
Text Book:	
<ol style="list-style-type: none"> 1. Rl. Vasanth Desai " Dynamics of Entrepreneurial Development and Management Himalaya Publishing House. 2. Christian Mueller-Roterberg, Handbook of Design Thinking, 	
Reference Books:	
<ol style="list-style-type: none"> 1. C.B.Gupta and S.P.Srinivasan, Entrepreneurial Development. 2. S.S. Khanka, Entrepreneurial Development,Schand Publications 3. S. Anil Kumar, Entrepreneurship Development, New Age International 4. website: https://msme.gov.in/all-schemes 5. Jose Berengueres, The Brown Book of Design Thinking, The University College, UAE University 	

Note: :

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
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CO5	2	2	2	3	3	3	3	2	3	3	2	1	3	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	SEC -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 Objective

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 Hours]

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 Hours]

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

UNIT III

[12 Hours]

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

UNIT IV

[12 Hours]

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 Hours]**
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 advalorem and specific duties.

Text Book:

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 Books:

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

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

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3		3		3	3	1	1	1	1
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CO4	3	3	3	3	3	3	3	2	3	2	2	1	3	2
CO5	3	3	3	3	3	3	3	2	3	1	3	3	2	3

SEMESTER – IV

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Core - Supply Chain Management	4	0	4		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 Objective

CO1	:	Acquired knowledge on production process and design for plant location and understanding the over view of Supply Chain Management and Logistics
CO2	:	Gained knowledge of using the Material Handling equipments, Plant Maintenance and Work study
CO3	:	To understand the in depth knowledge of functions of materials Management
CO4	:	Students learnt the techniques of production and inventory control techniques
CO5	:	Acquired knowledge on the Quality Management

UNIT I

[12 Hours]

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 - . Over view of Supply Chain Management and Logistics.

UNIT II

[12 Hours]

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

UNIT III

[12 Hours]

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

development.

UNIT IV **[12 Hours]**

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.

UNIT V **[12 Hours]**

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 Book:

3. [K. ASWATHAPPA](#) and [K. Shridhara Bhat](#), Production And Operations Management, Himalaya Publishing House Pvt. Ltd. 2015

Reference Books:

1. S N Chary, Production and Operations Management, 6th edition, McGraw-Hill, , 2019
2. B. Mahadevan, Operations Management, Pearson, 3rd edition, Education India, , 2015
3. R. Panneerselvam, Production and Operations Management, 3rd edition, Prentice Hall, 2003
4. E.S. Buffa; Modern Production Management, John Wiley Edition. 2002.
5. D.D. Sharma; Total Quality Management, Sultan Chand & Sons, Edition. 2002

Note: :

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	2	3		3		1	2	3	2
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CO4	3	3	3	3	1		3		2	3	3	2	3	2
CO5	3	3	3	2	2		3	3	3	3	3	2	3	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Core Practical - Supply Chain Management Practical	4		4	2	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 understood the principles, functions and process of Production Management and effective Management of Materials

Course Objective

CO1	:	Acquire knowledge on production process and design for plant location
CO2	:	Gain knowledge on the factors determining layout for manufacturing unit
CO3	:	Students shall learn the techniques of production and inventory control techniques
CO4	:	Understand the work and methods of analysis.
CO5	:	Acquire knowledge on the service operations management

UNIT I

[12 Hours]

1. The students are instructed to discuss about the various business functions in any 2 Industry by observing and discussing their business aspects. you can visit their web site and understand their business and then provide the answers.

2. Explain the difference between Product Layout and Process layout with 2 examples in each. you can also suggest any other form of layout for better options than these 2 layouts.

UNIT II

[12 Hours]

3. Explain any 10 Material Handling Principles with examples how we can consider for practical way of consideration

4. Explain what is OEE, MTTR and MTBF and work out the OEE for the following given data:

(consider practical Calculation)

Sl. No	Item	Data
1	Potential Production time	8 hours = 480 min
2	Tea Time	2 X 15 Min
3	Break time Lunch	1 X 30 Min
4	Quality stoppage(Down Time)	47 Min
5	Hourly Standard	30 parts Per Min
6	Total Out Put	9636
7	Scrap parts	212

UNIT III

[12 Hours]

5. Select Criteria for Supplier Evaluation / Development. Prepare the sample evaluation and draw Spider diagram by pivoting the points in the same.

6. Calculate the Supplier Rating for the following:

Sl. No	Suppliers Data	Supplier A	Supplier B	Supplier C
1	Quantity Supplied	100	100	100
2.	Quantity accepted	88	100	78
3.	Price of each item	RS.5.00	RS.5.20	RS.4.90
4	Delivery Promised	6 weeks	6 weeks	6 weeks
5	Actual delivery Made in	10 weeks	6.5 weeks	8 weeks

Weightage for Quality = 34%, Price = 33% and Delivery = 33%

UNIT IV

[12 Hours]

7. Explain ABC analysis.?

8. Explain the EOQ and its assumptions.

9. Assume a product of Automobile industry and identify material sources, Supplier source with Tier 1, Tier 2 and Tier 2 supplier. Prepare the Plant Layout / machine layout for producing the same.

UNIT V

[12 Hours]

9. Explain the Implementation of TQM for world class manufacturing company

10. How do you execute the Bench Marking in an Organisation

11. Identify the Perishable products and and find out how to store / preserve it for future usage.

Text Book:

4. [K. ASWATHAPPA](#) and [K. Shridhara Bhat](#), Production And Operations Management, Himalaya Publishing House Pvt. Ltd. 2015

Reference Books:

6. S N Chary, Production and Operations Management, 6th edition, McGraw-Hill, , 2019
7. B. Mahadevan, Operations Management, Pearson, 3rd edition, Education India, , 2015
8. R. Panneerselvam, Production and Operations Management, 3rd edition, Prentice Hall, 2003
9. E.S. Buffa; Modern Production Management, John Wiley Edition. 2002.
10. D.D. Sharma; Total Quality Management, Sultan Chand & Sons, Edition. 2002

Note: .:

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CO5	3	3	3	2	2		3	3	3	3	3	2	3	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	DSC Theory - Introduction to Machine Learning	4	6	-	0	Theory
Introduction: Students can understand about machine learning and its applications in the various Industry						
Course Objective						
CO1	:	Understand the fundamentals of Artificial Intelligence, Machine Learning, Deep Learning, Statistical Learning, Neural Networks, and their real-world business applications				
CO2	:	Define a structured approach towards solving business problems using AI tools with respect to usage, cost and feasibility for projects				
CO3	:	Build an AI-centric team and AI-driven culture in the organization				
CO4	:	Develop a culture of data-driven decision-making by leveraging the cognitive capabilities of AI for accuracy and reliability				
CO5	:	Understand the applications, opportunities, and limitation of AI in business and recognize AI's impact on various business functions				
UNIT I [12 Hours]						
FOUNDATIONS OF LEARNING : Components of learning – learning models – geometric models – probabilistic models – logic models – grouping and grading – learning versus design – types of learning – supervised – unsupervised.						
UNIT II [12 Hours]						
Reinforcement – theory of learning – feasibility of learning – error and noise – training versus testing – theory of generalization – generalization bound – bias and variance – learning curve.						
UNIT III [12 Hours]						
LINEAR MODELS : Linear classification – univariate linear regression – multivariate linear regression – regularized regression – Logistic regression – perceptrons.						
UNIT IV [12 Hours]						
Multilayer neural networks – learning neural networks structures – support vector machines – soft margin SVM – generalization and over fitting – regularization – validation.						

UNIT V										[12 Hours]				
DISTANCE-BASED MODELS : Nearest neighbor models – K-means – clustering around medoids – silhouettes – hierarchical clustering.														
Text Book:														
1. Y. S. Abu - Mostafa, M. Magdon-Ismail, and H.-T. Lin, “Learning from Data”, AMLBook Publishers, 2012.														
Reference Books:														
1. P. Flach, “Machine Learning: The art and science of algorithms that make sense of data”, Cambridge University Press, 2012.														
2. K. P. Murphy, “Machine Learning: A probabilistic perspective”, MIT Press, 2012.														
Note: :														
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CO5	1	3	3	2	3	1	3	3	2	1	3	3	2	3

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	DSC – Practical - Machine Learning Lab	-	-	3	3	Practical

Introduction:

Implement the machine learning concepts and algorithms in any suitable language of choice

Course Objective

CO1	:	Understand the implementation procedures for the machine learning algorithms.
CO2	:	Design Java/Python programs for various Learning algorithms.
CO3	:	Apply appropriate data sets to the Machine Learning algorithms.
CO4	:	Identify and apply Machine Learning algorithms to solve real world problems.
CO5	:	Make use of Data sets in implementing the machine learning algorithms

Lab Experiments:

1. Implement and demonstrate the FIND-S algorithm for finding the most specific hypothesis based on a given set of training data samples. Read the training data from a .CSV file.
2. For a given set of training data examples stored in a .CSV file, implement and demonstrate the Candidate-Elimination algorithm to output a description of the set of all hypotheses consistent with the training examples.
3. Write a program to demonstrate the working of the decision tree based ID3 algorithm. Use an appropriate data set for building the decision tree and apply this knowledge to classify a new sample.
4. Build an Artificial Neural Network by implementing the Back propagation algorithm and test the same using appropriate data sets.
5. Write a program to implement the naïve Bayesian classifier for a sample training data set stored as a .CSV file. Compute the accuracy of the classifier, considering few test data sets

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Note: :

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	1	1	1	3	1	1	1	3	1	1	1	1
CO2	1	3	3	3	3	1	3	3	3	1	3	3	3	3
CO3	1	2	1	2	2	1	2	1	2	1	2	1	2	2
CO4	2	2	1	3	2	2	2	1	3	2	2	1	3	2
CO5	1	3	3	2	3	1	3	3	2	1	3	3	2	3

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Allied - Business Ethics and IPR	4	0	0		Theory
Introduction:						
The objective is to provide basic knowledge of business ethics and values and its relevance in modern context. And to have Idea about the Intellectual Property rights						
Course Objective						
CO1	:	Identify and address common ethical issues that arise for individuals, managers, and organizations.				
CO2	:	Identify key organizational tools, policies, systems, and laws that apply to managing ethical conduct specifically in the business environment.				
CO3	:	Identify and prioritize personal values and apply those to making ethical decisions.				
CO4	:	Explain how organizational and cultural variables can influence ethical conduct and Engage in logically sound discussion about moral dilemmas using the language of business ethics.				
CO5	:	To understand IPR and importance and procedures				

UNIT I [12 Hours]														
BUSINESS ETHICS Introduction –Meaning -Scope –Types of Ethics –Characteristics –Factors influencing Business Ethics – Importance of Business Ethics -Arguments for and against business ethics-Basics of business ethics - Corporate Social Responsibility –Issues of Management –Crisis Management														
UNIT II [12 Hours]														
Unit 2: PERSONAL ETHICS Introduction –Meaning –Emotional Honesty –Virtue of humility –Promote happiness –karma yoga – proactive –flexibility and purity of mind.														
UNIT III [12 Hours]														
Unit 3: ETHICS IN MANAGEMENT Introduction –Ethics in HRM –Marketing Ethics –Ethical aspects of Financial Management – Technology Ethics and Professional ethics. ROLE OF CORPORATE CULTURE IN BUSINESS Meaning –Functions –Impact of corporate culture –cross cultural issues in ethics														
UNIT IV [12 Hours]														
Unit 5: CORPORATE GOVERNANCE s Meaning–scope–composition of BODs-Cadbury Committee-various committees-reports on corporate governance–scope of Corporate Governance-Benefits and Limitations of Corporate Governance with living examples.														
UNIT V [12 Hours]														
IPR Introduction to IPR – Importance of IPR – Types of IPR – Patent, Trade Marks, Copy Right and Design – Things to be followed to help intellectual property. Simple cases for Innovations.														
Text Book: 1. Murthy CSV: Business Ethics and Corporate Governance, HPH 2. J.P. Mishra An Introduction To Intellectual Property Rights, Central Law Publications														
Reference Books: 3. Dr. K. Nirmala, Karunakara Readdy : Business Ethics and Corporate Governance, HPH 4. H.R.Machiraju: Corporate Governance 5. K. Venkataramana, Corporate Governance, SHBP. 6. N.M.Khandelwal : Indian Ethos and Values for Managers 7. S Prabhakaran; Business ethics and Corporate Governance 8. C.V. Baxi: Corporate Governance9. R. R. Gaur, R. Sanghal, G. P. Bagaria; Human Values and Professional ethics														
Note: :														
Mapping of Course Outcomes with Program Outcomes:														
	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2			2	2	3	1	2	3	2
CO2	3	3	2	2	2	1	1	2	2	3	1	2	3	2
CO3	3	3	3	2	2	1	1	2	2	3	1	2	3	2

CO4	3	3		2	2	1	2	2	2	3	2	2	3	3
CO5	3	3	2	2	2	3	3	2	2	3	3	2	3	3

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	DSC –Banking Theory & Practice	4		0	2	Theory
Introduction:						
After completing the course student can understand the functions of Bank and Types of Banking and they can approach the Bank for the various business purpose with more confident.						
Course Objective						
CO1	:	Able to comprehend the Functions of Commercial Banks				
CO2	:	To attain knowledge about the basic Banking Systems and e-banking				
CO3	:	Demonstrate the Banking Development				
CO4	:	Comprehend the knowledge on Banker and Customer relationship				
CO5	:	Familiarize with Collecting Banker and Paying Banker				
UNIT I						[12 Hours]
Introduction Meaning & Definition of Bank –Functions of Commercial Banks –Kinds of Banks -Central Banking vs. Commercial Banking.						
UNIT II						[12 Hours]
Banking Systems Unit Banking, Branch Banking, Investment Banking-Innovations in banking –e-banking -Online and Offshore Banking, Technology driven developments –ATM, Debit cards, Credit cards, Mobile banking, Internet banking -CORE banking -EFT: NEFT -RTGS -SWIFT						

UNIT III										[12 Hours]				
Banking Development Indigenous Banking -Cooperative Banks, Regional Rural banks, SIDBI, NABARD -EXIM Bank.														
UNIT IV										[12 Hours]				
Banker and Customer Meaning and Definition of Banker and customer –Types of Customers –General Relationship and Special Relationship between Banker and Customer -KYC Norms														
UNIT V										[12 Hours]				
Collecting Banker and Paying Banker Concepts -Duties & Responsibilities of Collecting Banker –Holder for Value –Holder in Due Course –Statutory Protection to Collecting Banker -Responsibilities of Paying Banker -Payment Gateways.														
Text Book:														
1. Banking Theory: Law & Practice : K P M Sundram and V L Varsheney														
2. Banking Theory, Law and Practice : B. Santhanam; Margam Publications														
Reference Books:														
3. Banking and Financial Systems : Aryasri														
4. Introduction to Banking : Vijaya Raghavan														
5. Indian Financial System : M.Y.Khan														
Note: :														
Mapping of Course Outcomes with Program Outcomes:														
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Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
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CO5	3	3	1	2	2	2	2	2	2	3	2	2	3	1

SEMESTER -V

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type																																			
	Core - IV – Human Resources Management	4	5	-	0	Theory																																			
<p>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.,</p>																																									
<p>Course Objective</p> <table border="1"> <tbody> <tr> <td>CO1</td> <td>:</td> <td colspan="5">Acquired knowledge on HRM, its environment, methods of selection, and Interview techniques.</td> </tr> <tr> <td>CO2</td> <td>:</td> <td colspan="5">Gained knowledge on training and career development</td> </tr> <tr> <td>CO3</td> <td>:</td> <td colspan="5">Students learnt about remuneration and welfare measures.</td> </tr> <tr> <td>CO4</td> <td>:</td> <td colspan="5">Gained facts about labour relation and Industrial disputes</td> </tr> <tr> <td>CO5</td> <td>:</td> <td colspan="5">Students learnt about Human resource audit, nature and approaches</td> </tr> </tbody> </table>							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				
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CO5	:	Students learnt about Human resource audit, nature and approaches																																							
<p>UNIT I</p>						<p>[12 Hours]</p>																																			
<p>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</p>																																									

UNIT II **[12 Hours]**
Manpower planning - Job description - Job analysis - Role analysis - Job specification - Recruitment and Selection - Training and Development.

UNIT III **[12 Hours]**
Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - approaches to good Human relations – Punishment.

UNIT IV **[12 Hours]**
Wages and Salary Administration - Incentive System - Labour Welfare And Social Security - Safety, Health And Security - Retirement Benefits To Employees.

UNIT V **[12 Hours]**
Industrial Relations - Trade Unionism - Grievance Handling – Collective Bargaining and Worker's Participation In Management.

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

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

Note:

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes				
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Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BBA4CP	Core Practical – HR Practices	2	4		4	Practical

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 can learn about remuneration and welfare measures.
CO4	:	Gained facts about labour relation and Industrial disputes
CO5	:	Students can learn about Human resource audit, nature and approaches

1. As the field of science and technology advances, the management tendency is to replace human beings by automation and Robotics systems as they think that human beings are too adamant and very difficult to handle the present industry practices.

a) Do you agree? Why or why not?

2. Prepare a Human Resource Policy for an IT company of your choice. Clearly state the assumptions.

3. DASS Department Stores: Is a multi-division, multi-locational largest department stores based in New Delhi. The stores directly sell to its growing number of customers, variety of consumable goods and electronics items of household requirements. The proprietors have decided to start in about a year's period from now on four more departmental stores in the cities of Mumbai, Chennai, Bangalore, and Kolkata. The Director in charge of this expansion plan is not aware of the planning recruitment and selection techniques of the modern time. The departments will include, HR, accounts, finance, purchase

marketing, sales, stores, security, godown keeper, warehousing and transport.

a. Draw a manpower plan for each store in each city.

b. Mention sources of manpower to be recruited, and the type of employees to be engaged, giving their specification.

4. Sky wear house is a major retailer of men's clothing. Despite the increasing size of the services sector, management of retail personnel is often poor and turnover is high. Further, training is non-existent and the industry is increasingly competitive. Sky wear house wishes to establish itself as a quality clothier with a high growth and earning rate, as well as growth in its stock value. Do you think Sky wear house can distinguish itself from competitors by adopting a comprehensive approach to training? Questions

a. What kind of training programmes would you organize for the employees of the organization?

b. What approach will you follow for evaluating the effectiveness of training?

5. Mr. Ashok a middle-aged man was hired by the administration manager because of his administrative background. He was given charge of running the company canteen of administering welfare services such as transport, sports activities and medical facilities. He wants to report to the administration manager not only for larger policy matters, but for daily operational matters. In the course of his year of service, his integrity and honesty was established beyond questions. However he kept on referring every detail to the administration manager. The administration manager had delegated much of his powers, including negotiation with the canteen suppliers. Mr. Ashok however, had his own way of doing his job. The administration manager gave him 'poor' rating.

a. How would you communicate the poor performance to Mr. Ashok?

b. If you were Mr. Ashok, how would you react to the situation?

6. Write an essay on the approaches to good human relations. Give an example by implementing it in an organization of your choice.

7. The National Bank has just decided to open a branch in town "A", which is an exclusive resort located about 40kms away from a large city "B". There is no bank in that town. The National Bank is anxious to determine the appropriate salary for the clerical staff it expects to recruit. Clerks in the bank's offices in the neighboring town "S" receive a starting salary of Rs. 15000 p.m. The higher salary in town "A" may be attributed in part to the substantial higher cost of living, the limited number of people seeking employment and the fact that there are no other banks. Banks in the town "B" have traditionally paid lesser salaries than other establishments, on the ground that banks offer better working conditions and higher dignity.

a. What should be the salary structure for the clerical staff in the National Bank? Justify the same?

8. A workman under the influence of drink touched a live wire while working at a machine and instantaneously died. His widow claimed compensation but the employer took the plea that he was not liable as the accident arose out of a default by the workman.

As HR manager what will be your decision.

9. Aircraft maintenance engineers of Indian Air Lines Corporation formed the bulk of engineers having AME license. The recent pay revision announced by Government has resulted wide disparity between wages and allowances between engineers and pilots. Engineers accordingly joined together and formed the union and got it registered. Nearly 90 percent of serving engineers joined the union.

During the recent negotiation with the management, engineers insisted to introduce a clause to make union membership mandatory to all employed engineers which in other words called union shop.

A section of union leaders preferred “maintenance shop” characteristic to their union where as some others insisted on agency shop status. Opinions are also divided whether they should get themselves affiliated to National Union. They decided to seek the opinion of a consultant.

- a. As a consultant, what status you recommend for the engineers union?
- b. What will be your advice regarding their affiliation to the national union?

10. Bharat Airways is 5 years old domestic airline. It was launched with lot of assurances of better prompt, efficient services, consumer satisfaction etc. However, during last 5 years, the conditions became worse resulting in large number of dissatisfied travelers, switching over to the other better domestic airlines.

Bharat Airways was not experienced in the domestic Air travel business when it started. Although it recruited almost 50% of its important employees out of 800 employees from other competitor airlines, there was no useful training to any group of employees.

Employees had lot of grievances and there was no procedure, system methods to ventilate the grievances. The top management and the operating managers were following autocratic style of management. Communication at levels was poor. There was absence of mutual trust, absence of responsibility, accountability, senior staff often complained of coordination. You as a HR manager,

- a. How will you handle the grievance? What plan of action will you suggest? Mention briefly the reasons for your suggestion.

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CO4	3	3	3	3	3	3	3	2	3	3	2	1	3	2
CO5	3	3	3	3	3	3		2	3	1	3	3	2	3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC 5C- 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,

Course Outcomes	Program Outcomes									Program Specific Outcomes				
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CO1	3	3	3	3	3	3	3	3	3	2	3	3	2	2
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CO5	3	3	3	3	3	3	3	3		3	3	2	2	3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC Practical - 5C SPSS	2	4	-	-	Theory

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)

	Program Outcomes									Program Specific Outcomes				
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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type																																			
	Elective 1 - ENTERPRISE RESOURCE PLANNING	4	5	0	4	Theory																																			
<p>Introduction: On successful completion of this course, the students should have understand the basics and usage of ERP and to enable the students to acquire knowledge of enterprise resource planning</p>																																									
<p>Course Objective</p> <table border="1"> <tbody> <tr> <td>CO1</td> <td>:</td> <td colspan="5">To understand about the ERP and its evolutions and An overview of Integrated Management Information</td> </tr> <tr> <td>CO2</td> <td>:</td> <td colspan="5">To understand the students about the ERP related technologies of BPR, MIS, EIS, DSS and SCM</td> </tr> <tr> <td>CO3</td> <td>:</td> <td colspan="5">To understand the implementation of ERP in the industry and its implications</td> </tr> <tr> <td>CO4</td> <td>:</td> <td colspan="5">To understand the various modules of ERP</td> </tr> <tr> <td>CO5</td> <td>:</td> <td colspan="5">To understand the future developments in ERP</td> </tr> </tbody> </table>							CO1	:	To understand about the ERP and its evolutions and An overview of Integrated Management Information					CO2	:	To understand the students about the ERP related technologies of BPR, MIS, EIS, DSS and SCM					CO3	:	To understand the implementation of ERP in the industry and its implications					CO4	:	To understand the various modules of ERP					CO5	:	To understand the future developments in ERP				
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UNIT I [12 Hours]														
Introduction to ERP - Evolution of ERP - Scenario and Justification of ERP in India- Evaluation of ERP - Advantage of ERP – Reasons for the growth of ERP -An overview of Enterprise Integrated Management Information - Business Modeling - Business Process Mapping for ERP Module Design														
UNIT II [12 Hours]														
ERP and Related Technologies - Business Process Re-engineering (BPR) - Management Information System (MIS) - Executive Information System (EIS)-Decision support System (DSS)- Supply Chain Management (SCM)														
UNIT III [12 Hours]														
ERP implementation - ERP implementation lifecycle - Issues in implementing - ERP Modules – Methodologies - Project Teams –Process Definitions – Vendors and Consultants – Data Migration – Project management– Post Implementation Activities.														
UNIT IV [12 Hours]														
Enterprise Application Integration – ERP and E-Business – ERP Market – Marketplace - Dynamics - SAP AG - ERP Packages – Business Module in an ERP Package – Finance – Manufacturing – Human Resource – Plant Maintenance – Materials Management – Quality Management – Sales and Distribution														
UNIT V [12 Hours]														
Future Directions In ERP - New Markets - New Channels - Faster Implementation Methodologies - Business Modules and Business Application Programming Interfaces (BAPIs) Bapis - Application Platform - New Business Segments - More Features - Web Enabling.														
Text Book:														
1. Alexis Leon, —ERP DEMYSTIFIEDI, Tata McGraw Hill, Second Edition														
Reference Books:														
1. Mary Sumner, —Enterprise Resource PlanningI, Pearson Education,														
2. Pankaj Sharma, Enterprise Resource Planning ,PHI														
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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type																																			
	Elective - 2 Fundamentals of Artificial Intelligence	4		0		Theory																																			
<p>Introduction: This course presents the problem solving and AI, search methods and expert systems. Enable the student to be familiar with theorems and algorithms.</p>																																									
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<p>UNIT I [12 Hours] Problem solving and AI – Puzzles and Games – Problem States and operators – Heuristic programming – state space representations</p>																																									
<p>UNIT II [12 Hours] State space search methods – breadth first and depth first search – heuristic – admissibility – optimality of algorithms</p>																																									

UNIT III [12 Hours]														
Problem reduction search methods – cost of solution trees – ordered search – alpha beta and minimum procedure.														
UNIT IV [12 Hours]														
Predicate calculus in problem solving – answer extraction process – resolution – Automatic program writing – predicate calculus – proof finding method.														
UNIT V [12 Hours]														
Expert systems: Expert systems and conventional programs – expert system organization – Knowledge engineering: knowledge representation techniques – knowledge acquisition – acquiring knowledge from experts.														
Text Book:														
1. E Charnail, CK Reiesbeck and D V Medermett, “Artificial Intelligence Programming”, Lawrence Erlbaum Associates, N J, 198														
Reference Books:														
1 N J Nilson, “Principles of Artificial Intelligence” , Tiega Press, Polo Alto, .														
2. Elain Rich and Kevin Knight, “Artificial Intelligence”, McGraw Hill,														
Note: :														
Mapping of Course Outcomes with Program Outcomes:														
	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
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CO4	3	2	1	3	2	2	2	1	3	3	2	3	3	2
CO5	3	3	3	2	3	1	3	3	2	3	3	3	3	2

SEMESTER VI

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
19BBA3CA	Core-Marketing Management	4	5	-	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 Objective

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 Hours]

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 Hours]

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

UNIT III **[12 Hours]**
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 Hours]**
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 Hours]**
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. Introduction to CRM and Sales force

Text Book:

1. Marketing Management | marketing cases in the Indian context | Fifteenth Edition | By Pearson
2. Philip Kotler- Kevin Lane Kella, “Marketing Management”, Pearson Education India, Fifteenth Edition 2015.

Reference Books:

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.

Note: :

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes				
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CO4	3	3	3	3	3	3	3	2	3	3	3	1	3	2

CO5	3	3	3	3	3	3	3	2	3	3	3	3	2	3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BBA3Practical	Core Practical - Marketing Management	2	4		4	Practical

Course Outcomes:

C01	:	Students implicit about the marketing and its various environmental factors
C02	:	Gained familiarity on buyer behavior and market segmentation promotion
C03	:	Students learn about various stage in Product Life Cycle
C04	:	Gained acquaintance in the marketing channels and sales management
C05	:	Students gained knowledge on advertising and sales

Marketing Management

- Select the Consumer product and discuss their types of marketing concept by applying 5 different concepts. Which one is most appropriate? Support your answer.
- Master of the Online Supermall Amazon.com could well go down in history as a love child born of the heady fling that the stock market had with dotcoms in the late 1990s. But the company, founded by Jeff Bezos in July 1995 when the internet was still an untested business medium, is a survivor-par-excellence. It floundered a bit in the swirl of the dotcom bust, but unlike thousands that were swept away, Amazon.com reinvented itself and emerged stronger. The 40-year old Bezos, a computer science grad from Princeton University, is the pioneer of Internet Retailing. His compelling vision introduced a new paradigm for retail, the click-and-buy model; buy goods from a website instead of a physical store, from wherever there is an internet connection: home, office or cyber-cafe. A model that gave convenience to buyers, and mind-boggling market reach to sellers. Named after the mighty Amazon river and its numerous tributaries that surge through dense rain forests, Amazon.com was started with an initial investment of a few thousand dollars. In less than three weeks after the website went live, Bezos and his wife Mackenzie were pulling in sales of over \$20,000 a week. And soon after going public in 1997, the company had a market capitalization higher than that of its brick-

and-mortar rivals. In 1999, Bezos was chosen as Time Magazine's 'Person of the Year'. But things changed soon after and the dotcom bust saw Amazon.com lose almost 90 percent of its market cap in 2000. Bezos didn't give up on his vision. He set about transforming Amazon.com from a website selling books into something much bigger: the world's largest online retailing platform.

A series of tie-ups with companies like Toys R Us and Target helped give the website the feel of an online supermall where a customer could buy almost anything. Marketing initiatives followed – from free shipping to highly discounted prices to very customized offerings (based on customer profile) to wide distribution through sites which can divert traffic to Amazon.com for a small commission.

But the biggest move was Bezos' decision to make the site 'more global'. The moves have paid off. The company announced its first full year profit in 2003. It has been making money now for three straight quarters and revenues have exceeded a billion dollars for the last six quarters.

If proof was needed that there is money to be made in online retailing, this is it. And Bezos has proved that the right idea, coupled with perseverance, pays in the end. (excerpt from Business Today, May 2004)

Questions

1. How does Amazon.com bring utility or create value for its customers?
2. Explain the marketing framework of Amazon.com?
3. What do you learn about marketing from the Amazon story?

3. Explain the factors influencing the Buyer Behaviour and take Children Garments as an example and explain what are all the various Customer influencing factors.

4. Marketing Beyond the Veil Many marketers think that marketing to Saudi Arabian women is a very difficult task. Women in Saudi remain behind the purdah and it is difficult to talk to them. Saudi Arabia is one of the largest markets in west Asia and is a homogenous society.

There exists a wrong notion among some marketers that Saudi women are passive consumers. Many Saudi women are often highly educated. About 3,80,000 women work in Saudi Arabia and the number of female students in the colleges is set to rise about 1,75,000 in the next two years. Most women work in the traditional fields of health and education. Some are even employed in retailing, designing, publishing and manufacturing. They are exploring ways to sell products to Saudi women since Saudi Arabia is considered a young market. Shopping malls are an utter flop as women find these out-of-town malls inconvenient. MNCs have realized that Saudi women are brand conscious and make the buying decision for household items. MNCs have been searching intensively for women who can act as intermediaries between the company and the clients and those who have links with colleges, women groups, etc.

Marketers should now stop underestimating the sophistication of Saudi women as consumers. It is time they recognized that they are the emerging economic force. A women emerging out of a car fully covered by the purdah, may hold a degree in finance or law or medicine and so on, and she may be a potential consumer given her educational background and culture.

Questions

1. List out the differences between Consumer Behaviour of Women in a closed culture (as described by this case) in Saudi Arabia and in an open culture (say, in Western Europe).
2. Highlight the cultural implications for a Woman consumer and also for a marketer in the given context.
3. Think of creative applications of 'reference groups' to market to the Saudi Arabian Women, say for a personal care product.

5. Explain the Product Mix of TATA product

6. HLL goes adult with its ice creams The summer looks hot. That isn't the weatherman talking, but the ice cream marketer, who seems to have abandoned an age-old positioning of the product (as a fun, family treat) in favour of a new one: as an adult indulgence.

Leading the new strategy is HLL, which has reworked the marketing communication of its Kwality brand to something more risqué. Its TV and billboard ads show adults "pleasuring it up" quite suggestively. What's

up? According to an HLL spokesperson, the repositioning is “a bid to reflect the sensorial awakening in society”. “Evidence of which”, the spokesperson continues, “is to be found in the spending one sees at malls and multiplexes”.

At any rate, says the spokesperson, given that half of the country’s population is between 18 and 34, its new communication better reflects its image as a youthful and indulgent brand. Rivals haven’t yet followed suit. On the contrary, ones like the Anand-based milk marketing cooperative Amul, whose officials were not available for comment, are sticking to their family-centric campaigns, Will HLL’s new positioning put its Rs.89 crore (2004 revenue) ice cream business on the boil? Hard to say. For, this is one category where availability plays a bigger role than just branding. (Excerpt from Business Today, May 8, 2005)

Questions

1. What are the market segmentation, targeting and positioning insights that you draw from this case?
2. Why is HLL repositioning its Kwality brand of ice creams?

7. Explain the Marketing Channel for the Good Night Mosquito Coils

8. That CSR (Corporate Social Responsibility) thing! It shouldn’t surprise anyone that Indian companies have just discovered the marketing pay-off of their corporate social responsibility (CSR) initiatives.

They could get by with focusing on real or perceived product attributes, and with profit-mindedness being considered a coarse sentiment, any CSR programme they launched was far removed from their core businesses, brands, even consumers. There has been a spate of corporate CSR initiatives over the past few years. Companies have been quick to respond to crises (such as the Gujarat earthquake or the Tsunami that hit the southern part of the country) or shown inherent goodness in plugging gaps in the government’s efforts to provide healthcare and education to all – in a country as vast as India, there will always be gaps – but there has been little effort to link such work to things such as marketing, even corporate strategies. Most CSR activities are, at best, charity, not very different from discrete acts of philanthropy and, at worst, a mere humane facade of a for-profit-only capitalist system.

This is why recent advertising campaigns by the country’s two largest fast moving consumer goods (FMCG) companies, Hindustan Lever Limited (HLL) and ITC are significant. The first, a campaign for Surf Excel Quick Wash with the tagline Do bucket paani ab rozana hai bachnai (I will save two buckets of water a day), has struck a chord in a country where the shortage of water is an endemic phenomenon.

“We decided it would be of immense benefit to a household if a technology could be developed that would reduce the water consumed in the washing of clothes and the amount of effort required while rinsing while delivering superlative cleanliness”, says an HLL spokesperson. Surf’s sales, say sources in the market, have gone up by as much as 15% since the advertisement, starring actress-turned-social-activist and former Member of Parliament, Shabana Azmi, went national (the company had tested the strategy in water-starved Tamil Nadu last year with another actress-turned-social-activist Revathy Menon).

Then, there is ITC’s Working for you, working for India campaign, one strand of which focuses on the company’s e-choupal initiative, an effort that seeks to enhance rural incomes, then, sell a variety of products and services to rural customers (apart from sourcing agricultural produce from them). The tagline itself smacks of old-style image-led CSR activity, but given what the e-choupal does, it is actually an attempt to build and position the company’s brand around the idea of doing something for the country.

In some ways, ITC’s e-choupal is a far stronger example of a CSR brand linkage than the Surf Excel campaign. It is a programme that is obviously advantageous to the company, yet it is accomplished by enough socially relevant goodies to make it look the way a government programme targeted at rural development ideally should. HLL, coincidentally, has an initiative that fits the bill, its Project Shakthi that uses Women’s self help groups in rural areas to further its reach.

“The problem with old-style CSR was that the benefactors were not in control of what they would get”, says Vivek Vaidya, a brand consultant. With brand or corporate strategy driven CSR, they are. (Source: Business Today, May 8, 2005)

Questions

1. Explain the success of Do bucket paani ab rozana hai bachnai (I will save two buckets of water a day)

campaign for Surf Excel.

2. What consumer behaviour insights can you draw from this case.
3. Identify the personal and interpersonal factors that affect consumer behaviour for the product/service described in the case
9. Adopt Modern Concept in Marketing for the consumer products.

10. Sara Lee In the processed meat industry, Sara Lee Meats (SLM) is a star. It owns and operates meat-processing plants in 40 different nations.

SLM's business strategy includes product innovation, acquisitions and mergers, and market leadership in a number of different categories. Its growth strategies support an annual 6 percent growth in sales. Important U.S. brands in the Sara Lee product line are Kahn's, Jimmy Dean, Hillshire Farms, Bryan, State Fair, Best's Kosher, and Tastefuls!.

According to SLM executive George Chivari, "We work very hard at Sara Lee on brand equity. . . . We have to make sure our new ideas are not only profitable and achieve big volume for our [retail] customers, but also that they are consistent with the quality of the brand and there is a good fit." Tastefuls! is a product that SLM feels is a particularly good fit CO5 High analysing with the company's other products. The lunch combination features two small sandwiches, chips, and dessert and was developed and marketed by a subsidiary of SLM, Jimmy Dean foods. Up until the development and marketing of Tastefuls!, Jimmy Dean has just made produced sausage.

Questions

1. Given what you have read about Sara Lee Meats, you would think its executives want you to classify the SLM products as
2. One method SLM can use to maintain its brand equity would be to:

Course Outcomes	Program Outcomes									Program Specific Outcomes				
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CO5	3	3	3	3	3	3	3	2	3	3	3	3	2	3

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type																																			
	Elective III Information Security and Cyber			0		Theory																																			
Introduction:																																									
To give students knowledge about information Vulnerability in the modern cyber environment and need of cyber Security preparations are essential.																																									
Course Objective																																									
<table border="1"> <tbody> <tr> <td>CO1</td> <td>:</td> <td colspan="5">The objective of this course is to provide students with a basic understanding of Information and Cyber Security issues and make them aware of the Challenges.</td> </tr> <tr> <td>CO2</td> <td>:</td> <td colspan="5">To provide components of the Information and Cyber Security Organization</td> </tr> <tr> <td>CO3</td> <td>:</td> <td colspan="5">To achieve a basic understanding of information and Cyber Security</td> </tr> <tr> <td>CO4</td> <td>:</td> <td colspan="5">To master information security governance, and related legal and regulatory Issues</td> </tr> <tr> <td>CO5</td> <td>:</td> <td colspan="5">To be familiarity with information security awareness and a clear understanding of its importance</td> </tr> </tbody> </table>							CO1	:	The objective of this course is to provide students with a basic understanding of Information and Cyber Security issues and make them aware of the Challenges.					CO2	:	To provide components of the Information and Cyber Security Organization					CO3	:	To achieve a basic understanding of information and Cyber Security					CO4	:	To master information security governance, and related legal and regulatory Issues					CO5	:	To be familiarity with information security awareness and a clear understanding of its importance				
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CO5	:	To be familiarity with information security awareness and a clear understanding of its importance																																							
UNIT I [12 Hours]																																									
Information Security Overview																																									
The Importance of Information Protection-The Evolution of Information Security -Justifying Security Investment -Security Methodology -How to Build a Security Program -The Impossible Job-The Weakest Link-Strategy and Tactics-Business Processes vs. Technical Controls																																									
UNIT II [12 Hours]																																									
Risk Analysis																																									
Threat Definition -Types of Attacks - Malicious Mobile Code -Advanced Persistent Threats (APTs) -Manual Attacks -Risk Analysis																																									

UNIT III										[12 Hours]				
Cyber Security Fundamentals - Network and Security Concepts - Information Assurance Fundamentals - Authentication – Authorization – Nonrepudiation – Confidentiality – Integrity – Availability - Basic Cryptography - Symmetric Encryption - Example of Simple Symmetric Encryption with Exclusive OR(XOR) - Improving upon Stream Ciphers with Block Ciphers - Public Key Encryption -The Domain Name System (DNS) - Security and the DNS – Firewalls -History Lesson - What’s in a Name? – Packet - Filtering Firewalls - Stateful Firewalls- Application Gateway Firewalls.														
UNIT IV										[12 Hours]				
Virtualization- In the Beginning, There Was Blue - The Virtualization Menu - Full Virtualization-Getting a Helping Hand from the Processor - If All Else Fails, Break It to Fix It - Use What You Have-Doing It the Hard Way-Biting the Hand That Feeds-Radio-Frequency Identification -Identify What?-Security and Privacy Concerns														
UNIT V										[12 Hours]				
Microsoft Windows Security Principles-Windows Tokens-Introduction-Concepts behind Windows Tokens-Access Control Lists-Conclusions-Window Messaging - Malicious Uses of Window Messages -Solving Problems with Window Messages-Windows Program Execution- Validation of Parameters - Load Image, Make Decisions-Creating the Process Object-Context Initialization - Windows Subsystem Post Initialization - Initial Thread-Down to the Final Steps- Exploiting Windows Execution for Fun and Profit - The Windows Firewall														
Text Book:														
1.“Information Security - The Complete Reference”, by Mark Rhodes-Ousley, 2nd Edition. 2.“Cyber Security Essentials”, by James Graham, Richard Howard & Ryan Olson , Published by CRC Press.														
Reference Books:														
1.John R. Vacca, “Computer and Information Security Handbook”, Elsevier, Third Edition 2.Salvatorre J. Stolfo,Steven M. Bellovin, Shlomo Hershkop, Angelos Keromytis, Sara Sinclair, Sean W. Smith, “Insider Attack and Cyber Security beyond the Hacker”, Springer Science,														
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Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type															
	Elective – 4 Digital Marketing	4	0	0	4	Theory															
<p>Introduction: Digital marketing course syllabus can be broadly bifurcated under two heads, Executive Skills which includes all the topics required to begin your journey towards digital marketing, and Managerial Skills which states and prescribes on how to use your talent in the best way possible.</p>																					
<p>Course Objective</p> <table border="1"> <tbody> <tr> <td>CO1</td> <td>:</td> <td>To understand about the Digital Marketing</td> </tr> <tr> <td>CO2</td> <td>:</td> <td>To understand Planning and Creating a Website and Search Engine Optimization (SEO)</td> </tr> <tr> <td>CO3</td> <td>:</td> <td>To understand Search Engine Marketing (SEM) and Social Media Marketing</td> </tr> <tr> <td>CO4</td> <td>:</td> <td>To understand Content Strategy, Web Analytics and Email Marketing</td> </tr> <tr> <td>CO5</td> <td>:</td> <td>To understand E-Commerce Management</td> </tr> </tbody> </table>							CO1	:	To understand about the Digital Marketing	CO2	:	To understand Planning and Creating a Website and Search Engine Optimization (SEO)	CO3	:	To understand Search Engine Marketing (SEM) and Social Media Marketing	CO4	:	To understand Content Strategy, Web Analytics and Email Marketing	CO5	:	To understand E-Commerce Management
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CO4	:	To understand Content Strategy, Web Analytics and Email Marketing																			
CO5	:	To understand E-Commerce Management																			
<p>UNIT I</p>						<p>[12 Hours]</p>															
<p>Introduction to Digital Marketing Digital Marketing Meaning and Definition - Difference between traditional marketing and digital marketing - Importance of digital marketing - Trends and scenario of the industry - Analyse Digital marketing be the ultimate tool for success for businesses – Support of Digital Marketing to increase sales – Competitive analyses of Digital marketing -</p>																					
<p>UNIT II</p>						<p>[12 Hours]</p>															
<p>Planning and Creating a Website and Search Engine Optimization (SEO) Planning and Creating a Website : Brand awareness, credibility, and delivery among consumers – Word Press - Practical demonstration on how to create a website - Adding content, installing and activating plug ins - How to incorporate design and other elements into the website</p> <p>Search Engine Optimization (SEO): What is SEO? - On-Page Optimization - Off-Page Optimization - Keywords - History & Growth of SEO - Google Adwords</p>																					

UNIT III										[12 Hours]				
Search Engine Marketing (SEM) and Social Media Marketing														
Search Engine Marketing (SEM) Introduction to SEM - Campaign Creation - Google Adwords - Ad Creation, Approval & Extensions - Site Targeting - Keyword Targeting - CPC, CPA & CPM Based Accounts - Demographic Targeting/ Bidding. Concept of Pay per click														
Social Media Marketing : Definition of Social Media Marketing & Social Media - Blogging - Social Networking - Video Creation & Sharing - Use of Different Social Media Platforms - Content Creation														
UNIT IV										[12 Hours]				
Content Strategy, Web Analytics and Email Marketing														
Content Strategy: Blogging - Article Marketing - CTC via Content - Promotions - Guest Blogging - Content Marketing Tools														
Web Analytics: Introduction to Web Analytics - Introduction to Audience Reports, Traffic & Content Report - Campaign Tagging & Reporting - Linking - Using Google Adwords Data - Real-Time Data														
Email Marketing : Importance of Email Marketing - Email Marketing Platforms - Creating & Tracking e-Mailers - Open Rates & CTR of e-Mailers - Create Forms - Create Opt-in Lists														
UNIT V										[12 Hours]				
E-Commerce Management														
Management of E-Commerce Store - Ensuring Positive Customer Experience - E-Commerce Marketing - Inventory Management - Product Keyword Research - Supply Chain Management - Uploading Products to Website - Selling, Packaging & Shipping														
Text Book:														
1. Ryan Deiss & Russ Henneberry, Digital Marketing for Dummies 2. Jay Baer , Youtility														
Reference Books:														
3. Joe Pulizzi - Epic Content Marketing 4. David Meerman Scott New Rules of Marketing and PR 5. Derek Thompson Hit Makers: The Science of Popularity in an Age of Digital Distraction 6. Seth Godin Permission Marketing 7. Jan Zimmerman, Deborah Ng Social Media Marketing All-in-one Dummies 8. Eric Enge, Stephan Spencer, Jessie Stricchiol The Art of SEO														
Note: :														
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CO5	3	3	3	2	2	3	3	3		2	3	3	2	

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Export and Import Documentation	4	5	0	4	Theory
Introduction:						
The aim of the course is to acquaint the students with the export-import procedures, documentation and logistics						
Course Objective						
CO1	:	To understand the Preliminaries for Exports and Imports				
CO2	:	To become capable to prepare the Export Import Documentation				
CO3	:	To understand the procedure for Export and Import				
CO4	:	To aware the students about the Pre-Import Procedure				
CO5	:	To Understand the Policy and Institutional Framework for Exports and Imports				
UNIT I [12 Hours]						
Preliminaries for Exports and Imports: Meaning and Definition of Export – Classification – Strategy and Preparation for Export Marketing – Export Marketing Organizations – Registration Formalities – IEC – RCMC – Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Pricing Quotations – Payment Terms – Letter of Credit.						
Liberalization of Imports – Negative List for Imports – Categories of Importers – Special Schemes for Importers						
UNIT II [12 Hours]						
Export Import Documentation						
Aligned Documentation System – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate’s Receipt – Bill of Lading – GR Form – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies.						
Import Documents – Transport Documents – Bill to Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration.						

UNIT III										[12 Hours]				
Export-Import Procedure														
Steps in Export Procedure – Export Contract – Forward Cover – Export Finance – Institutional framework for Export Finance – Excise Clearance – Pre-shipment Inspection – Methods of Pre-shipment Inspection – Marine Insurance – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities – Customs EDI System – Negotiation of Documents – Realisation of Exports Proceeds.														
UNIT IV										[12 Hours]				
Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents.														
UNIT V										[12 Hours]				
Policy and Institutional Framework for Exports and Imports														
Foreign Trade Policy – Highlights – Special Focus Initiatives – Duty Drawback – Deemed Exports – ASIDE – MAI & MDA – Star Export Houses – Town of Export Excellence – EPCG Scheme – Incentives for Exporters. Export Promotion Councils-Commodity Boards – FIEO – IIFT – EOUs – SEZs – ITPO – ECGC – EXIM Bank.														
Text Book:														
1. Handbook of Import-Export Procedures – Ministry of Commerce, -, Government of India, New Delhi														
2. Export: What, Where and How, Paras Ram, Anupam Publishers, Delhi														
Reference Books:														
1. Exports – Do it Yourself, Mahajan M.I., Snow White Publications, New Delhi														
2. Import – Do it Yourself, M. I. Mahajan, Snow White Publications, New Delhi														
3. Export Marketing, TAS Balagopal , Himalaya Publishing House														
4. Export Documentation and Procedures, , Nabhi Publications, New Delhi														
5. International Marketing Management, R.L. Varshney, Sultan Chand														
Note: :														
Mapping of Course Outcomes with Program Outcomes:														
	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3		1		3		3	3	3	1	3	
CO2	3	3	3		3	2	3	3	3	3	3	1	3	3
CO3	3	3	3	2	2	1	3	1	3	3	3	2	3	1
CO4	3	3	3	2	1	2	3	2	3	3	3	2	3	2
CO5	3	3	3	2	2	3	3	3	3	3	3	2	3	3

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE-PROJECT	8			4	Practical

Course Objectives:

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 per the norms given below:

External Examiner 25 Marks

Internal Examiner 75 Marks

(Jointly given by the external and internal examiner) 100 Marks and the same may be converted to 200 Maximum whenever required)

Discipline Specific Core

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC 3C- FREIGHT FORWARDING (OCEAN & AIR CARGO)	4	6	-	0	Theory

Objective: To provide the participants with a good knowledge of ocean freight operations, services and management that can support them in various business functions and roles such as operations, customer service, account management and sales

Course Outcome:

CO1	:	To familiarize the student with the information about transportation considerations for the import and export
CO2	:	To familiarize the student with the domestic trade processes
CO3	:	The students will be able to assess transportation operations towards increased logistics efficiency while discovering opportunities for saving time, expense and hassle
CO4	:	To develop competencies and knowledge of students to become freight forwarding professionals
CO5	:	To help Students to understand freight forwarding

UNIT I

Introduction to EXIM, Freight forwarding and custom clearance – types of custom clearances – Importance of custom clearance – certificate of origin, ICEGATE and insurance – custom Act – Regulations pertaining to custom clearance – different modes of freight forwarding – domestic and international freight forwarding networks – process of freight forwarding.

UNIT II

Multimodal transportation - Vendor management - bulk load handling - brief on transshipment - DG handling - customer acquisition and management - Customs clearance procedure - Documents and its

importance - Stages of Documentations process and procedures - Documentation types and filing processes - Details of documents as per the format approved by the Customs - The requirement of documents for pre-shipment and requirement of documents for Import - DO's and DON'T's while handling different documents during Custom Clearance

UNIT III

Operation Procedures of Freight Forwarding - The procedures for Pre-Operating Checks and Operational checks to be performed for every shipment /consignment - List of basic handling of errors and the Operational errors that occur in common - Procedure for checking of shipping bill, Airway bill based on invoice and packing list received from department for Freight Forwarding. Regulations (EXIM/IATA/Countries)/COM based on permutations and combinations of weight vs volume.

UNIT IV

Cargo handling, INCO terms and terminologies used in Cargoes - Different Types of Cargoes for transportation. Full Export and Import value of the cargo – Importer and exporter Code (IEC), The registered PAN based Business Identification Number received from the Directorate General of Foreign Trade - Different type of Cargo, Their quantity and value - Packaging requirement for the cargo during shipment from the shipper - Inspection procedure for the cargo while unloading - DO's and DON'T's while handling different cargo - Basic Regulation pertaining to Cargo movement by Air, Sea, and Land. Climatic conditions of different routes in different seasons.

UNIT V

Documentation of Freight Forwarding process as per customer timelines and requirements - Carting, unloading, Stacking, Loading; and Stuffing - Procedure for dealing with loss or damage to goods - Different P.G.A and their roles. Technical knowledge on Containers; Pallets; Palletization; Fumigation- the general reporting processes and time frames - Different airline / shipping line available for different routes - Letters of Credit and payment Terms. Etc. - Movement policy - Details of the transport available in Different routes - Organization fees, charges structure and Organizational procedures - computer and its application in internal systems of documentation.

TEXT BOOKS

1. J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition, 2013.
2. Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems Michael Ten Hompel, Thorsten Schmidt, Springer verlag, First Edition, 2006.
3. Kapoor Satish K., and KansalPurva, 'Basics of Distribution Management: A Logistical Approach', Prentice HALL of India

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	3	3	3	3	3	3	3	2	3	2
CO2	3	2	3	2	2	1	1	3	3	2	3	3	1	2
CO3	3	3	2	3	3	3	3	3	3	3	2	3	1	1
CO4	3	1	3	3	3	3	2	3	3	2	3	3	3	2
CO5	3	2	1	3	2	2	3	2	1	3	2	3	3	2

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC PRACTICAL-3C FREIGHT FORWARDING (OCEAN & AIR CARGO)	4	6	-	0	Practical

Objective: To know the importance of transport in logistics, Compare the different modes of transport, understand the purpose, main activities and design of warehouses, Study the freight structure and practice in logistics

Course Outcome:

CO1	:	To orient students in the practical field of Logistic
CO2	:	To develop competencies and Skills of students to become Logistics professionals
CO3	:	To provide practical exposure for application of such concepts
CO4	:	To provide practical exposure in Freight Forwarding
CO5	:	To understand various tariffs applicable in sea/air/rail/road/pipeline transportation

Exercises

I Prepare the documents related to the movement of Carrier, Transporter, Custodian and Customs. Plan for Stuffing or Cargo. Prepare Invoice, packing list, Annexure and Booking Etc.

II Prepare of Note for Special requirement during Custom Clearance examination, drawback, export promotion, etc. Prepare documents as per the format given by the Customs. Prepare documents for pre-shipment / import. Follow the DO's and DON'T's while handling different documents

III Examine and verify customs related documents. Record and document for future. Reade of Documents Ascertain the common errors and correct them. Check shipping bill, Airway bill based on invoice and packing list Received. Handle Cargo documents. Receive the Importer -Exporter Code (IEC) from shipper.

IV Obtain the registered PAN based business Identification number. Receive different type of cargo including quantity and value details

V Prepare note of any packaging requirement for the cargo during shipment from the shipper Supervise Carting unloading; Stacking; Loading; Stuffing

VI Inspect the cargo while unloading. Follow procedure and ensure there is no damage during the transit. Draft certificate of Origin and other certificate. Supervise Containers; Pallets; palletization; Fumigation. Follow the DO's and DON'T's while handling different cargo.

VII Plan for transportation of Import & Export cargo. Follow Basic Regulations. Apply Climatic conditions of different routes in different seasons. Use Different airline / shipping line available for different routes

VIII Track schedule for cargo movement from the supplier destination to the customer destination

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	3	3	3	3	3	3	3	2	3	2
CO2	3	2	3	2	2	1	1	3	3	2	3	3	1	2
CO3	3	3	2	3	3	3	3	3	3	3	2	3	1	1
CO4	3	1	3	3	3	3	2	3	3	2	3	3	3	2
CO5	3	2	1	3	2	2	3	2	1	3	2	3	3	2

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DSC 4C- INTERNATIONAL LOGISTICS MANAGEMENT	4	6	-	0	Theory

Objective: To understand the relationships between international logistics management, the international business environment, and the opportunities and challenges and how the elements of an international logistics system should be integrated and coordinated in the most cost effective manner

Course Outcome:

CO1	:	To recognize the complexity of the elements in international logistics system and how they are related to organizational performance
CO2	:	To identify and evaluate the elements of an international logistics system
CO3	:	To learn the current issues for the design and evaluation of an international logistics system
CO4	:	To understand the implication of contemporary technology in the international logistics operations context
CO5	:	To understand social responsibility and ethic in managing international logistics systems and operations

Unit-I

Introduction to International Logistics Management -Definition, Scope Functions, Objectives, Integrated Logistics – Role of logistics in Supply Chain, Logistics & Customer Service, Role of Logistics in competition strategy, Logistics Organization & Performance Management.

Unit- II

Globalization and International Trade- Supply Chain Strategies- Transportation in Supply Chain- Logistics Service Providers- Procurement- Inventory Management.

Unit –III

Warehouse and Material Handling- Information Flows and Technology- Measuring and Managing Logistics- Supply Chain Vulnerability, Risk, Robustness and Resilience- Sustainability Logistics and Supply Chain

Unit- IV

International Road way- International Water ways- International Railways- eLogistics- Custom duty- International Customer requirement assessment, International Customer satisfaction parameters and indices, Manpower recruitment and training, Customer feedback collection and analysis, Customer service evaluation.

Unit – V

Recent trends in International Logistics Management- Disadvantages of Waterways and Airlines transportation -Case studies related with recent trends.

TEXTBOOK

1. International Logistics by MARIA G.BURNS. 2014.
2. Donald Waters : Logistics. Palgrave Macmillan, New York, 2018

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	2	1	3	3	3	3	2	3	2	3	2	2
CO2	3	3	1	3	2	1	2	3	3	3	3	3	2	2
CO3	2	1	3	3	3	2	3	3	1	3	2	3	1	2
CO4	3	2	3	3	3	1	3	1	3	2	3	2	3	2
CO5	3	3	3	2	3	3	2	2	3	1	1	2	2	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type												
	DSC: Strategic Management			0		Theory												
<p>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.</p>																		
<table border="1"> <thead> <tr> <th colspan="2">Course Objective</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td>Analyze industry factors, and identify their impact on profitability and strategic positioning</td> </tr> <tr> <td>CO2</td> <td>Gain knowledge about the SWOT analysis and its need in the day to day life for the evaluation.</td> </tr> <tr> <td>CO3</td> <td>Identify strategic capabilities and gaps</td> </tr> <tr> <td>CO4</td> <td>Analyze strategic macro environmental issues</td> </tr> <tr> <td>CO5</td> <td>Analyze and implement strategy at the single business unit level</td> </tr> </tbody> </table>							Course Objective		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
Course Objective																		
CO1	Analyze industry factors, and identify their impact on profitability and strategic positioning																	
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CO3	Identify strategic capabilities and gaps																	
CO4	Analyze strategic macro environmental issues																	
CO5	Analyze and implement strategy at the single business unit level																	
<p>UNIT I [12 Hours] Introduction- concept of Strategy – Need – Dimensions - Strategic Planning - Process- Benefits — Strategic vision – Corporate Mission – Objectives – Goals – Social Responsibility – Business ethics – Linking Strategies with ethics.</p>																		
<p>UNIT II [12 Hours] Environmental analysis – Need – Scanning – Approaches – Forecasting – Techniques. Internal Analysis – Need – SWOT analysis – Value Chain – Functional Analysis – Grid approach – Criteria for evaluating internal capabilities.</p>																		

UNIT III										[12 Hours]				
Strategic Decision framework – Developing alternatives – Strategy Options – Porter’s five force Model Diversification strategies – Retrenchment Strategy – Factors Influencing Strategy – Generic Strategy – Cultural Context Of Strategy -- McKinsey’s 7S Model-9 Cell Matrix.														
UNIT IV										[12 Hours]				
Core Competencies – Building Core Competencies — Managing Strategic Change – Strategic Change Process - International Strategic Management And Domestic Strategic Management														
UNIT V										[12 Hours]				
Implementation – Role of top management – Process – Matching Structure of strategy – Resource allocation – Planning and Controlling system. Building Strategic Supportive Corporate Culture Strategic Advantage – Feedback.														
Text Book:														
1. Y. S. Abu - Mostafa, M. Magdon-Ismael, and H.-T. Lin, “Learning from Data”, AMLBook Publishers, 2012.														
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														
Note: :														
Mapping of Course Outcomes with Program Outcomes:														
	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	2	2	3	3	2	3	2	2
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CO3	3	2	2	3	3	2	2	2	3	3	3	2	3	2
CO4	2	2	3	3	3	3	3	2	2	3	2	2	3	2
CO5	3	3	2	2	2	2	3	3	2	3	3	2	2	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	DSC Practical – Strategic Management	2		0	2	Theory

Introduction:

By completing this practical students can able to understand the Strategic Formulations of the company and as well as Industry

Course Objective

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 Hours]

We need to analyze the present situations and how to frame the strategy to over come the bottleneck*

- a) What kind of Post Corona strategy would you recommend for the Event Management business ?

b) Formulate the strategy to adopt Industry 4.0 revolution in Hospital business.? Analyse the advantages and disadvantages of the same.

UNIT II [12 Hours]

Doing SWOT analysis of any 2 companies and framing the strategy of the business by keeping the SWOT*

- a) TATA Introducing 2 wheeler bikes in the Indian Market
- b) Maruthi cars reproducing the Maruthi 800 car

UNIT III [12 Hours]

We can analyse the strategies followed by any 2 companies and analyse what short of improvements to be made in their present strategies*

- a) As a former form a strategy to improve the business in Agricultural products.
- b) Advice AVIN milk company to improve their business from the existing strategy.

UNIT IV [12 Hours]

Macro environmental that effect the local business*

- a) Analyze how the change in Macro Environment effect the Passenger flight service Local and International
- b) Garment Industry – Analyze the business affected due to macro environmental changes

UNIT V [12 Hours]

How do you implement the strategic decisions in the unit level*

- 1) MBO (Management By Objective) implementation in the unit level
- 2) Implementing Balanced score card in the unit level.

Text Book:

- 1. Y. S. Abu - Mostafa, M. Magdon-Ismael, and H.-T. Lin, "Learning from Data", AMLBook Publishers, 2012.

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

Note: :*

Faculties can frame suitable questions based on the contemporary issues of the Industry

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	2	2	3	3	2	3	2	2
CO2	3	3	2	2	3	3	2	2	3	3	3	3	2	2
CO3	3	2	2	3	3	2	2	2	3	3	3	2	3	2

CO4	2	2	3	3	3	3	3	2	2	3	2	2	3	2
CO5	3	3	2	2	2	2	3	3	2	3	3	2	2	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Total Quality Management	4	0	0	4	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 Objective

CO1	:	To learn and understand the basics of TQM and can frame the vision Mission and Policy to the company as well as department wise.
CO2	:	To learn quality Philosophy in the managerial perspective and apply professionally
CO3	:	To apply tools to facilitate continuous improvement
CO4	:	To understand Customer requirement and convert the same into technical requirement in a effective
CO5	:	To improve the system by implementing International Quality management System and understanding the Six pillars of TQM

UNIT I

[12 Hours]

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 Hours]				
<p>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</p>														
UNIT III										[12 Hours]				
<p>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. , product life characteristics curve, Total productive maintenance (TPM) - Business Process Improvement (BPI) – principles, applications, reengineering process, benefits and limitations</p>														
UNIT IV										[12 Hours]				
<p>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.</p>														
UNIT V										[12 Hours]				
<p>Quality Systems Organizing and Implementation – Introduction to ISO 9001:2015 – 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</p>														
Text Book:														
1. Besterfield, Total Quality Management, , 4 th edition Pearson Education India,2018														
Reference Books:														
1. Shridhara Bhat K, Total Quality Management – Text and Cases, First Edition Himalaya Publishing House, 2010.														
2. Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, 8th Edition, Wiley India Pvt Limited, 2019.														
3.D R Kiran, Total Quality Management, BS Publications, 2016														
4. James R. Evans and William M. Lindsay, The Management and Control of Quality, , Sixth Edition Thomson, 2005														
5. Mukherjee, Total Quality Management, Prentice Hall India Learning Private Limited (2006)														
Note : :														
Mapping of Course Outcomes with Program Outcomes:														
	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	2	2	2	2	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	2	2	3	3	3	2	2	3	1

CO4	3	3	3	3	3	2	2	3	3	3	2	2	2	2
CO5	3	3	3	3	2	2	2	3	3	3	3	3	3	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	DSC TQM Practical	4	0	0	4	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 Objective

CO1	:	To learn and understand the basics of TQM and can frame the vision Mission and Policy to the company as well as department wise.
CO2	:	To learn quality Philosophy in the managerial perspective and apply professionally
CO3	:	To apply tools to facilitate continuous improvement
CO4	:	To understand Customer requirement and convert the same into technical requirement in a effective
CO5	:	To improvise the system by implementing International Quality management System and understanding the Six pillars of TQM

UNIT I

[12 Hours]

Select a any one of the ISO 9001 QMS certified Company and analyse the contribution of TQM in developing the culture of World Class manufacturing company status

UNIT II										[12 Hours]				
Draw a Frame work of TQM and explain the Contributions of Quality Guru's.														
UNIT III										[12 Hours]				
Discuss the various metrics to analyse the effectiveness of TPM Contributions of OEE calculations, MTBF, MTTR.														
UNIT IV										[12 Hours]				
Draw a Sample FMEA and explain the steps.														
UNIT V										[12 Hours]				
Assume you are a CEO of a company and develop a step by step Procedure to implement the ISO9001 QMS in a select company.														
Text Book:														
1. Besterfield, Total Quality Management, , 4 th edition Pearson Education India,2018														
Reference Books:														
1. Shridhara Bhat K, Total Quality Management – Text and Cases, First Edition Himalaya Publishing House, 2010.														
2. Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, 8th Edition, Wiley India Pvt Limited, 2019.														
3.D R Kiran, Total Quality Management, BS Publications, 2016														
4. James R. Evans and William M. Lindsay, The Management and Control of Quality, , Sixth Edition Thomson, 2005														
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CO3	3	3	3	3	3	2	2	3	3	3	2	2	3	1
CO4	3	3	3	3	3	2	2	3	3	3	2	2	2	2
CO5	3	3	3	3	2	2	2	3	3	3	3	3	3	2

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE- INTERNATIONAL BUSINESS MANAGEMENT	2	5	-	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	:	Analyze 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

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

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

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

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

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.
2. John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi, 2009.

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2	3	3	3	1	2	3	2	2	2
CO2	3	2	3	1	2	3	3	3	1	3	2	2	3	2
CO3	3	1	3	2	3	3	3	3	1	3	2	3	3	2
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1	2
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3	2

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	CORE PRACTICAL-PORT TERMINAL LOGISTICS	2	5	-	0	Practical

Objective: To ensure a thorough practical knowledge and understanding of port and terminal management and to develop relevant communication skills.

Course Outcome:

CO1	:	To understand the role of ports in international trade and transport
CO2	:	To understand the different cargo-handling equipment, types, their costs and the need for maintenance management
CO3	:	To understand the prime importance of avoiding traffic and cargo congestion. To understand the basic rationale of port business
CO4	:	To be aware of laws and regulations relating to the employment of dockworkers. To understand flow analysis of cargo in a terminal and environmental factors and constraints
CO5	:	To be aware of the transfer of party from state to private ownership, methods of privatisation, sale of shares, management and employee buyouts

EXERCISES:

1. List different ports in India with a map
2. List different ports in world with a map
3. Draw a plot of different marine routes
4. Create a record for strategic importance of port
5. Draw historical references of various sea routes used in India.

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2	3	3	3	1	2	3	2	2	2
CO2	3	2	3	1	2	3	3	3	1	3	2	2	3	2
CO3	3	1	3	2	3	3	3	3	1	3	2	3	3	1
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1	2
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3	2

ALLIED COURSES

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Allied –II -Business Economics	4	6	0	0	Theory

Introduction:

To make the student to know the fundamentals of micro and macro-economic theory and practice as they are applied to business in a managerial.

Course Outcome:

CO1	:	To understand the internal and external decisions of the business.
CO2	:	To analyse the demand and supply conditions and assess the position of a Business
CO3	:	To Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the Business.
CO4	:	To Identify the role of demand in a market economy.
CO5	:	To grasp an in-depth, examine about Law of supply

Unit – 1

12 Hours

Business Economics: Meaning-definitions-characteristics -distinction between business economics and economics -scope of business economics -uses/objectives of business Economics- Role and responsibilities of business economist.

Unit – 2

12 Hours

Consumer Behaviour: Consumer sovereignty-limitations. Approaches to the study of consumer behaviour -cardinal approach-the law of equip-marginal utility, ordinal approach –indifference curve analysis-properties –Consumer surplus -meaning-analysis limitations

Unit – 3

12 Hours

Demand: Theory of Demand Analysis-demand determinants -law of demand: characteristics exceptions -Elasticity of demand -price elasticity -types -determining factors-change in demand

and elasticity of demand –business applications of price elasticity-Concepts of income and cross elasticity of demand. Price elasticity of demand measurement by total outlay method

Unit – 4

12 Hours

Demand Forecasting: methods-survey of buyer’s intention -collective opinion -trend Projection - economic indicator. Demand forecasting methods for a new product

Unit – 5

12 Hours

Law of Supply -meaning-determinants of supply and its influence on cost of production. Production Function: Equilibrium through Isoquants and ISO costs -managerial uses of production Function-law of variable proportions -economies of large scale of production-diseconomies of Large-scale production

Text Book:

1. Business Economics, Sankaran, Margham Publications, 2012

Reference Book

1. Managerial Economics, Joel Dean, Prentice-Hall of India, New Delhi,2013

2. Managerial Economics, Gupta, Tata McGraw Hill, 2006

3. Business Economics, Mukund Mahajan.

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3		1	1	3	3	3	2	3	2	3	3
CO2	3	3	1	1	3	1	3	3	2	2	3	2	3	3
CO3	3	3	3	1	1		1	1	3	2	3	3	2	2
CO4	3	3	3	1		1	1	3	2	2	3	2	3	3
CO5	3	3		1	1		1	3	3	3	3	2	3	3

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type																																			
	Allied : Business Environment	4			4	Theory																																			
Introduction: To familiarize the students with the Indian business environment in general and the Indian economy specially.																																									
Course Objective																																									
<table border="1"> <tbody> <tr> <td>CO1</td> <td>:</td> <td colspan="5">To understand the overview of the business environment</td> </tr> <tr> <td>CO2</td> <td>:</td> <td colspan="5">To understand the economic and political Environment</td> </tr> <tr> <td>CO3</td> <td>:</td> <td colspan="5">To Understand the Technological Environment</td> </tr> <tr> <td>CO4</td> <td>:</td> <td colspan="5">To Understand about the social Environment</td> </tr> <tr> <td>CO5</td> <td>:</td> <td colspan="5">To understand the Public sector and Foreign Direct Investments.</td> </tr> </tbody> </table>							CO1	:	To understand the overview of the business environment					CO2	:	To understand the economic and political Environment					CO3	:	To Understand the Technological Environment					CO4	:	To Understand about the social Environment					CO5	:	To understand the Public sector and Foreign Direct Investments.				
CO1	:	To understand the overview of the business environment																																							
CO2	:	To understand the economic and political Environment																																							
CO3	:	To Understand the Technological Environment																																							
CO4	:	To Understand about the social Environment																																							
CO5	:	To understand the Public sector and Foreign Direct Investments.																																							
UNIT I [12 Hours] Meaning of Business Environment, Factors affecting environment to the business, Internal and external environment, micro environment, macro environment. Types of environment.																																									
UNIT II [12 Hours] Economic Environment: Nature of economy, structure of the economy, economic policies, economic conditions. Political Environment: Economic roles of the government, government and legal environment, economic roles of government of India.																																									
UNIT III [12 Hours] Technological Environment: Concept and significance of technological environment, regulation of foreign investment and collaboration																																									

UNIT IV [12 Hours]														
Social Environment: Business and society, business and culture, language, culture and organizational behaviour, other social/cultural factors, social responsibility of business														
UNIT V [12 Hours]														
The contribution of Public sector enterprises in India, Privatization and disinvestment in India, Foreign Direct Investment in India, its impact on Indian economy.														
Text Book:														
1. S K Misra & V K Puri, Economic Environment of Business 2. Francis Cherunilam Business Environment														
Reference Books:														
1. Dunkel and Wilson: The Business Environment Of Seventies 2. Tandan Bc: Environment & Entrepreneur 3. M Adhikary: Economics Environment Of Business 4. Trivedi MI: Government & Business 5. Cherunilam F: Business Environment														
Note: :														
Mapping of Course Outcomes with Program Outcomes:														
	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3		1	2	1	2	2	3	2	1	2	2
CO2	3	3	3	1	2	2	3	2	2	3	2	1	2	2
CO3	3	3	3	3	2	2	3	2	2	3	2	1	2	2
CO4	3	3	3	2	2	2	3	2	2	3	2	1	2	2
CO5	3	3	3	2	2	2	3	2	2	3	2	1	2	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	DSA – 4A - EVENT MANAGEMENT	6			4	Theory

Introduction: To enable students understand the concepts involved in event management. Students to understand the basic event and to apply the techniques in event management and also to solve practical problems in the real life situations.

Course Outcome:

CO1	:	Understanding of what an event and its types are.
CO2	:	Concepts involved in event management and the coverage of media.
CO3	:	Creation of unique and contemporary events for different sectors.
CO4	:	Purpose of organizing exhibitions and its economic impacts.
CO5	:	Promotions and developments in trading.

UNIT I Introduction to Events: Define; Event Characteristics Demand for Events; When do we need events; Types of events; Structure of events Supply and Suppliers; Distribution;

UNIT II Event management principles ; Event Process; Brief; Concept; Budgets ;Schedule of items; The suppliers Media coverage of events; Media Coverage of an event; Themes; Creative;

UNIT III Property Creation; implications of special events; Cultural Event; Organizational Event; Personal Event; Sponsorship and Public Funding

UNIT IV Exhibitions; A little history; introduction and define ;Why Visit An Exhibition; Other common reasons; The Economic Impact of Exhibitions; A cost effective way of exhibiting; ways to build a dream team; 10 steps to create the great indoors

UNIT V India Trade Promotion Organization (ITPO) ;Pragati Maidan-Fair Worthy At All Times ; Exhibitions in India; Promotion Through Department Stores.

REFERENCES:

1. Dynamics of public relations in Indian software and ITES sector ; Chawla, Ruchi (2004)
2. Attributes Brand enhancement of PR in the multiplex industry; Kawathekar, Parag (2004) through corporate social responsibility (2004)
3. Event production : lights and sound; Niyogi, Ishani (2004)
4. Celebrity political endorsement ; Parikh, Sejal (2004)
5. Role of public relation in social marketing Singh, Shruti (2004)

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2	2	2	1	2	3	2	1	3	1
CO2	3	3	3	3	3	2	2	2	2	3	2	2	3	2
CO3	3	3	3	3	3	2	2	1	2	3	2	2	3	1
CO4	3	3	3	2	3	2	2	2	2	3	2	2	3	2
CO5	3	3	3	3	3	2	2	1	2	3	2	2	3	2

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BCMA05	Allied – Company Law	4	6	0	0	Problem s

Objective: The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013. Case studies involving issues in company laws are required to be discussed.

Course Outcomes:

CO1	:	Able to understand the characteristics of the company
CO2	:	Acquire the basic mechanics of documentation
CO3	:	Demonstrate the Classification of directors and stakeholder relationship
CO4	:	Comprehend the knowledge to conduct meetings of shareholders and board
CO5	:	Familiarize with Dividends and Audit and on-line filing of documents

UNIT I:

Introduction - Characteristics of a company - lifting of corporate veil - types of companies including one-person company, small company, associate company, dormant company, producer company – association not for profit - illegal association - formation of company, promoters and their legal position, pre-incorporation contract and provisional contracts - on-line registration of a company.

UNIT II:

Documents - Memorandum of association and its alteration - articles of association and its alteration

- doctrines of constructive notice and indoor management – prospectus - shelf prospectus and red herring prospectus - misstatement in prospectus - issue, allotment and forfeiture of share, calls on shares - issue of sweat capital - issue of bonus shares; transfer and transmission of shares, buyback - share certificate - D-Mat system.

UNIT III:

Management - Classification of directors - director identity number (DIN); appointment - removal of directors - legal positions - powers and duties - key managerial personnel -

managing director – manager - committees of board of directors – audit committee - nomination and remuneration committee - stakeholders relationship committee, corporate social responsibility committee - prohibition of insider trading.

UNIT IV

Company Meetings - Meetings of shareholders and board - types of meeting - convening and conduct of meetings - requisites of a valid meeting - notice, agenda, chairman, quorum, proxy, resolutions, minutes - postal ballot, meeting through video conferencing, e-voting.

UNIT V:

Dividends and Audit - Provisions relating to payment of dividend - provisions relating to books of account – provisions relating to audit, auditors' appointment, rotation of auditors, auditors' report, secretarial standards and secretarial audit; on-line filing of documents.

Winding Up - Concept and modes of winding up, Liquidator, National Company Law Tribunal (NCLT) - Appellate Tribunal (NCLAT), Special Courts.

SUGGESTED READINGS:

1. Gowar, LCB, Principles of Modern company Law, Stevens & Sons, London.
2. Hanningan, Brenda, Company Law, Oxford University Press, U.K.
3. Kuchhal M C, Corporate Laws, Shri Mahaveer Book Depot, New Delhi.
4. Sharma, J.P., An Easy Approach to Corporate Laws, Ane Books Pvt. Ltd., New Delhi
5. Ramaiya, A Guide to Companies Act, LexisNexis, Wadhwa and Buttersworth.
6. Kannal, S., & V.S. Sowrirajan, Company Law Procedure, Taxman's Allied Services (P) Ltd., New Delhi.
7. Singh, Harpal, Indian Company Law, Galgotia Publishing, Delhi.
8. Companies Act and Corporate Laws, Bharat Law House Pvt Ltd, New Delhi.

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	1	2	1	2	1	2	3	1	2	3	1
CO2	3	3	3	1	2	1	2	1	2	3	2	2	3	1
CO3	3	3	3	2	2	2	2	1	2	3	2	2	3	1
CO4	3	3	3	2	2	2	2	1	2	3	2	2	3	1
CO5	3	3	3	1	2	2	2	1	2	3	2	2	3	

SKILL ENHANCEMENT COURSES

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BPYA06	Allied - STRESS MANAGEMENT					

Introduction: This paper could help students to gain knowledge in nature of stress, its consequences and different kinds of stress management techniques.

CO 1	:	To enable the student to understand the nature of stress
CO 2	:	To develop knowledge in relationship of the body and stress
CO 3	:	To make student to understand the relative process of mind and spirit
CO 4	:	To help student to learn various approaches in stress coping technique
CO 5	:	To acquire knowledge about the relaxation techniques.

UNIT-I: STRESS: MEANING AND NATURE

Nature of stress: Definition, stress response, types of stress and stressors. General Adoption Syndrome, Stress in changing world. Holistic approach to stress management: premise and nature. The power of adoption. Assessments: life stress questionnaire, poor sleep habits questionnaire and locus of control questionnaire.

UNIT-II: APPROACHES TO UNDERSTAND STRESS-I

The body and emotions components; The body-stress and chronic pain, anatomy and physiology, stress and immune system. Stress, disease connection and the dynamic of self-healing. The Emotions-healthy and unhealthy emotions – anger, fear, joy and happiness; Exercises: physical symptoms questionnaire, creative altruism, stress.

UNIT–III: APPROACHES TO UNDERSTAND STRESS-II

The mind and spirit components: The Mind – ego, power of two minds, meaning in life and energy psychology. The Spirit-the neglect of human spirit and the dance of stress, spiritual potential and spiritual health. Exercises: stress-prone personality survey and stress and human spirituality.

UNIT–IV: STRESS COPING

Reframing, comic relief, assertiveness, boundaries. Effective resource management of time and money. Expressive art therapy. Creative problem solving. Exercises: Reframing: seeing from a bigger, clearer perspective, making a fickle notebook and building and maintaining personal stability, the human butterfly and the creativity project.

UNIT–V: RELAXATION TECHNIQUES

The wisdom of physical relaxation through sight, sound, smell, taste and the divine sense. The art of breathing-diaphragmatic breathing. The art of mediation – types and insightful meditation. Mental imagery, Massage therapy, Hatha yoga, Self-hypnosis and Autogenics and Nutrition. Exercises: Relaxation through five senses, breathing clouds meditation and rainbow meditation, self- massage, surya namaaskar, self - suggestion and the rainbow diet.

REFERENCES

1. Seaward, B. L. (2016). Essentials of managing stress. Jones & Bartlett Publishers.
2. Palmer, S and Cooper, C. (2007). How to deal with Stress. New Delhi, Kogan Page India. Pvt Ltd
3. Epstein, R. (2006). The Big Book of Stress-Relief Games. New Delhi. Tata McGraw - Hill Publishing Company.

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3			1	1	1	2	3	1	1	3	1
CO2	3	3	3			2	2	1	2	3	2	1	3	2
CO3	3	3	3	1	2	2	1	1	2	3	2	2	3	2
CO4	3	3	3	2	2	2	2	1	2	3	2	2	3	2
CO5	3	3	3	2	2	2	2	1	2	3	2	1	3	2

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BENC01	SEC– Business Communication	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, facebook, 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.

	Program Outcomes	Program Specific Outcomes
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Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	1	3	2	2	2	3	3	2	2	3	1
CO2	3	3	3	1	3	2	2	2	3	3	2	2	3	1
CO3	3	3	3	2	3	2	2	2	3	3	2	2	3	2
CO4	3	3	3	2	3	2	2	2	3	3	2	2	3	2
CO5	3	3	3	1	3	2	2	2	3	3	2	2	3	1

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Sales Management	4	0	0	2	Theory

Introduction:

Techniques and obstacles in selling a product. How to handle the customers and How not to react in situations is explained.

CO1	:	Able to know the Objectives of sales management
CO2	:	To attain the basic theories of personal selling
CO3	:	Demonstrate the Sales budget
CO4	:	Comprehend the knowledge on Qualities and functions of salesmen
CO5	:	FamiliarizewithSalesforceManagement,Recruitment&selectionandtraining

UNIT I

[12 Hours]

Sales Management and Organisation: Objectives and sales management- sales executive as a coordinator - sales management and control – sales organisation - it's purpose - setting up a sales organisation -types of sales organisation.

UNIT I I

[12 Hours]

Personal Selling: Objectives and theories of personal selling - analyzing market potential – sales potential and sales forecasting method & evaluation - determining sales related marketing policies –product policies-distribution policies &pricing policies

UNIT III [12 Hours]															
Sales Promotion: Definition – Strategy- SalesOperations:Salesbudget-salesterritories-SalesQuata's-controlofsales-salesmeetingandsales contest –organizing display-showroom and exhibitions															
UNIT IV [12 Hours]															
Salesmanship: Sales manager - Qualities and functions - types of salesman - prospecting - pre-approach & approach –selling sequence-psychology of customers. Customer Relation management															
UNIT V [12 Hours]															
Sales force Management: Recruitment & selection - training - formulation & conduction of sales training programme - motivation of sales personnel - compensation of sales personnel – evaluation and supervision of sales personnel.															
Text Book:															
1. Sales Management by CL Tyagi and Arunkumar															
Reference Books:															
2. Sales and Distribution Management by Tapan K Panda and Sunil Sahadev															
Note: Question paper will cover 40% theory and 60% Case Studies..															
Mapping of Course Outcomes with Program Outcomes:															
	Program Outcomes									Program Specific Outcomes					
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	1	3	3	2	2	3	3	3	2	3	1	
CO2	3	3	3	1	3	3	2	2	3	3	3	2	3	1	
CO3	3	3	3	2	3	3	2	2	3	3	3	2	3	2	
CO4	3	3	3	2	3	3	2	2	3	3	3	2	3	2	
CO5	3	3	3	1	3	3	2	2	3	3	3	2	3	1	

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
19BBAC07	DSC – Marketing Research	2	4	-	-	Theory

Introduction: To provide an exposure to the students pertaining to the nature and Scope of marketing research, which they are expected to possess when they enter the industry as practitioners. This will facilitate them in understanding about the basic techniques and tools of marketing research.

Course Outcomes:

CO1	The student should be able to understand the process of marketing research and its different processes.
CO2	The student should be able to understand different research methods.
CO3	This will help them to analyze and interpret both qualitative and quantitative data.
CO4	The student should be able to identify sources of information.
CO5	The student should be able to build a simple questionnaire from a web-based survey administration site.

Unit I:

Marketing Research: Nature and Scope of Marketing Research – Role of Marketing Research in Decision Making. The Research process – Steps in the Research Process; Designing the Research Proposal.

Unit II:

Sources and methods of gathering Marketing Information: Primary Data Collection - Survey Vs. Observations - Comparison of self-administered – telephone – mail - emails techniques - Depth Interviews focus groups and projective techniques - Questionnaire - form & design.

Unit III:

Secondary Data Research: Advantages & Disadvantages of Secondary Data - Criteria for evaluating secondary sources - Secondary sources of data in Indian Context.

Unit IV:

Measurement and scaling - Concept of measurement and scaling – Types of Scales

– Nominal, Ordinal, Interval and Ratio Scales - Attitude scales Thurstone's, Likert's, Semantic differential - Reliability and validity of a scales.

Unit V:

Sampling: Sampling techniques - determination of sample size - Data Analysis - Z test (mean, diff. of mean, diff. of proportion) t test (mean) - paired t-test - Chi square test. Introduction to theoretical concept of ANOVA - Factor Analysis and Regression analysis.

REFERENCE BOOKS:

1. Green E. Paul, Tull S.Donald & Albaum, Gerald: “Research for Marketing Decisions”, 2006, 6th Ed, PHI.
2. Tull and Hawckins, “Marketing Research”, 2000, 4th Ed. Tata McGraw Hill.
3. Cooper & Schindler: Business Research Methods McGraw-Hill Education.
4. Martin callingam, “Market intelligence”, 2009, Kogan Page Publishers.
6. G.C. Beri, “Marketing Research”, 2008, 8th Ed, Tata McGraw Hill.
7. Malhotra, K. Naresh, “Marketing Research- And applied orientation”, 2014.

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	1	2	3	2	2	3	3	3	2	3	2
CO2	3	3	3	1	2	3	2	2	3	3	3	2	3	2
CO3	3	3	3	2	2	3	2	2	3	3	3	2	3	2
CO4	3	3	3	2	2	3	2	2	3	3	3	2	3	2
CO5	3	3	3	2	2	3	2	2	3	3	3	2	3	2

ELECTIVE SUBJECTS

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Elective - 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

Approved in the BOS Meeting held on 03-05-2020

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

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	1	3	2	1	2	3	3	3	3	2
CO2	3	3	3	2	2	3	2	1	2	3	3	3	3	2
CO3	3	3	3	2	1	3	2	2	2	3	3	3	3	2
CO4	3	3	3	2	2	3	2	2	2	3	3	3	3	2
CO5	3	3	3	2	1	3	2	2		3	3	3	3	2

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]

Approved in the BOS Meeting held on 03-05-2020

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, Deborah 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.

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	1	3	2	1	2	3	3	3	3	2
CO2	3	3	3	2	2	3	2	1	2	3	3	3	3	2
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CO4	3	3	3	2	2	3	2	2	2	3	3	3	3	2
CO5	3	3	3	2	1	3	2	2		3	3	3	3	2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Block chain Fundamentals	4			4	Theory
Introduction: This subject covers the details of Block chain and its various applications.						
Course Objective						
CO1	:	understand Blockchain and its Uses				
CO2	:	Understand the Bitcoin details				
CO3	:	students will be familiar with blockchain and cryptography basics.				
CO4	:	Students will learn how this system works and how can they utilize and what application can be build.				
CO5	:	build their own application using the learned concepts.				
UNIT I [12 Hours]						
Blockchain: An Introduction to Block chain –Why Block Chain – The Structure of Blockchain – Data Structure of Block chain – Data Distribution in block chain – Block Validation.						
UNIT II [12 Hours]						
What is Bitcoin? – History of Bitcoin – Bitcoin uses,Users and their stories – How bitcoin works? – Transactions- Bitcoin Mining –Value of Bitcoin – Advantages and Disadvantages.						
UNIT III [12 Hours]						
Introduction -Public key cryptography and crypto-currency - Private and Public Keys 63 Private Keys 63 Public Keys – Bitcoin Networks.						

UNIT IV										[12 Hours]				
Ethereum – How to be the part of ethereum – Dapp –Components of Ethereum – Cryptocurrency Hyperledger														
UNIT V										[12 Hours]				
Metamask – Mist – Truffle- Embark – Solidity – Multichain.														
Text Book: 1. Cybrosys Limited Edition – BLOCK CHAIN E-BOOK														
Reference Books: 2. Antonopoulos, Mastering Bitcoin: Unlocking Digital Cryptocurrencies														
Note: :														
Mapping of Course Outcomes with Program Outcomes:														
	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	1	3	2	1	2	3	3	3	3	2
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CO3	3	3	3	2	1	3	2	2	2	3	3	3	3	2
CO4	3	3	3	2	2	3	2	2	2	3	3	3	3	2
CO5	3	3	3	2	1	3	2	2		3	3	3	3	2

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	PRINCIPLES OF LOGISTICS INFORMATION	4	6	-	0	Theory

Objective:

The paper aims to teach the forms of logistics information, Information functionality, Information forecasting, and application of information technology in logistics

Course Outcome:

CO1	:	Describe the concepts and importance of logistics Information, and its functionality
CO2	:	Breakdown the details of LIS architecture
CO3	:	Examine various LIS forecasting techniques and its occurrence of error
CO4	:	Explain the impact of artificial Intelligence, Expert system and Communications Bar coding in Logistic management
CO5	:	Demonstrate the significance of IT in supply chain and Business Process Reengineering

Unit I

Logistics Information-Meaning & Need Forms-LIS-Definition-Information functionality - activities involved in transaction system-Principles of designing or evaluating LIS applications.

Unit II

LIS Architecture-components-Two forms of activities; Planning & co-ordination flows & operating flows - Flow and use of integrated logistics information.

Unit III

Information forecasting: Definition-Process- component-characteristic of forecast compound approaches-

Approved in the BOS Meeting held on 03-05-2020

forecast techniques-Forecast error.

Unit IV

Information Technology & Logistics-Electronic Data Interchange-Personal Computers-Artificial Intelligence/Expert System-Communications Bar coding & Scanning. Electronic Data Interchange Standards-Communication, Information & Future directions.

Unit V

Information Technology for supply chain management - Bull whip effect-IT in supply chain Business Process Reengineering-enterprise resource planning-EDI Problems with EDI-Impact of Internet on SCM.

TEXT BOOKS:

1. David J. Bloomberg, Stephen LeMay&: Logistics, Prentice-Hall of India Pvt Ltd.,Joe B. Hanna New Delhi, 2013.
2. Donald J. Bowersox & David J. Closs: Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2014
3. Satish C. Ailawadi& Rakesh Singh: Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2015

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
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CO3	3	1	3	2	3	3	3	3	1	3	2	3	3	2
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1	2
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3	2

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	E-LOGISTICS	4	6	-	0	Theory

Objective:

The paper aims to teach the forms of logistics information, Information functionality, Information forecasting, and application of information technology in logistics

Course Outcome:

CO1	:	Explain significance of E-logistics
CO2	:	Discuss the process of E-logistics documentation and DSS
CO3	:	Describe various tracking system which enhance the E logistics
CO4	:	Elucidate the transport ,delivery management ,packing and order management involved in E logistics
CO5	:	Explain the environment and challenges involved in E logistics

Unit I

Introduction to E-logistics - forward logistics – Reverse logistics – Logistics renovation toward E-logistics – importance of E-logistics – New trends and technology in logistics.

Unit II

E-logistics method of documentation – Electronic data interchange – Personal computer – Enterprise resource planning systems – The internet, intranets and extranets – The world wide web – Web-enabled relational databases, data warehouses and data marts – Decision support systems.

Unit III

ASNs – tracking systems – Satellite global positioning systems (GPS) and geographic information systems (GIS) – Bar-coding and scanning – Electronic signature technology – Wireless technology – Radio frequency identification (RFID).

Unit IV

Approved in the BOS Meeting held on 03-05-2020

Electronic procurement (e-procurement) – Transport and delivery management – Packing and order management – Inventory and warehousing – Application architecture of Customer relationship management (CRM) – E-business logistics and its benefits.

Unit V

Forward E-logistics – Reverse E-logistics – Challenges of E-logistics – environmental issues – e-business strategy – Application for E-logistics – Business to business – Business to consumers – Exception based status alert – Transportation documentation.

TEXT BOOKS:

1. Louis columbus, Realizing e-business with application service providers, LWC publication.
2. B Stanford, E-business: Key Issues, Applications and Technologies, Ohmsha Publication

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2	3	3	3	1	2	3	2	2	2
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CO3	3	1	3	2	3	3	3	3	1	3	2	3	3	2
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1	2
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3	2

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	DRY CARGO CHARTERING	4	6	-	0	Theory

Objective:

The paper aims to teach the forms of logistics information, Information functionality, Information forecasting, and application of information technology in logistics

Course Outcome:

CO1	:	Explain various cargo types and its business trend
CO2	:	Describe Chartering Contracts, Freight Markets and Market Practice
CO3	:	Appraise various financial elements associated with cargo charting
CO4	:	Explain various activities associated with bill of exchange
CO5	:	Illustrate challenges of marine cargo

Unit-I

Dry Cargo Ships- Types of Ships - Safe Working Load - Self Trimming – Tweendeckers – Cargo Stowage - Cargo Gear - Air Draft – LASH Dry Cargo Ship Tonnages, Load lines, Dimensions and Cargoes - Tonnage-Displacement Tonnage-Deadweight-DWAT-DWCC - Plimsoll Lines-Grain Capacity-Bale Capacity - Types of Cargoes

Unit-II

Freight Markets and Market Practice - Baltic Exchange-Charterer-Ship Owners - Flag of Convenience - Agency Agreement-Operators-Ship Brokers-Trading-Letter of Credit Market Reporting-Methods of Ship Employment - Firm Offer Chartering Contracts - List of Voyage charter party Clauses-Elements of Voyage Charter party - List of Time charter party Clauses - Bareboat Charter

Unit-III

Financial Elements of Charter parties - Financial Elements of Charter parties-Dead freight - Bill of Lading-
Bunkers Lay time - Calculation of Lay time - List of Very Important Decisions

Unit – IV

Voyage Estimating - Itinerary-Cargo Quantity-Expenses-Income-Result-Demurrage Trades- Dispatch
Trades-Port Charges Bill of Lading and Cargo Claims - Functions of B/L - Elements of B/L-Types of /L-
B/L at loading port-B/L at Discharging Port - Waybills-Insurance-Cargo Damage-Hague Rules-Hague
Visby Rules-Carriage of Goods by Sea – Seaworthiness - Himalaya Clause

Unit-V

World Trades Ships for Cargoes - Handy size-Trading Restrictions - Port Restrictions Time Salinity.
Disputes and Professional Indemnity P&I Clubs - English Maritime Arbitration

TEXT BOOKS:

1. Institute of Chartered Shipbrokers, Dry Cargo Chartering, Witherby, 2015

Course Outcomes	Program Outcomes									Program Specific Outcomes				
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2	3	3	3	1	2	3	2	2	2
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CO3	3	1	3	2	3	3	3	3	1	3	2	3	3	2
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1	2
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3	2

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	INTERNATIONAL MARKETING FOR LOGISTICS AND SUPPLY CHAIN MANAGEMENT	4	6	-	0	Theory

Objective:

The paper aims to teach the forms of logistics information, Information functionality, Information forecasting, and application of information technology in logistics

Course Outcome:

CO1	:	Demonstrate international marketing process and its environment of sc business
CO2	:	Identify various factors affecting international price determination of supply chain
CO3	:	Describe roles and functions of overseas agents
CO4	:	Elucidate foreign trade policy and its impact on supply chain
CO5	:	Explain legal process involved in International Marketing

Unit – I

International Marketing: Nature and Importance – International Marketing Orientation – International Marketing Management Process – International Marketing Environment – Screening and Selection of Markets – International Market Entry Strategies – Exporting, Licensing, Contract Manufacturing, Joint Venture M & A – Strategic Alliances.

Unit – II

International Product and Pricing Strategies: Product Designing – Product Standardization vs. Adaptation – Managing Product Line – New Product Development – Pricing for International Markets – Factors Affecting International Price Determination – Price Quotations and Terms of Sale.

Unit – III

Managing International Distribution and Promotion: Distribution Channel Strategy – Their Roles and

Functions – Selection and Management of Overseas Agents – International Distribution Logistics – Planning for Trade Fairs and Exhibitions – International Promotion Mix – Advertising and other Modes of Communication.

Unit – IV

India's Foreign Trade Policy – Direction and Composition of India's foreign trade – Export – Import Policy of Current Year – Export procedures and documentation – Export import procedures –Certificate related to shipments – Documents related to payment – Documents related to Inspection – Documents related to excisable goods

Unit – V

Emerging Trends in International Marketing: Regionalism v/s Multilateralism – Trade Blocks –Important Grouping in the World – Legal Dimensions in International Marketing (Role of WTO) – Marketing

Research for Identifying Opportunities in International Markets.

TEXT BOOKS:

1. Keegan, Warren J. (7th Edition, 2002). Global Marketing Management. Pearson Education, New Delhi.
2. Kotabe Masaaki and HelsenKristiaan (2nd Edition, 2001). Global Marketing Management. John Wiley & Sons (Asia) Pte Ltd.
3. Onkvisit, Sak and Shaw, John J. (2004). International Marketing: Analysis and Strategy, Edition, Prentice Hall

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO 1	PSO 2	PSO 3	PSO 4
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CO3	3	1	3	2	3	3	3	3	1	3	2	3	3
CO4	3	2	1	3	3	2	2	3	3	2	2	3	1
CO5	2	3	3	3	3	1	1	2	3	3	2	3	3

SECTORAL ELECTIVES

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type																																			
	AIRPORT AND AIRLINE PASSENGER MANAGEMENT			0		Theory																																			
<p>Introduction: The students will gain knowledge in the administration of airports and airlines. The students will learn the activities of setting the strategy of airports to gather and provide information on airline commercial and operational priorities. To educate the students with a broad overview of the airline industry and creates awareness of the underlying marketing, financial, operational, and other factors influencing airline management.</p>																																									
<p>Course Objective</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td style="width: 10%;">CO1</td> <td style="width: 5%;">:</td> <td colspan="5">Upon completion of this course students will have broad knowledge on Administration of airports and airlines.</td> </tr> <tr> <td>CO2</td> <td>:</td> <td colspan="5">Understanding commercial operations priority and different strategies used in the airport.</td> </tr> <tr> <td>CO3</td> <td>:</td> <td colspan="5">With full awareness on airline and its various departments and their functionalities</td> </tr> <tr> <td>CO4</td> <td>:</td> <td colspan="5">To understand the security measures and procedure in the Airport</td> </tr> <tr> <td>CO5</td> <td>:</td> <td colspan="5">To understand the handling the situation with Unruly passenger and threats</td> </tr> </tbody> </table>							CO1	:	Upon completion of this course students will have broad knowledge on Administration of airports and airlines.					CO2	:	Understanding commercial operations priority and different strategies used in the airport.					CO3	:	With full awareness on airline and its various departments and their functionalities					CO4	:	To understand the security measures and procedure in the Airport					CO5	:	To understand the handling the situation with Unruly passenger and threats				
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CO4	:	To understand the security measures and procedure in the Airport																																							
CO5	:	To understand the handling the situation with Unruly passenger and threats																																							
<p>UNIT I</p>						[12 Hours]																																			
<p>Airport Management: Introduction to airport management, Ramp Ops , Air side and Land side , Departments of Airport ops</p>																																									
<p>UNIT II</p>						[12 Hours]																																			
<p>Airline Management: Computer Reservations (CRS) and Departure Control Systems (DCS) functions ,passenger and Baggage check-in procedures (airport and off-site, Conditions of passenger and baggage carriage, boarding procedures and flight close-out messaging Managing passenger interactions, Enhanced passenger facilitation, latest innovations and career opportunities</p>																																									

UNIT III															[12 Hours]				
<p>General and Aircraft security checks- Definitions, Organisation of Aviation Security, Government Responsibilities, Security Policy, Responsibilities of Security Department, Responsibilities of Crew Members, Identification Cards, Crew Baggage Security, Hand of Crew Shipments,</p> <p>Before take-off, At transfer stations, Post-flight checks, Airline Checks - Minimum Standards, Type A Security Search Checklist, Type B Security Check Checklist, Flight Deck Check, Searches of Aircraft Subject to Specific Threats or High Risk Flights, Discovery of a Suspect Item, Aircraft Exterior Checks, Crew Security,, Forms : Security Search Checklist</p>																			
UNIT IV															[12 Hours]				
<p>Security measures and procedures</p> <p>Security Protection Categories, Application of Security Categories, General, Awareness, Standard Security Measures, Enhanced Security Measures, High Risk Security Measures.</p> <p>List of Prohibited Articles, Passengers Screening, Missing Passengers, Rush / Expedite Baggage, Stowaways, Security of In-flight Catering and Stores, Security of Aircraft Cleaning Supplies,</p>																			
UNIT V															[12 Hours]				
<p>Unruly passengers Hijack and passenger restraining Devices, BOMB OR SABOTAGE THREATS, PREVENTIVE SECURITY MEASURES</p>																			
Text Book:																			
<ol style="list-style-type: none"> Airline Ground Handling Manual Introduction to Airline Ground Service Edition 30 Sep 2013 Mary R. Doerflein Colin C. Law 																			
Reference Books:																			
<ol style="list-style-type: none"> IATA Ground ops 2019 edition Handbook of Checked Baggage Screening: Advanced Airport Security Operation 15 Dec2004By Norman E. L. Shanks , Author Alexandre L. W. Bradley. 																			
Note: :																			
Mapping of Course Outcomes with Program Outcomes:																			
	Program Outcomes										Program Specific Outcomes								
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5					
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CO4	3	3	3	2	2	3	2	1	2	3	3	2	3	1					
CO5	3	3	3	2	2	3	2	1	2	3	3	2	3	1					

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type															
	AIRPORT AND AIRLINE GROUND OPERATIONS	4	0	0		Theory															
<p>Introduction: Programme aims to educate students on Passenger handling, cargo handling, airport/ aircraft security, Load control, airside safety and de icing operations.</p>																					
<p>Course Objective</p> <table border="1"> <tbody> <tr> <td>CO1</td> <td>:</td> <td>To understand Passenger handling</td> </tr> <tr> <td>CO2</td> <td>:</td> <td>To understand the Baggage handling procedure</td> </tr> <tr> <td>CO3</td> <td>:</td> <td>To understand the load control and it's procedure</td> </tr> <tr> <td>CO4</td> <td>:</td> <td>To understand the Air side safety, Health safety and environment</td> </tr> <tr> <td>CO5</td> <td>:</td> <td>To understand the Aircraft Security</td> </tr> </tbody> </table>							CO1	:	To understand Passenger handling	CO2	:	To understand the Baggage handling procedure	CO3	:	To understand the load control and it's procedure	CO4	:	To understand the Air side safety, Health safety and environment	CO5	:	To understand the Aircraft Security
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CO3	:	To understand the load control and it's procedure																			
CO4	:	To understand the Air side safety, Health safety and environment																			
CO5	:	To understand the Aircraft Security																			
<p>UNIT I</p> <p>Passenger handling procedures Passenger departure check in and boarding, passenger security, passenger arrival and transit, special categories of passenger, passenger documentation, passenger irregularities, transport of animals, condition of carriage, conduct of customer services, fbo/gsp lounge requirements.</p>						<p>[12 Hours]</p>															
<p>UNIT II</p> <p>Baggage handling procedures Baggage discrepancies, hold baggage acceptance, hold baggage prohibited items, baggage reconciliation, cabin baggage- prohibited items, baggage security, mishandled baggage, and dangerous goods.</p> <p>Aircraft handling procedures – general requirements, ramp safety in aircraft handling, portable water servicing, fuelling, defuelling- fire fighting, adverse weather condition, safety cones, chocks and aircraft &gse. Hand signals, aircraft arrivals, doors, aircraft loadings, a/c departure, a/c towing and pushing a/c hangar parking and maneuvers, fod& ramp cleaning, air side driving safety, aircraft parking.</p>						<p>[12 Hours]</p>															

UNIT III										[12 Hours]				
Load control & dispatch Load control principles, regulatory requirements, load control process, aircraft dispatch and turn around procedures, the aircraft dispatch process, flight documents														
UNIT IV										[12 Hours]				
Airside safety –operational oversight General, airside safety and operational oversight, supervision scope, ramp supervision requirements, precision time schedules.														
Health safety and environment Introduction, lifting and lowering, aircraft cabin cleaning, pandemics and epidemics- hazards, hearing loss hazards, stress hazards, alcohol, drugs and psychoactive substances hazards, fuel handling hazards, first aid.														
UNIT V										[12 Hours]				
De- icing & winter operations & security Description, de- icing fluids, general precaution during winter ops, anti- icing definitions, anti-icing application, de- icing applications, post de-icing checks, fluid- data concentration tables, hold over time,														
Aircraft security , security threats, potentially disruptive/ unruly passengers, reporting to local law enforcement/police.														
Text Book:														
1. Airline Ground Handling Manual														
2. Introduction to Airline Ground Service Edition 30 Sep 2013 Mary R. DoerfleinColin C. Law														
Reference Books:														
1. IATA Ground ops 2019 edition														
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Note: :														
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Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
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CO4	3	3	3	2	2	3	2	1	2	3	3	2	3	1
CO5	3	3	3	2	2	3	2	1	2	3	3	2	3	1

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type																																			
	AIRLINE OPERATIONS CONTROL CENTRE			0		Theory																																			
<p>Introduction: The AOCC is the command, coordination and control centre for the whole airport which integrates the diverse processes relating to the three major operational areas — passenger, baggage and cargo, and aircraft. Essentially, it is the brain and the nervous system of the airport in the sense that it gathers, processes, generates and disseminates all kind of information; in the epic entre of the activities of the centre, the decision making and initiation of action, relevant to planning and real-time management of resources and airport operations. The course enables the participants to appreciate the fundamental role of the AOCC and to acquire the necessary knowledge and skills to function effectively as part of a very dynamic and highly responsive team.</p>																																									
<p>Course Objective</p> <table border="1"> <tbody> <tr> <td>CO1</td> <td>:</td> <td colspan="5">Critical role of Aocc in modern airline and airports and Fundamentals functions performed by the aocc team</td> </tr> <tr> <td>CO2</td> <td>:</td> <td colspan="5">Develop knowledge and skills to effectively cope up with challenging and highly demanding role of the Aocc coordinator</td> </tr> <tr> <td>CO3</td> <td>:</td> <td colspan="5">Emphasize on the facility planning and resource allocation parameters and Overview the core post and positions inside Aocc</td> </tr> <tr> <td>CO4</td> <td>:</td> <td colspan="5">Understand how the airline OCC and other departments integrate to achieve vision of the company</td> </tr> <tr> <td>CO5</td> <td>:</td> <td colspan="5">Overview industry best practices for operational excellent and efficiency</td> </tr> </tbody> </table>							CO1	:	Critical role of Aocc in modern airline and airports and Fundamentals functions performed by the aocc team					CO2	:	Develop knowledge and skills to effectively cope up with challenging and highly demanding role of the Aocc coordinator					CO3	:	Emphasize on the facility planning and resource allocation parameters and Overview the core post and positions inside Aocc					CO4	:	Understand how the airline OCC and other departments integrate to achieve vision of the company					CO5	:	Overview industry best practices for operational excellent and efficiency				
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UNIT I [12 Hours]														
Flight Preparation Instructions														
Minimum Flight Altitudes, Criteria For Determining The Usability Of Aerodromes, Methods For The Determination Of Aerodrome Operating Minima, En-Route Operating Minima For Vfr Flights Or Vfr Portions Of A Flight, Presentation And Application Of Aerodrome And En-Route														
Operating Minima, Interpretation Of Meteorological Information, Operational Practices For Interpretation Of Meteorological Information, Determination Of The Quantities Of Fuel And Oil To Be Carried, Mass And Centre Of Gravity, Standard Weight Values, Last Minute Change Procedures, Ats Flight Plan, Time Slot's - Calculated Take-Off Time, Atc Clearance, Operational Flight Plan, Aircraft Technical Log System, Cabin Defect Log, Flight Crew Certification Authorisation, Dispatch Without An Authorised Engineer,														
UNIT II [12 Hours]														
Flight Procedures														
General Rules Of Flight Procedures, Navigation Procedures, Policy On Manual Flying, Policy And Procedures For In-Flight Fuel Management, Altimeter Setting Procedures, Altitude Alerting System Procedures, Policy And Procedures For Preventing Altitude Deviations / Level Busts, Gpws / Egpws Procedures, Policy And Procedures For The Use Of Tcas / Acas, Adverse And Potentially Hazardous Atmospheric Conditions., Wake Turbulence, Crew Members At Their Stations, Use Of Safety Belts For Crew And Passengers,														
UNIT III [12 Hours]														
Standard Operating Procedures														
Fuel Efficiency Ops, Flight Preparation, Safety Exterior Inspection, Cockpit Preparation, Before Push Back, Push Back, Taxi, Take Off, Landing.Go Around And Missed Approach														
UNIT IV [12 Hours]														
All Weather Operations , Non Normal Ops, Overweight And Hard Landing, Incapacitation Of Crew Members, Cabin Decompression, Bird Strike, Medical Conditions In Flight, LVTO, Approach Prep, Approach Procedures, Failures And Associated Actions, ETOPS														
UNIT V [12 Hours]														
Oxygen Requirements And Punctuality Delayed Fuel Decision, Hypoxia And Oxygen Equipments														
Text Book:														
1.Airline OM-A chapter 8														
Reference Books:														
1. Airline and Airport Ops EdissaUwayo 23rdsep 2016														
Note: :														
Mapping of Course Outcomes with Program Outcomes:														
	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2	3	2	1	2	3	3	2	3	1
CO2	3	3	3	2	2	3	2	1	2	3	3	2	3	1

CO3	3	3	3	2	2	3	2	1	2	3	3	2	3	1
CO4	3	3	3	2	2	3	2	1	2	3	3	2	3	1
CO5	3	3	3	2	2	3	2	1	2	3	3	2	3	1

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	DANGEROUS GOODS AND CARGO			0		Theory

Introduction:

To ensure that the students have the necessary skills to accept, handle and process shipments containing DGR goods and are able to correctly apply all the provisions of the current industry updates on the regulatory aspects

Course Objective

CO1	:	Apply the DGR and Cargo regulations correctly and Understand the legal aspects involved
CO2	:	Differentiate between shippers and operators responsibilities and identify your responsibility
CO3	:	Identify Dangerous goods which are; a. Forbidden for air transport, or b. Permitted as cargo under regulations e and excepted in regulations in all or in part
CO4	:	Identify the nine classes of DGR by their principle criteria and Read the alphabetical list of DGR and apply the list of information it contains
CO5	:	Apply the general packing requirements and specific packing instructions, or verify that they have been followed

UNIT I

[12 Hours]

Transport of DGR Goods

Approval for the transport of DGR GOODS and its legal background, Terminology, Marking and Labelling of the packages, segregation of DGR goods, Loading and stowage of DGR goods.

UNIT II										[12 Hours]				
Radio active materials, Dry Ice , Polymeric breads , Magnetized materials , Battery driven wheel chairs														
UNIT III										[12 Hours]				
NOTOC Inspection for Damage, Leakage or Contamination of Dangerous Goods														
UNIT IV										[12 Hours]				
Retention of Dangerous goods records														
UNIT V										[12 Hours]				
Transport of weapons and Ammunition														
Text Book:														
Reference Books:														
Note: :														
Mapping of Course Outcomes with Program Outcomes:														
	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2	3	2	1	2	3	3	2	3	1
CO2	3	3	3	2	2	3	2	1	2	3	3	2	3	1
CO3	3	3	3	2	2	3	2	1	2	3	3	2	3	1
CO4	3	3	3	2	2	3	2	1	2	3	3	2	3	1
CO5	3	3	3	2	2	3	2	1	2	3	3	2	3	1

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Load & Trim Operations			0		Theory
Introduction: Students can able to understand the activities of Loading and trimming operations of Aircraft.						
Course Objective						
CO1	:	To Understand the Importance and regulatory requirement of Load and Trim				
CO2	:	To understand basic theory and flight and departure control system				
CO3	:	To understand the balancing the weight in the air craft				
CO4	:	To prepare the Load and Trim sheets and understand the qualification requirement for preparing the L&T sheets				
CO5	:	To understand the Loading and Unloading procedure from the Aircraft and gaining knowledge about handling the Cargo				
UNIT I						[12 Hours]
Introduction to Load & Trim						
<ul style="list-style-type: none"> • Description • Importance of Load & Trim Sheets • Regulatory Requirements 						
UNIT II						[12 Hours]
Basic theory of flight						
<ul style="list-style-type: none"> • General Description of Aircraft • DCS (Departure Control system) 						

UNIT III [12 Hours]														
Theory of balance														
<ul style="list-style-type: none"> • Weight & Balancing • Center of Gravity • Center of pressure • Preparation & Approval of weight schedule • standard weight of flight crew and passengers 														
UNIT IV [12 Hours]														
Load & Trim Sheets														
<ul style="list-style-type: none"> • Procedure for preparing load & Trim sheets • Imp features of L& T sheets • Adjustment of the Last Minute Changes (LMC) • Qualifications-Duties & Responsibilities of L&T officer 														
UNIT V [12 Hours]														
Loading & Unloading in Aircraft														
<ul style="list-style-type: none"> • Instructions for safe loading • Procedure of Loading & unloading of Passengers, Baggage and cargo 														
Text Book:														
1. Airline Ground Handling Manual														
2. Mary R. Doerflein Colin C.Law, Introduction to Airline Ground Service Edition 30 sep 2013														
Reference Books:														
1. IATA Ground ops 2019 Edition														
Note: :														
Mapping of Course Outcomes with Program Outcomes:														
	Program Outcomes									Program Specific Outcomes				
Course Outcomes	P01	PO2	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2	3	2	1	2	3	3	2	3	1
CO2	3	3	3	2	2	3	2	1	2	3	3	2	3	1
CO3	3	3	3	2	2	3	2	1	2	3	3	2	3	1
CO4	3	3	3	2	2	3	2	1	2	3	3	2	3	1
CO5	3	3	3	2	2	3	2	1	2	3	3	2	3	1

*Rathinam College of Arts & Science (Autonomous), Coimbatore-21.
Admitted in BBA (CA) from the academic year 2021-2022 Onwards*

Regulations 2021

Approved in the BOS Meeting held on 03-05-2020