

**PERIYAR MANIAMMAI INSTITUTE OF  
SCIENCE & TECHNOLOGY**

**Periyar Nagar, Vallam, Thanjavur - 613403  
Tamil Nadu, India.**

**FACULTY OF MANAGEMENT STUDIES**

**DEPARTMENT OF MANAGEMENT STUDIES**

**B.B.A  
(HOSPITALITY MANAGEMENT)**

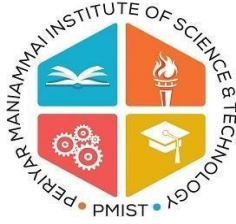
**Curriculum (Semesters I to VIII)  
Syllabus (Semesters I to VIII)**

**Regulation 2024**

**Head of the Department**

**Faculty Dean**

**Dean (Academic Courses)**



## **PERIYAR MANIAMMAI INSTITUTE OF SCIENCE & TECHNOLOGY**

Periyar Nagar, Vallam, Thanjavur - 613403  
Tamil Nadu, India.

**Periyar Maniammai Institute of Science & Technology** is committed to imparting quality education, emphasizing the integration of proficiency and human values, along with the ongoing enhancement of educational quality.

### **Vision Statement:**

To be a university of global dynamism with excellence in knowledge and innovation, ensuring social responsibility for creating an egalitarian society.

### **Mission:**

- Offering well-balanced programs with scholarly faculty and state-of-the-art facilities to impart a high level of knowledge.
- Providing student-centered education and fostering their growth in critical thinking, creativity, entrepreneurship, problem-solving, and collaborative work.
- Engaging in progressive and meaningful research with a focus on sustainable development.
- Empowering students to acquire the skills necessary for global competencies.
- Instilling universal values, self-respect, gender equality, dignity, and ethics

## Department of Management studies

### B.B.A. (Hospitality Management)

#### Department Vision

- To be a department of international repute delivering excellence in management education and research with the aim of creating business leaders capable of solving problems of industry and society.

#### Department Mission

- To impart education meeting global standards enabling students to become business leaders.
- To impart education enabling students to identify and solve problems of industry and society.
- To impart education enabling students to become entrepreneurs.
- To impart education enabling students to do research and be innovative.
- To impart education on values, ethics and protection of the environment.

#### Mapping of University Mission (UM) with Department Mission (DM)

	DM1	DM2	DM3	DM4	DM5	Total
UM1	3	2	1	2	0	8
UM2	1	3	3	2	0	9
UM3	1	2	1	3	1	8
UM4	3	0	1	1	1	6
UM5	0	0	1	1	1	3

0 – No relation    1- Low relation    2- Medium relation    3 – High relation

## PROGRAMME EDUCATIONAL OUTCOMES

- Graduates will be successfully employed and solve problems of industry and society.
- Graduates will start and manage new ventures successfully.
- Graduates will pursue higher education successfully.
- Graduates will practice their profession with honesty and integrity.

### Mapping of Programme Educational Objectives (PEO) with Department Mission (DM)

	PEO1	PEO2	PEO3	PEO4
DM1	3	2	3	1
DM2	3	2	3	1
DM3	1	3	1	1
DM4	3	2	3	1
DM5	3	2	3	1

1- Slightly

2- Supporting

3 - Highly related

## PROGRAMME OUTCOMES

- Exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.
- Ability to articulate a business environment with clarity and mindfulness.
- Exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
- . Effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.
- Ability to solve problems and provide solutions and facilitate informed decision-making.
- Research skills to conduct in-depth study of the understanding of Indian and Global Business Environment.

## PROGRAMME SPECIFIC OUTCOMES

- Ability to use statistical tools to solve hospitality Management problems.
- Ability to manage and optimize hospitality operations.
- Apply sustainable practices in hospitality management to reduce environmental impact and promote long-term sustainability

### Mapping of Program Educational Objectives (PEOs) with Program Outcomes (POs) and Programme Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
PEO1	3	2	3	3	3	2	3	3	3
PEO2	3	3	2	3	3	2	2	3	3
PEO3	3	2	1	2	2	3	3	2	2
PEO4	2	3	3	3	2	2	1	2	3

1- Slightly

2- Supporting

3 - Highly related

**FACULTY OF MANAGEMENT STUDIES  
DEPARTMENT OF MANAGEMENT STUDIES  
BBA –HOSPITALITY MANAGEMENT  
CURRICULUM - REGULATIONS 2024**

Category of courses and minimum credit requirement as per new guidelines of UGC for BBA programme are outlined below:

Sl. No.	Category of Courses	Credits	
		UG 3-Years	UG 4-Years
1.	Major (Core)	60	80
2.	Minor Stream	24	32
3.	Multidisciplinary	09	09
4.	Ability Enhancement Courses	08	08
5.	Skill Enhancement Courses	09	09
6.	Value Added Courses	06 - 08	06 – 08
7.	Internship	02 - 04	02 – 04
8.	Research Project / Dissertation	-	12
Total Credits		120	160

**PERIYAR MANIAMMAI INSTITUTE OF SCIENCE & TECHNOLOGY**  
**FACULTY OF HUMANITIES, SCIENCE AND MANAGEMENT**  
**BBA –HOSPITALITY MANAGEMENT**  
**CURRICULUM - REGULATION 2024**

**SEMESTER I**

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
<b>Theory</b>						
1	U24TA101	பொதுத்தமிழ் (General Tamil)	3	0	0	3
	U24TA102	அடிப்படைத்தமிழ் (Foundational Tamil)				
2	U24EN102	English for Communication – I	3	0	0	3
3	U24BC101	Financial Accounting	3	1	0	4
4	U24BB101	Principles of Management	3	1	0	4
5	U24BB102	Business Economics	3	1	0	4
6	U24EM106	Computer Applications in Business	2	0	0	2
7	U24VA001	Environmental Studies	2	0	0	2
<b>Practical</b>						
8	U24EM107	Computer Applications in Business Laboratory	0	0	2	1
<b>Total</b>			<b>19</b>	<b>3</b>	<b>2</b>	<b>23</b>

**SEMESTER II**

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
<b>Theory</b>						
1	U24TA151	அறிவியல் தமிழ் (Scientific Tamil)	3	0	0	3
	U24TA152	வளர் தமிழ் (Beginners Tamil)				
2	U24EN152	English for Communication – II	3	0	0	3
3	U24BC151	Business Accounting	3	1	0	4
4	U24BB151	Principles of Marketing	3	1	0	4
5	U24MA153	Business Mathematics	3	0	0	3
6	U24VA002	Universal Human Values	2	1	0	3
<b>Practical</b>						
7	U24EM153	Business Accounting Laboratory	0	0	2	1
8	U24EM103	Speech Communication Laboratory	0	0	2	1
<b>Total</b>			<b>17</b>	<b>3</b>	<b>4</b>	<b>22</b>

**SEMESTER - III**

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
<b>Theory</b>						
1	U24TA201	கணிணித்தமிழ் (Computing Tamil)	3	0	0	3
2	U24EN201	English for Communication – III	3	0	0	3
3	U24BB201	Human Behaviour and Organization	3	1	0	4
4	U24BB202	Financial Management	3	1	0	4
5	U24BB203	Business Environment and Public Policy	3	1	0	4
6	U24MA204	Operations Research	3	0	0	3
7	U24EM204	Managerial Skill Development	1	1	0	2
<b>Total</b>			19	4	0	23

## SEMESTER IV

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
<b>Theory</b>						
1	U24TA251	பொதுநிலைத் தமிழ் (Technical Tamil)	3	0	0	3
2	U24EN251	English for Communication – IV	3	0	0	3
3	U24BB251	Business Taxation	3	1	0	4
4	U24BB252	Legal and Ethical Issues in Business	3	1	0	4
5	U24BH253	Hospitality Management	3	1	0	4
6	U24BB751	Business Practices and Ethical Principles of Ancient Education	3	0	0	3
7	U24EM255	Selling and Negotiation Skills	1	1	0	2
<b>Total</b>			19	4	0	23

## SEMESTER V

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
<b>Theory</b>						
1	U24BB301	Human Resource Management	3	1	0	4
2	U24BB302	Business Research Methodology	3	1	0	4
3	U24BB303	Management Information System	3	1	0	4
4	U24BH304	Event Management	3	0	0	3
5	U24BB7XX	1. Business plan. 2. Retailing. 3. Human Resource Management.	3	0	0	3
6	U24BH901 U24BH902	Front Office Management Housekeeping Management	3	0	0	3
7	U24EM301	Community Engagement and Social Responsibility	1	0	2	2
<b>Practical</b>						
8	U24EM304	Internship	0	0	0	2
<b>Audit Course</b>						
9	U24AUXXX	Audit Course – I	--	--	--	--
Total			19	3	2	25

**SEMESTER VI**

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
<b>Theory</b>						
1	U24BB351	Entrepreneurship and Startup Ecosystem	3	1	0	4
2	U24BH352	Tourism Management	3	1	0	4
3	U24BB353	Operations Management	3	1	0	4
4	U24BB354	Business Analytics	3	1	0	4
5	U24BB8XX	Online Course	3	0	0	3
6	U24BH951	Convention Management	3	0	0	3
	U24BH952	Event Planning and Marketing	3	0	0	3
<b>Practical</b>						
7	U24BB355	Capstone Project	0	0	4	2
<b>Audit Course</b>						
8	U24AUXXX	Audit Course – II	--	--	--	--
Total			18	4	4	24

**SEMESTER – VII**  
**BBA-(Hospitality Management) (Honours)**

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
<b>Theory</b>						
1	U24BB401	Strategic Management	3	1	0	4
2	U24BB402	International Business	3	1	0	4
3	U24BB403	Consumer Behaviour	3	1	0	4
4	U24BB404	Project Management	3	1	0	4
5	U24BB405	Quality Management	3	1	0	4
Total			15	5	0	20

**SEMESTER VII****BBA –(Hospitality Management) (Honours with Research)**

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
<b>Theory</b>						
1	U24BB401	Strategic Management	3	1	0	4
2	U24BB402	International Business	3	1	0	4
3	U24BB404	Project Management	3	1	0	4
4	U24BB405	Quality Management	3	1	0	4
<b>Research Project</b>						
5	U24BB406	Applicative Research	0	0	8	4
Total			12	4	8	20

**SEMESTER VIII****BBA – (Hospitality Management) (Honours with Research)**

<b>Sl. No.</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Credits</b>			
			<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	U24BB454	Research / Dissertation (with SCOPUS / UGC Care Publication)	0	0	40	20
Total			0	0	40	20

### **Credit Allocation of BBA (Hospitality Management)**

**Actual Credit allotments as per the guidelines of UGC / TANSICHE for the BBA (Hospitality Management) programme are given below:**

<b>Sl. No.</b>	<b>Category of Courses</b>	<b>Credits</b>		
		<b>3 Years</b>	<b>4 Years (Honours)</b>	<b>4 Years (Honours with Research)</b>
1.	Major (Core)	60	80	72
2.	Minor Stream	26	34	34
3.	Multidisciplinary	09	09	09
4.	Ability Enhancement Courses	24	24	24
5.	Skill Enhancement Courses	09	09	09
6.	Value Added Courses	08	08	08
7.	Internship	04	04	04
8.	Research Project / Dissertation	-	12	20
<b>Total Credits</b>		<b>140</b>	<b>180</b>	<b>180</b>

**Semester wise Credit Distribution (In all Categories of Courses)****BBA (Hospitality Management) - 3 Years**

<b>Sl. No.</b>	<b>Category of Courses</b>	<b>Credits</b>	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>	<b>VI</b>
1.	Major (Core)	60	4	4	12	8	15	17
2.	Minor Stream	26	8	4	-	4	3	7
3.	Multidisciplinary	09	-	3	3	-	3	-
4.	Ability Enhancement Courses	24	6	6	6	6	-	-
5.	Skill Enhancement Courses	09	3	2	2	2	-	-
6.	Value Added Courses	08	2	3	-	3	-	-
7.	Internship	04	-	-	-	-	4	-
8.	Project / Dissertation	-	-	-	-	-	-	-
<b>Total Credits</b>		<b>140</b>	<b>23</b>	<b>22</b>	<b>23</b>	<b>23</b>	<b>25</b>	<b>24</b>

**Semester wise Credit distribution (In all Categories of Courses)****BBA (Hospitality Management) (Honours) - 4 Years**

<b>Sl.No.</b>	<b>Category of Course</b>	<b>Credits</b>	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>	<b>VI</b>	<b>VII</b>	<b>VIII</b>
1.	Major (Core)	80	4	4	12	8	15	17	12	8
2.	Minor Stream	34	8	4	-	4	3	7	8	-
3.	Multidisciplinary	09	-	3	3	-	3	-	-	-
4.	Ability Enhancement Courses	24	6	6	6	6	-	-	-	-
5.	Skill Enhancement Courses	09	3	2	2	2	-	-	-	-
6.	Value Added Courses	08	2	3	-	3	-	-	-	-
7.	Internship	04	-	-	-	-	4	-	-	-
8.	Project / Dissertation	12	-	-	-	-	-	-	-	12
Total Credits		180	23	22	23	23	25	24	20	20

**Semester wise Credit Distribution (In all Categories of courses)**

**BBA (Hospitality Management) (Honours with Research) - 4 Years**

<b>Sl. No.</b>	<b>Category of Course</b>	<b>Credits</b>	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>	<b>VI</b>	<b>VII</b>	<b>VIII</b>
1.	Major (Core)	72	4	4	12	8	15	17	12	-
2.	Minor Stream	34	8	4	-	4	3	7	8	-
3.	Multidisciplinary	09	-	3	3	-	3	-	-	-
4.	Ability Enhancement Courses	24	6	6	6	6	-	-	-	-
5.	Skill Enhancement Courses	09	3	2	2	2	-	-	-	-
6.	Value Added Courses	08	2	3	-	3	-	-	-	-
7.	Internship	04	-	-	-	-	4	-	-	-
8.	Project / Dissertation	20	-	-	-	-	-	-	-	20
<b>Total Credits</b>		<b>180</b>	<b>23</b>	<b>22</b>	<b>23</b>	<b>23</b>	<b>25</b>	<b>24</b>	<b>20</b>	<b>20</b>

**The number of credits in each semester is summarized as follows:**

<b>Programme</b>	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>	<b>VI</b>	<b>VII</b>	<b>VIII</b>
BBA	23	22	23	23	25	24	20	20

### Suggested List of Courses for Programme Elective - I

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
1	U24BH901	Front Office Management	3	0	0	3
2	U24BH902	Housekeeping Management	3	0	0	3

### Suggested List of Courses for Programme Elective - II

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
1	U24BH951	Convention Management	3	0	0	3
2	U24BH952	Event Planning and Marketing	3	0	0	3

## List of Courses under each Category

### Major (Core)

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
1	U24BB101	Principles of Management	3	1	0	4
2	U24BB151	Principles of Marketing	3	1	0	4
3	U24BB201	Human Behaviour and Organization	3	1	0	4
4	U24BB202	Financial Management	3	1	0	4
5	U24BB203	Business Environment and Public Policy	3	1	0	4
6	U24BB251	Business Taxation	3	1	0	4
7	U24BB252	Legal and Ethical Issues in Business	3	1	0	4
8	U24BB301	Human Resource Management	3	1	0	4
9	U24BB302	Business Research Methodology	3	1	0	4
10	U24BB303	Management Information System	3	1	0	4
11	U24BB9XX	Program Elective – I	3	0	0	3
12	U24BB351	Entrepreneurship and Startup Ecosystem	3	1	0	4
13	U24BH352	Tourism Management	3	1	0	4
14	U24BB353	Operations Management	3	1	0	4
15	U24BB9XX	Program Elective – II	3	0	0	3
16	U24BB355	Capstone Project	0	0	4	2
Total			45	13	4	60
<b>Additional Major (Core) for 4 years BBA (Hospitality Management) (Honours)</b>						
17	U24BB401	Strategic Management	3	1	0	4
18	U24BB402	International Business	3	1	0	4

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
19	U24BB403	Consumer Behaviour	3	1	0	4
20	U24BB451	Innovation Management	3	1	0	4
21	U24BB452	Knowledge Management	3	1	0	4
Total			15	5	0	20
<b>Additional Major (Core) for 4 years BBA (Hospitality Management) (Honours with Research)</b>						
17	U24BB401	Strategic Management	3	1	0	4
18	U24BB402	International Business	3	1	0	4
19	U24BB406	Applicative Research	0	0	8	4
Total			6	2	8	12

### Minor (Core)

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
1	U24BC101	Financial Accounting	3	1	0	4
2	U24BB102	Business Economics	3	1	0	4
3	U24BC151	Business Accounting	3	1	0	4
4	U24BH253	Hospitality Management	3	1	0	4
5	U24BH304	Event Management	3	0	0	3
6	U24BB354	Business Analytics	3	1	0	4
7	U24BB8XX	Online Course	3	0	0	3
Total			21	5	0	26
<b>Additional Minor (Core) for 4 years BBA (Hospitality Management) (Honours)</b>						
8	U24BB404	Project Management	3	1	0	4

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
9	U24BB405	Quality Management	3	1	0	4
<b>Total</b>			6	2	0	8
<b>Additional Minor (Core) for 4 years BBA (Hospitality Management) (Honours with Research)</b>						
8	U24BB404	Project Management	3	1	0	4
9	U24BB405	Quality Management	3	1	0	4
<b>Total</b>			6	2	0	8

### Multidisciplinary

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
1	U24MA153	Business Mathematics	3	0	0	3
2	U24MA204	Operations Research	3	0	0	3
3	U24BB7XX	Open Elective – II	3	0	0	3
<b>Total</b>			9	0	0	9

### Ability Enhancement Courses

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
1	U24TA101	பொதுத்தமிழ் (General Tamil)	3	0	0	3
	U24TA102	அடிப்படைத் தமிழ் (Foundational Tamil)				
2	U24EN102	English for Communication – I	3	0	0	3
3	U24TA151	அறிவியல் தமிழ் (Scientific Tamil)	3	0	0	3
	U24TA152	வளர் தமிழ் (Beginners Tamil)				

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
4	U24EN152	English for Communication – II	3	0	0	3
5	U24TA201	கணினித்தமிழ் (Computing Tamil)	3	0	0	3
6	U24EN201	English for Communication – III	3	0	0	3
7	U24TA251	தொழில்நுட்ப தமிழ் (Technical Tamil)	3	0	0	3
8	U24EN251	English for Communication – IV	3	0	0	3
<b>Total</b>			24	0	0	24

### Skill Enhancement Courses

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
1	U24EM106	Computer Applications in Business	2	0	0	2
2	U24EM107	Business Applications Laboratory	0	0	2	1
3	U24EM153	Business Accounting Laboratory	0	0	2	1
4	U24EM103	Speech Communication Laboratory	0	0	2	1
5	U24EM204	Managerial Skill Development	1	1	0	2
6	U24EM255	Selling and Negotiation Skills	1	1	0	2
<b>Total</b>			4	2	6	9

**VALUE ADDED COURSES**

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
1	U24VA001	Environmental Studies	2	0	0	2
2	U24VA002	Universal Human Values	2	1	0	3
3	U24BB751	Business Practices and Ethical Principles of Ancient India (IKS)	3	0	0	3
Total			7	1	0	8

**Internship / Field Work**

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
1	U24EM301	Community Engagement and Social Responsibility	1	0	2	2
2	U24EM304	Internship	0	0	0	2
Total			1	0	2	4

**Research Project / Dissertation (Honours)**

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
1	U24BB453	Project / Dissertation	0	0	24	12
Total			0	0	24	12

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
1	U24BB454	Research / Dissertation (with SCOPUS / UGC Care Publication)	0	0	40	20
<b>Total</b>			0	0	40	20

### **Audit Courses**





Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
1	U24AU001	Disaster Management	--	--	--	--
2	U24AU003	Cyber Security	--	--	--	--
3	U24AU009	Constitution of India	--	--	--	--
<b>Total</b>			--	--	--	--

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**FACULTY OF HUMANITIES, SCIENCE AND MANAGEMENT**  
**BBA – HOSPITALITY MANAGEMENT**  
**SYLLABUS - REGULATION 2024**

**SEMESTER I**

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
<b>Theory</b>						
1	U24TA101	பொதுத்தமிழ் (General Tamil)	3	0	0	3
	U24TA102	அடிப்படைத்தமிழ் (Foundational Tamil)				
2	U24EN102	English for Communication – I	3	0	0	3
3	U24BC101	Financial Accounting	3	1	0	4
4	U24BB101	Principles of Management	3	1	0	4
5	U24BB102	Business Economics	3	1	0	4
6	U24EM106	Computer Applications in Business	2	0	0	2
7	U24VA001	Environmental Studies	2	0	0	2
<b>Practical</b>						
8	U24EM107	Computer Applications in Business Laboratory	0	0	2	1
<b>Total</b>			<b>19</b>	<b>3</b>	<b>2</b>	<b>23</b>

## SEMESTER I

Course Code	Course Name	L	T	P	C
U24TA101	பொதுத் தமிழ் (General Tamil)	3	0	0	3
Sustainable Development Goals					

**Category:** Ability Enhancement Courses

### a. பாடநோக்கம் (Preamble)

தமிழ் இலக்கிய வரலாற்றை அறிமுகப்படுத்துதல், இலக்கிய வகைகளை எடுத்துரைத்தல், இலக்கிய நுட்பங்களை அறியச் செய்தல் போன்ற கல்விச் செயற்பாடுகளின் வழியாக, கற்பவர்களின் மொழியறிவு, கற்றல் திறன், படைப்பாற்றல் ஆகியவற்றை செழுமைப்படுத்தி, பன்முக ஆளுமைத் திறன் கொண்டவர்களாக ஆக்கும் நோக்கிலான பாடநெறியைக் கொண்டு இப் பொதுத்தமிழ்ப் பாடத்திட்டம் வழங்கப்பட்டுள்ளது.

### b. முன்-தேவைகள் (Pre-requisite)

பொதுத்தமிழ்ப் பாடத்திட்டம் பயிலும் மாணவர்கள் அடிப்படைத் தமிழ்க் கல்வியைப் பெற்றிருத்தல் வேண்டும்.

### c. கற்றல் பயன்கள் Course Outcomes

இப் பாடத்திட்டத்தை வெற்றியாகக் கற்கும் மாணவர்கள் பெறும் திறன்கள் :

Cos	Course Outcome	Knowledge Level
CO1	தமிழ் இலக்கிய அடிப்படைப் பண்புகளை புரிந்துகொண்டு அதன் வகைகளை எடுத்துரைப்பர்.	K2
CO2	தமிழ் இலக்கிய நுட்பங்களைப் புரிந்து தமிழின் தொண்மையையும் மேன்மையையும் விளக்குவர்.	K2
CO3	இலக்கிய வரலாற்றுக் குறிப்புகளை இணைத்துப் புரிந்துகொண்டு அதன் வளர்ச்சிப்போக்கை ஆராய்வர்.	K4

CO4	தமிழ் இலக்கியப் பொருண்மைகளைப் பிரித்தாய்ந்து புதிய பல கலைச்சொற்களைக் கண்டறிவர்.	K3
CO5	மொழியமைவு மற்றும் இலக்கியக் கூறுகளைப் புரிந்து பிற மொழிகளில் மொழிபெயர்ப்பர்.	K3
CO6	புத்தாக்கச் சிந்தனைகளை கலைத்தமிழில் வெளிக் கொணரும் புதிய படைப்புகளை உருவாக்கித் தருவர்.	K3

#### d. (Course Syllabus)

கற்றல் நேரம் : 45 மணி

#### மரபுக்கவிதை

9

பெ.சுந்தரனார்: தமிழ்த்தெய்வ வணக்கம் - பாரதிதாசன்: சிறுத்தையே வெளியே வா - கவிமணி : புத்தரும் சிறுவனும் - முடியரசன்: மொழி உணர்ச்சி - கண்ணதாசன்: ஆட்டனத்தி ஆதி மந்தி (ஆதிமந்திப் புலம்பல்) - சுரதா: துறைமுகம் (சிக்கனம்) - தமிழ்ஒளி: கடல்.

#### புதுக்கவிதை

9

அப்துல்ரகுமான் : வீட்டுக்கு ஒரு மரம் வளர்ப்போம் - ஈரோடு தமிழன்பன்: வணக்கம் வள்ளுவ (எட்டாவது சுரம்) - வைரமுத்து: பிற்சேர்க்கை - மு.மேத்தா: வாழைமரம் - அறிவுமதி: வள்ளுவன் பத்து, நா.முத்துக்குமார்: ஆனந்த யாழை மீட்டுகிறாய் - சுகிர்தராணி: சபிக்கப்பட்ட முத்தம் - இளம்பிறை: நீ எழுத மறுக்கும் எனது அழகு.

#### சிறுகதைகள்

9

ஜெயகாந்தன்: வாய்ச்சொற்கள் (மாலை மயக்கம்) - புதுமைப்பித்தன்: கடிதம் - உமாமகேஸ்வரி: கரு - தி.ஜானகிராமன்: முள்முடி - விழி.பா.இதயவேந்தன்: சிதறல்கள் - சு.சமுத்திரம்: காகித உறவு - அம்பை: வீட்டின் மூலையில் சமையலறை (மொழிபெயர்ப்பு) - ஆண்டன் செக்காவ்: நாய்க்காரர் சீமாட்டி.

தமிழ் இலக்கிய வரலாற்றில் மரபுக்கவிதைகள் - புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும் - தமிழ் இலக்கியப் பரிணாம வளர்ச்சியில் சிறுகதையின் பங்கு - தமிழ் இலக்கணத் தோற்றம் பற்றிய அறிமுகம்.

### மொழித் திறன்

9

பொருள் பொதிந்த சொற்றொடர் அமைத்தல் - ஓர் எழுத்து ஒரு மொழி - வேற்றுமை உருபுகள் - திணை, பால், எண், இடம் - கலைச் சொல்லாக்கம், மொழிபெயர்ப்பு.

### செயற்பாடுகள் (Activities)

- கவிதைகளைப் படிக்கக் கற்றுக்கொடுத்தல்
- கவிதைகளை எழுதத் தூண்டுதல்
- புதுக்கவிதைகள் படைக்கச் செய்தல்
- புதிய சிறுகதைகள் உருவாக்கும் முறையைக் கற்பித்தல்
- கதைகளுக்கு ஏற்ற ஓவியங்களை வரைதல்
- கதை உருவாக்கத்திற்குரிய குழுப்பயிற்சி
- போட்டித் தேர்வுக்குரிய வினா-விடைகளை விவாதித்தல்




### e. கற்றல் வளங்கள் (Learning Resources)

- பெரியண்ணன், கோ. (2023). அடிப்படை எளிய தமிழ் இலக்கணம். வனிதா பதிப்பகம்.
- பாக்கியமேரி, எஃப். (2022). வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு. பூவேந்தன் பதிப்பகம்.
- தமிழண்ணல். (2022). புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு. மீனாட்சி புத்தக நிலையம்.
- வல்லிக்கண்ணன். (2022). புதுக்கவிதை தோற்றமும் வளர்ச்சியும். மகிழினி பதிப்பகம்.
- பஞ்சஅம்மாள். (2018). தமிழ் இலக்கணம். மினர்வா பதிப்பகம்.
- ஜெயகாந்தன். (2016). ஜெயகாந்தன் சிறுகதைகள். கிண்டில் பதிப்பகம்.
- பரமானந்தர், ஆ.கி. (2016). கவிஞராக அல்லி நிலையம்.
- தேவிரா. (2015). தமிழ் இலக்கணம். ஸ்ரீ நந்தினி பதிப்பகம்.

- வரதராஜன், இரா. (2015). பயன்முறைத் தமிழ். சிவகுரு பதிப்பகம்.
- சுரதா. (2015). துறைமுகம். சுவாதி பதிப்பகம்.
- சிற்பி பாலசுப்பிரமணியன். (2015). தமிழ் இலக்கிய வரலாறு. கவிதா வெளியீடு.
- பாக்கியமேரி. (2013). இலக்கணம் – இலக்கிய வரலாறு – மொழித்திறன். பூவேந்தன் பதிப்பகம்.
- ஜெகநாதன், கீ.வா. (2012). கவி பாடலாம். சீதை பதிப்பகம்.
- அருணாசலம், மு. (2012). தமிழ் இலக்கிய வரலாறு. சிவகுரு பதிப்பகம்.
- சுபாஷ்சந்திர போஸ், சு. (2006). தமிழ் இலக்கிய வரலாறு. பாவை பப்ளிகேஷன்ஸ்.
- தமிழன்பன். (2005). வணக்கம் வள்ளுவ. பூம்புகார் பதிப்பகம்.
- கண்ணதாசன். (2013). ஆட்டனத்தி ஆதிமந்தி. கண்ணதாசன் பதிப்பகம்.
- முடியரசன். (1992). மொழியுணர்ச்சி (தொ. ஆ. தமிழண்ணல், Ed.). பாரி நிலையம்.
- சுந்தரனார், பெ. (1981). மனோன்மனியம். ஸ்ரீ செண்பகா பதிப்பகம்.
- சிவதம்பி, கார்த்திகேசு. (1980). தமிழில் சிறுகதை தோற்றமும் வளர்ச்சியும். தமிழ்ப் புத்தகாலயம்.
- பாரதிதாசன். (1938). வீரத்தாய்: கவிதைகள் (தொகுதி).

#### **f. Mapping of COs with POs and PSOs**

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3							2
CO2	3	3							
CO3	3					1		1	
CO4			1	1			1		
CO5		3			1				2
CO6		3			1				2
<b>Mapping Strength (Course)</b>	3	3	1	1	1	1	1	1	2

Course Code	Course Name	L	T	P	C
U24TA102	அடிப்படைத் தமிழ் (Foundational Tamil)	3	0	0	3
Sustainable Development Goals					

**Category:** Ability Enhancement Courses

**a. பாடநோக்கம் (Preamble)**

தமிழ் மொழியை அறிவதற்குரிய அடிப்படையான தமிழ் எழுத்துகளை அறிமுகம் செய்து, சொல் மற்றும் பொருள் வேறுபாடுகளை அறிய செய்வதின் மூலம் தமிழ் அறியாத மாணவர்கள் மொழி அறிவை அறியச் செய்யும் நோக்கில் அடிப்படைத் தமிழ் பாடநெறி வழங்கப்பட்டுள்ளது.

**b. கற்றல் பயன்கள் (Course Outcomes)**

இப் பாடத்திட்டத்தை வெற்றியாகக் கற்கும் மாணவர்கள் பெறும் திறன்கள் :

COs	Course Outcome	Knowledge Level
CO1	தமிழ் மொழியின் அடிப்படை எழுத்துக்களை அறிந்து கொண்டு அதன் வகைகளை எடுத்துரைப்பர்.	K2
CO2	தமிழ் மொழியின் சொற்களை அறியச்செய்து பொருள் வேறுபாட்டை விளக்குவர்.	K2
CO3	மொழியின் வளர்ச்சியை அறிவதற்கு பல்வகைப் பெயர்களையும் அதன் தன்மைகளையும் எடுத்துரைப்பர்.	K2
CO4	தமிழ் மொழியின் வகைமைகளையும் சுவைகளையும் கண்டறிவர்.	K2
CO5	எளிமையான தமிழ் சொற்களை அறிந்து கொண்டு ஒலி வேறுபாடுகளை வகைப்படுத்தி விளக்குவர்.	K2
CO6	புதுமையை அறியச் செய்து அதனை வெளிக் கொணரும் புதிய படைப்புகளை உருவாக்கித் தருவர்.	K6

**C. பாடத்திட்டம் (Course Syllabus)**

**கற்றல் நேரம் : 45 மணி**

**எழுத்துகளின் வகைகள்**

**9**

உயிர் எழுத்துகள் - மெய்யெழுத்துகள் - குறில் - நெடில் - மாத்திரைகள் - வகைகள்.

**சொற்பொருள் விளக்கம்**

**9**

ஒருமைப் - பன்மை - ஒருபொருள் குறித்த பல சொல் - பலபொருள் குறித்த ஒரு சொல்.

**பல்வகைப் பெயர்கள்**

**9**

பழங்கள் - காய்கள் - விலங்குகள் - பறவைகள் - திசைகள் - நிறங்கள் - கிழமைகள் - மாதங்கள் - மாதங்கள் அறிதல்.

**ஒலிவேறுபாடு**

**9**

ஒலி வேறுபாடு அறிதல் - எளிய தமிழ் சொற்களை வகைப்படுத்தி அறிதல்.

**கடிதம் எழுதும் முறை**

**9**

கடிதங்கள் எழுதுதல் - நண்பனுக்கு, ஆசிரியருக்குக் கடிதம் எழுதுதல்.

**d. செயற்பாடுகள் (Activities)**





- தமிழ் எழுத்துகளை படிக்கக் கற்றுக்கொடுத்தல்.
- எழுத்துகளை எழுதத் தூண்டுதல்.
- எழுத்துகள் மூலம் சொற்களை உருவாக்குதல்.
- சொற்கள் கொண்டு வாக்கியம் அமைக்க கற்றுக் கொடுத்தல்.

**e. கற்றல் வளங்கள் (Learning Resources)**

- பெரியண்ணன், கோ. (2023). அடிப்படை எளிய தமிழ் இலக்கணம் (முதற்பதிப்பு). வனிதா பதிப்பகம்.
- தேவிரா, மு. (2015). தமிழ் இலக்கணம் (திருத்திய பதிப்பு). ஸ்ரீ நந்தினி பதிப்பகம்.
- பொற்கோ, டா. (2013). இலக்கணக் கலைக் களஞ்சியம் (4ஆம் பதிப்பு). பாரி நிலையம்.
- பரந்தாமன், அ. கி. (2013). நல்ல தமிழ் எழுத வேண்டுமா? (மறுபதிப்பு). மலர் நிலையம்.
- பாக்கியமேரி, மு. (2013). இலக்கணம் – இலக்கிய வரலாறு – மொழித்திறன் (முதல் பதிப்பு). பூவேந்தன் பதிப்பகம்.

**f. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3							2
<b>CO2</b>	3	3							
<b>CO3</b>	3					1		1	
<b>CO4</b>			1	1			1		
<b>CO5</b>		3			1				2
<b>CO6</b>		3			1				2
<b>Mapping Strength (Course)</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>

Course Code	Course Name	L	T	P	C
U24EN102	English for Communication – I	3	0	0	3
Sustainable Development Goals					

**Category:** Ability Enhancement Courses

**a. Preamble**

This course is designed to provide a comprehensive understanding of English language for communication. Also it will enable learners to acquire essential linguistic competence, empower them to become better readers and writers and encourage the creative thinking abilities. The literary exploration will make the students to enhance their ability for effective communication.

**b. Pre-requisite**

The learner should have basic proficiency in English language and knowledge in fundamental grammar.

**c. Course Outcomes**

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

Cos	Course Outcome	Knowledge Level
CO1	<b>Interpret</b> the principles of effective communication and apply them to develop communication.	K2
CO2	<b>Develop</b> the ability to use good vocabulary according to the context	K3
CO3	<b>Extract</b> relevant information from the literary texts for enhancing writing skills.	K3
CO4	<b>Compare</b> different prose and poetry pieces to understand the literary content	K2
CO5	<b>Apply</b> proper meanings according to the context	K3
CO6	<b>Classify</b> the meaning and interpret the text for enhancing proper understanding.	K2

**d. Course Syllabus**

**Total : 45 Hours**

**ENGLISH FOR WORKPLACE 9**

Self-Introduction, Greeting, Introducing others - Listening for General and Specific Information - Giving Instructions / Directions.

**FUNDAMENTALS OF COMMUNICATION 9**

Introduction to Communication - Definition and Importance - Types of Communication: Verbal and Non-verbal - Barriers to Effective Communication - Strategies for Overcoming Communication Barriers.

**POETRY 9**

Sarojini Naidu's "Autumn Song" - Paul Laurence Dunbar's "The Sparrow" - Ralph Waldo Emerson "A Nation's Strength" – Robert Frost's "Mending Wall".

**PROSE 9**

Jerome K Jerome's "Uncle Podger Hangs a Picture" - A J Cronin's Two Gentlemen of Verona.

**FICTION 9**

Sudha Murthy's "How I taught my grandmother to Read" - W.Somerset Maugham's "The Ant and the Grasshopper".

**e. Activities**

- Encourage the students to participate in reading books, short stories or articles clubs.
- Organizing sessions where students can participate in various forms of writing such as essays, short stories, poems or letters.
- Arrange debates on topics of their interest. This activity enhances critical thinking and public speaking skills.
- Organizing sessions to participate, so that they can improve their verbal

communication and creativity.





- Create scenario where students to participate and to take on different roles and engage in dialogues.

#### **f. Learning Resources**

- Kumar, T., Vijay, K., Durga Bhavani, K., & Srinivas, Y. L. (2018). English in use: A textbook for college students (Paperback ed.).
- Deuter, M., Bradbery, J., Turnbull, J., & Heyning-Plate, L. (2015). Oxford advanced learner's dictionary of English (9th ed.). Oxford University Press.
- Shepherd, M., & Hogan, S. (2015). The art of civilized conversation: A guide to expressing yourself with style and grace. Illustrated by P. Carter.
- Eastwood, J. (2008). Oxford practice grammar. Oxford University Press.
- Emerson, R. W. (2006). A nation's strength. Family Friends Poem.
- Swan, M. (1995). Practical English usage (4th ed.). Oxford University Press.
- Dunbar, P. L. (1896). The sparrow. Dunbar Music Archive.

#### **g. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	1						2
<b>CO2</b>	3	3					2		2
<b>CO3</b>	3					1			2
<b>CO4</b>	3	3			1		2		
<b>CO5</b>	3	3			1		2		
<b>CO6</b>	3	3			1		2		
<b>Mapping Strength (Course)</b>	<b>3</b>	<b>3</b>	<b>1</b>		<b>1</b>	<b>1</b>	<b>2</b>		<b>2</b>

Course Code	Course Name	L	T	P	C
U24BC101	Financial Accounting	3	1	0	4
Sustainable Development Goals					

**Category:** Major Courses (Core Courses)

**a. Preamble**

This course facilitates the students to learn and develop with the fundamental principles and practical skills necessary to navigate the complex world of financial reporting. This course offers a comprehensive overview of financial accounting principles that are essential for making informed business decisions.

**b. Course Outcomes**

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

Cos	Course Outcome	Knowledge Level
CO1	<b>Describe</b> the principles of financial accounting and illustrate how to apply in journal entries and ledger maintenance.	K2
CO2	<b>Prepare</b> cashbook and other accounts necessary while running a business.	K3
CO3	<b>Apply</b> the techniques for preparing and reconciling bank statements.	K3
CO4	<b>Analyze</b> the methods of calculating depreciation.	K4
CO5	<b>Assess</b> the accuracy and completeness of final accounts and justify adjustments required for manufacturing and trading.	K3
CO6	<b>Compare</b> the financial statements of for-profit and not-for-profit organizations and assess the accounting practices.	K4

**c. Course Syllabus**

**Total : 60 Hours**

**INTRODUCTION TO ACCOUNTING 12**

Evaluation – Meaning and Definition – Objectives – Functions – Users – Role of Accountant – Generally Accepted Accounting Principles – Accounting Standards – Journal – Ledger - Trial Balance – Rectification of Errors.

**SUBSIDIARY BOOKS 10**

Subsidiary Book - Meaning – Types – Advantages – Purchase – Purchase Return – Sales – Sales Return – Cash Books. Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement.

**DEPRECIATION ACCOUNTING 12**

The nature of Depreciation - Accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method.

**PREPARATION OF FINAL ACCOUNTS 14**

Meaning of Final accounts – Accounting for Manufacturing Concern and Trading Concern – Manufacturing Account - Trading – Profit and Loss – Balance Sheet – Final Accounts with Adjustments.

**ACCOUNTING FOR NOT-FOR-PROFIT ORGANISATIONS 12**

Meaning of Not-for-Profit Organization; Difference between Profit and Loss Account and Income and Expenditure Account; Preparation of Receipt and Payment Account, Income and Expenditure Account and Balance Sheet.

**d. Activities**

- a. Use AI tools like ChatGPT to generate journal entries for given business transactions.
- b. Compare and contrast the financial statements of for-profit and not-for-profit organizations, identifying key differences.
- c. Record journal entries for a socially responsible business (SDG 12)
- d. Ask students to prepare the Income Statement (Profit & Loss) and Balance





Sheet based on the trial balance and adjustments.

**e. Learning Resources**

- Reddy, T. S., & Murthy, A. (2021). *Financial accounting*. Margham Publications.
- Shukla, M. C., Grewal, T. S., & Gupta, S. C. (2020). *Advanced accounts* (Vol. 1). Sultan Chand Publishing.
- Pillai, R. S. N., Bagawathi, & Uma, S. (2019). *Advanced accounting (Financial accounting)* (Vol. 1). S. Chand & Co. Ltd.
- Gupta, R. L., & Gupta, V. K. (2021). *Financial accounting*. Sultan Chand & Sons.
- Anthony, R. N., Hawkins, D. F., & Merchant, K. A. (2019). *Accounting: Text and cases* (13th ed.). McGraw-Hill Education.
- Dam, B. B., & Gautam, H. C. (2019). *Financial accounting*. Gayatri Publications.

**g. Mapping of COs with POs and PSOs**

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2							3
CO2	3	2			1				3
CO3	3	2							3
CO4	3			1					3
CO5	3	2			1				3
CO6	3	2		1					3
<b>Mapping Strength (Course)</b>	<b>3</b>	<b>2</b>		<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>

Course Code	Course Name	L	T	P	C
U24BB101	Principles of Management	3	1	0	4
Sustainable Development Goals					

**Category:** Minor Course (Core Courses)

**a. Preamble**

This course provides an understanding on planning process and decision making. Imparts knowledge on organizing and effective controlling. Provides understanding of ethics in business and its implications.

**b. Course Outcomes**

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

COs	Course Outcome	Knowledge Level
CO1	<b>Illustrate</b> the fundamental concepts of management; describe the role and functions of a manager.	K2
CO2	<b>Explain</b> the planning process and its importance.	K2
CO3	<b>Describe</b> the decision-making process.	K2
CO4	<b>Examine</b> different organizational structures and types; describe the processes of authority and delegation.	K2
CO5	<b>Explain</b> the principles of direction and coordination; describe techniques for effective control in management.	K2
CO6	<b>Explain</b> the key concepts of business ethics; describe the implications of ethics on business operations.	K2

### **c. Course Syllabus**

**Total : 60 Hours**

#### **INTRODUCTION**

**12**

Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

#### **PLANNING**

**12**

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

#### **ORGANIZING**

**12**

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

#### **DIRECTION**

**12**

Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

#### **BUSINESS ETHICS**

**12**

Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External – Environment Protection - Responsibilities of Business.

#### **d. Activities**

- a. Provide students with a business case study where a company faces a significant challenge (e.g., entering a new market, launching a product, or improving operations).
- b. Provide students with a case study about a company facing challenges related to direction (motivation and leadership), coordination (communication and collaboration), and control (monitoring progress and making adjustments).
- c. Ask students to develop a strategic plan for a company that aims to integrate sustainability into its operations, with a focus on AI technologies that drive

innovation and resource efficiency.





d. Designing a Sustainable Organizational Structure (SDG 9)

**e. Learning Resources**

- Gupta, C. B., & Mathur, S. (2022). Management: Principles and applications (8th ed.). Scholar Tech Press.
- Tripathi, P. C., & Reddy, P. N. (2021). Principles of management (7th ed.). McGraw Hill.
- Prasad, L. M. (2021). Principles and practice of management. Sultan Chand & Sons.
- Koontz, H., Weihrich, H., & Cannice, M. V. (2020). Essentials of management (11th ed.). McGraw Hill.
- Stoner, J. A. F., Freeman, R. E., & Gilbert, D. R. (2018). Management (6th ed.). Pearson Education.
- Griffin, R. W. (2017). Management. Cengage India.
- Robbins, S. P., Coulter, M., & DeCenzo, D. A. (2016). Fundamentals of management (9th ed.). Pearson Education India.
- Robbins, S. P., Coulter, M., Sidani, Y., & Jamali, D. (2015). Management (2nd ed.). Pearson Education.

**f. Mapping of COs with POs and PSOs**

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3	2						3
CO2	3	3							3
CO3	3	3			1				3
CO4	3	3	2						3
CO5	3	3		1					3
CO6	3	3		1					3
<b>Mapping Strength (Course)</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>				<b>3</b>

Course Code	Course Name	L	T	P	C
U24BC102	Business Economics	3	1	0	4
Sustainable Development Goals					

**Category:** Minor Course (Core courses)

**a. Preamble**

This course imparts knowledge of fundamental economics. In this course the students learn the concepts of demand, supply analysis and production costs. They learn various pricing strategies. They also learn how markets are classified.

**b. Course Outcomes**

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

Cos	Course Outcome	Knowledge Level
CO1	<b>Explain</b> the fundamental concepts of economics; describe the nature and scope of managerial economics.	K2
CO2	<b>Illustrate</b> demand analysis and its components; describe the law of demand and types of demand.	K2
CO3	<b>Explain</b> production and cost analysis; describe the factors of production and different cost concepts.	K2
CO4	<b>Summarize</b> various pricing methods and strategies; describe the factors influencing pricing and price discrimination.	K2
CO5	<b>Explain</b> market classification.	K2
CO6	<b>Illustrate</b> perfect competition, monopoly, duopoly, and oligopoly.	K2

**c. Course Syllabus**

**Total : 60 Hours**

**INTRODUCTION**

**12**

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

**DEMAND ANALYSIS**

**12**

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

**PRODUCTION AND COST ANALYSIS**

**12**

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

**PRICING METHODS**

**12**

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

**MARKET CLASSIFICATION**

**12**

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

**d. Activities**





- a. Provide students with data on the demand for eco-friendly products (e.g., electric cars, sustainable fashion, organic food) and ask them to apply demand analysis techniques.
- b. analyze cost concepts (fixed, variable, and total costs) and how firms can reduce costs by implementing sustainable production methods (e.g., using renewable energy, reducing waste, or employing green technologies).
- c. Apply the law of demand by analyzing how changes in price affect demand using AI tools.
- d. Debate: Pros and cons of each market structure.

### e. Learning Resources

- Sundharam, K. P. M., & Sundharam, E. N. (2022). Business economics. Sultan Chand & Sons.
- Sankaran, S. (2019). Managerial economics. Margham Publication.
- Thomas, C. R., & Maurice, S. C. (2017). Managerial economics: Foundations of business analysis and strategy. McGraw Hill Education.
- Ahuja, H. L. (2017). Managerial economics. S. Chand.
- Salvatore, D. (2016). Managerial economics: Principles and worldwide applications. Oxford University Press.
- Dwivedi, D. N. (2015). Managerial economics. Vikas Publishing House

### f. Mapping of COs with POs and PSOs

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3							3
CO2	3	3							3
CO3	3	3							3
CO4	3	3							3
CO5	3	3							3
CO6	3	3							3
Mapping Strength (Course)	3	3							3

Course Code	Course Name	L	T	P	C
U24EM106	Computer Applications in Business	2	0	0	2
Sustainable Development Goals					

**Category:** Skill Enhancement Courses

**a. Preamble**

The course aims to provide computer knowledge and skills for learners and to enhance the application of information technology tools for business operations with a comprehensive understanding of computer applications in business, preparing them for successful careers in today's technology-driven business environment.

**b. Pre-requisite**

A basic proficiency in using computers and familiarity with common software applications are essential prerequisites for a Computer Applications in Business course.

**c. Course Outcomes**

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

COs	Course Outcome	Knowledge Level
CO1	<b>Inferring</b> the key features of different operating systems and describe their applications in business environments.	K2
CO2	<b>Apply</b> advanced features of word processing software to create and format professional documents for business use.	K3
CO3	<b>Extend</b> the functionality of Spread sheet tools by organizing data and calculations for business analysis.	K3
CO4	<b>Analyse</b> the effectiveness of different presentation techniques in PowerPoint.	K4
CO5	<b>Examine</b> Statistical Financial Functions in Excel to automate repetitive tasks and improve efficiency of business process.	K4

CO6	<b>Develop</b> business reports by integrating data from multiple sources using database management and CAAT tools.	K3
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**d. Course Syllabus**

**Total : 30 Hours**

**INTRODUCTION 6**

Basic Concepts: Characteristics of a Computer – Advantages of Computers, Limitation of Computers – Types of Computers – Applications of computers, Hardware, Firmware, Liveware, Software. System Software: Operating system, Translators, interpreter, compiler – Overview of operating system, function of operating system, Application software, General Purpose Packaged Software and tailormade software.

**INTRODUCTION TO ESSENTIAL TOOLS - I: WORD PROCESSING 6**

Word Processing: Working with word document, Inserting, filling and formatting a table, Mail Merge including linking with Access Database, Creating Macros – Sending Email from Word Import / Export of files. Converting Word Document to Web Document, PDF files Hyperlinks - OLE Security features in Word Processor. Protection of Documents: Password for Documents – Checking viruses in macros.

**INTRODUCTION TO ESSENTIAL TOOLS - II: POWERPOINT 6**

PowerPoint: Preparing Presentations, Slides, Handouts, Speaker’s Notes, Outlines, Media Clips, Charts, Graphs, Adding the Transitions to the Slide Show, Special effects in detail, Setting Slide timings.

**INTRODUCTION TO ESSENTIAL TOOLS- III: SPREADSHEET 6**

Spreadsheet: Creating a workbook, Rearranging Worksheet, Organizing Charts and graphs, Range. Functions & Formulae: Mathematical, Statistical Financial Functions such as NPV (Net present value), Future value, IRR (Internal Rate of Return), EMI (Equated Monthly Installments, Compounding Yearly, periodic and monthly) – Auto Calculate Using Names in a Formula, Formula Editing, Sorting

List, Filter & More Filtering Techniques – Consolidate data in multiple worksheets.

## **ACCESS APPLICATIONS IN BUSINESS & CAAT TOOLS**

**6**

Access Creating Databases & Tables: An Introduction – Event Handling & Report Generation, Using Macros, Using Queries through Case Study. CAAT Tools: Capabilities & Importing Data from Accounting & other Application Systems – An Introduction to Analytical Reports, Duplicates/ Gaps, Sorting & Charting, Stratification, Summarization.

### **e. Activities**

- a. Prepare a word document with any hypothesized data and perform all the above functions therein.
- b. Identify a topic related to any business operation and prepare a PowerPoint Presentation with all the above functions therein.
- c. Prepare a Spreadsheet document with any hypothesized data and perform all the above functions therein.
- d. Use AI-powered word processing tools (e.g., Grammarly, QuillBot) to create professional business documents such as reports, letters, and proposals.





### **f. Learning Resources**

- Reinders, G. J. W., & O’Leary, J. K. B. (2021). Introduction to operating systems (6th ed.). Pearson.
- Tenan, P. S. (2020). Introduction to computers and information technology (7th ed.). McGraw-Hill.
- Silberschatz, A., Korth, H. F., & Sudarshan, S. (2019). Database system concepts (7th ed.). McGraw-Hill.
- Rajaraman, V. (2018). Introduction to information technology. PHI Learning Pvt. Ltd.
- Hall, J. A. (2006). Accounting information systems. South-Western College Publishing.

- Bharihoka, D. (2012). Fundamentals of information technology. Excel Books.
- Gelinas, U. J., & Dull, R. B. (2002). Accounting information systems. South-Western Thomson Learning.

**g. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3							3
<b>CO2</b>	3	3			1		1		
<b>CO3</b>	3	3			1		1		
<b>CO4</b>	3	3		1					3
<b>CO5</b>	3	3					1		
<b>CO6</b>	3	3			1				
<b>Mapping Strength (Course)</b>	<b>3</b>	<b>3</b>		<b>1</b>	<b>1</b>		<b>1</b>		<b>3</b>

Course Code	Course Name	L	T	P	C
U24VA001	Environmental Studies	2	0	0	2
Sustainable Development Goals					

**Category:** Value Added Course

**a. Preamble**

This course will familiarize the concept of Environment and Eco system. It provides basic knowledge on causes, effects and control of different type of environmental pollution.

**b. Pre-requisite**

A foundational understanding of basic environmental science concepts and awareness of ecological issues are essential prerequisites for an Environmental Studies course.

**c. Course Outcomes**

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

COs	Course Outcome	Knowledge Level
CO1	<b>Gain</b> Knowledge about Environment and Ecosystem.	K2
CO2	<b>Discuss</b> the Natural resources, its importance and environmental impact of human activities.	K2
CO3	<b>Gain</b> Knowledge about the conservation of Biodiversity and its importance.	K2
CO4	<b>Aware</b> about problems of environmental pollution, its impact on human and ecosystem and control measures.	K2
CO5	<b>Gain</b> information on increase in population growth and its impact on environment.	K2
CO6	<b>Explain</b> the role of information technology in environment and human health.	K2

**INTRODUCTION TO ENVIRONMENTAL STUDIES AND NATURAL RESOURCES** **7**

Multidisciplinary nature of environmental studies; Scope and importance; the need for environmental education. Concept of sustainability and sustainable development. Land resources and land use change; Land degradation, soil erosion and desertification - Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations - Disaster management: floods, earthquake, cyclones and landslides.

Water : Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state) - Energy resources : Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

**ECOSYSTEMS AND BIODIVERSITY** **6**

Ecosystem - Structure: food chains, food webs and function of ecosystem: Energy flow in an ecosystem, nutrient cycle and ecological succession. Ecological Interactions. Case studies of the following ecosystems: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)- Introduction to Biodiversity- Endemic, Extinct and Endangered species- Conservation of Biodiversity: In-situ and Ex-situ conservation.

**ENVIRONMENTAL POLLUTION AND GLOBAL ISSUES** **6**

Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution - Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture - Nuclear hazards and human health risks - Solid waste management: Control measures of urban and industrial waste, special reference e-waste, Biomedical waste - Case Studies.

## **ENVIRONMENTAL MANAGEMENT LAWS, POLICIES & PRACTICES 6**

UN Initiatives and International agreements: Montreal and Kyoto protocols, Paris Climate Summit (2015) and Convention on Biological Diversity (CBD). Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Green Politics, Earth Hour, Green Option Technologies, ISO standards: ISO 9000 and 14000 - Environmental communication and public awareness, Role of National Green Tribunal; EIA Formulations, stages, Merits and demerits - Environment Laws: Environment Protection Act (1986); Air (Prevention & Control of Pollution) Act (1981); Forest Conservation Act (1980); Water (Prevention and control of Pollution) Act (1974).

## **HUMAN POPULATION AND THE ENVIRONMENT**

**5**

Population growth, Variation among nations - Population explosion - Environment and Human health - HIV / AIDS – Role of Information Technology in Environment and human health – Case studies.

### **e. Activities**

- Slogan making event on conserving Natural Resources / Plantation of trees.
- Scrap Book / Poster making event on Water Management or Climate Change.
- Visit to a local polluted site – Urban / Rural / Industrial / Agricultural.
- Drive for segregation of Waste or Cleanliness drive.
- Group Discussion or Guest Lecture on Sustainability.

### **f. Learning Resources**





1. Basu, M. and Xavier, S., Fundamentals of Environmental Studies, Cambridge University Press, 2016.
2. Mitra, A. K and Chakraborty, R., Introduction to Environmental Studies, Book Syndicate, 2016.
3. Enger, E. and Smith, B., Environmental Science: A Study of Inter-relationships, Publisher: McGraw-Hill Higher Education; 12th edition, 2010.
4. Basu, R.N, Environment, University of Calcutta, 2000.

5. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.

6. Gleick, P. H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.

**g. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3			3			3	3
<b>CO2</b>	3	3			3			3	3
<b>CO3</b>	3	3			3			3	3
<b>CO4</b>	3	3			3			3	3
<b>CO5</b>	3	3			3			3	3
<b>CO6</b>	3	3			3	1	1	3	3
<b>Mapping Strength (Course)</b>	<b>3</b>	<b>3</b>			<b>3</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>3</b>

Course Code	Course Name	L	T	P	C
U24EM107	Computer Applications in Business Laboratory	0	0	2	1
Sustainable Development Goals					

**Category:** Skill Enhancement Courses

**a. Preamble**

This laboratory course will facilitate the students to understand the techniques of office automation, prepare business presentations, analyze and report accounting data.

**b. Pre-requisite**

Basic computer literacy and familiarity with common business software applications are essential prerequisites for a Computer Applications in Business Laboratory course.

**c. Course Outcomes**

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

COs	Course Outcome	Knowledge Level
CO1	<b>Interpret</b> text formatting options in MS-Word and apply them to enhance business documents.	K2
CO2	<b>Apply</b> mail merge techniques in MS-Word to create and format business documents from a database.	K3
CO3	<b>Analyze</b> and create a comprehensive seminar presentation in MS-PowerPoint using various multimedia elements.	K4
CO4	<b>Experiment</b> MS-Excel functions to analyze financial data and generate business reports.	K4
CO5	<b>Execute</b> a database in MS-Access, including tables, forms, and reports, to manage business information effectively.	K3
CO6	<b>Demonstrate</b> control tests and data extraction processes using CAATs to ensure business data integrity.	K3

**APPLICATIONS OF MS-WORD IN BUSINESS**

**6**

Prepare Paragraph in MS-Word and apply the following options:

- i. To save the word file in a separate folder.
- ii. To apply text formatting options such as Bold, Italic, Underline, font style and size modification, Subscript and Superscript, case changes, changing text color.
- iii. To alignment options in a paragraph.

Prepare paragraph in MS-Word and apply the following options:

- i. To set different margins in a page.
- ii. To apply Header and Footer.
- iii. To apply cut, copy and various clipboard options.
- iv. To apply different types of bulletin options.
- v. To inserting, filling, and formatting a table.

Create Mail Merge: including linking with Database; Printing documents Creating Business Documents using the mail merge features.

**POWER POINT PRESENTATIONS IN BUSINESS**

**6**

Prepare Power Point Presentations:

- i. To create a seminar presentation.
- ii. To include Images, Tables and charts.
- iii. To include name, date and slide number.
- iv. To include animation and visual effects.
- v. To apply slide transitions and different layouts.

## **APPLICATIONS OF MS-EXCEL IN BUSINESS**

**6**

Create MS-Excel:

- i. To manipulate editing and updating operations in MS-Excel.
- ii. To create student's mark list using MS-Excel and handling operators.
- iii. To organizing Charts and graphs generally used Spreadsheet functions.
- iv. To perform statistical, mathematical, and financial functions.
- v. To creating spreadsheet in the area of: Loan and Lease statement.
- vi. To prepare Ratio Analysis, payroll statements, capital budgeting and depreciation accounting.

## **MS ACCESS IN BUSINESS PROCESSES**

**6**

Create MS- Access database:

- i. To create a Table with Student database: Roll Number, Student Name, Class, Course wise marks, total, average and results.
- ii. To prepare a table with the fields of Personal Information: First Name, Middle Name, Last Name, Nationality, Gender and Address. Generate a Form and Report.
- iii. To create an Inventory table in MS-Access with fields of Product ID, Product Name, Product Quantity, Product Price by enabling primary key.

## **COMPUTER-ASSISTED AUDIT TECHNIQUES (CAAT) AND BUSINESS PROCESSES TOOLS**

**6**

Create Computer-Assisted Audit Techniques (CAAT):

- i. To create a Business design.
- ii. To apply data analysis techniques.
- iii. To prepare a basic audit techniques.

### e. Learning Resources

- Gupta, S. S. (2022). Effective PowerPoint presentations. Pearson India.
- Khan, M. A. (2022). Microsoft Excel: Data analysis and business modeling. Wiley India.
- Jain, R. K. (2022). Practical guide to MS Access. Tata McGraw-Hill.
- Sharma, N. (2021). Microsoft Word: A beginner's guide. Tata McGraw-Hill.
- Kumar, R. S. (2021). Mastering PowerPoint 2019: A comprehensive guide. PHI Learning.
- Kapoor, V. K., & Gupta, R. S. (2021). Advanced Excel for business analysis. Sultan Chand & Sons.
- Raj, P. N. (2021). Microsoft Access 2019: The complete guide. BPB Publications.
- Rao, S. A., & Singh, S. P. (2021). Computer-assisted auditing techniques: A practical approach. Wiley India.
- Ahuja, A. S. (2020). Microsoft Word 2019: A comprehensive guide. BPB Publications.





### f. Mapping of COs with POs and PSOs

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3							2
CO2	3	3			2		1		2
CO3	3	3		1					2
CO4	3	3			2	1	1		2
CO5	3	3			2				
CO6	3	3			2				
<b>Mapping Strength (Course)</b>	3	3		1	2	1	1		2

## SEMESTER II

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
<b>Theory</b>						
1	U24TA151	அறிவியல் தமிழ் (Scientific Tamil)	3	0	0	3
	U24TA152	வளர் தமிழ் (Beginners Tamil)				
2	U24EN152	English for Communication – II	3	0	0	3
3	U24BC151	Business Accounting	3	1	0	4
4	U24BB151	Principles of Marketing	3	1	0	4
5	U24MA153	Business Mathematics	3	0	0	3
6	U24VA002	Universal Human Values	2	1	0	3
<b>Practical</b>						
7	U24EM153	Business Accounting Laboratory	0	0	2	1
8	U24EM103	Speech Communication Laboratory	0	0	2	1
<b>Total</b>			<b>17</b>	<b>3</b>	<b>4</b>	<b>22</b>

## SEMESTER II

Course Code	Course Name	L	T	P	C
U24TA151	அறிவியல் தமிழ் (Scientific Tamil)	3	0	0	3
Sustainable Development Goals					

**Category:** Ability Enhancement Course (Programming Courses)

### a. முன்னுரை (Preamble)

பழந்தமிழ் இலக்கியங்கள் குறிப்பிடும் அறிவியல் சார்ந்த நுட்பங்களையும் விளக்கங்களையும் அறியச் செய்து தத்தம் துறைகளில் அறிவியல் சார்ந்த படைப்புகளையும் கலைச்சொல்லாக்கங்களையும் அறிய பயன்படுகிறது. பல்வேறு துறைகளிலும் முத்தமிழின் பெருமைகளையும் அறிவியல் வளர்ச்சிக்கு இலக்கியங்கள் வித்திட்ட செய்திகளையும், தொழில்முறை உத்திகளையும் புரிந்து கொள்ள உதவுகிறது.

### b. பாடத்திட்டத்தின் பயன்கள் (Course Outcomes)

பாடத்திட்டத்தை வெற்றிகரமாக முடித்த பிறகு, மாணவர்கள் பின்வருவனவற்றை அறிய முடியும்.

Cos	Course Outcome	Knowledge Level
CO1	பல்வேறு அறிவியல் துறைச்சார்ந்த நுட்பங்கள், கலைச் சொல்லாக்க உத்திகள் போன்றவற்றைத் தமிழ்மொழி மூலம் அறிந்து கொள்ளல்.	K2
CO2	வடமொழிக் வேர்ச்சொற்கள், புவியியல், நிலவியல் பற்றிப் பழந்தமிழ் இலக்கியங்கள் மூலம் அறிந்து கொள்ளல்	K2
CO3	தொல்காப்பியம் மூலம் அறிவியல் செய்திகளை உணர்தல்	K2
CO4	பல்வேறு கல்வித்துறைச் சார்ந்த பிரிவுகள், குறித்து தெளிவு பெறல்	K3
CO5	அறிவியல் சிறுகதைகளின் தோற்றம் மற்றும் வளர்ச்சி நிலை நாடகங்களின் பங்கு குறித்து தெளிவு பெறுதல்.	K4
CO6	நிலவியல் குறித்தக் கருத்துகளை தமிழ் இலக்கியங்கள் மூலம் பெறலாம்.	K2

### C. பாடத்திட்டம் (Course Syllabus)

கற்றல் நேரம்: 45 மணி

#### அறிவியல் தமிழ் அறிமுகம்

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அறிவியல் தமிழ் – பொறியியல், தொழில்நுட்பம், மருத்துவம், உளவியல், தமிழில் அறிவியல் – தமிழில் நுட்பம், படைப்பு பணி – சொல்லாக்க உத்திகள் – நுட்பமான வேறுபாடுகளை உணர்ந்து சொல்லாக்கம் செய்தல் – கலைச் சொற்கள் இந்திய மொழிகளுக்குப் பொதுவான கலைச் சொற்களை உருவாக்குதல் – வடமொழிவேர்ச் சொற்களை மிகுதியாகக் கொண்டிருத்தலைப் பயன்படுத்துதல்.

#### பிற அறிவியல் துறைகள்

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புவியியல், நிலவியல் பற்றி பழந்தமிழ் இலக்கியம் குறிப்பிடும் தகவல்கள் – தொல்காப்பியம் குறிப்பிடும் உயிரியல், மண்ணியல் பற்றிய அடிப்படைச் செய்திகள் – தமிழ் மருத்துவக் கல்வி – அறிவியல் தமிழுக்கு இதழியல் உத்திகள் – வளர் தமிழ்.

#### பல்வேறு கலைகளில் அறிவியல்

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மொழியியல் கல்வி – கட்டடக்கலைக் கல்வி – சமுதாயக் கல்வி – மண்ணியல், புவியியல், கணக்கியல் ஆகியவை இணைந்த கல்வி – இக்காலக் கல்வி பொதுநிலை கலை, அறிவியல் – என்பனவற்றின் விளக்கங்கள்.

#### அறிவியல் தமிழில் சிறுகதைகளின் பங்கு

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சிறுகதை – இலக்கணம் உருவாக்கும் உத்திகள் – சிறந்த சிறுகதைகள் – சிறுகதை வகைகள் – சிறுகதை உருவாக்கம் – வரலாறு – சமூகம் – மொழிபெயர்ப்பு மற்றும் அறிவியல் சிறுகதைகள்.

#### அறிவியல் தமிழில் நாடகங்களின் பங்கு

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நாடகம் – நாடக இலக்கணம், இருவகை நாடகங்கள் – படிப்பதற்குரிய நாடகம் – நடிப்பதற்குரிய நாடகம் – சரித்திர நாடகம், சமூக நாடகம் – நகைச்சுவை நாடகங்கள் – தொடக்க நிலை (Armature drama) நாடகங்கள் – தொழில்முறை நாடகங்கள்.

#### d. செயற்பாடுகள் (Activities)





- தத்தம் துறைகளின் அறிவியல் சொற்களைக் கண்டறிதல்
- உளவியல் சார்ந்த செய்திகளை மாணவர்களிடம் கேட்டு அறிய செய்து புரிதலை ஏற்படுத்துதல்
- தொழில்நுட்பம் குறித்து விவாதித்தல்
- கல்வியின் இன்றியமையாமையை தர்க்க ரீதியில் உணர்த்துதல்
- நாடகங்களைக் காட்சிப்படுத்தி நடிக்க செய்தல்
- பல்துறைகளிலும் அறிவியல் சார்ந்த சிந்தனைகளை மாணவர்களோடு கலந்துரையாடி அறியச் செய்தல்.

**e. கற்றல் வளங்கள் (Learning Resources)**

1. அறிவியல் தமிழ் – டாக்டர் வா.செ.குழந்தைசாமி
2. இலக்கிய வரலாறு – சிறுகதை பற்றியது
3. வளர்தமிழ் – இதழ்கள்
4. இலக்கிய வரலாறு – புதினம் நாற்பது

**f. Mapping of COs with POs and PSOs**

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3							2
CO2	3	3							2
CO3	3	3							2
CO4	3	3							2
CO5	3	3							2
CO6	3	3							2
<b>Mapping Strength (Course)</b>	<b>3</b>	<b>3</b>							<b>2</b>

Course Code	Course Name	L	T	P	C
U24TA152	வளர் தமிழ் (Beginners Tamil)	3	0	0	3
Sustainable Development Goals					

**Category:** Ability Enhancement Courses

**a. பாடநோக்கம் (Preamble)**

தமிழ் மொழியின் அமைப்பினையும் மொழியின் தன்மையினையும் அறிந்து கொண்டு கற்பவர் மொழித் திறனையும் மொழி அறிவையும் வளர்த்து கொள்ளும் நோக்கில் வளர் தமிழ் பாட நெறி வழங்கப்பட்டுள்ளது.

**b. கூற்றல் பயன்கள் (Course Outcomes)**

இப் பாடத்திட்டத்தை வெற்றியாகக் கற்கும் மாணவர்கள் பெறும் திறன்கள் :

COs	Course Outcome	Knowledge Level
CO1	தமிழ் மொழியின் எழுத்துக்களை வாசிக்க அறிந்து கொள்வர்.	K2
CO2	தமிழ் மொழியின் சொற்களை அறிந்து வாசிக்கக் கற்றுக் கொள்வர்	K2
CO3	தமிழ் மொழியின் அடிப்படைப் பண்புகளை அறிந்து கொள்வர்.	K2
CO4	தமிழ் மொழியின் சொல்லாடல் திறனை புரிந்து கொள்வர்.	K2
CO5	தமிழ் மொழியின் இயற்கை அமைப்புகளை அறியச் செய்து வாக்கியம் அமைக்க கற்றுக் கொள்வர்.	K2
CO6	தமிழ் மொழியின் பெருமைகளை அறிந்து கொள்வர்.	K6

C. பாடத்திட்டம் (Course Syllabus)

கற்றல் நேரம் : 45 மணி

எண்ணுப் பெயர்கள்

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எண்ணுப் பெயர்கள் - எண்கள் 1 முதல் 50 வரை - எழுத்தால் எழுதுதல் - எண்கள் 51 முதல் 100 வரை - எழுத்தால் எழுதுதல்.

சொற்கள் அமைத்தல்

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எழுத்துக்கூட்டி வாசித்தல் - பொருள் வேறுபாடு புரிந்து படித்தல் - சேர்த்து எழுதுதல் - பிரித்து எழுதுதல் - எதிர்ச் சொல் - பொருள் விளக்கம் அறிதல்

தொடர் அமைத்தல்

9

உடல் உறுப்புப் பெயர்களை அறிதல் - தொடர் அமைத்தல் - மாத இதழ்கள் வாசித்தல்

பத்தியமைத்தல்

9

மொழிபெயர்ப்பு (ஆங்கிலம் - தமிழ்) - சொற்றொடர்களைச் சேர்த்து பத்தி அமைத்தல்

உரையாடல்கள்

9

தமிழில் உரையாடல் - இற்கையைப் பற்றி அறிதல் - வருணனை செய்தல்

d. செயற்பாடுகள் (Activities)





- தமிழ் எழுத்துகளை படிக்கக் கற்றுக்கொடுத்தல்
- சொற்கள் கொண்டு வாக்கியம் அமைக்க கற்றுக் கொடுத்தல்.
- பத்தி அமைக்க கற்றுக் கொடுத்தல்
- உரையாடல் கற்றுக் கொடுத்தல்

e. கற்றல் வளங்கள் (Learning Resources)

- தேவிரா, மு. (2015). தமிழ் இலக்கணம் (திருத்திய பதிப்பு). ஸ்ரீ நந்தினி பதிப்பகம்.
- பொற்கோ, டா. (2013). இலக்கணக் கலைக் களஞ்சியம் (4ஆம் பதிப்பு). பாரி நிலையம்.
- பரந்தாமன், அ. கி. (2013). நல்ல தமிழ் எழுத வேண்டுமா? (மறுபதிப்பு). மலர் நிலையம்.
- பாக்கியமேரி, மு. (2013). இலக்கணம் - இலக்கிய வரலாறு - மொழித்திறன் (முதல் பதிப்பு). பூவேந்தன் பதிப்பகம்.
- பெரியண்ணன், கோ. (2023). அடிப்படை எளிய தமிழ் இலக்கணம் (முதற்பதிப்பு). வனிதா பதிப்பகம்.

**f. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3							2
<b>CO2</b>	3	3							2
<b>CO3</b>	3	3							2
<b>CO4</b>	3	3							2
<b>CO5</b>	3	3							2
<b>CO6</b>	3	3							2
<b>Mapping Strength (Course)</b>	<b>3</b>	<b>3</b>							<b>2</b>

Course Code	Course Name	L	T	P	C
U24EN152	English for Communication - II	3	0	0	3
Sustainable Development Goals					

**Category:** Ability Enhancement Course

**a. Preamble**

This course facilitates the students' learning and understanding of the advanced level of language competencies. The prose, poetry and short stories help the students to read and understand the literary texts. Literary exploration will make the students enhance their ability for effective communication.

**b. Course Outcomes**

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

COs	Course Outcome	Knowledge Level
CO1	<b>Classify</b> various poetic forms and their themes from selected works.	K2
CO2	<b>Demonstrate</b> effective note-taking techniques to capture key ideas in lectures and readings.	K2
CO3	<b>Apply</b> professional writing skills to create clear and concise workplace emails and reports.	K3
CO4	<b>Analyze</b> character motivations and themes in selected short stories to draw personal connections.	K3
CO5	<b>Organize</b> and develop hints that identify essential information from academic texts.	K3
CO6	<b>Compare</b> and contrast different prose styles to enhance creative writing skills.	K2

### **c. Course Syllabus**

**Total: 45 Hours**

#### **POETRY 9**

"Eagle" by Alfred, Lord Tennyson – "Night of the Scorpion" by Nissim Ezekiel - "Hope is the Thing with Feathers" by Emily Dickinson - "A Dream" by Langston Hughes.

#### **PROSE 9**

"Of Studies" and "Of Ambition" by Francis Bacon - "The Last Leaf" by O. Henry

#### **FICTION 9**

"The Homecoming" - Rabindranath Tagore - "The Selfish Giant" by Oscar Wilde - "The Lion and the Mouse" (Aesop's Fable)

#### **PROFESSIONAL WRITING 9**

Structuring formal and informal emails - Drafting concise and well-organized workplace reports - Effective note-taking methods for action items and follow-up - Using polite and assertive language for suggestions, clarifications, and contribution

#### **CONTENT WRITING 9**

Introduction to Note-Making: Importance of note-making in academic and professional settings - Techniques for effective note-taking (e.g., outlining, mapping, Cornell method) - Developing Hints: Identifying main ideas and supporting details from texts - Distinguishing between essential information and supplementary content.

#### **d. Activities:**





- Encourage the students to participate to reading books, short stories or articles clubs
- Organizing sessions where students can participate in various forms of writing
- Organizing sessions to participate, so that they can improve their verbal communication and creativity
- Create scenario where students participate and to take on different roles and engage in dialogues.

### e. Learning Resources

- Kumar, T., Vijay, K., Durga Bhavani, K., & Srinivas, Y. L. (2018). English in use: A textbook for college students (Paperback ed.).
- Deuter, M., Bradbery, J., Turnbull, J., & Heyning-Plate, L. (2015). Oxford advanced learner's dictionary of English (9th ed.). Oxford University Press.
- Shepherd, M., & Hogan, S. (2015). The art of civilized conversation: A guide to expressing yourself with style and grace. Illustrated by P. Carter.
- Eastwood, J. (2008). Oxford practice grammar. Oxford University Press.
- Emerson, R. W. (2006). A nation's strength. Family Friends Poem.
- Henry, O. (1991). The last leaf. In W. S. Porter (Ed.), The best of O. Henry. New American Library.
- Dickinson, E. (1976). Hope is the thing with feathers. In T. H. Johnson (Ed.), The poems of Emily Dickinson. Belknap Press of Harvard University Press.
- Hughes, L. (1926). A dream. In The weary blues. Knopf.
- Tagore, R. (1916). The homecoming. In S. Dasgupta (Trans.), The home and the world. Macmillan.
- Wilde, O. (1913). The selfish giant. In The complete works of Oscar Wilde. John Lane.
- Aesop. (1912). The lion and the mouse. In V. Jones (Trans.), Aesop's fables.
- Bacon, F. (1909). Of studies. In W. A. Wright (Ed.), The essays of Francis Bacon. Macmillan.
- Bacon, F. (1909). Of ambition. In W. A. Wright (Ed.), The essays of Francis Bacon. Macmillan.
- Tennyson, A. (1897). The eagle. In H. Tennyson (Ed.), The works of Alfred Lord Tennyson. Macmillan.
- Purdue Online Writing Lab. (n.d.). Note-making and note-taking. Purdue University.  
[https://owl.purdue.edu/owl/general\\_writing/study\\_skills/note\\_making\\_and\\_not\\_taking.html](https://owl.purdue.edu/owl/general_writing/study_skills/note_making_and_not_taking.html)

**f. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3							2
<b>CO2</b>	3	3							2
<b>CO3</b>	3	3			1				2
<b>CO4</b>	3	3		1					2
<b>CO5</b>	3	3			1				2
<b>CO6</b>	3	3							2
<b>Mapping Strength (Course)</b>	3	3		1	1				2

Course Code	Course Name	L	T	P	C
U24BC151	Business Accounting	3	1	0	4
Sustainable Development Goals					

### Category: Major Course

#### a. Preamble

Business Accounting goes beyond the fundamentals to explore financial accounting procedures. It covers incomplete records, insurance claim statement, branch, departmental and hire purchase system. Preambles set the stage for standardization, explain the reasoning behind rules, and discuss the effects of accounting practices. In general, they prepare practitioners to accurately and perceptively handle business financial statements.

#### b. Course Outcomes

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

Cos	Course Outcome	Knowledge Level
CO1	<b>Discuss</b> the single entry and double entry systems of accounting to ascertain profit effectively.	K2
CO2	<b>Explain</b> the meaning and procedure for lodging insurance claims to ensure accurate processing of claims.	K2
CO3	<b>Demonstrate</b> the concept of branch accounting and its various systems to integrate branch trial balances into head office books.	K3
CO4	<b>Allocate</b> expenses across departments accurately to prepare departmental trading, profit & loss accounts, and balance sheets.	K3
CO5	<b>Analyze</b> the methods to manage defaults in installment payments and repossession of goods for effective financial control.	K4
CO6	<b>Examine</b> the accounting procedures for hire purchase and installment systems to ensure accurate financial reporting.	K4

## **C. Course Syllabus**

**Total: 60 Hours**

### **ACCOUNTING FROM INCOMPLETE RECORDS 10**

Accounting from incomplete records - Difference between single entry and double entry system of accounting - Ascertainment of profit - Net worth method- Conversion method

### **INSURANCE CLAIMS 12**

Meaning of Insurance claims - procedure to lodge insurance claim - Average clause and indemnity period - Procedure of ascertaining loss of stock and loss of profit - Ascertainment of claims against loss of stock and loss of profit

### **BRANCH ACCOUNTING 13**

Concept of Branch Accounting - debtors system - stock and debtors' system - branch final account system and wholesale basis system. Incorporation of Branch Trial Balance in Head Office Books for home branches.

### **DEPARTMENTAL ACCOUNTING 13**

Departmental Accounting – Distribution of Expenses – Inter- departmental Transfer at Cost price and Invoice Price – Preparation of Departmental Trading -Profit & Loss and Balance Sheet.

### **HIREFURCHASE AND INSTALLMENT SYSTEM 12**

Accounting Procedures for entries related to interest - payment of installment amounts and depreciation in the books of Hire purchaser and Hire vendor - Default in installment payment and Repossession of Goods – Hire purchase adjustment a/c - Hire purchase debtors a/c and Hire purchase stock a/c under Stock and Debtors system - Installment System.

#### **d. Activities**





- a. Facilitate mock role-plays where students deal with installment defaults and repossession processes, emphasizing fair financial management and legal compliance.
- b. Fill up forms for
  - i. taking up insurance policy of a business enterprise against loss of stock and loss of profit and
  - ii. Submission of claim against loss stock and loss of profit
- c. Visit a local departmental store to gain in-house knowledge on accounts keeping.
- d. Use AI to suggest cost allocation methods based on different departmental metrics, allowing students to understand the impact of various allocation methods on financial statements.

#### **e. Learning Resources:**

- Dam, B. B., & Gautam, H. C. (2019). *Advanced accounting*. Gayatri Publications.
- Goyal, B. K., & Tiwari, H. N. (2019). *Financial accounting*. Taxmann Publication.
- Jain, S. P., & Narang, K. L. (2016). *Advanced accountancy*. Kalyani Publishers.
- Horngren, C. T., Sundem, G. L., Elliott, J. A., & Philbrick, D. (2013). *Introduction to financial accounting*. Pearson Education.
- Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (2018). *Financial accounting*. Vikas Publishing House.
- Monga, J. R. (2017). *Financial accounting: Concepts and applications*. Mayur Publications.
- Godwin, N., Alderman, W., & Sanyal, D. (2016). *Financial accounting*. Cengage Learning.
- Shukla, M. C., Grewal, T. S., & Gupta, S. C. (2016). *Advanced accounts* (Vol. 1). S. Chand Publishing.
- Tulsian, P. C. (2007). *Financial accounting*. Tata McGraw-Hill Education.

**f. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3							3
<b>CO2</b>	3	3			2				3
<b>CO3</b>	3	3			2				3
<b>CO4</b>	3	3			2				3
<b>CO5</b>	3	3			2	1	1		3
<b>CO6</b>	3	3			2	1	1		3
<b>Mapping Strength (Course)</b>	3	3			2	1	1		3

Course Code	Course Name	L	T	P	C
U24BB151	Principles of Marketing	3	1	0	4
Sustainable Development Goals					

**Category:** Major Course

**a. Preamble:**

The course on Principles of Marketing introduces students to the core concepts, theories, and strategies that drive marketing activities in organizations. Students will explore various elements such as consumer behavior, market segmentation, marketing mix (4Ps), product life cycle, branding, pricing strategies, and digital marketing trends. The course will help students develop critical thinking and analytical skills, enabling them to make informed decisions in marketing management.

**b. Course outcome**

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

Cos	Course Outcome	Knowledge Level
CO1	<b>Explain</b> the fundamental concepts of marketing and differentiate between marketing and selling.	K2
CO2	<b>Analyze</b> market segmentation strategies and their impact on consumer behavior.	K2
CO3	<b>Develop</b> and evaluate a marketing mix strategy for a product or service.	K3
CO4	<b>Examine</b> the role and types of marketing channels in delivering products to consumers.	K3
CO5	<b>Explain</b> the components of promotional strategies and how to create a comprehensive promotion mix.	K4
CO6	<b>Examine</b> the effectiveness of marketing strategies and their impact on business outcomes.	K4

### **c. Course Syllabus**

**Total: 60 Hours**

#### **Concepts of Marketing**

**10**

Market and Marketing: Distinction between marketing and selling - Types of market – Concepts – Functions - Marketing management – Objectives – Importance – Marketing Environment- Marketing Information System.

#### **Market Segmentation**

**12**

Market Segmentation : Criteria of effective segmentation–Benefits–Bases for market segmentation- Factors influencing consumer behavior–Buyer motives–Buying process.

#### **Marketing Mix**

**13**

Marketing Mix - Product planning and development – Product mix decisions – New product development–Product life cycle and strategies- Pricing–Meaning–Influencing factors – Objectives – Pricing methods..

#### **Marketing Channel**

**13**

Marketing channels -Need and importance – Classification – Types of Intermediaries – Wholesalers – Functions – Retailers – Functions - Physical distribution – Elements of physical distribution (logistics)

#### **Promotional Mix**

**12**

Promotion mix- Personal selling–Process-Advertising–Objectives–Types-Sales promotion– Objectives–Sales promotion methods, publicity and public relations.

### **d. Activities:**

- a. Role-playing to simulate buyer motives and their influence on purchasing decisions.
- b. Group presentation to analyze segmentation strategies of leading companies.
- c. evaluate the impact of marketing strategies on sustainable business growth and job creation.
- d. AI-driven platforms where students develop and receive feedback on their

marketing mix strategies (4Ps).





e. Role-playing for personal selling techniques.

**e. REFERENCE:**

- Kotler, P., Armstrong, G., Balasubramanian, S., & Agnihotri, P. (2023). *Principles of marketing* (19th ed.). Pearson Education.
- Kotler, P., Keller, K. L., Chernev, A., Sheth, J. N., & Shainesh, G. (2022). *Marketing management* (16th ed.). Pearson Education.
- Gupta, C. B., & Nair, N. R. (2020). *Marketing management: Text and cases*. Sultan Chand & Sons.
- Saxena, R. (2019). *Marketing management* (6th ed.). Tata McGraw-Hill Education.
- Pillai, R. S. N., & Bagavathi. (2010). *Modern marketing*. S. Chand & Company.
- Sherlekar, S. A., & Krishnamoorthy, R. (n.d.). *Marketing management*. Himalaya Publishing House.

**f. Mapping of COs with POs and PSOs**

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3							3
CO2	3	3			3				3
CO3	3	3			3				3
CO4	3	3			3				3
CO5	3	3			3				3
CO6	3	3			3	1			3
<b>Mapping Strength (Course)</b>	3	3			3	1			3

Course Code	Course Name	L	T	P	C
U24MA153	BUSINESS MATHEMATICS	3	0	0	3
Sustainable Development Goals					

**Category:** Employability Enhancement Courses (Multidisciplinary Course)

### a. Preamble

This course offers a detailed exploration of fundamental concepts in mathematics and statistics, integral for a range of academic and practical applications. Designed to build a robust foundation, the curriculum spans key areas including set theory, matrices, statistics, measures of dispersion, and correlation and regression analysis.

### b. Course Outcomes

After successful completion of the course, the students will be able

CO.	Course Outcome	Knowledge Level
CO1	<b>Apply</b> basic set theory concepts to solve problems involving subsets and set operations.	K3
CO2	<b>Apply</b> matrix operations, including inverses and determinants, to solve linear equations effectively.	K3
CO3	<b>Explain</b> and organize data classification and tabulation methods to create bar and pie charts for data representation.	K2
CO4	<b>Apply</b> measures of central tendency and dispersion to analyze and summarize data distributions accurately.	K3
CO5	<b>Explain</b> and describe correlation and regression concepts to interpret relationships and trends in data.	K2
CO6	<b>Apply</b> regression analysis techniques to create predictive models based on data relationships.	K3

### c. Course Syllabus

**Total: 45 Hours**

#### **FOUNDATIONS OF MATHEMATICS 9**

Set theory – Concepts – Subsets – Operation and application – Indices – Logarithm – Compound Interest, Probability.

#### **MATRICES 9**

Matrix – Definition – Different type of matrices – inverse of a matrix – Solving equations using matrix – determinants of order one, two and three – Properties of determinants – Cramer's rule.

#### **ESSENTIALS OF STATISTICS 9**

Statistics – Characteristics – Classification and Tabulation – Diagrams (Bar and Pie) – Graphs (Graphs of Frequency distribution only) – Measures of Central tendency: Mean, Median, Mode, Geometric mean and Harmonic mean.

#### **MEASURES OF DISPERSION 9**

Measures of Dispersion – Range – Quartile deviation – Mean deviation – Standard deviation – Co-efficient of variation.

#### **CORRELATION AND REGRESSION ANALYSIS 9**

Correlation – Simple correlation – Karl Pearson's co-efficient of correlation - Rank correlation – Concurrent deviation method – Simple regression analysis – Regression equations X on Y and Y on X.

#### **d.Activities:**

- a) **Matrix Application Workshop:** Students work on solving systems of linear equations using matrix operations. They will use software tools like MATLAB or Python to compute inverses and determinants and will present their solutions and interpretations in a group discussion.
- b) **Data Visualization Project:** Students are given a dataset and must classify, tabulate, and represent the data using bar charts and pie charts. They will

create a report detailing their process and the insights gained from their visualizations.





- c) Students calculate statistical measures to explore income or education inequality, supporting SDG 10 (Reduced Inequalities).
- d) Use machine learning algorithms (like Linear Regression or decision trees) to perform regression and correlation analysis automatically. AI tools will help identify patterns and relationships in the data.

#### **e. Learning Resources**

- Gupta, & Manoharan. (2024). Mathematics and statistics for economics. Tata McGraw-Hill Education.
- Vittal, P. R. (2024). Business mathematics. Margham Publishers.
- Sanchetti, & Kapoor. (2023). Business mathematics. Himalaya Publishing House.
- Gupta, S. P. (2023). Statistical methods. Sultan Chand & Co.
- Navnitham, P. (2023). Business mathematics and statistics. Jai Publishers.
- Pillai, R. S. N., & Bhagavathi, V. (2023). Practical statistics. S. Chand & Company Ltd.

**f. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3			2				3
<b>CO2</b>	3	3			2		3		3
<b>CO3</b>	3	3					3		3
<b>CO4</b>	3	3			2		3		3
<b>CO5</b>	3	3					3		3
<b>CO6</b>	3	3			2		3		3
<b>Mapping Strength (Course)</b>	3	3			2		3		3

Course Code	Course Name	L	T	P	C
U24VA002	Universal Human Values	2	1	0	3
Sustainable Development Goals					

**Category:** Value Added Courses

**a. Preamble**

The overall purpose of education is to enable a human being to live a fulfilling life, in harmony with oneself and with family, society and nature. This course aims to develop the right understanding about oneself and the rest of reality through self-exploration and realization of the inherent co-existence, harmony and self-regulation at various levels in existence.

**b. Course Outcomes**

After successful completion of the course, the students will be able

Cos	Course Outcome	Knowledge Level
CO1	<b>To Explain</b> the essentials of human values and skills, self-exploration, happiness and prosperity	K2
CO2	<b>To identify</b> the basic aspirations of human beings and the requirements for their fulfillment	K3
CO3	<b>To distinguish</b> between the ‘Self’ and the ‘Body’	K4
CO4	<b>To explore</b> the value of harmony in family and society	K2
CO5	<b>To discover</b> sustainable solutions to the problems in society and nature	K4
CO6	<b>To apply</b> the understanding of harmony in existence in their profession and lead an ethical life	K3

**c. Course Syllabus**

**Total: 45 Hours**

**INTRODUCTION - NEED, BASIC GUIDELINES, CONTENT AND PROCESS FOR VALUE EDUCATION 9**

Purpose and motivation for the course - Self-Exploration–what is it? - Its content and process; ‘Natural Acceptance’ and Experiential Validation- as the process for self -exploration - Continuous Happiness and Prosperity - A look at basic Human Aspirations - Right understanding, Relationship and Physical Facility- the basic requirements for fulfilment of aspirations of every human being with their correct priority - Understanding Happiness and Prosperity correctly - A critical appraisal of the current scenario - Method to fulfil the above human aspirations: understanding and living in harmony at various levels.

**UNDERSTANDING HARMONY IN THE HUMAN BEING - HARMONY IN MYSELF 9**

Understanding human being as a co-existence of the sentient ‘I’ and the material ‘Body’ - Understanding the needs of Self (‘I’) and ‘Body’ - happiness and physical facility - Understanding the Body as an instrument of ‘I’ (I being the doer, seer and enjoyer) - Understanding the characteristics and activities of ‘I’ and harmony in ‘I’ - Understanding the harmony of I with the Body: Sanyam and Health; correct appraisal of Physical needs, meaning of Prosperity in detail - Programs to ensure Sanyam and Health.

**UNDERSTANDING HARMONY IN THE FAMILY AND SOCIETY - HARMONY IN HUMAN-HUMAN RELATIONSHIP 9**

Understanding values in human-human relationship; meaning of Justice (nine universal values in relationships) and program for its fulfilment to ensure mutual happiness; Trust and Respect as the foundational values of relationship - Understanding the meaning of Trust; Difference between intention and competence - Understanding the meaning of Respect, Difference between respect and

differentiation; the other salient values in relationship - Understanding the harmony in the society (society being an extension of family): Resolution, Prosperity, fearlessness (trust) and co-existence as comprehensive Human Goals - Visualizing a universal harmonious order in society- Undivided Society, Universal Order- from family to world family.

## **UNDERSTANDING HARMONY IN THE NATURE AND EXISTENCE - WHOLE EXISTENCE AS COEXISTENCE 8**

Understanding the harmony in Nature 1 - Interconnectedness and mutual fulfilment among the four orders of nature- recyclability and self-regulation in nature - Understanding Existence as Co-existence of mutually interacting units in all-pervasive space - Holistic perception of harmony at all levels of existence.

## **IMPLICATIONS OF THE ABOVE HOLISTIC UNDERSTANDING OF HARMONY ON PROFESSIONAL ETHICS 10**

Natural acceptance of human values - Definitiveness of Ethical Human Conduct - Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order - Competence in professional ethics: a. Ability to utilize the professional competence for augmenting universal human order b. Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems, c. Ability to identify and develop appropriate technologies and management patterns for above production systems. - Case studies of typical holistic technologies, management models and production systems - Strategy for transition from the present state to Universal Human Order: a. At the level of individual: as socially and ecologically responsible engineers, technologists and managers b. At the level of society: as mutually enriching institutions and organizations.

### **d. Activities**

- Discuss natural acceptance in human beings as the innate acceptance for living with responsibility (living in relationship, harmony and co-existence) rather than as arbitrariness in choice based on liking-disliking.





- Discuss the role others have played in making material goods available to me (Identifying from one’s own life).
- Differentiate prosperity and accumulation.
- Discusses on ensuring health vs dealing with disease.
- Reflect on relationships in family, hostel and institute as extended family, real life examples, teacher-student relationship, goal of education etc. Gratitude as a universal value in relationships. Discuss with scenarios. Elicit examples from students’ lives
- Discuss human being as cause of imbalance in nature (film “Home” can be used), pollution, depletion of resources and role of technology etc.
- Discuss the conduct as a professional (engineer or scientist etc.)

**e. Learning Resources**

- Gaur, R. R., Asthana, R., & Bagaria, G. P. (2019). *A foundation course in human values and professional ethics* (2nd rev. ed.). Excel Books.
- Gaur, R. R., Sangal, R., & Bagaria, G. P. (2010). *Human values and professional ethics*. Excel Books.
- Tripathi, A. N. (2004). *Human values*. New Age International Publishers.

**f. Mapping of COs with POs and PSOs**

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3							3
CO2	3	3							3
CO3	3	3							3
CO4	3	3							3
CO5	3	3						2	3
CO6	3	3			2			1	3
<b>Mapping Strength (Course)</b>	3	3			2			1	3

Course Code	Course Name	L	T	P	C
U24EM153	Business Accounting Laboratory	0	0	2	1
Sustainable Development Goals					

**Category:** Employability Enhancement Courses (Programming Courses)

**a. Preamble**

Accounting Laboratory course is designed to provide hands-on experience in applying accounting concepts and principles in a practical setting. This lab course complements theoretical knowledge with real-world applications, enabling students to develop essential skills in financial data analysis and interpretation, accounting software applications using Tally.

**b. Course Outcomes**

After successful completion of the course, the students will be able

COs.	Course Outcome	Knowledge Level
CO1	<b>To Explain</b> tally screen, menus, configuration, and feature setting in tally.	K2
CO2	<b>To create</b> the company and alter the company, create the master in tally and enter the data into the vouchers and ledgers.	K3
CO3	<b>To prepare</b> the different types of vouchers and the financial statement of the company and generate day book and trial balance.	K3
CO4	<b>To Analyze</b> different voucher types and their role in accounting and inventory, identifying their purposes and correct usage in business transactions.	K4
CO5	<b>To Analyze</b> and generate financial reports like Profit and Loss statements and Balance Sheets in Tally, and use them to gain business insights.	K5
CO6	<b>To Design</b> and set up a complete accounting and inventory system in Tally, including company creation, voucher entry, and report generation for accurate financial tracking.	K5

**c. Course Syllabus**

**Total: 30 Hours**

**Introduction to Tally: 15**

Introduction to Tally - Tally Screen - Accounts info Menu – Inventory Menu Display Menu – Accounting concepts – Company Creation – Auto Selection of company. Create a Company – Creation of Groups, Ledger, and Inventory Information.

**Preparation of Vouchers: 15**

Preparation of a List of Vouchers - Receipts Vouchers - Payment Vouchers - Purchase Vouchers – Sales Vouchers - Contra Vouchers – Journal Vouchers - Debit Note - Credit Note -Memorandum Voucher- Inventory Vouchers. Preparation of Report – Profit and Loss – Balance Sheet.

**d. List of Experiments**

**Creation of Company**

1. With Inventory Report
2. Without Inventory Report

**Creation of Ledger**

1. Creation of Simple Ledger
2. Creation of Ledger with Inventory

**Preparation of List of Accounting Vouchers with practical problems**

1. Receipts Vouchers
2. Payment Vouchers
3. Purchase Vouchers
4. Sales Vouchers

**Preparation of List of Accounting Vouchers with practical problems**





1. Contra Vouchers
2. Journal Vouchers
3. Debit Note and Credit Note

#### 4. Memorandum Vouchers

1. Preparation of Day book with Practical problems
2. Preparation of stock report of the organization
3. Preparation of Profit & Loss account and Balance sheet of an organization.

#### e. Mapping of COs with POs and PSOs

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3							3
<b>CO2</b>	3	3			3		3		3
<b>CO3</b>	3				3		3		3
<b>CO4</b>	3				3		3		3
<b>CO5</b>	3				3	1	3		3
<b>CO6</b>	3				3	1	3		3
<b>Mapping Strength (Course)</b>	3	3			3	1	3		3

Course Code	Course Name	L	T	P	C
U24EM103	Speech Communication Laboratory	0	0	2	1
Sustainable Development Goals					

**Category:** Employability Enhancement Courses

**a. Preamble**

The speech communication practice course equips students with essential skills for professional and social contexts, covering speech types, public speaking, organization, and presentation techniques. Through practical exercises and real- world applications, students will learn to articulate ideas clearly, engage audiences, and use modern ICT tools. This course lays a strong foundation for effective communication in academic and professional settings.

**b. Course Outcome**

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

COs.	Course Outcome	Knowledge Level
CO1	<b>Explain</b> and differentiate between the four types of speeches by analyzing various examples.	K2
CO2	<b>Apply</b> audience analysis techniques to tailor speeches effectively to different groups.	K3
CO3	<b>Illustrate</b> the speech content coherently by developing structured outlines.	K3
CO4	<b>Demonstrate</b> public speaking competencies by delivering speeches on everyday life situations confidently.	K3
CO5	<b>Utilize</b> ICT tools to prepare and deliver engaging presentations, incorporating diverse sources and materials	K3
CO6	<b>Apply</b> non-verbal communication techniques to enhance speech delivery and audience engagement.	K3

### **c. Course Syllabus**

**Total: 30 Hours**

#### **TYPES OF SPEECHES**

**6**

Learn the different types of Speeches and perform the activities like:

- i. Prepare and deliver an informative speech.
- ii. Analyze the audience for a given topic and tailor the speech accordingly.
- iii. Develop supporting materials for persuasive speech.
- iv. Practice delivering demonstrative speech.
- v. Create an outline for an entertaining speech.

#### **PUBLIC SPEAKING SKILLS**

**6**

Understand the essential competencies of public speaking and practice the activities such as:

- i. Deliver a speech introducing yourself to the class.
- ii. Identify and practice the competencies needed for effective public speaking.
- iii. Prepare and deliver a speech on a common life situation.
- iv. Record and review a practice speech to identify areas for improvement.
- v. Participate in a public speaking workshop focusing on voice modulation and body language.

#### **ORGANIZATION OF SPEECH**

**6**

Learn the outline structure of public speech and organize the contents like:

- i. Develop a detailed outline for a speech on a chosen topic.
- ii. Organize the main points of a speech in a logical order.
- iii. Write and present an introduction, body, and conclusion for a speech.
- iv. Create a speech map to visually organize speech components.
- v. Peer review and provide feedback on speech organization.

#### **PRESENTATION SKILL**

**6**

Prepare the draft speech using ICT tools for making effective presentations like:

- i. Draft a complete speech on a given topic.
- ii. Create a presentation using PowerPoint or other ICT tools.
- iii. Incorporate examples from different sources into a speech.

- iv. Practice delivering a presentation using visual aids.
- v. Participate in a tutorial focusing on improving presentation skills.

**NON-VERBAL COMMUNICATIONS**

**6**

Develop a deeper understanding of non-verbal communication and enhance communication skills through activities like:

- i. Body Language Awareness.
- ii. Eye Contact Practice.
- iii. Facial Expressions Practice.
- iv. Gestures and Movements
- v. Stage Management

**d. Learning Resources**






- 1. Sanjay Kumar and Pushpa Lata. Communication Skills. Oxford University Press. 2011.
- 2. Michael Swan. Practical English Usage. OUP.1995

**f. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3							3
<b>CO2</b>	3	3			3				3
<b>CO3</b>	3	3			3				3
<b>CO4</b>	3	3			3				3
<b>CO5</b>	3				3				3
<b>CO6</b>		3			3				3
<b>Mapping Strength (Course)</b>	3	3			3				3

**SEMESTER – III**

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
1.	U24TA201	கணிணித்தமிழ்(Computer Tamil)	3	0	0	3
2.	U24EN201	English for Communication – III	3	0	0	3
3.	U24BB201	Human Behaviour and Organization	3	1	0	4
4.	U24BB202	Financial Management	3	1	0	4
5.	U24BB203	Business Environment and Public Policy	3	1	0	4
6.	U24MA204	Operations Research	3	0	0	3
7.	U24EM204	Managerial Skill Development	1	1	0	2
Total			10	4	0	17

Course Code	Course Name	L	T	P	C	
U24TA201	கணினித்தமிழ்(Computer Tamil)	3	0	0	3	
Sustainable Development Goals						

**Category:**Ability Enhancement Course

**a. பாடநோக்கம்(Preamble)**

கணினித்தமிழின் பயன்பாடு, செயற்கை நுண்ணறிவு தொழில்நுட்பங்களை அறிமுகப்படுத்தல், மென்பொருள் மற்றும் இணைய கல்வித்தகவல்களை பெறுதல் போன்ற கல்விச் செயற்பாடுகளின் வழியாக, கற்றல்திறன், தகவல் அணுகல்திறன், தொழில்நுட்ப பயன்பாட்டுதிறன் ஆகியவற்றை வளர்த்து, நிலையான வளர்ச்சிக்கான இலக்குகளை அடையும் பன்முகத்திறன் பெற்றவர்களாக ஆக்கும் நோக்குடன் இக்கணினித் தமிழ்ப்பாடத்திட்டம் வழங்கப்பட்டுள்ளது.

**b. கற்றல்பயன்கள்(CourseOutcomes)**

இப்பாடத்திட்டத்தை வெற்றியாகக் கற்கும் மாணவர்கள் பெறும் திறன்கள் :

Cos	Course Outcome	Knowledge Level
CO1	கணினி அடிப்படைகள் மற்றும் பயன்பாடுகளை விளக்கமுடியும்	K2
CO2	தமிழாய்வில் கணினிப் பயன்பாட்டை புரிந்து செயல்படுத்த முடியும்	K3
CO3	இயற்கை மற்றும் இயந்திரமொழி இலக்கணங்களைப் புரிந்துதரவுகள் பகுப்பாய்வு செய்ய முடியும்	K3
CO4	தமிழ்ச் சொல்லாளர் மற்றும் மொழிமாற்றிகளின் பண்புகளை அறிந்து பயன்படுத்த முடியும்	K3
CO5	இணையவழித்தமிழ்க் கல்வி, தகவல்பரிமாற்றம் செய்வது பற்றித் தெளிவுபெற்று பயன்படுத்த முடியும்	K3
CO6	செயற்கை நுண்கருவிகளைப் பயன்படுத்தி நிலையான வளர்ச்சிக்கான திறன்களைப் பெறமுடியும்	K3

### c. பாடத்திட்டம்(Course Syllabus)

கற்றல்நேரம் : 45 மணி

#### கணினி அறிமுகம்

9

கணினி அடிப்படைகள்- கணினி அறிமுகம் – கணினி அமைப்பும் செயற்பாடும் - பயன்பாடுகள் -இயந்திரமொழி, கட்டுமொழி, உயர்நிலை மொழிகள்- கணினிச் செயற்பாட்டிற்கான மென்பொருள் இன்றைய வளர்ச்சி- பல் ஊடகம் - இணையம், மென்பொருள்நிரல்உருவாக்கம்.

#### தமிழாய்வில் கணினி

9

தமிழாய்வில் கணினியின் பயன்பாடு – கணினிவழி அகர முதலிகள் உருவாக்கம் – கணினி வழி மொழி பெயர்ப்பு – கணினி வழி மொழிப்பயிற்றல், பயிலல் – மொழிநடை ஆய்வு.

#### இயற்கை மொழி ஆய்வு

9

இயற்கை மொழி ஆய்வு- இயற்கை மொழி-இயந்திரமொழி இலக்கணவரையறை- தரவு மையம்- விரிதரவு – உருபனியல் பகுப்பாய்வு –தமிழ்ச்சொற்றொடர் பகுப்பாய்வும்தோற்றுவிப்பும்.

#### தமிழ் மென்பொருள்

9

தமிழ் மென்பொருள் வளர்ச்சி- தமிழ்ச் சொல்லாளர்கள்- சொல்லாளர்களில் இடம்பெறும் மொழிக்கருவிகள். சொல் திருத்தி, இலக்கணத் திருத்தி, இணைச்சொல் அகராதி முதலியன –அண்மைக்கால ஆய்வு முயற்சிகள் –ஒளியியல் வழி எழுத்துகளைஅடையாளம் காணல் –எழுத்திலிருந்து பேச்சுருவாக்கம், பேச்சிலிருந்து எழுத்துருவாக்கம்.

#### இணையமும் தமிழும்

9

இணையமும் தமிழும் –இணைய ஊடகம்:அறிமுகம், பயன்பாடுகள்- தமிழ் வலைத்தளங்கள்-இணையத் தமிழ் இதழ்கள்- இணையம் வழி தமிழ்க்கல்வி-இணைய வளர்ச்சியும் தமிழ் வளர்ச்சியும்.

### d. செயற்பாடுகள்(Activities)

- கணினியின்பாகங்கள்பற்றியவிளக்கங்களைசெயற்கைநுண்ணறிவுக்கருவிகளைப்பயன்படுத்திதமிழில்விளக்குதல்.
- செயற்கைநுண்ணறிவு (AI) அகரமுதலிகளைக் அவற்றின் மூலம் சொல் பொருள் காண்பித்தல், சொல்திருத்தியைப் பயன்படுத்துதல்.

- பல்ஊடகக்கல்விக்கான செயற்கை நுண்ணறிவுச் செயலிகளைப் பயன்படுத்தி கற்றல் கருவிகளை எளிதாக்கிக்கொள்ளல்.
- மொழிமாற்றி மற்றும் வரி-ஒலி, ஒலி-வரிமாற்றிகளைப் பயன்படுத்தி தொழில்நுட்பக் கட்டுரைகளைத் தமிழில் ஆக்குதல்.
- செயற்கைநுண்ணறிவு (AI) பரிந்துரைகளைப் பயன்படுத்தி தமிழ்க் கல்விக்கான இணையதளங்களைக் கண்டறிந்து பயனாக்குதல்
- AI உரையாடியுடன் தமிழ் மொழியில் உரையிட்டு நிலையான வளர்ச்சிக் குறியீடுகள் பற்றிய தெளிவு பெறுதல்.

#### e. Learning Resources – References:

- பத்மமாலா. (2019). *தமிழ் மொழி தொழில்நுட்பம்*. பூங்குன்றன் பதிப்பகம்.
- இரபிசிங், ம. செ. (2011). *தமிழ் இணையம் – தமிழ் வலைத்தளங்கள்*. நர்மதா பதிப்பகம்.
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- சுப்பையாபிள்ளை. (2003). *இயற்கை மொழி ஆய்வு தமிழ்*. உலகத் தமிழ் ஆராய்ச்சி நிறுவனம்.
- பாஸ்கரன், ச. (2003). *தமிழில் கணிப்பொறியியல்*. உமா பதிப்பகம்.
- ஆண்டோபீட்டர், மா. (2002). *தமிழும் கணிப்பொறியும்*. கற்பகம் புத்தகாலயம்.
- திண்ணப்பன், சுப. (1995). *கணினியும் தமிழ் கற்பித்தலும்*. புலமை வெளியீடு.

**f. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3							3
<b>CO2</b>	3	3			2				3
<b>CO3</b>	3	3			2		1		3
<b>CO4</b>	3	3			2				3
<b>CO5</b>	3	3			2				3
<b>CO6</b>	3	3			2		1		3
<b>Mapping Strength (Course)</b>	3	3			2		1		3

Course Code	Course Name	L	T	P	C	
U24EN201	English for Communication - III	3	0	0	3	
Sustainable Development Goals						

**Category:** Ability Enhancement Course

**a. Preamble**

This course introduces students to the fundamental concepts of data structures and algorithms, which are essential for efficient problem-solving and software development. Students will learn to analyze the efficiency of algorithms, design optimized solutions, and apply these concepts to real-world problems. Students will use AI tools in activities aligned with SDGs, enhancing language skills and raising awareness of global issues like climate change, gender equality, and peace.

**b. Course Outcomes**

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

Cos	Course Outcome	Knowledge Level
CO1	<b>Identify</b> key ideas and details from various literary and non-literary texts through active listening	K2
CO2	<b>Interpret</b> literary texts to understand interpersonal relationships and resilience	K3
CO3	<b>Apply</b> coping strategies by analyzing themes related to stress and anxiety in literature	K3
CO4	<b>Draft</b> formal and informal professional communications for various purposes and audiences	K3
CO5	<b>Analyze</b> grammatical structures and apply them correctly in different writing contexts	K3
CO6	<b>Design</b> professional event communication materials integrating creative and strategic language use	K3

### **c. Course Syllabus**

**Total : 45 Hours**

#### **ACTIVE LISTENING 9**

“The Gift of the Magi” by O’ Henry - “On the Rule of the Road” by A.G. Gardiner - “Listening” by Robin Sharma - “Nobel Prize Acceptance Speech” by Wangari Maathai.

#### **INTERPERSONAL RELATIONSHIPS 9**

“Ulysses” by Alfred Lord Tennyson - “And Still I Rise” by Maya Angelou - “Tolerance” by E.M. Forster - “In Praise of Idleness” by Bertrand Russell.

#### **COPING WITH STRESS 9**

“Leisure” by W.H. Davies - “Anxiety Monster” by Rhona Mc Ferran - “The Forty Fortunes: A Tale of Iran” - “Where there is a Will” by Mahesh Dattani.

#### **PROFESSIONAL WRITING 9**

Drafting Formal Invitations (Card Format) - Drafting Informal Invitations (Letter Format) - Writing Acceptance and Declining Invitations - Event Brochure Writing - Poster Design for Events - Writing Press Releases - Writing Notices for Events - Creating Event Agendas - Writing Program Schedules - Designing E-invitations - Writing Thank You Notes Post-Event - Creating Event Flyers - Writing Sponsorship Request Letters - Campaign Invitations for Social Causes.

#### **GRAMMAR 9**

Phrasal Verbs & Idioms - Modals and Auxiliaries - Verb Phrases - Gerund, Participle, Infinitive.

### **d. Activities**

- Design professional event communication materials integrating creative and strategic language use.
- AI summarizer (e.g., Quillbot) to condense literary texts like “And Still I Rise” and discuss key interpersonal themes.
- Use AI-powered mood trackers (e.g., Wysa) to explore emotional responses

to literature on stress and anxiety.





- Use AI writing assistants (e.g., Grammarly) to draft formal and informal communications like invitations or requests.
- Use AI-based grammar checkers (e.g., Grammarly, LanguageTool) to analyze and correct grammatical errors in sentences.
- Use AI design tools (e.g., Canva AI, PosterMyWall) to create professional event materials, such as brochures and flyers.

**e. Learning Resources**

- Maathai, W. (2023). *Nobel lecture*. Nobel Prize Outreach AB. <https://www.nobelprize.org/prizes/peace/2004/maathai/lecture/>
- McFerran, R. (2018). *Anxiety monster*. In *Young writers anthology*.
- Dattani, M. (2013). *Where there's a will*. In *Where there's a will and other plays*. Penguin Books.
- Maathai, W. (2004). *Nobel Prize acceptance speech*. NobelPrize.org.
- Angelou, M. (1978). *And still I rise*. Random House.
- Forster, E. M. (1951). *Tolerance*. In *Two cheers for democracy*. Edward Arnold.
- Gardiner, A. G. (1925). *On the rule of the road*. In *Leaves in the wind*. J. M. Dent & Sons.
- Henry, O. (1906). *The gift of the magi*. In *The four million*. Doubleday.
- McFerran, R. (n.d.). *Anxiety monster*. PoetrySoup. <https://www.poetrysoup.com>

**f. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3							3
<b>CO2</b>	3	3							3
<b>CO3</b>	3	3			2				3
<b>CO4</b>	3	3			2				3
<b>CO5</b>	3	3							3
<b>CO6</b>	3	3			2				3
<b>Mapping Strength (Course)</b>	3	3			2				3

Course Code	Course Name	L	T	P	C
U24BB201	Human Behaviour and Organization	3	1	0	4
Sustainable Development Goals					

**Category:** Major Courses

### a. Preamble

The study of Human Behaviour and Organization delves into key areas such as personality, perception, motivation, leadership, communication, group dynamics, organizational culture, and change management. By integrating theories from psychology, sociology, and management, this subject equips students with the knowledge and skills necessary to analyze and improve organizational effectiveness.

### b. Course Outcomes

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

Cos	Course Outcome	Knowledge Level
CO1	<b>Explain</b> Organizational Behaviour	K2
CO2	<b>Explain</b> self-awareness, motivation, leadership	K2
CO3	<b>Explain</b> learning theories at workplace.	K2
CO4	<b>Explain</b> group behaviour.	K2
CO5	<b>Explain</b> organization culture.	K2
CO6	<b>Summarize</b> organization change and conflict.	K2

## c. Course Syllabus

**Total: 60 Hours**

### **INTRODUCTION 12**

**Concept of Organizational Behavior (OB):** Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics

### **INDIVIDUAL BEHAVIOUR 12**

Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace.

### **MOTIVATION AND VALUES 12**

**Motivation:** Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs, **Personality and Values:** Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit) Perception, Decision Making: Perception and Judgements; Factors; Linking perception to individual decision making.

### **GROUP BEHAVIOUR 12**

**Groups and Work Teams :** Concept : Five Stage model of group development; Group norms, cohesiveness ; Group think and shift ; Teams; types of teams; Creating team players from individuals and team based work(TBW) 2. Leadership : Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal).

### **ORGANISATIONAL CULTURE AND CHANGE 12**

Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options Forces

of change; Planned change; Resistance; Approaches (Lewin's model, Organisational development); Concept of conflict, Conflict process; Types, Functional/Dysfunctional. Introduction to power and politics.

#### **d. Activities**

The learners are required to:

- Role-playing to simulate buyer motives and their influence on purchasing decisions by using Artificial intelligence.
- Group presentation to analyze segmentation strategies of leading companies.
- Develop a marketing mix for a new product idea by using Canva software.
- Develop a promotional plan for a product or service, incorporating personal selling, advertising, and sales promotions.
- Role-playing for personal selling techniques.
- Group discussion on marketing strategy effectiveness, using current market trends with artificial Intelligence





#### **e. Learning Resources**

- Vohra, N., Robbins, S. P., & Judge, T. A. (2022). *Organizational behaviour* (18th ed.). Pearson Education.
- Gupta, C. B., & Mathur, S. (2022). *Management: Principles and applications*. Scholar Tech Press.
- Tripathi, P. C., & Reddy, P. N. (2021). *Principles of management* (7th ed.). McGraw Hill.
- Prasad, L. M. (2021). *Principles and practice of management*. Sultan Chand & Sons.
- Neck, C. P., Houghton, J. D., & Murray, E. L. (2018). *Organizational behaviour: A skill-building approach*. SAGE Publications.
- Bevoc, L., Shearsett, A., & Collinson, R. (2017). *Organizational behaviour reference*. Nutri Niche System LLC.
- Luthans, F. (2017). *Organizational behaviour*. Tata McGraw-Hill Education.
- French, R., Rayner, C., Rees, G., & Rumbles, S. (2011). *Organizational*

*behaviour.* John Wiley & Sons.

**f. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3							3
<b>CO2</b>	3	3		1					3
<b>CO3</b>	3	3							3
<b>CO4</b>	3	3	1						3
<b>CO5</b>	3	3							3
<b>CO6</b>	3	3			2				3
<b>Mapping Strength (Course)</b>	3	3	1	1	2				3

Course Code	Course Name	L	T	P	C
U24BB202	Financial Management	3	1	0	4
Sustainable Development Goals					

**Category:** Major Courses (Core Courses)

### a. Preamble

This course provides effective financial management is the cornerstone of economic stability, growth, and sustainability. It ensures that resources are allocated efficiently, risks are mitigated, and financial goals are achieved in alignment with strategic objectives.

### b. Course Outcomes

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

COs	Course Outcome	Knowledge Level
CO1	<b>Explain</b> the Fundamental Concepts of Financial Management Describe the objectives, scope, and importance of financial management in business decision-making.	K2
CO2	<b>Analyze</b> Capital Structure Theories Examine traditional and modern capital structure theories, including Modigliani-Miller (MM), Trade-Off, and Pecking Order theories.	K4
CO3	<b>Compute</b> Financial Leverage Calculate the Degree of Financial Leverage (DFL) and assess its effect on earnings per share (EPS) and financial risk.	K3
CO4	<b>Identify</b> Different Types of Investment Decisions List and describe various capital budgeting decisions, such as expansion, replacement, and modernization.	K1
CO5	<b>Analyze</b> the Impact of Dividends on Firm Value Evaluate how dividend decisions affect a company's value, share price, and shareholder wealth.	K4
CO6	<b>Assess</b> the Impact of Working Capital on Profitability and Risk Examine how working capital decisions influence a firm's profitability, risk, and overall financial health.	K5

### c. Course Syllabus

**Total : 60 Hours**

<b>INTRODUCTION</b>	12
Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management. Time Value of Money and its Techniques.	
<b>CAPITAL STRUCTURE</b>	12
Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)	
<b>CAPITAL BUDGETING</b>	12
ARR, Pay back period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.	
<b>DIVIDENDS</b>	12
Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models(Walter’s Gordon’s –M.M. Hypothesis)	
<b>WORKING CAPITAL</b>	12
Components of working capital –operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.	

#### d) Learning Activities

1. **Case Study Analysis:** Apply financial management concepts to real-world business scenarios.
2. **Budgeting simulation Exercise:** Understand the budgeting process in financial management.
3. **Costing Exercises:** Complete exercises focused on creating cost sheets, conducting break-even analysis, and applying various costing methods to case scenarios.
4. **Simulation Games:** Participate in simulations that require budget planning and variance analysis, allowing students to make strategic decisions based on

financial data.





5. **Guest Lectures:** Attend sessions led by industry professionals to gain insights into contemporary accounting practices, including forensic accounting and ESG metrics.
6. **Peer Review Sessions:** Engage in peer evaluations of cost and analyses, fostering collaborative learning and constructive feedback.

**e) Learning Resources:**

- Pandey, I. M. (2020). Financial management (11th ed.). Vikas Publishing House.
- Maheshwari, S. N. (2019). Financial management (14th ed.). Sultan Chand & Sons.
- Khan, M. Y., & Jain, P. K. (2019). Financial management (8th ed.). Sultan Chand & Sons.
- Chandra, P. (2017). Financial management (9th ed.). McGraw Hill Education.
- Ganesan, K., & Ushena Begam, S. (2015). Financial management. Charulatha Publications.
- Kishore, R. M. (2015). Financial management (Latest ed.). Taxmann Publications.
- Murthy, A. (2016). Financial management. Himalaya Publishing House.
- Kulkarni, P. V., & Sathya Prasad, B. G. (2011). Financial management (13th ed.). Himalaya Publishing House.
- Jakhotiya, G. P. (2010). Strategic financial management (3rd ed.). Himalaya Publishing House.
- Srivastava, R. M. (2005). Financial management and policy. Himalaya Publishing House.
- Kohok, G. P. (2000). Advanced financial management. Everest Publishing House.

**f. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3							3
<b>CO2</b>	3	3			2				3
<b>CO3</b>	3	3			2		1		3
<b>CO4</b>	3	3							3
<b>CO5</b>	3	3			2				3
<b>CO6</b>	3	3			2		1		3
<b>Mapping Strength (Course)</b>	<b>3</b>	<b>3</b>			<b>2</b>		<b>1</b>		<b>3</b>

Course Code	Course Name	L	T	P	C
U24BB203	Business Environment and Public Policy	3	1	0	4
Sustainable Development Goals					

### Category: Major Course

#### a. Preamble

The course aims to provide an understanding of the business environment and its relationship with public policy. It explores various economic, political, legal, and technological factors affecting business decisions. The course enables students to critically analyze government policies, economic reforms, and globalization's impact on business strategies. By the end of this course, students will be able to integrate policy perspectives into business decision-making for sustainable development.

#### b. Course Outcomes

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

COs	Course Outcome	Knowledge Level
CO1	<b>Explain</b> the components of the business environment and their impact on organizations.	K2
CO2	<b>Analyze</b> the role of economic policies and their influence on business decisions.	K3
CO3	<b>Demonstrate</b> an understanding of political and legal frameworks affecting business strategies.	K2
CO4	<b>Illustrate</b> the significance of public policies in shaping the business environment.	K3
CO5	<b>Examine</b> the effects of globalization and technology on business operations.	K3
CO6	<b>Apply</b> ethical and social responsibility principles in business decision-making.	K3

### c. Course Syllabus

**Total: 60 Hours**

#### **INTRODUCTION TO BUSINESS ENVIRONMENT**

**12**

Concept and significance of Business Environment-Components of Business Environment: Economic, Political, Legal, Socio-cultural, Technological, and International-Business and Society: Ethics and Corporate Social Responsibility-Role of Government in Business

#### **ECONOMIC ENVIRONMENT**

**12**

Economic Systems: Capitalism, Socialism, and Mixed Economy-Economic Policies: Industrial Policy, Fiscal Policy, Monetary Policy, and Trade Policy-Business Cycle and its Impact on Business.

#### **POLITICAL AND LEGAL ENVIRONMENT**

**12**

Political System and its Influence on Business-Legal Framework: Business Laws (Companies Act, Competition Act, Consumer Protection Act)-Regulatory Authorities (SEBI, RBI, Competition Commission of India)-Public-Private Partnership (PPP).

#### **PUBLIC POLICY AND BUSINESS**

**12**

Concept of Public Policy and its Importance-Industrial Policies and Economic Reforms in India-Liberalization, Privatization, and Globalization (LPG)-Foreign Direct Investment (FDI) and Foreign Institutional Investment (FII).

#### **TECHNOLOGICAL AND GLOBAL ENVIRONMENT**

**12**

Impact of Technological Changes on Business-Digital Transformation and Industry 4.0-Globalization and its Effects on Business-International Trade and Institutions: WTO, IMF, World Bank.

### **d. Learning Activities:**

- **Case Study Analysis:** Analyze how government policies impact AI adoption and business practices aligned with Decent Work and Economic Growth.
- **Group Discussions:** Debate how globalization and economic reforms drive AI innovation and support global Sustainability goals like Reduced Inequalities and Industry Innovation.




- **Industry Interaction:** Learn from experts how AI policy, entrepreneurship, and business strategies contribute to achieving the SDGs through responsible innovation.
- **Policy Review Project:** Assess how recent policy changes influence AI integration in businesses, promoting sustainable practices aligned with Responsible Consumption and Production.
- **Field Visit:** Understand how regulatory bodies like SEBI and RBI shape ethical AI practices and governance supporting with Peace, Justice, and Strong Institutions.
- **Research Assignments:** Explore the government's role in promoting AI-driven economic growth, innovation, and sustainability in line with SDGs.

#### e. Learning Resources

- Aswathappa, K. (2025). *Essentials of business environment* (17th ed.). Himalaya Publishing House.
- Dutt, R., & Sundaram, K. P. M. (2024). *Indian economy* (73rd ed.). S. Chand Publishing
- Saleem, S. (2020). *Business environment* (4th ed.). Pearson India.
- Adhikary, M. (2012). *Economic environment of business*. Sultan Chand & Sons.
- Upadhyay, S. (2010). *Business environment* (2nd ed.). Asian Books Pvt. Ltd.
- Paul, J. (2010). *Business environment: Text and cases* (3rd ed.). McGraw Hill Education.
- Govindarajan, M., & Natarajan, S. (2005). *Business policy and strategic management*. Prentice Hall of India.
- Chidambaram, V., & Alagappan, V. (1999). *Business environment* (1st ed.). Vikas Publishing House.

**f. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3							3
<b>CO2</b>	3	3			2				3
<b>CO3</b>	3	3							3
<b>CO4</b>	3	3			2				3
<b>CO5</b>	3	3			2				3
<b>CO6</b>	3	3			2			1	3
<b>Mapping Strength (Course)</b>	3	3			2			1	3

Course Code	Course Name	L	T	P	C
U24MA204	Operations Research	3	0	0	3
Sustainable Development Goals					

**Category: Multidisciplinary**

**a. Preamble**

This course equips students with problem-solving skills in linear programming, transportation and assignment models, network analysis, game theory, and decision-making under uncertainty. By integrating mathematical techniques with business and industrial applications, students will develop strategic thinking and decision-making capabilities to optimize resources and improve efficiency in various operational environments.

**b. Course Outcomes**

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

Cos	Course Outcome	Knowledge Level
CO1	<b>Apply</b> Operations Research (OR) concepts to formulate and solve real-world problems using the Linear Programming Problem	K3
CO2	<b>Solve</b> transportation problems by determining an initial basic feasible solution.	K3
CO3	<b>Apply</b> the Hungarian Method to efficiently solve assignment problems.	K3
CO4	<b>Construct</b> Networks and evaluate project networks using PERT and CPM	K3
CO5	<b>Analyze</b> strategic interactions in competitive environments by applying game theory principles	K4
CO6	<b>Apply</b> Bayes' theorem and decision tree analysis to assess and make optimal decisions under uncertainty.	K3

### **c. Course Syllabus**

**Total : 45 Hours**

#### **LINEAR PROGRAMMING**

**9**

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

#### **TRANSPORTATION**

**9**

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

#### **ASSIGNMENT**

**9**

Hungarian method- Minimization and Maximization Case, Unbalanced assignment problem. Travelling Salesman Problem

#### **NETWORK**

**9**

PERT and CPM — Difference between PERT and CPM- Constructing network- Critical path, Various floats, Three-time estimates for PERT.

#### **SEQUENCING**

**9**

Sequencing Problem-Processing  $n$  jobs on 2 machines, processing  $n$  jobs on 3 machines, processing  $n$  jobs on  $m$  machines.

#### **d. Learning Activities:**

- Provide a business problem (e.g., production planning, workforce allocation) and guide students to formulate it as an LPP.
- Integrate AI to optimize production scheduling, enhancing sustainable industrialization and promoting responsible production patterns.
- Students act as managers who must allocate limited resources (e.g., drivers to delivery zones) and solve unbalanced assignment problems.
- Provide a project scenario and have students construct a network diagram using PERT/CPM methods.





- Train AI systems to learn optimal transportation solutions, minimizing costs and emissions, aligning with Industry, Innovation, and Infrastructure and Climate Action.

#### e. Learning Resources

- Premraj, H. (2019). *Elements of operations research*. Margham Publications.
- Gupta, P. K., & Mohan, M. (2014). *Problems in operations research* (14th rev. ed.). Sultan Chand & Sons.
- Gupta, P., Aruna Rani, N., & Haritha, M. (2018). *Operations research and quantitative techniques* (1st ed.). Himalaya Publishing House
- Kapoor, V. K. (2014). *Operations research*. Sultan Chand & Sons.
- Vittal, P. R., & Malini, V. (2012). *Operations research*. Margham Publications.
- Taha, H. A. (2011). *Operations research: An introduction* (9th ed.). Prentice Hall.

#### f. Mapping of COs with POs and PSOs

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3			3		3		3
CO2	3	3			3		3		3
CO3	3	3			3		3		3
CO4	3	3			3		3		3
CO5	3			1					3
CO6		3					3		
<b>Mapping Strength (Course)</b>	3	3		1	3		3		3

Course Code	Course Name	L	T	P	C
U24EM204	Managerial Skill Development	1	1	0	2
Sustainable Development Goals					

### Category: Skill Enhancement Courses

#### a. Preamble

This course is designed to equip students with essential competencies such as leadership, decision-making, communication, problem-solving, teamwork, and emotional intelligence. The course aims to enhance self-awareness, adaptability, and strategic thinking, enabling future managers to lead with confidence and efficiency.

#### b. Course Outcomes

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

Cos	Course Outcome	Knowledge Level
CO1	<b>Explain</b> the concept of self and its components such as self-identity, self-concept, self-confidence and self-image.	K2
CO2	<b>Explain</b> the meaning, importance and components of self-esteem and its role in personal development.	K2
CO3	<b>Describe</b> the concept of emotional competence and emotional intelligence and their importance in managing emotions.	K2
CO4	<b>Explain</b> the thinking skills and the role of critical thinking in reasoning and decision making.	K2
CO5	<b>Describe</b> the concept and nature of creativity including convergent and divergent thinking.	K2
CO6	<b>Explain</b> the importance of effective communication in presentations, discussions and academic activities.	K2

**c.Course Syllabus**

**Total: 30 Hours**

**SELF 5**

Understanding to Self, Components of Self, Self-Identity, Self-Concept, Self-Confidence and Self-Image, Self-esteem - Meaning & Importance, Components of Self-Esteem, High and Low Self-Esteem, Measuring our Self-Esteem and its effectiveness.

**BUILDING EMOTIONAL COMPETENCE 5**

Emotional Intelligence - Meaning, Components, Importance, Importance and Relevance, Positive and Negative Emotions, Healthy and Unhealthy Expression of Emotions, the Six-Phase Model of Creativity Thinking.

**THINKING SKILLS 5**

The Mind / Brain / Behavior, Thinking Skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotional and Critical Thinking.

**CREATIVITY 5**

Definition and Meaning of Creativity, the Nature of Creative Thinking, Convergent and Divergent Thinking, Idea Generation and Evaluation (Brain Storming), Image Generation and Evaluation.

**COMMUNICATION 10**

How to make Oral Presentation, Conducting Meetings, Reporting of Projects, Reporting of Case Analysis, Answering in Viva Voce, Assignment writing, Debates, Presentations, Role Plays and Group Discussions on Current Topics.

**d. Activities**

- **Active Listening Exercise:** Practice understanding diverse viewpoints to lead AI and SDG initiatives inclusively.

- **Crisis Management Simulation:** Respond quickly to AI-related SDG crises with ethical and strategic decisions.
- **Elevator Pitch Challenge:** Persuasively present AI solutions that advance specific Sustainable Development Goals.
- **Tower Building Challenge:** Collaborate to build strong foundations for sustainable AI projects supporting SDGs.

#### e. Learning Resources

- Menezes, C., & Prabhu. (2018). Managerial skills–2. Pento Print Publishing LLP.
- Mamoria, C. B., & Mamoria, S. (2016). Dynamics of industrial relations. Himalaya Publishing House.
- Alex, K. (2013). Managerial skills (1st ed.). S. Chand Publishing.
- Gardner, D., & Miller, L. (2013). The management skills of SALL managers. Studies in Self-Access Learning Journal, 4(4).
- Gallagher, K. (2010). Skills development for business and management students. Oxford University Press

#### f. Mapping of COs with POs and PSOs

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3							3
CO2	3	3							3
CO3	3	3							3
CO4	3	3			1				3
CO5	3	3							3
CO6	3	3			1				3
<b>Mapping Strength (Course)</b>	<b>3</b>	<b>3</b>			<b>1</b>				<b>3</b>

**SEMESTER – IV**

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
<b>Theory</b>						
1	U24TA251	தொழில்நுட்பத்தமிழ் (Technical Tamil)	3	0	0	3
2	U24EN251	English for Communication – IV	3	0	0	3
3	U24BB251	Business Taxation	3	1	0	4
4	U24BB252	Legal and Ethical Issues in Business	3	1	0	4
5	U24BH253	Hospitality Management	3	1	0	4
6	U24BB751	Business Practices and Ethical Principles of Ancient Education	3	0	0	3
7	U24EM255	Selling and Negotiation Skills	1	1	0	2
Total			19	4	0	23

Course Code	Course Name	L	T	P	C
U24TA251	தொழில்நுட்பத் தமிழ் (Technical Tamil)	3	0	0	3

Category: Ability Enhancement Courses

**a. பாடநோக்கம் (Preamble)**

தொழில்நுட்பத்தமிழ் கற்பதன்மூலம் பழந்தமிழ் வரலாற்றை அறியலாம், கலைகளின் நுட்பம் வளர்ச்சித் திறனை அறிவதற்குப் பயன்படுகின்றது அவை மட்டுமல்லாமல் அரசியல் சார்ந்த நிர்வாகத்திறனை ஆராயவும் பண்பாட்டுத் தாக்கத்தின்மூலம் அறிவியல் சார்ந்த சிந்தனைகளை அறியவும் பயன்படுகிறது.

**b. கற்றல் பயன்கள் Course Outcomes**

இப் பாடத்திட்டத்தை வெற்றியாகக் கற்கும் மாணவர்கள் பெறும் திறன்கள்

CO	Course Outcome	Knowledge Level
CO1	பழந்தமிழர்களின் வரலாற்றை அறியச் செய்தல்	K2
CO2	கலைகளின் வளர்ச்சியை உணரச் செய்தல்	K2
CO3	அரசியல் சார்ந்த நிர்வாக முறைகளின் வளர்ச்சியை விளக்குதல்	K2
CO4	பல்வேறு பண்பாட்டின் தாக்கம் தமிழகத்தில் என்பதை உணர செய்தல்	K3
CO5	தமிழர்களின் மரபு சார்ந்த அறிவியல் சிந்தனைகளை விளக்குதல்.	K2
CO6	தொழிற்நுட்பத்தை தமிழ் மூலம் கற்பதனால் பழந்தமிழர்களின் கலைகள், பண்பாடு மரபு சார்ந்த அறிவியல் சிந்தனைகளை கற்று உணரலாம்.	K2

**C. பாடத்திட்டம் (course Syllabus) கூடுதல்: 45 மணிநேரம்**

**நெசவு மற்றும் பானைத் தொழில்நுட்பம் 9**

சங்ககாலத்தில் நெசவுத்தொழில் - பானைத் தொழில்நுட்பம் - கருப்பு சிவப்பு பாண்டங்கள் - பாண்டங்களில் கீறல் குறியீடுகள்

**வடிவமைப்பு மற்றும் கட்டிடத்தொழில் நுட்பம் 9**

சங்ககாலத்தில் வடிவமைப்பு மற்றும் கட்டுமானங்கள் - சங்க காலத்தில் வீட்டுப்பொருட்களில் வடிவமைப்பு - சங்க காலத்தில் கட்டுமான பொருட்களும் நடுகல்லும் - சிலப்பதிகாரத்தில் மேடை அமைப்பு பற்றிய விவரங்கள் - மாமல்லபுரச் சிற்பங்களும், கோவில்களும் - சோழர்காலத்துப் பெருங்கோயில்கள் மற்றும் பிறவழிபாட்டுத் தலங்கள் - நாயக்கர்காலக் கோயில்கள் மாதிரி கட்டமைப்புகள் பற்றி அறிதல், மதுரை மீனாட்சி அம்மன் ஆலயம் மற்றும் திருமலைநாயக்கர் மஹால் - செட்டிநாட்டு வீடுகள் - பிரிட்டிஷ் காலத்தில் சென்னையில் இந்தோ சாரோசெனிக் கட்டிடக்கலை

**உற்பத்தித் தொழில் நுட்பம் 9**

கப்பல் கட்டும் கலை - உலோகவியல் - இரும்புத் தொழிற்சாலை - இரும்பை உருக்குதல், எஃகு வரலாற்றுச் சான்றுகளாக செம்பு மற்றும் தங்கநாணயங்கள் நாணயங்கள் அச்சடித்தல் மணிஉருவாக்கும் தொழிற்சாலைகள் - கல்மணிகள், கண்ணாடிமணிகள் - சுடுமண்மணிகள் சங்குமணிகள் - எலும்புத்துண்டுகள் தொல்லியல் சான்றுகள் - சிலப்பதிகாரத்தில் மணிகளின் வகைகள்

**முக்கியத்துவம் - கால்நடை பராமரிப்பு 9**

வேளாண்மை மற்றும் நீர்ப்பாசனத் தொழில்நுட்பம்: அணை, ஏரி, குளங்கள், மதகுசோழர்காலக் குழுழித்தூம்பின் கால்நடைகளுக்காக வடிவமைக்கப்பட்ட கிணறுகள் வேளாண்மை மற்றும் வேளாண்மைச் சார்ந்த செயல்பாடுகள் - கடல்சார்அறிவு - மீன்வளம் - முத்துமற்றும் முத்துக்குளித்தல் - பெருங்கடல் குறித்த பண்டையஅறிவு - அறிவுசார் சமூகம்.

**அறிவியல் தமிழ் மற்றும் கணினித்தமிழ் 9**

அறிவியல் தமிழின் வளர்ச்சி - கணினித்தமிழ் வளர்ச்சி - தமிழ்நூல்களை மின்பதிப்பு செய்தல் தமிழ்மென் பொருட்கள் உருவாக்கம் தமிழ் இணையக் கல்விக் கழகம் - தமிழ்மீன் நூலகம் - இணையத்தில் தமிழ் அகராதிகள் - சொற்குவைத் திட்டம்.

**d. பயிற்சிகள் (Activities)**

1. கரும்பலகைக் கொண்டு
2. தமிழர்களின் மரபு சார்ந்த கலைநுட்பங்களை காட்சி விளக்குதல்
3. கைவினைப் பொருள்கள் செய்ய பயிற்சியளித்தல்
4. மரபுசார்ந்த அறிவியல் சிந்தனைகளை மீட்டுருவாக்கச் செய்தல்
5. பழந்தமிழர்களின் தொழிற்நுட்ப வரலாற்றை மாணவர்கள் வாயிலாக

வெளிக்கொணரச் செய்தல்

**e. கற்றல் வளங்கள் (Learning Resources)**

1. தமிழகவரலாறு மக்களுடம்பண்பாடும் - கே.கே. பிள்ளை (வெளியீடு: தமிழ்நாடு பாடநூல் மற்றும் கல்வியியல் பணிகள் கழகம்).
2. கணினித்தமிழ் – முனைவர் இல. சுந்தரம். (விகடன்பிரசுரம்).
3. கீழடி – வைகை நதிக்கரையில் சங்ககால நகரநாகரிகம் (தொல்லியல் துறை வெளியீடு)
4. பொருளை – ஆற்றங்கரை நாகரிகம். (தொல்லியல் துறை வெளியீடு)

**f. Mapping of COs with POs and PSOs**

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3							3
CO2	3	3							3
CO3	3	3	2						3
CO4	3	3	2						3
CO5	3	3							3
CO6			2						3
Mapping Strength (Course)	3	3	2						3

Course Code	Course Name	L	T	P	C
U24EN251	English for Communication- IV	3	0	0	3

**Category:** Ability Enhancement Course

**a. Preamble**

This course is designed to enhance undergraduate students' linguistic competence, critical thinking, emotional intelligence, and professional writing skills through an integrated approach to active listening, interpersonal relationships, coping with stress, professional writing, and grammar.

**b. Course Outcomes**

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

Cos	Course Outcome	Knowledge Level
CO1	<b>Apply</b> insights from literary texts to understand personal goal setting and perseverance.	K3
CO2	<b>Analyze</b> stories that reflect the importance of integrity and ethical decision-making.	K4
CO3	<b>Apply</b> emotional intelligence strategies by interpreting literary depictions of emotional resilience.	K3
CO4	<b>Illustrate</b> structured professional documents and speeches appropriate to formal settings.	K3
CO5	<b>Analyze</b> the construction of various sentence types and correct syntactic errors.	K4
CO6	<b>Create</b> complex written content by integrating grammatical accuracy and professional tone.	K5

**c. Course Syllabus**

**Total: 45 Hours**

**GOAL SETTING**

**9**

From Chinese Cinderella by Adeline Yen Mah - Why I Write by George Orwell –  
On the Love of Life – William Hazlitt

**INTEGRITY**

**9**

The Taxi Driver by K.S. Duggal - Kabuliwala by Rabindranath Tagore - A Retrieved  
Reformation by O Henry

**COPING WITH EMOTIONS**

**9**

Phenomenal Woman by Maya Angelou - The Giant's Wife A Tall Tale of Ireland  
by William Carleton - The Princess and the God: A Tale of Ancient India

**PROFESSIONAL WRITING**

**9**

Report Writing: Narrative Report - Newspaper Report - Drafting Speeches:  
Welcome Address - Vote of Thanks - Farewell Speech - Motivational Speech - Prize  
Distribution Ceremony report

**Grammar**

**9**

Simple Sentences - Compound Sentences - Complex Sentences

Transformation Exercises: Convert simple sentences to compound and complex  
forms and vice versa - Combining Sentences: Combine two or more simple  
sentences into a compound or complex sentence - Error Correction: Identify and  
correct mistakes in sentence structure - Sentence Reordering: Rearrange jumbled  
phrases into proper simple, compound, or complex sentences - Gap-filling:  
Complete the blanks with appropriate subordinate clauses.

**d. Activities:**

- Group discussions on literary themes.
- Creative writing: goals essay, farewell speech, motivational speech.



- Role-plays based on integrity-related stories.
- Narrative and newspaper report writing workshops.
- Grammar drills: sentence transformation, combining, error correction.
- Peer review exercises: editing and feedback on sentence structure and grammar.

#### **e. Learning Resources**

- Carleton, W. (2015). The giant's wife: A tall tale of Ireland. In Tales of Ireland. Forgotten Books.
- Angelou, M. (1995). Phenomenal woman: Four poems celebrating women. Random House.
- Henry, O. (1994). A retrieved reformation. In The best short stories of O. Henry. Modern Library.
- Mah, A. Y. (1999). Chinese Cinderella: The true story of an unwanted daughter. Delacorte Press.
- Nath, P. (Ed.). (2004). The princess and the god: A tale of ancient India. In Indian folktales and legends. Rupa Publications.
- Orwell, G. (2004). Why I write. Penguin Modern Classics.
- Duggal, K. S. (1985). The taxi driver and other stories. Sterling Publishers.
- Angelou, M. (1995). Phenomenal woman: Four poems celebrating women. Random House.
- Hazlitt, W. (1930). On the love of life. In G. Keynes (Ed.), Selected essays of William Hazlitt 1778–1830. Nonesuch Press.
- Tagore, R. (1918). Kabuliwala. In Stories from Tagore. Macmillan.

**f. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	2	2			3				2
<b>CO2</b>	2	2			3				2
<b>CO3</b>	2	2			3				2
<b>CO4</b>	2	2			3				2
<b>CO5</b>	2	2			3				
<b>CO6</b>					3				2
<b>Mapping Strength (Course)</b>	2	2			3				2

Course Code	Course Name	L	T	P	C
U24BB251	Business Taxation	3	0	0	3
	<b>Sustainable Development Goals</b>				

Category: Major Core Course

#### a. Preamble

This course provides fundamental knowledge of taxation applicable to individuals and businesses in India. It focuses on income tax provisions, GST structure, filing procedures, and the role of taxation in economic development.

#### b. Prerequisite

Basic knowledge of Accounting and Indian Business Environment.

#### c. Course Outcomes

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

CO's	Description	Knowledge Level
CO1	<b>Explain</b> the basic concepts, definitions, and residential status under the Income Tax Act.	K2
CO2	<b>Compute</b> income under various heads and determine the gross total income of individuals.	K3
CO3	<b>Apply</b> deductions, exemptions, and calculate taxable income and tax liability.	K3
CO4	<b>Explain</b> the structure, features, and operation of Goods and Services Tax (GST).	K2
CO5	<b>Analyze</b> GST computation, input tax credit, and filing procedures.	K4
CO6	<b>Evaluate</b> the role of taxation in economic development and social equity.	K5

#### **d. Course Syllabus**

**Total: 45 Hours**

#### **INTRODUCTION TO INCOME TAX 9**

Objectives of taxation – Basic concepts – Definitions – Assessee, Person, Income, Previous Year, Assessment Year – Residential status and Incidence of tax.

#### **HEADS OF INCOME 9**

Income from Salary – Income from House Property – Income from Business or Profession – Income from Capital Gains – Income from Other Sources.

#### **DEDUCTIONS AND TAX LIABILITY 9**

Clubbing and set-off – Deductions under Chapter VIA – Computation of total income and tax liability of individuals.

#### **GOODS AND SERVICES TAX (GST) 9**

Concept and structure of GST – CGST, SGST, IGST – Registration – Supply of goods/services – Levy and Collection of GST – Exempted goods and services.

#### **GST COMPUTATION AND RETURNS 9**

Time and Value of Supply – Input Tax Credit – Tax Invoice – Returns – E-filing – Penalties and Appeals – Role of tax in economic planning.

#### **e. Learning Activities**

- Solve real-life problems related to taxable income and tax liability calculations.
- Case studies on tax planning for salaried individuals and small businesses.
- Simulated online GST filing and return submission using government portals.
- Debate on tax reforms and their role in achieving SDGs.

#### **f. Learning Resources**

- Singhania, V. K., & Singhania, M. (2023). Students' guide to income tax. Taxmann Publications.
- Mehrotra, H. C., & Goyal, S. P. (2022). Income tax law and practice.

Sahitya Bhawan Publications.





- Ahuja, G., & Gupta, R. (2022). Systematic approach to income tax and GST. Bharat Law House.
- Kumar, S. (2021). GST law manual. Bharat Law House.

**Web Resources:**

1. Income Tax Department: [www.incometax.gov.in](http://www.incometax.gov.in)
2. GST Portal: [www.gst.gov.in](http://www.gst.gov.in).
3. <https://www.zoho.com/>

**g. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3							3
<b>CO2</b>	3	3			2		2		3
<b>CO3</b>	3	3			2		2		3
<b>CO4</b>	3	3							3
<b>CO5</b>	3						2		
<b>CO6</b>		3						1	
<b>Mapping Strength (Course)</b>	3	3			2		2	1	3

Course Code	Course Name	L	T	P	C
U24BB252	<b>Legal and Ethical issues In Business</b>	3	0	0	3
	<b>Sustainable Development Goals</b>				

**Category:** Major core Course

**a. Preamble**

This course aims to provide students with comprehensive knowledge of Indian business laws and a critical perspective on ethical practices in organizations. It covers fundamental legal provisions, corporate regulations, governance mechanisms, and emerging ethical challenges in the digital era. The course ensures that future managers not only comply with legal norms but also champion integrity, transparency, and accountability in business.

**b. Pre-requisite**

Basic knowledge of business operations and organizational structure is recommended.

**c. Course Outcomes**

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

Cos	Course Outcome	Knowledge Level
CO1	<b>Explain</b> the structure of the Indian legal system and the fundamental legal provisions governing business.	K2
CO2	<b>Interpret</b> the key elements of business contracts and apply relevant commercial laws in business scenarios.	K3
CO3	<b>Examine</b> the legal procedures related to company formation, corporate governance, and regulatory compliance.	K4
CO4	<b>Assess</b> ethical dilemmas in business contexts using ethical theories and decision-making frameworks.	K5

CO5	<b>Analyze</b> the relevance and impact of consumer protection, intellectual property, and cyber laws in managerial decisions.	K4
CO6	<b>Justify</b> ethical leadership and sustainable business practices through legal and ethical reasoning.	K5

#### **d.Course Syllabus**

**Total : 45 Hours**

#### **Introduction to Business Law and Legal Environment 9**

Indian legal system: Overview, Sources of Business Law, Constitutional provisions relating to business, Judicial system and dispute resolution mechanisms, Distinction between Law and Ethics.

#### **Contract and Commercial Laws 9**

Indian Contract Act, 1872: Essentials, discharge and remedies, Sale of Goods Act, 1930, Partnership Act, 1932, Negotiable Instruments Act, 1881

#### **Company Law and Governance 9**

Companies Act, 2013: Incorporation, types of companies, Memorandum and Articles of Association, Directors, Meetings, and Resolutions, Corporate Governance: Principles and regulatory framework, CSR provisions and applicability

#### **Business Ethics and Corporate Responsibility 9**

Ethical theories and frameworks, Ethical issues in HR, Marketing, Finance, Ethical decision-making models, Corporate culture and ethical climate, Whistleblower policy and corporate sustainability

#### **Emerging Legal and Ethical Challenges 9**

Consumer Protection Act, 2019, Information Technology Act, 2000, Intellectual Property Rights: Patents, Trademarks, Copyrights, Competition Act, 2002, Environmental and cyber law issues

#### **e. Learning Activities:**

**1. Case Study-Based Learning:** Examine real-world legal cases and ethical dilemmas from Indian and global business contexts to understand the practical application of legal provisions.

**2. Visual Learning through Posters/Infographics:** Design posters or infographics on major business laws, ethical decision-making models, or recent legal reforms impacting business operations.


**3. Legal Document Interpretation Exercises:** Reviewing and interpreting legal documents such as contracts, company incorporation documents, and compliance reports to familiarize themselves with business law formats and legal terminology.

#### **f. Learning Resources**

1. Gulshan, S. S. (2020). Business law including company law (20th ed.). New Age International Publishers.
2. Cheeseman, H. R. (2020). Business Law: Legal Environment, Online Commerce, Business Ethics and International Issues (10th ed.) Pearson Education  
<https://www.pearson.com>  
N.D. Kapoor, Elements of Mercantile Law, Sultan Chand & Sons.
3. Pillai, R. S. N., & Bagavathi, V. (2019). Business law (5th ed.). S. Chand Publishing.
4. Sharma, J. P. (2019). Corporate governance, business ethics and CSR (3rd ed.). Ane Books Pvt. Ltd.
5. Maheshwari, S. N., & Maheshwari, S. K. (2018). Business law (6th ed.). Himalaya Publishing House.

#### **g. . Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3							3
<b>CO2</b>	3	3			2				3
<b>CO3</b>	3	3			2				3
<b>CO4</b>	3	3			2	1		2	3
<b>CO5</b>	3	3			2				
<b>CO6</b>	3	3		1	2			2	
<b>Mapping Strength (Course)</b>	<b>3</b>	<b>3</b>		<b>1</b>	<b>2</b>	<b>1</b>		<b>2</b>	<b>3</b>

Course Code	Course Name	L	T	P	C
U24BH253	Hospitality Management	3	0	0	3
	Sustainable Development Goals				

**Category:** Minor Core Course

### a. Preamble

Hospitality Management blends service, leadership, and innovation to shape exceptional guest experiences. It covers strategic and operational roles in hotels, restaurants, travel, and events. The field promotes excellence, cultural sensitivity, and sustainability. It prepares professionals to lead ethically and impact the global hospitality industry.

### b. Pre-requisite

Basic knowledge of business and customer service principles is essential. Strong communication and interpersonal skills are important. An understanding of cultural diversity and teamwork is beneficial

### c. Course Outcomes

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

Cos	Course Outcome	Knowledge Level
CO1	<b>Define</b> the hospitality industry and identify its major sectors.	K1
CO2	<b>Explain</b> the functions of key departments in a hospitality organization.	K2
CO3	<b>Apply</b> customer service techniques in real-world hospitality contexts.	K3
CO4	<b>Analyze</b> day-to-day challenges in hotel and food service operations.	K4
CO5	<b>Describe</b> service quality and suggest improvements for operational efficiency.	K2

CO6	<b>Explain</b> basic standard operating procedures (SOPs) for hospitality functions.	K2
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**d. Course Syllabus**

**Total : 45 Hours**

**Introduction to Hospitality Industry 9**

Definition and meaning of hospitality , History and evolution of the hospitality industry, Scope and significance of hospitality in the global economy , Segments of the hospitality industry: lodging, food & beverage, travel & tourism, recreation.

**Structure of the Hospitality Industry 9**

Classification of hotels (types, star ratings, ownership), Types of food service outlets: restaurants, cafes, fast food, fine dining , Overview of other segments: resorts, cruise lines, casinos, event management.

**Hotel Organization and Departments 9**

Organizational structure of a hotel, Major hotel departments: Front Office, Housekeeping, Food & Beverage, Maintenance, Sales & Marketing, Human Resources , Roles and responsibilities within departments.

**Front Office Operations 9**

The guest cycle: reservation, registration, occupancy, check-out , Types of reservations and booking procedures, Front desk operations: handling guest arrivals, departures, room assignments, Use of technology in front office: PMS (Property Management Systems).

Objectives and importance of housekeeping in hospitality, Types of rooms and cleaning procedures, Inventory management and control of housekeeping supplies, Role of housekeeping in guest satisfaction and hygiene standards.

### e. Learning Activities:





1. Providing the key concepts and scope of the hospitality industry. Identifying the major sectors and their interrelationships.
2. Differentiate among various hospitality establishments. Recognize characteristics of different service outlets.
3. Explain the functions and coordination of various hotel departments . Understand departmental hierarchies and workflows.
4. Describe the front office operations and guest management processes. Use technology tools for front office management.
5. Understand housekeeping standards and procedures. Implement inventory and quality control measures.

### f. Learning Resources

- Lillicrap, D., & Cousins, J. (2020). Food and beverage service (10th ed.). Hodder Education.
- Walker, J. R. (2016). Introduction to hospitality (8th ed.). Pearson.
- Bardi, J. A. (2011). Hotel front office management (6th ed.). Wiley.
- Reid, R. D., & Bojanic, D. C. (2009). Hospitality marketing management (6th ed.). Wiley.

**g. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	3		3		3	3	3
<b>CO2</b>	3	3	3	3	3		3	3	3
<b>CO3</b>	3	3	3	3	3		3	3	3
<b>CO4</b>	3	3	3	3	3	1	3	3	3
<b>CO5</b>	3	3	3	3	3	1	3	3	3
<b>CO6</b>	3	3	3	3	3	1	3	3	3
<b>Mapping Strength (Course)</b>	3	3	3	3	3	1	3	3	3

Course Code	Course Name	L	T	P	C
U24BB751	Business Practices and Ethical Principles of Ancient Education	3	0	0	3
	Sustainable Development Goal				

**Category:** Major Courses (Core Courses)

**d. Preamble**

This course explains the approach to business practices by drawing on ancient wisdom and traditional practices. This integration combines the rich philosophical, ethical, and strategic insights from Indian culture with modern commercial strategies to create innovative and sustainable business practices.

**b. Pre-requisite:** None.

**c. Course Outcomes**

After completing the course, the students will be able to

Cos	Course Outcome	Knowl edge Level
CO1	<b>Explain</b> the basic ethical business practices in IKS	K2
CO2	<b>Explain</b> the Traditional Practices of Business Sustainability	K2
CO3	<b>Infer</b> the Business Integrated Concepts	K2
CO4	<b>Describe</b> the Business Models used in IKS	K2
CO5	<b>Describe</b> the Business Problem-Solving	K2
CO6	<b>Explain</b> the Leadership and Management Practices in IKS	K2

#### d. Course Syllabus

**Total: 45 Hours**

#### **ETHICAL IN BUSINESS PRACTICES 9**

Indian philosophy, mainly through the teachings of the Vedas, Upanishads, and ancient texts, emphasizes the importance of ethics in business. Concepts such as Dharma (duty) and Artha (prosperity) highlight that true success comes from aligning business practices with ethical principles.

#### **SUSTAINABILITY AND ENVIRONMENTAL STEWARDSHIP 9**

The Indian knowledge system has long valued harmony with nature, as seen in concepts such as Ahimsa (non-violence) and Sattva (purity). Ancient texts and practices advocate for living in balance with the environment. The Indian knowledge system emphasizes serving others and fulfilling customer needs with respect and care. This is reflected in the Seva (service) concept found in various Indian traditions

#### **HOLISTIC BUSINESS MODELS: 9**

Indian philosophy often advocates for a holistic approach, considering the well-being of all stakeholders rather than focusing solely on profit. This perspective can be derived from concepts like Yoga (unity) and Sankhya (enumeration of elements).

#### **INNOVATIVE PROBLEM SOLVING 9**

Indian knowledge systems, such as those found in ancient texts like the Niti Shastra (ethical governance) and Shastras (scientific treatises), offer strategic insights into problem-solving and management.

#### **LEADERSHIP AND MANAGEMENT PRACTICE 9**

Leadership principles from Indian texts, such as the Bhagavad Gita, offer insights into effective leadership and management. Concepts such as Karma Yoga (the yoga of action) emphasize performing one's duty without attachment to results, which can be applied to leadership.

#### e. Activities

- Identifying the business ethical practice in IKS

- Narrate various types of traditional business practices
- Listing the types of business-integrated concepts
- List out the role of business problem-solving
- Outline the Leadership and Management

**f. Learning Resources**





1. Prof. Bhag Chand Chauhan (2023), "IKS: The Knowledge system of Bharata, Garuda Prakashan, New Delhi
2. B. Mahadevan, Nagendra Pavana, Vinayak Rajat Bhat (2022), "Introduction To Indian Knowledge System: Concepts And Applications" PHI Learning, New Delhi

**g. Website Reference:**

- <https://iksindia.org/> (2021) Indian Knowledge System Division, Ministry of Education, GOI
- Indian Knowledge System (2016) [Indian-Knowledge-Systems-Kapil-Kapoor.pdf](https://iks.iitgn.ac.in/wp-content/uploads/2016/01/Indian-Knowledge-Systems-Kapil-Kapoor.pdf) <https://iks.iitgn.ac.in/wp-content/uploads/2016/01/Indian-Knowledge-Systems-Kapil-Kapoor.pdf>

**g. Mapping of COs with POs and PSOs**

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3			3			3	2
CO2	3	3			3			3	2
CO3	3	3			3			3	2
CO4	3	3			3			3	2
CO5	3	3			3				2
CO6	3	3		1					
<b>Mapping Strength (Course)</b>	3	3		1	3			3	2

Course Code	Course Name	L	T	P	C
U24EM255	Selling and Negotiation Skills	3	0	0	3
SDG's					

**Category:** Skill Enhancement Course

**a) Preamble**

This course equips learners with essential selling techniques and negotiation strategies crucial for today's dynamic business environment. It emphasizes relationship building, persuasive communication, and ethical practices in sales.

**b). Pre-requisite:** None.

**c). Course Outcomes**

After successfully completing the course, the students will be able to

Cos	Course Outcome	Knowledge Level
CO1	<b>Explain</b> fundamental concepts and principles of selling and negotiation.	K2
CO2	<b>Apply</b> effective communication techniques in different selling situations.	K3
CO3	<b>Explain</b> customer needs and develop appropriate sales strategies.	K2
CO4	<b>Demonstrate</b> negotiation skills to achieve mutually beneficial outcomes.	K2
CO5	<b>Explain</b> ethical issues and challenges in sales and negotiation processes.	K2
CO6	<b>Explain</b> a comprehensive sales presentation and negotiation plan for a product/service.	K2

**d). Course Syllabus**

**Total : 45 Hours**

**Fundamentals of Selling 9**

Definition and objectives of selling - Types of selling approaches - Selling process and stages - Buyer behavior and psychology.

**Communication in Sales 9**

Verbal and non-verbal communication - Active listening and questioning techniques - Building rapport and trust - Handling objections.

**Sales Strategies and Techniques 9**

Prospecting and qualifying leads - Presentation and demonstration skills - Closing techniques - Relationship selling and CRM.

**Negotiation Essentials 9**

Meaning and importance of negotiation - Phases of negotiation process - Bargaining techniques and strategies - Conflict resolution and win-win approach.

**Ethical and Contemporary Issues 9**

Ethics in selling and negotiation - Legal aspects and consumer rights - Negotiating in global and digital contexts - Emerging trends and challenges

**e). Activities**

- Role plays and mock sales presentations
- Case studies on negotiation scenarios.
- Group discussions and peer feedback.
- Guest lectures by industry sales professionals.
- Field visits to corporate sales teams or retail outlets.
- Sales simulation games

#### f). Learning Resources





- "Selling and Sales Management" by Jobber & Lancaster — latest editions often used are around 2015 (11th or 10th ed).
- "Negotiation" by Lewicki et al. — most used edition around 2015.
- "The Psychology of Selling" by Brian Tracy — originally published in 2006.
- "Negotiation Genius" by Malhotra & Bazerman — published in 2007.

#### g). Mapping of COs with POs and PSOs

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3							3
<b>CO2</b>	3	3			2				3
<b>CO3</b>	3	3			2				3
<b>CO4</b>	3	3			2				3
<b>CO5</b>	3	3			2			1	
<b>CO6</b>		3			2			1	3
<b>Mapping Strength (Course)</b>	3	3			2			1	3

**SEMESTER V**

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
<b>Theory</b>						
1	U24BB301	Human Resource Management	3	1	0	4
2	U24BB302	Business Research Methodology	3	1	0	4
3	U24BB303	Management Information System	3	1	0	4
4	U24BH304	Event Management	3	0	0	3
5	U24BB7XX	1. Business plan. 2. Retailing. 3. Human Resource Management.	3	0	0	3
6	U24BH901 U24BH902	Front Office Management Housekeeping Management	3	0	0	3
7	U24EM301	Community Engagement and Social Responsibility	1	0	2	2
<b>Practical</b>						
8	U24EM304	Internship	0	0	0	2
<b>Audit Course</b>						
9	U24AUXXX	Audit Course – I	--	--	--	--
<b>Total</b>			<b>19</b>	<b>3</b>	<b>2</b>	<b>25</b>

<b>Course Code</b>	<b>U24BB301</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Course Name</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	3	0	0	3
	<b>Sustainable Development Goals</b>				

**Category:** Major core course

**a. Preamble**

This course explains the how-to managing people and explores key areas such as recruitment, training and development, performance management, compensation, labor relations, and legal aspects of employment. It also addresses emerging trends in HRM.

**b. Pre-requisite :**None.

**c. Course Outcomes**

After successfully completing the course, the students will be able to

<b>COs</b>	<b>Course Outcome</b>	<b>Knowledge Level</b>
CO1	<i>Explain the managerial and operational function</i>	K2
CO2	<i>Summarize job Analysis and Job Evaluation</i>	K2
CO3	<i>Describe</i> the steps involved in Human Resource Planning.	K2
CO4	<i>Classify</i> the different sources of recruitment and selection process.	K2
CO5	<i>Explain</i> the concepts and methods of training.	K2
CO6	<i>Discuss</i> the performance appraisal system.	K2

#### **d. Course Syllabus**

**Total: 45 Hours**

#### **INTRODUCTION TO HRM 10**

Human Resource - Definition – Characteristics and Objectives – Difference between Personnel Management & Human Resource Management – Principles of HRM– Functions of HRM - Managerial and Operative Functions.

#### **JOB ANALYSIS AND EVALUATION 08**

Job Analysis - Meaning - Skills and Capabilities required - Advantages of Job Analysis - Job Description - Specimen of Job Description Statement - Job Specification - Specimen of Job Specification Statement - Job Evaluation - Objectives - Methods of Job Evaluation.

#### **HUMAN RESOURCE PLANNING 07**

Meaning - Definition - Importance - Objectives - Factors influencing Human Resource Planning - Limitations - Steps involved in Human Resource Planning

#### **RECRUITMENT & SELECTION 10**

Recruitment - Meaning - Definition - Sources of Recruitment - Selection – Steps involved in selection - Specimen of Application Blank - Preliminary Interview - Test - Types of Tests - Interview - Types of Interviews

#### **TRAINING & PERFORMANCE APPRAISAL 10**

Training - Meaning - Need for Training - Importance of Training - Process of Training – Methods of Training - Merits and Demerits - Performance Appraisal - Meaning - Features - Advantages -Methods of performance appraisal - Steps to make performance appraisal effective.

#### **e. Activities**

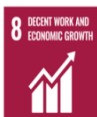



- Conducting mock performance appraisal
- Organizing mock interview
- Conducting model training programme
- Conducting mock selection process.

## f. Learning Resources

- Taxmann Publications. (2023). Human resource management (3rd ed.). Taxmann Publications.
- Dessler, G., & Varkkey, B. (2023). Human resource management (17th ed.). Pearson India.
- Aswathappa, K., & Dash, S. (2023). Human resource management (10th ed.). McGraw Hill Education.
- Dessler, G. (2021). Fundamentals of human resource management (8th ed.). Pearson Education.
- Gupta, C. B. (2017). Human resource management. Sultan Chand & Sons.

## g. Mapping of COs with POs and PSOs

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3							3
CO2	3	3			3				3
CO3	3	3			3				3
CO4	3	3			3				3
CO5	3	3			3				3
CO6	3	3			3				
<b>Mapping Strength (Course)</b>	3	3			3				3

Course Code	Course Name	L	T	P	C
U24BB302	Business Research Methods	4	0	0	4
	Sustainable Development Goals				

**Category:** Major Core course

**a. Preamble**

This course equips student's tools and techniques needed to investigate business phenomena, test hypotheses, validate strategies, and contribute to evidence-based management practices. By applying qualitative and quantitative research methods, businesses can better understand markets, consumer behaviour, operational efficiency, organizational culture, and emerging trends. Business research methods provide a systematic and scientific approach to gathering, analysing, and interpreting information to solve business problems and seize opportunities.

**b. Pre-requisite :** Nil.

**c. Course Outcomes**

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

CO's	Course Outcome	Knowledge Level
CO1	<b>Explain</b> how to define a research problem	K2
CO2	<b>Explain</b> the concept of research design	K2
CO3	<b>Explain</b> the concept of sampling design	K2
CO4	<i>Explain</i> the measurement and scaling techniques	K2
CO5	<i>Explain</i> the various methods of data collection	K2
CO6	<i>Explain</i> the techniques in report writing	K2

#### **d.Course Syllabus**

**Total : 60 Hours**

<b>DEFINING A RESEARCH PROBLEM</b>	<b>12</b>
Meaning of Research - Objectives - Types of Research - Research Process - Criteria for Good Research - What is a research problem? – Selecting the problem - Necessity for defining the problem - Technique involved in defining a problem.	
<b>RESEARCH DESIGN</b>	<b>12</b>
Meaning of Research Design - Need for Research Design - Features of Research Design - Different Research Designs - Census and Sample Survey - Implications of a Sample Design - Steps in Sampling Design - Criteria of Selecting a Sampling procedure - Characteristics of a good sample design - Different types of sample designs.	
<b>MEASUREMENT AND SCALING TECHNIQUES</b>	<b>12</b>
Measurement Scales - Sources of Error in Measurement - Tests of Sound Measurement - Scaling - Meaning - Scale Classification Bases - Important Scaling Techniques - Scale Construction Techniques.	
<b>METHODS OF DATA COLLECTION</b>	<b>12</b>
Collection of Primary Data - Observation Method - Interview Method - Collection of Data through questionnaire - collection of data through schedule - Difference between Questionnaires and Schedules - Other methods of Data Collection - Collection of Secondary Data - Selection of Appropriate Method for Data Collection.	
<b>REPORT WRITING</b>	<b>12</b>
Meaning - Significance of Report Writing - Steps in Report Writing - Layout of Research Report - Types of Report - Precautions for Writing research report	

#### **e. Learning Activities:**

1. To Define the research problem, objectives, and research questions by picking up real-life business problem
2. To write a brief research proposal including research problem, objectives, hypothesis, methodology, data collection tools, and timeline.

3. Design a short questionnaire for a real topic (e.g., consumer preferences, job satisfaction).
4. Give students a small dataset and ask them to analyse using Excel/SPSS, draw basic charts, and interpret findings.
5. Present a summary of their research plan or findings by poster or slide presentation to the class.

**f. Learning Resources**





- Kumar, R. (2022). *Research methodology: A step-by-step guide for beginners* (5th ed.). SAGE Publications.
- Sekaran, U., & Bougie, R. (2020). *Research methods for business: A skill-building approach* (8th ed.). Wiley.
- Kothari, C. R., & Garg, G. (2019). *Research methodology: Methods and techniques* (4th ed.). New Age International Publishers.
- Cooper, D. R., & Schindler, P. S. (2019). *Business research methods* (12th ed.). McGraw-Hill Education.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods* (9th ed.). Cengage Learning.

**Web Resources:**

1. Research Methodology by Prof. Rajendra Kumar – A free e-book and notes site
2. Saylor Academy – Free courses related to Business Research and Statistics.

**g. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3					3		
<b>CO2</b>	3	3					3		
<b>CO3</b>	3	3			3		3		
<b>CO4</b>	3	3			3		3		
<b>CO5</b>	3	3					3		
<b>CO6</b>	3	3							
<b>Mapping Strength (Course)</b>	3	3			1		3		

Course Code	Course Name	L	T	P	C
U24BB303	Management Information System	4	0	0	4
	Sustainable Development Goals				

**Category:** Major core course

**a. Preamble**

This course equips students with knowledge of information systems in organizations, emphasizing how MIS supports managerial decision-making, strategic planning, and competitive advantage. Students will learn to analyze, design, and leverage information systems for efficient business operations.

**b. Pre-requisite**

Basic knowledge of business processes.

**c. Course Outcomes**

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

COs	Course Outcome	Knowledge Level
CO1	<b>Define</b> MIS concepts, components, and ethical issues.	K1
CO2	<b>Explain</b> MIS structure, strategic role, and competitive advantage.	K2
CO3	<b>Apply</b> tools and techniques to assess business information needs and design simple MIS frameworks.	K3
CO4	<b>Analyze</b> system development methodologies (SDLC, Agile) and functional IS.	K4
CO5	<b>Evaluate</b> emerging trends (AI, big data, cloud, BPO) and their impact on business.	K5
CO6	<b>Evaluate</b> the role of MIS in gaining competitive advantage and driving business strategy.	K5

## **d.Course Syllabus**

**Total : 60 Hours**

### **INTRODUCTION TO MANAGEMENT INFORMATION SYSTEM 12**

Definition and importance of MIS, Components of MIS, Types of Information Systems, The Role of Information Systems in Organizations, How MIS supports business function, Information for decision-making.

### **SYSTEMS & STRATEGIC INFORMATION SYSTEMS 12**

Concept, strategic role of MIS, Categories of Information Systems (TPS, MIS, DSS, ESS), Strategic information systems for competitive advantage ,Value Chain Analysis: role of MIS in primary & support activities.

### **IT INFRASTRUCTURE: COMPUTERS, DBMS & CLOUD 12**

Data fundamentals- hardware, software, input/output, storage. Types of data: Structured vs. Unstructured.. Data storage solutions- Databases, data warehouses, and cloud storage. Overview of Data Analytics. Data Analytics Tools

### **SYSTEMS DEVELOPMENT & FUNCTIONAL APPLICATIONS 12**

Phases of System development life cycle (SDLC), MIS design approach -Agile vs. Waterfall methodologies, Role of users in system development, Functional information systems- HR, marketing, production, finance, ERP systems overview.

### **CONTEMPORARY TRENDS & ISSUES IN MIS & FUTURE 12**

Overview of current trends- Cloud computing, Artificial Intelligence (AI), Big Data, Impact of emerging technologies on MIS, Threats to information systems: Malware, phishing, insider threats, Security measures- Firewalls, encryption, access controls. The Future of MIS - Trends shaping the future of MIS: machine learning, blockchain, The role of MIS in digital transformation

#### **e. Learning Activities:**

1. Case Studies: Analyze real-world examples of how organizations use MIS for competitive advantage and strategic decision-making.
2. Value Chain Mapping: Students prepare a value chain for a selected company, identifying where MIS adds value in primary & support activities.





3. SDLC Simulation: Groups role-play phases of system development for a small business problem, choosing Agile or Waterfall approaches.
4. Tech Trend Presentation: Each group explores an emerging technology (AI, IoT, Big Data, Cloud) and presents its impact on MIS.
5. Security Drill: Discuss cyber threats through short scenarios and propose appropriate MIS security measures (firewalls, encryption, access controls).

**f. Learning Resources:**

- O’Brien, J. A., Marakas, G. M., & Behl, R. (2019). *Management information systems*. McGraw-Hill Education.
- Laudon, K. C., & Laudon, J. P. (2018). *Management information systems: Managing the digital firm* (15th ed.). Pearson Education.
- Jawadekar, W. S. (2013). *Management information systems*. Tata McGraw-Hill Education.
- O’Brien, J. A., & Marakas, G. M. (2011). *Management information systems* (10th ed.). McGraw-Hill Education.

**g. Mapping of COs with POs and PSOs**

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3		1			2		
CO2	3	3					2		
CO3	3	3			2		2		
CO4	3	3			2			1	
CO5	3	3	1		2				1
CO6	3	3	1		2				1
<b>Mapping Strength (Course)</b>	3	3	1	1	2		2	1	1

Course Code	Course Name	L	T	P	C
U24BH304	Event Management	3	0	0	3
	<b>Sustainable Development Goals</b>				

**Category:** Minor Core Course

**a. Preamble**

This course introduces students to the dynamic field of Event Management, encompassing the planning, execution, and evaluation of events across various domains such as corporate, cultural, and social. It aims to develop students' strategic, organizational, and promotional skills by blending theoretical knowledge with practical insights, preparing them to conceptualize and manage real-time events effectively and ethically.

**b. Pre-requisite:** Nil.

**c. Course Outcomes**

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

COs	Course Outcome	Knowledge Level
CO1	<b>Explain</b> the scope and importance of event management and identify various types of events.	K2
CO2	<b>Describe</b> the steps involved in event planning, including theme selection, budgeting, and scheduling.	K2
CO3	<b>Explain</b> the use of media, advertising, and public relations in event promotion.	K2
CO4	<b>Describe</b> the operational aspects of events including logistics, coordination, and vendor management.	K2
CO5	<b>Summarize</b> the legal, ethical, and risk management considerations in event organization.	K2
CO6	<b>Discuss</b> post-event evaluation techniques and the importance of feedback in improving future events.	K2

#### **d. Course Syllabus**

**Total : 45 Hours**

#### **INTRODUCTION TO EVENT MANAGEMENT 9**

Definition and evolution – Importance and scope – Categories of events: Corporate, Cultural, Sports, Exhibitions, Social, Virtual – Roles and responsibilities of event managers – Emerging trends

#### **EVENT PLANNING & DESIGN 9**

Conceptualizing the event – Setting objectives – Budgeting – Time-line and scheduling – Site selection and venue layout – Coordination with stakeholders – Preparing event proposals.

#### **MARKETING & PROMOTION OF EVENTS 9**

Marketing mix for events – Branding – Sponsorship strategies – Public relations and media management – Digital and social media – Advertising and promotions.

#### **EVENT OPERATIONS & LOGISTICS 9**

PERT and CPM — Difference between PERT and CPM- Constructing network-Critical path, Various floats, Three-time estimates for PERT.

#### **LEGAL, ETHICAL & POST-EVENT EVALUATION 9**

Licenses and permissions – Insurance – Legal compliance – Ethics in event management – Feedback collection – ROI and success metrics – Event reporting and documentation.

#### **e. Learning Activities:**

1. Case Study Discussion:Analyze real-life events (success/failure) and explain key management decisions, operations, and promotional strategies.
2. Group Presentation:Each group presents on an event type (e.g., wedding, sports, corporate) and describes planning and execution aspects.
3. Classroom Discussion on Event Scenarios:Given a hypothetical scenario, students describe the planning and risk considerations involved.

4. Event Reflection Report: Attend or observe an event and submit a summary on theme, organization, and audience engagement.

**f. Learning Resources**





1. Singh, S. (2013). *Event marketing and management*. Vikas Publishing House.
2. Singh, S. R. (2010). *Event management*. Vikas Publishing House.
3. Allen, J. (2009). *The business of event planning*. Wiley.
4. Gaur, D. (2009). *Event management and planning*. Kalpaz Publications.

**g. Web Resources:**

1. <https://eventmarketer.com>
2. <https://www.eventmanagerblog.com>
3. <https://www.eventbrite.com/blog>
4. YouTube TEDx talks and expert panel discussions on event industry trends.

**h. Mapping of COs with POs and PSOs**

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
<b>CO1</b>	3	3	3	3	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3		3	3	3
<b>CO4</b>	3	3	3	3	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3	3	3	3
<b>CO6</b>	3	3	3	3	3	3	3	3	3
<b>Mapping Strength (Course)</b>	3	3	3	3	3	3	3	3	3

Course Code	Course Name	L	T	P	C
U24BB7XXX	BUSINESS PLAN	3	0	0	3
	<b>Sustainable Development Goals</b>				

**Category:** Open Elective

**a. Preamble**

The **Business Plan** course is designed to equip BBA students with a comprehensive understanding of the entrepreneurial process, from idea generation to the creation and evaluation of a complete business plan. This course emphasizes practical learning and strategic thinking, enabling students to identify viable business opportunities, assess market feasibility, and prepare detailed feasibility reports.

**b. Pré-requisite** Nil.

**c. Course Outcomes**

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

COs	Course Outcome	Knowledge Level
CO1	<b>Explain</b> the business environment and idea generation.	K2
CO2	<b>Explain</b> the marketing feasibility.	K2
CO3	<b>Build</b> the feasibility plan	K3
CO4	<b>Construct</b> a detailed business plan	K3
CO5	<b>Explain</b> the components of project appraisal	K2
CO6	<b>Evaluate</b> the viability and impact of the overall business plan and project..	K6

## **d.Course Syllabus**

**Total : 45 Hours**

### **BUSINESS IDEA**

**9**

Scanning of environment – Evaluation of factors- Sensing opportunities- Harnessing different sources of knowledge and information – Generation of ideas – Different between ‘Basic Ideas’ and post scanning ideas – identification of Business opportunities.

### **MARKETING FEASIBILITY**

**9**

Marketing survey & Assessment – Demand, supply and nature of competition – cost and price of products – project Innovation and changes. Feasibility study – Identification of applicable Entrepreneurial opportunities. Selection of an Enterprise –Identification of product or service – Identifying problems and opportunities – Defining business idea

### **FEASIBILITY PLAN**

**9**

Data collection for setting up small ventures – preparing to set up a small-scale enterprise- Assessing opportunities [Financial, Economic Feasibilities, Technical, legal, managerial, locational and other feasibilities] – preliminary screening and preparation of detailed feasibility plan. Main feature of feasibility plan.

### **BUSINESS PLANNING**

**9**

Importance, levels, purpose-steps in business planning- Elements/ components of a business plan- planning location of the industry: factors for reckoning – sourcing process: Raw materials, machineries and equipment’s- Infrastructure: land & building – water & power . planning production – pricing – paying back loans and profit generation – Project Report Preparation and Appraisal.

### **Business Startup**

**9**

Introduction to Startups – meaning, characteristics, and significance - Idea generation and opportunity recognition - Business Model Canvas (BMC) and value proposition - Sources of finance for startups – angel investors, venture capital, crowdfunding, government support - Legal aspects – business registration, IPR basics- Growth strategies and challenges of startups

#### e. Learning Activities:





- Start-up pitch.
- Business model canvas preparation.
- Financial plan drafting.
- investor presentation.
- Field survey or online survey project. SWOT analysis of a chosen product.
- Group project: prepare a mini feasibility report
- Hands-on workshop: Drafting a business plan.

#### f. Learning Resources

- Gupta, C. B., & Khanka, S. S. (2014). *Entrepreneurship and small business management* (5th ed.). Sultan Chand & Sons.
- Khanka, S. S. (2013). *Entrepreneurial development*. S. Chand & Company Ltd.
- Suresh, J. (2011). *Entrepreneurial development*. Margham Publications.

#### g. Mapping of COs with POs and PSOs

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3							3
CO2	3	3			2			2	3
CO3	3	3			2			2	3
CO4	3	3			2			2	3
CO5	3	3			2				3
CO6		3			2			2	
Mapping Strength (Course)	3	3			2			2	3

Course Code	Course Name	L	T	P	C
U24BB7XX	HUMAN RESOURCES MANAGEMENT	3	0	0	3
	Sustainable Development Goals				

**Category:** Open Elective

**a. Preamble**

The Human Resource Management (HRM) course is designed to introduce BBA students to the fundamental principles and practices involved in managing human capital within an organization. As future business professionals, students must understand the strategic and operational roles of HRM in building competitive advantage and fostering organizational success.

**b. Pré-requisite**

**c. Course Outcomes**

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

COs	Course Outcome	Knowledge Level
CO1	<i>Explain</i> the managerial and operative functions	K2
CO2	<i>Compare</i> the Job Analysis and Job Evaluation	K2
CO3	<i>Explain</i> the steps involved in Human Resource Planning	K2
CO4	<i>Compare</i> different sources of recruitment and explain the selection process	K2
CO5	<i>Explain</i> the concept, importance, methods of training and performance appraisal system.	K2
CO6	<i>Demonstrate</i> the HRM concepts to real-world business cases to demonstrate the relevance of HR practices in organizational effectiveness..	K3

## **d.Course Syllabus**

**Total : 45 Hours**

### **INTRODUCTION TO HRM**

**9**

Human Resource - Definition – Characteristics and Objectives – Difference between Personnel Management & Human Resource Management - Principles of HRM– Functions of HRM – Managerial and Operative Functions.

### **JOB ANALYSIS AND EVALUATION**

**9**

Job Analysis - Meaning - Skills and Capabilities required - Advantages of Job Analysis - Job Description - Specimen of Job Description Statement - Job Specification - Specimen of Job Specification Statement - Job Evaluation - Objectives - Methods of Job Evaluation - Advantages and Limitations

### **HUMAN RESOURCE PLANNING**

**9**

Meaning - Definition - Importance - Objectives - Factors influencing Human Resource Plan - Limitations - Steps involved in Human Resource Planning

### **RECRUITMENT & SELECTION**

**9**

Recruitment - Meaning - Definition - Sources of Recruitment - Selection - Steps involved in selection of candidates - Specimen of Application Blank - Preliminary Interview - Test - Types of Tests - Interview - Guidelines for making the interview successful - Types of Interviews

### **TRAINING & PERFORMANCE APPRAISAL**

**9**

Training - Meaning - Need for Training - Importance of Training - Process of Training - Methods of Training - Merits and Demerits - Performance Appraisal - Meaning - Features - Advantages - Methods of performance appraisal - Steps to make performance appraisal effective.

#### **e. Learning Activities:**

- 1.Classroom discussion on HRM vs Personnel Management - Case let analysis on HR functions in Indian companies
2. Comparative chart presentation on job evaluation methods Students act as managers who must allocate limited resources (e.g., drivers to delivery zones) and solve unbalanced assignment problems.

4. Flowchart creation for HR planning steps.

5. Role-play of an interview panel. Designing a recruitment plan for a startup.

**f. Learning Resources**

- Jayasankar, J. (2022). Human resource management. Margham Publications.
- Gupta, C. B. (2017). Human resource management. Sultan Chand & Sons.





**Web Resources:**

1. [SHRM.org](http://SHRM.org) – Society for Human Resource Management (global HR articles and updates)

2. [PeopleMatters.in](http://PeopleMatters.in) – Indian HR news, case studies, and HRM trends

**g. Mapping of COs with POs and PSOs**

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3							3
CO2	3	3			3				3
CO3	3	3			3				3
CO4	3	3			3				3
CO5	3	3			3				3
CO6	3	3			3				
<b>Mapping Strength (Course)</b>	3	3			3				3

Course Code	Course Name	L	T	P	C
U24BB7XX	RETAILING	3	0	0	3
	<b>Sustainable Development Goals</b>				

**Category:** Open Elective

**a. Preamble**

The Retailing course is designed to provide BBA students with a comprehensive understanding of the dynamic retail industry, which forms a crucial part of the global economy. As consumer behaviour, technology, and business models evolve, retailing has emerged as a critical area of study for future business leaders. This course introduces students to the fundamental concepts of retailing, retail models, and strategic planning. It explores both Indian and global retail markets.

**b. Pre-requisite;** Nil.

**c. Course Outcomes**

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

COs	Course Outcome	Knowledge Level
CO1	<i>Explain</i> the concept of retail	K2
CO2	<i>Explain</i> the retail model	K2
CO3	<i>Explain</i> the strategic planning in retailing	K2
CO4	<i>Explain</i> the retail in India	K2
CO5	<i>Explain</i> the Global Retail Markets	K2
CO6	<i>Explain</i> trends, opportunities, and the impact of FDI in retail both in India and globally.	K2

#### **d.Course Syllabus**

**Total : 45 Hours**

#### **INTRODUCTION TO RETAIL**

**9**

Meaning – Functions and Characteristics of a Retailer– Reasons for studying. Retailing– Marketing - Retailer Equation – Marketing concepts applied to retailing – Retailing as a career–Trends in Retailing.

#### **RETAIL MODEL AND THEORIES OF RETAIL DEVELOPMENT**

**9**

Retail Model and Theories of Retail Development – Life cycle and phases in growth of retail markets –Business models in retail–other Retail models.

#### **STRATEGIC PLANNING IN RETAILING**

**9**

Strategic Planning in Retailing: Situation Analysis–Objectives Identifying consumer needs– Overall strategy, feedback and control – consumer decision-making process

#### **RETAIL IN INDIA**

**9**

Retail in India: Evolution and Size of retail in India–Drivers of retail change in India– Foreign Direct Investment in retail–Challenges to retail developments in India.

#### **GLOBAL RETAIL MARKETS**

**9**

Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors influencing the success of a global retailing strategy.

#### **e. Learning Activities:**

- Virtual Store Visits.
- Virtual Role Play through Zoom/Google Meet.
- Retail Analytics Assignments.
- Creation of a simple online store using social media platforms.
- Online Presentations on Retail Start-up Pitches.
- Online Quizzes & Polls.

#### **f. Learning Resources**

1. Strategy workshop: Create a strategic retail plan.
2. NPTEL videos on Introduction to Retail Management.




3. Research articles on retail development theories.
4. *Integrated Retail Management* by James R. Ogden & Denise Ogden.
5. [IBEF.org](http://IBEF.org) (Retail Sector Overview), [RBI.org] reports.

**g. Web Resources:**

- a. NPTEL - Retail Management (Free video lectures)  
 <https://nptel.ac.in/courses/110105105>
- b. Smart Insights – Retail Business Models  
 <https://www.smartinsights.com>
- c. PwC – Global Consumer and Retail Trends Reports  
 <https://www.pwc.com/gx/en/industries/consumer-markets.html>

**g. Mapping of POs with COs**

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3							2
CO2	3	3							2
CO3	3	3			1				2
CO4	3	3				1		1	2
CO5	3	3				1	1		
CO6	3	3			1	1	1		
<b>Mapping Strength (Course)</b>	3	3			1	1	1	1	2

Course Code	Course Name	L	T	P	C
U24BH901	Front Office Management	3	0	0	3
	Sustainable Development Goals				

**Category:**Programme Elective

**a. Preamble**

This course introduces students to the principles, functions, and operations of the front office in hospitality establishments. It emphasizes guest cycle management, reservations, registration, billing, and check-out procedures. The course also includes the use of front office technology, customer service skills, and coordination with other hotel departments to ensure guest satisfaction and efficient operations.

**b. Pre-requisite Nil.**

**c. Course Outcomes**

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

COs	Course Outcome	Knowledge Level
CO1	<b>Explain</b> the roles, functions, and organizational structure of the front office department.	K2
CO2	<b>Describe</b> the guest cycle and apply front office procedures for reservations, registration, and check-out.	K3
CO3	<b>Apply</b> standard operating procedures for managing front office functions effectively.	K3
CO4	<b>Analyse</b> guest handling techniques and complaint resolution methods.	K4
CO5	<b>Use</b> property management systems for managing guest data and reservations.	K3
CO6	<b>Evaluate</b> the coordination between front office and other departments for seamless service delivery.	K5

#### **d.Course Syllabus**

**Total : 45 Hours**

##### **Introduction to Front Office**

**9**

Role and importance of the front office in hotels, organizational structure, inter-departmental relationships, attributes of front office staff.

##### **Guest Cycle Management**

**9**

Pre-arrival, arrival, occupancy, and departure stages; Reservation procedures, registration, and check-in/check-out procedures.

##### **Front Office Operations**

**9**

Tariff structure, modes of payment, front office accounting, guest history records, night auditing, handling complaints.

##### **Guest Relations**

**9**

Customer service principles in front office, Handling guest complaints and feedback, Managing VIP guests and special requests, Cultural sensitivity and service personalization

##### **Front Office Technology**

**9**

Property Management System (PMS), reservation software, billing software, key card systems, call management, and digital check-ins. Coordination with housekeeping, food and beverage, and maintenance departments; handling VIP guests, guest loyalty programs, service recovery.

#### **e. Learning Activities:**

- Role Play: Simulate guest handling situations including check-in/check-out, reservation issues, and complaint resolution.
- Case Study: Analyze a real hotel's front office system and suggest improvements.
- Software Practice: Use a demo version of PMS software for managing guest data and transactions.
- Group Assignment: Prepare a front office SOP manual for a 3-star hotel.
- Industry Talk: Session with a front office manager on real-time challenges and trends.

**f. Learning Resources:**




1. **Andrews, S. (2021).** *Front Office Management and Operations*. McGraw-Hill Education.
2. **Walker, J. R. (2020).** *Introduction to Hospitality Management*. Pearson Education.
3. **Negi, J. (2019).** *Front Office Operations*. S. Chand Publishing.
4. **Kasavana, M. L., & Brooks, R. M. (2017).** *Managing Front Office Operations*. AHLEI, 10th Edition.

**g. Web Resources:**

- Hospitality Net – <https://www.hospitalitynet.org>
- Hotel Management Tutorials – [https://www.tutorialspoint.com/hotel\\_front\\_office\\_management/](https://www.tutorialspoint.com/hotel_front_office_management/)
- AHLEI Learning Portal – <https://www.ahlei.org>

**h. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	3	3	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3	3	3	3
<b>CO6</b>	3	3	3	3	3	3	3	3	3
<b>Mapping Strength (Course)</b>	3	3	3	3	3	3	3	3	3

Course Code	Course Name	L	T	P	C
U24BH902	Housekeeping Management	3	0	0	3
	Sustainable Development Goals				

**Category:** Programme Elective

**a. Preamble**

This course equips students with the knowledge and practical skills needed for managing housekeeping operations in hospitality establishments. It covers cleaning procedures, room maintenance, laundry operations, inventory control, and hygiene standards. The course emphasizes quality service delivery, eco-friendly practices, and interdepartmental coordination.

**b. Pre-requisite** Nil.

**c. Course Outcomes**

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

COS	Course Outcome	Knowledge Level
CO1	Understand the role, functions, and organizational structure of the housekeeping department.	K2
CO2	Describe the cleaning procedures, surface care, and maintenance routines in hospitality settings.	K2
CO3	Apply standard operating procedures for linen and laundry management.	K3
CO4	Analyze inventory management, budgeting, and cost control practices in housekeeping operations.	K4
CO5	Use housekeeping checklists and technology tools for quality control and guest satisfaction.	K3
CO6	Evaluate the coordination between housekeeping and other departments for efficient operations.	K4
K1- Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create		

#### **d.Course Syllabus**

**Total : 45 Hours**

<b>Introduction to Housekeeping Operations</b>	<b>9</b>
Importance of housekeeping in hospitality, Organizational structure and duties, Interdepartmental relationships	
<b>Cleaning Procedures and Surface Care</b>	<b>9</b>
Cleaning agents and equipment, Standard cleaning methods for rooms, public areas, and back-of-house, Deep cleaning and special cleaning tasks	
<b>Linen and Laundry Operations</b>	<b>9</b>
Linen room layout and functions, Laundry workflow, linen cycle, stain removal, Handling guest laundry and uniforms	
<b>Inventory Control and Budgeting</b>	<b>9</b>
Classification of housekeeping inventories, Budget planning and cost control, Purchasing procedures and stocktaking	
<b>Housekeeping Tools and Quality Control</b>	<b>9</b>
Housekeeping software tools, Room inspection checklists, Guest feedback and service quality audits, Coordination with front office, maintenance, and F&B departments, Eco-friendly housekeeping practices, Waste reduction and resource conservation	

#### **e. Learning Activities:**

- Role Play: Simulate room inspection and housekeeping briefing.
- Lab Activity: Practice cleaning procedures and bed-making standards.
- Case Study: Analyze housekeeping performance metrics in a hotel.
- Group Assignment: Prepare a linen inventory control plan for a medium-sized hotel.
- Expert Talk: Session by an executive housekeeper on sustainability and service quality.

#### **c. Learning Resources:.**

1. Raghubalan, G., & Raghubalan, S. (2015). *Hotel housekeeping: Operations and management*. Oxford University Press.

2. Branson, J., & Lennox, M. (2006). *Hotel, hostel and hospital housekeeping*. Hodder Education.
3. Singh, M., & George, J. B. (2021). *Housekeeping operations, design and management*. Jaico Publishing.
4. Andrews, S. (2020). *Textbook of hotel housekeeping management and operations*. Tata McGraw-Hill Education.
5. Raghubalan, G., & Raghubalan, S. (2015). *Hotel housekeeping: Operations and management*. Oxford University Press.
6. Branson, J., & Lennox, M. (2006). *Hotel, hostel and hospital housekeeping*. Hodder Education.

**g. Web Resources:**





- Hospitality Net – <https://www.hospitalitynet.org>
- India Housekeeping Network – <https://www.ihhm.in>
- TutorialsPoint – [https://www.tutorialspoint.com/hotel\\_housekeeping](https://www.tutorialspoint.com/hotel_housekeeping)

**h. Mapping of COs with POs and PSOs**

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
<b>CO1</b>	3	3	3	3	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3	3	3	3
<b>CO6</b>	3	3	3	3	3	3	3	3	3
<b>Mapping Strength (Course)</b>	3	3	3	3	3	3	3	3	3

## SEMESTER VI

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
<b>Theory</b>						
1	U24BB351	Entrepreneurship and Startup Ecosystem	3	1	0	4
2	U24BH352	Tourism Management	3	1	0	4
3	U24BB353	Operations Management	3	1	0	4
4	U24BB354	Business Analytics	3	1	0	4
5	U24BB8XX	Online Course	3	0	0	3
6	U24BH951	Convention Management Event Planning and Marketing	3	0	0	3
	U24BH952		3	0	0	3
<b>Practical</b>						
7	U24BB355	Capstone Project	0	0	4	2
<b>Audit Course</b>						
8	U24AUXXX	Audit Course – II	--	--	--	--
Total			18	4	4	24

Course Code	Course Name	L	T	P	C
U24BB351	Entrepreneurship and Startup Ecosystem	3	0	0	3
SDG's					

**Category:** Main core course

**a. Preamble**

The course "**Foundations of Start-up**" is designed to provide students with a comprehensive understanding of the entrepreneurial process, from idea generation to the successful management and expansion of new ventures. The course further explores strategic approaches, business models, and competencies essential for start-up success. Through practical exposure to business planning, environmental analysis, and legal and financial frameworks, students will gain insights into real-world challenges and opportunities.

**b. Pre-requisite:** None.

**c. Course Outcomes**

After successfully completing the course, the students will be able to

COs	Course Outcome	Knowledge Level
CO1	<b>Explain</b> the concept of entrepreneurship and identify the dimensions and resources required to establish a start-up.	K2
CO2	<b>Explain</b> the entrepreneurial strategies and various business models, and develop the entrepreneurial competencies.	K2
CO3	<b>Analyze</b> the schematic of the new venture's environment and understand the elements of business plan.	K4
CO4	<b>Analyze</b> the various sources of finance for a new venture and role of central and state government in promoting entrepreneurship	K4
CO5	<b>Analyze</b> the institutions supporting the business enterprises at central level institutions, state level institutions, and other agencies.	K4
CO6	<b>Explain</b> their importance in promoting entrepreneurship and small-scale industries.	K2

#### d. Course Syllabus

**Total : 45 Hours**

#### **Foundations of Start-up** **9**

Concept of Entrepreneur - Features - Types - Functions - Entrepreneurship - Characteristics - Evolution - Entrepreneurial process - Dimensions and Paradoxes - Attributes of Strategic Resources - Approaches - Social Entrepreneur - Women Entrepreneur - Role of entrepreneurship in economic development - Constraints for the growth of entrepreneurial culture - Start-up success stories.

#### **Entrepreneurial Strategies and Competencies** **9**

Business Models and Strategy - Entry Wedges - Resource-Based Strategies - Information Rules Strategies - Strategy and Industry Environments - Crafting and Evaluating Strategy - Entrepreneurship competencies - qualities of a successful entrepreneur - Entrepreneurial traits - Developing competencies - Tools of assessment - Institutional Framework - Role of SSI Sector in the Economy - Failure, Causes and Preventive Measures.

#### **Start-up Environment and Business Plan** **9**

Schematic of the New Venture's Environment - Processes of Business Environment Analysis - Political, Governmental, Stakeholder, Technological, Macroeconomic, Socio-demographic, Competitive and Competitor Analysis - Elements of Business plan - Feasibility study - Critiquing the plan - Formalities and procedures in registration of a business - Regulatory norms and legal aspects - Format and presentation of report – Marketing strategies.

#### **Managing New Venture and Financing** **9**

Preparing for the new venture launch - New venture expansion strategies - Venture Capital and Angel Investment - Importance and Benefits - Sources of Investment - Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax concessions. **Institutional Financial Support** **9**

Institutions supporting the small business enterprises: Central level institutions, state level institutions, other agencies. District Industries Centers (DICs) - Industrial Development Corporation (IDC) - State Financial Corporation (SFCs) - Small Scale

Industries Development Corporations (SSIDCs) - Khadi and Village Industries Commission (KVIC) - Technical Consultancy Organization (TCO) - Small Industries Service Institute (SISI) - National Small Industries Corporation (NSIC) - Small Industries Development Bank of India (SIDBI) - NBFC's in India –MSME.

**e. Activities**





- Case Study Discussion: Analyze stories of successful Indian startups
- Case Study Discussion: Analyze stories of Failure Indian startups
- Business Plan Writing: Students draft a mini business plan in teams.
- Guest Lecture / Webinar: Invite a startup founder or legal expert to speak on registration & compliance.
- Field Visit / Virtual Tour: Visit a DIC, SIDBI branch, or incubation center.

**f. Learning Resources**

- Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2019). *Entrepreneurship* (11th ed.). McGraw-Hill Education.
- Charantimath, P. M. (2018). *Entrepreneurship development and small business enterprises* (3rd ed.). Pearson Education.
- Zacharakis, A., Bygrave, W. D., & Corbett, A. C. (2016). *Entrepreneurship* (4th ed.). Wiley.
- Desai, V. (2016). *Small-scale enterprises and entrepreneurship ecosystem* (6th ed.). Himalaya Publishing Hous

**g. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	2				2		
<b>CO2</b>	3	3	2				2		3
<b>CO3</b>	3	3		2	2			2	
<b>CO4</b>	3	3			2			2	3
<b>CO5</b>	3	3			2	2		2	
<b>CO6</b>		3				2		2	3
<b>Mapping Strength (Course)</b>	3	3	2	2	2	2	2	2	3

Course Code	Course Name	L	T	P	C
U24BH352	TOURISM MANAGEMENT	3	0	0	3
	Sustainable Development Goals				

**Category:** Major Core course

**a. Preamble**

The discipline of Tourism Management equips learners with the knowledge, skills, and competencies required to manage and develop tourism resources effectively. It blends concepts from management, hospitality, heritage, environment, and community engagement to prepare professionals who can contribute meaningfully to the tourism sector.

**b. Pre-requisite** Nil.

**c. Course Outcomes**

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

Cos	Course Outcome	Knowledge Level
CO1	<b>Explain</b> the concepts, forms, and significance of tourism.	K2
CO2	<b>Explain</b> the components of the tourism industry and their interrelations.	K2
CO3	<b>Analyze</b> the economic, cultural, and environmental impacts of tourism.	K4
CO4	<b>Explain</b> the managerial principles in planning and organizing tourism operations.	K2
CO5	<b>Analyze</b> tourism marketing strategies and sustainable tourism practices.	K4
CO6	<b>Explain</b> the policies, agencies, and challenges in Indian and global tourism.	K2

## **d.Course Syllabus**

**Total : 45 Hours**

### **TOURISM CONCEPT AND FORMS 9**

Definition and scope of tourism – Types and forms of tourism – Tourism system – Importance of tourism – Tourist motivations and typologies.

### **TOURISM INDUSTRY COMPONENTS 9**

Attractions, Accessibility, Accommodation, Amenities – Role of intermediaries – Tourism products and services – Tourism chain and stakeholders

### **IMPACTS OF TOURISM 9**

Economic, socio-cultural, and environmental impacts – Positive and negative effects – Sustainable tourism – Case studies.

### **TOURISM MANAGEMENT AND OPERATIONS 9**

Economic, socio-cultural, and environmental impacts – Positive and negative effects – Sustainable tourism – Case studies.

### **TOURISM MANAGEMENT AND OPERATIONS 9**

Principles of management applied to tourism – Tourism planning and development – Event and destination management – Crisis management in tourism.

### **e. Learning Activities:**

- Tourism Concepts Poster Making- Students create posters illustrating different types and forms of tourism with examples
- Tourism Components Mapping Project- Groups map the 4 A's (Attraction, Accessibility, Accommodation, Amenities) with real-world case examples.
- Impact Analysis Field Visit Report- Students visit a nearby tourist destination and write a report on economic, social, and environmental impacts.
- Tour Package Design Activity- Groups plan and present a tourism package including budgeting, itinerary, and services offered.
- Tourism Crisis Management Case Study- Analyze and present a real case where tourism faced a crisis (e.g., COVID-19, natural disasters).

**f. Learning Resources:**





1. Sethi, P. (2021) – Tourism Management, Sterling Publishers, New Delhi. Covers foundational concepts, forms, and operations of tourism.
2. Bhatia, A.K. (2020) – Tourism Development: Principles and Practices, Sterling Publishers, New Delhi. Great for understanding tourism policies, planning, and development in India.
3. Goeldner, C.R. & Ritchie, J.R.B. (2019) – Tourism: Principles, Practices, Philosophies, Wiley India. In-depth international perspective on tourism trends and theory.
4. Page, S.J. (2017) – Tourism Management: An Introduction, Routledge, UK. Useful for beginners and management application in tourism.

**g. Web Resources:**

1. UNWTO (World Tourism Organization)
  - <https://www.unwto.org>
  - For global tourism data, reports, and trends.
2. Incredible India (Ministry of Tourism)
  - <https://www.incredibleindia.org>
  - Learn about Indian destinations, campaigns, and tourism policies.
3. IATA (International Air Transport Association)
  - <https://www.iata.org>
  - Aviation and travel industry updates.

#### **h. Mapping of POs with Cos**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	3	3	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3	3	3	3
<b>CO6</b>	3	3	3	3	3	3	3	3	3
<b>Mapping Strength (Course)</b>	3	3	3	3	3	3	3	3	3

Course Code	Course Name	L	T	P	C
U24BB353	Operations Management	4	0	0	4
<b>Sustainable Development Goals</b>					

**Category:** Major core course

### a. Preamble

Operations Management is a key discipline that enables the efficient transformation of resources into quality goods and services. It equips students with analytical, strategic, and practical skills to improve processes across manufacturing, logistics, and service sectors. Emphasizing productivity, sustainability, and innovation, the subject prepares future professionals to drive organizational excellence while aligning with ethical practices and Sustainable Development Goals (SDGs).

### b. Pre-requisite

A basic understanding of business functions such as marketing, finance, and human resource management is recommended. Familiarity with fundamental concepts of mathematics, statistics, and decision-making processes will help students grasp analytical tools and operational models effectively. Additionally, prior exposure to principles of management will enhance learning outcomes.

### c. Course Outcomes

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

COs	Course Outcome	Knowledge Level
CO1	<b>Remember</b> Recall fundamental concepts and principles of operations management, including production systems, process types, and productivity measures.	K1
CO2	<b>Explain</b> the role of operations management in manufacturing and service sectors, and its integration with	K2

	other business functions.	
CO3	<b>Apply</b> appropriate tools and techniques such as forecasting, capacity planning, and inventory models to solve operational problems.	K3
CO4	<b>Explain</b> operational processes in supply chain and production systems to understand inefficiencies and areas for improvement.	K2
CO5	<b>Explain</b> operational strategies using quality, cost, time, and flexibility dimensions to support data-driven decision-making.	K2
CO6	<b>Explain</b> innovative, sustainable, and ethical operational strategies that enhance organizational performance and align with SDGs	K2

#### **d.Course Syllabus**

**Total : 45 Hours**

#### **Introduction to Operations Management 9**

Introduction: Nature and Scope of Operations Management. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.

#### **Layout 9**

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

#### **Planning & Control in Operations 9**

Production and Inventory Control: Basic types of production – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP).JIT.

#### **Methods Analysis and Work Measurement 9**

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

#### **Service Operations Management 9**

Service Operations Management: Introduction – Types of Service – Service Encounter –Service Facility Location – Service Processes and Service Delivery.

#### **e. Learning Activities:**

1. Instructor-led explanations of OM concepts followed by Q&A and peer interaction. Build foundational knowledge (e.g., process types, production systems).
2. Improve operational decision-making under dynamic conditions. he Beer Game (supply chain), MRP spreadsheet model, layout planning.
3. Develop analytical skills using operations formulas and real data. Excel models

for EOQ, demand forecasting, break-even analysis.

4. Bridge academic learning with industry expectations. Industry 4.0, Lean Six Sigma, Green SCM, ERP implementation.

**f. Learning Resources**

- Chary, S. N. (2012). *Production and operations management* (5th ed.). Tata McGraw-Hill Education.
- Mahadevan, B. (2010). *Operations management* (2nd ed.). Pearson Education.
- Krajewski, L. J., Ritzman, L. P., Malhotra, M. K., & Srivastava, S. K. (2011). *Operations management* (9th ed.). Pearson Education.
- Heizer, J., Render, B., & Rajashekhar, J. (2009). *Operations management* (9th ed.). Pearson Education.
- Buffa, E. S., & Sarin, R. (2007). *Modern production/operations management* (8th ed.). Wiley




**Web Resources:**

1. NPTEL (India) IIT-led video lectures on Operations Management and related topics. Free

2. Coursera Operations Management courses from Wharton, University of Illinois, etc. Free (Audit) / Paid

**g. Mapping of POs with COs**

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3			2		3		
CO2	3	3			2		3	1	
CO3	3	3			2		3	1	
CO4	3	3			2	1	3	1	
CO5	3	3		1	2				1
CO6	3	3		1	2			1	1
<b>Mapping Strength (Course)</b>	3	3		1	2	1	3	1	1

Course Code	Course Name	L	T	P	C
U24BB354	Business Analytics	3	0	0	3
	<b>Sustainable Development Goals</b>				

**Category:** Minor core course

**a. Preamble**

This course introduces students to the concepts, tools, and techniques of business analytics. It covers descriptive, predictive, and prescriptive analytics for effective decision-making using data-driven approaches. Students will develop skills in using analytical software and data visualization tools.

**b. Prerequisite**

Basic understanding of Statistics and Computer Applications.

**c. Course Outcomes**

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

CO	Description	Knowledge Level
CO1	<b>Explain</b> the fundamentals of business analytics and its types.	K2
CO2	<b>Apply</b> statistical tools to summarize and visualize business data.	K3
CO3	<b>Perform</b> predictive analytics using regression and forecasting models.	K4
CO4	<b>Utilize</b> data mining techniques to extract business insights.	K4
CO5	<b>Use</b> prescriptive analytics for optimization and decision-making.	K4
CO6	<b>Develop</b> dashboards and reports using business intelligence tools.	K6

#### **d. Course Syllabus**

**Total: 45 Hours**

#### **INTRODUCTION TO BUSINESS ANALYTICS 9**

Definition – Scope – Process of Business Analytics – Types of Analytics: Descriptive, Predictive, and Prescriptive – Applications in various business domains.

#### **DESCRIPTIVE ANALYTICS 9**

Data summarization techniques – Data visualization – Charts and dashboards – Tools and software for descriptive analytics (Excel, Power BI).

#### **PREDICTIVE ANALYTICS 9**

Regression models – Time series forecasting – Classification techniques – Predictive modeling using Excel/SPSS/Python (basic demonstration).

#### **DATA MINING AND DECISION MODELS 9**

Introduction to data mining – Clustering, Association Rules – Decision trees – Introduction to machine learning concepts.

#### **PRESCRIPTIVE ANALYTICS 9**

Linear programming – Optimization models – Simulation – Business Intelligence (BI) Tools – Dashboard creation and reporting.

#### **e. Learning Activities**

- Use Excel or Power BI to create dashboards for a sales dataset.
- Apply regression analysis to forecast sales using historical data.
- Conduct clustering analysis on a retail dataset using a basic analytics tool.
- Build a simple optimization model for resource allocation in a business scenario.

#### **f. Learning Resources**

- Evans, J. R. (2017). *Business analytics* (3rd ed.). Pearson Education.
- Kumar, U. D. (2017). *Business analytics: The science of data-driven decision making*. Wiley India.
- Shmueli, G., Bruce, P. C., Gedeck, P., & Patel, N. R. (2016). *Data mining for business analytics*. Wiley.
- Camm, J. D., Cochran, J. J., Fry, M. J., Ohlmann, J. W., Anderson, D. R., &





Sweeney, D. J. (2016). *Essentials of business analytics*. Cengage Learning.

**Web Resources:**

1. Khan Academy – Statistics and Probability
2. Microsoft Learn – Power BI: <https://learn.microsoft.com/en-us/training/powerplatform/power-bi/>

**g. Mapping of COs with POs and PSOs**

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
<b>CO1</b>	3	3					2		
<b>CO2</b>	3			2	3		2	2	
<b>CO3</b>	3	3			3		2	2	
<b>CO4</b>	3	3		2	3				1
<b>CO5</b>	3	3			3			2	
<b>CO6</b>	3			2				2	1
<b>Mapping Strength (Course)</b>	3	3		2	3		2	2	1

Course Code	Course Name	L	T	P	C
U24BH951	Convention Management	3	0	0	3
	Sustainable Development Goals				

**Category: Programme elective**

### a. Preamble

The Convention Management course is designed to provide BBA Hospitality Management students with a foundational understanding of planning, organizing, and managing conventions, conferences, exhibitions, and business events within the hospitality industry. The course covers key aspects such as types of conventions, roles of planners, site selection, budgeting, logistics, marketing, and sustainability practices. Emphasis is placed on developing practical skills in event coordination, client communication, and service delivery. Through real-world examples and case studies, students will learn how conventions contribute to tourism, economic growth, and professional networking.

### b. Pre-requisite

Basic knowledge of Principles of Management, Event Management, and Hospitality Operations is recommended. Familiarity with customer service and tourism systems will be beneficial.

### c. Course Outcomes

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

COs	Course Outcome	Knowledge Level
CO1	<b>Recall</b> the concept, types, and significance of conventions and business events	K1
CO2	<b>Explain</b> the roles and responsibilities of convention planners, venues, and service providers	K2

CO3	<b>Identify</b> the key stages in the convention planning process	K1
CO4	<b>Explain</b> the components of logistics, budgeting, and staffing in convention operations	K2
CO5	<b>Apply</b> event management tools to design a basic convention program	K3
CO6	<b>Demonstrate</b> effective communication and coordination in organizing a mock event	K3

## d. Course Syllabus

Total : 45 Hours

**Introduction to Convention Management:** Concept, scope, and importance; Types of conventions – corporate, association, government, trade shows; Role of MICE (Meetings, Incentives, Conferences, Exhibitions) in hospitality; Global trends and market size 9

**Convention Planning Process:** Needs assessment, goal setting, theme development; Site selection and venue evaluation; RFP (Request for Proposal) preparation; Contract negotiation with hotels and suppliers 9

**Operational Management:** Budgeting and cost control; Logistics – transportation, accommodation, catering; Staffing and volunteer management; Health, safety, and security protocols 9

**Marketing and Communication:** Promotional strategies – digital marketing, social media, email campaigns; Use of registration software and event apps; Attendee engagement techniques 9

**Sustainability and Event Execution:** Green meeting practices – waste reduction, energy efficiency; Risk management basics; Post-event activities – feedback collection; Case studies of national conventions (e.g., India International Trade Fair, Tech Summit) 9

## e. Learning Activities:

- Visit a convention center or five-star hotel to observe event setup and operations.
- Prepare a mock RFP for a corporate annual general meeting.
- Organize a mini-symposium or college-level seminar as a group project.
- Prepare the event plan of a real national conference or exhibition.
- Design a simple event schedule using free tools like Google Sheets or Trello.

## **f. Learning Resources**

### **Text Books:**

1. O'Toole, W. (2020). Event Management for Tourism, Cultural and Sporting Events. Routledge.
2. Goldblatt, J. J. (2019). Special Events: Event Leadership for a New World. Wiley.
3. Singh, S. (2018). Event Management: Concepts and Practices. Pearson Education.

### **Reference Books:**





- Allen, D., O'Toole, W., Harris, R., & McDonnell, I. (2021). Festival and Special Event Management. Wiley.
- Silvers, J. R. (2020). Event Planning and Management. Cengage Learning..
- Bardi, J. A. (2019). Event Planning and Management. Cengage Learning.

### **g. Web Resources:**

- <https://www.pcma.org>
- <https://www.skift.com/events>

### **h. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3			3	2		3	
<b>CO2</b>	3	3	3	2	3			3	3
<b>CO3</b>	3	3	3		3	2		3	3
<b>CO4</b>	3		3	2	3	2		3	3
<b>CO5</b>	3	3	3	2	3	2		3	3
<b>CO6</b>	3	3	3	2	3			3	3
<b>Mapping Strength (Course)</b>	3	3	3	2	3	2		3	3

Course Code	Course Name	L	T	P	C
U24BH952	Event Planning and Marketing	3	0	0	3
	Sustainable Development Goals				

**Category:** Programme Elective

### a. Preamble

The Event Planning and Marketing course is designed to equip BBA Hospitality Management students with foundational knowledge and practical skills in organizing, promoting, and managing various types of events such as weddings, corporate meetings, festivals, product launches, and social gatherings. The course covers the end-to-end event lifecycle — from concept development and budgeting to vendor coordination, branding, and digital marketing. Emphasis is placed on understanding client needs, creative theme design, and effective promotional strategies using social media, public relations, and traditional channels. Through case studies and hands-on projects, students will learn to plan and market events that are engaging, sustainable, and commercially viable.

### b. Pre-requisite

Basic knowledge of Principles of Management, Marketing, and Hospitality Operations is recommended. Familiarity with customer service and communication skills will be beneficial.

### c. Course Outcomes

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

COs	Course Outcome	Knowledge Level
CO1	<b>Recall</b> the types, components, and significance of event planning	K1
CO2	<b>Explain</b> the stages and key considerations in the event planning	K2

	process	
CO3	<b>Identify</b> the roles of vendors, clients, and planners in event execution	K1
CO4	<b>Explain</b> the importance and tools of event marketing and promotion	K2
CO5	<b>Apply</b> digital marketing techniques to promote an event effectively	K3
CO6	<b>Develop</b> a basic event plan with budget, timeline, and marketing strategy	K6

## **d.Course Syllabus**

**Total : 45 Hours**

### **Introduction to Event Planning:**

Concept, scope, and types of events – social, corporate, cultural, and charity; Event lifecycle; Importance of planning and professionalism in the event industry 9

### **Event Design and Coordination:**

Theme development, décor, and ambiance; Budgeting and cost estimation; Vendor selection and management; Client consultation and contract basics 9

### **Logistics and Operations:**

Site selection and layout planning; Transportation, accommodation, and catering; Risk assessment and contingency planning; Health, safety, and legal compliance 9

### **Event Marketing:**

Promotional strategies – print, digital, and social media; Public relations and media outreach; Invitations, branding, and guest engagement; Use of hashtags, influencers, and online campaigns 9

### **Digital Tools and Sustainability:**

Event management software (e.g., Eventbrite, Google Forms); Online registration and ticketing; Virtual and hybrid events; Eco-friendly practices – paperless invites, waste reduction, green venues 9

### **e. Learning Activities:**

- Visit a wedding or corporate event setup to observe planning and coordination.
- Prepare a mood board and theme proposal for a birthday or anniversary event.
- Design a social media marketing plan for a college fest or product launch.
- Create a mock budget sheet using Excel or Google Sheets for a small-scale event.
- Organize a mini-event (e.g., quiz, food festival) as a group project.

## **f. Learning Resources**

### **Text Books:**

1. O'Toole, W. (2020). Event Management for Tourism, Cultural and Sporting Events. Routledge.
2. Goldblatt, J. J. (2019). Special Events: Event Leadership for a New World. Wiley.
3. Singh, S. (2018). Event Management: Concepts and Practices. Pearson Education.

### **g. Reference Books:**

1. Allen, D., O'Toole, W., Harris, R., & McDonnell, I. (2021). Festival and Special Event Management. Wiley.
2. Silvers, J. R. (2020). Event Planning and Management. Cengage Learning.
3. Bardi, J. A. (2019). Event Planning and Management. Cengage Learning.

### **h. Web Resources:**

- <https://www.eventbrite.com/blog>
- <https://www.skift.com/events>
- <https://www.canva.com/learn/event-marketing/>
- <https://www.socialmediaexaminer.com/social-media-event-marketing/>
- <https://www.greenmeetingsandsustainability.com> .





### **i. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3			3	2		3	
<b>CO2</b>	3	3	3		3	2		3	3
<b>CO3</b>	3	3	3	2	3			3	3
<b>CO4</b>	3	3	3	2	3			3	3
<b>CO5</b>	3	3	3	2	3	2	1	3	3
<b>CO6</b>	3	3	3	2	3	2	1	3	3
<b>Mapping Strength (Course)</b>	3	3	3	2	3	2	1	3	3

**SEMESTER – VII**

**BBA-HOSPITALITY MANAGEMENT (Honours)**

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
<b>Theory</b>						
1	U24BB401	Strategic Management	3	1	0	4
2	U24BB402	International Business	3	1	0	4
3	U24BB403	Consumer Behaviour	3	1	0	4
4	U24BB404	Project Management	3	1	0	4
5	U24BB405	Quality Management	3	1	0	4
Total			15	5	0	20

Course Code	Course Name	L	T	P	C
U24BB401	STRATEGIC MANAGEMENT	3	0	0	3
	Sustainable Development Goals				

**Category:** Major Courses (Core Courses)

**a. Preamble**

This course explains the types of strategies in a corporate sector.

**b. Pre-requisite:** None.

**c. Course Outcomes**

After successfully completing the course, the students will be able to understand the significance of strategic management in the business environment.

Cos	Course Outcome	Knowledge Level
CO1	<i>Explain</i> the strategic management Process.	K2
CO2	<i>Discuss</i> the internal and environment of Businesses.	K2
CO3	<i>Summarize</i> the strategies formulation.	K2
CO4	<i>Interrelate</i> various corporate strategies implementation.	K2
CO5	<i>Infer</i> various strategies evaluation.	K2
CO6	<i>Describe the</i> various strategies control.	K2

#### **d. Course Syllabus**

**Total: 45 Hours**

### **INTRODUCTION TO STRATEGIC MANAGEMENT 10**

Strategy: Definition, Scope, and Importance of Strategic Management - Corporate, Business and Functional, Strategic management process, Vision Mission, Goals and Objectives.

### **ENVIRONMENTAL ANALYSIS 08**

External environment: Macro environment, Industry environment, Industry analysis – Five forces model. Internal Environment Analysis: Resource-Based View (RBV) SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

### **STRATEGY FORMULATION 07**

Types of Strategies: Corporate-Level: Growth, Stability, Retrenchment Business-Level: Cost Leadership, Differentiation, Focus Functional-Level Strategies

### **CORPORATE STRATEGY IMPLEMENTATION 10**

Strategy vs. Structure: Role of Organizational Structure, Strategic Leadership and Change Management, Balanced Scorecard and Performance Metrics, BCG Matrix.

### **STRATEGY EVALUATION AND CONTROL 10**

Key Performance Indicators (KPIs), Evaluation Criteria: Suitability, Acceptability, Feasibility. Contemporary Issues in Strategic Management (e.g., digital strategy, sustainability) Types and Techniques of Strategy Control.

#### **Activities**

- Frame company New Vision, Mission and Policies Statement.
- Prepare Balance score card.
- Case Deals on Failure and Successes strategies.
- Identify the types of strategies used by start-ups vs. large corporations.

**e. Learning Resources**





- Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2024). Strategic management: Competitiveness and globalization—Concepts and cases (13th ed.). Cengage Learning.
- Hill, C. W. L., & Jones, G. R. (2020). Strategic management: An integrated approach (13th ed.). Cengage Learning.
- Pearce, J. A., II, Robinson, R. B., Jr., & Mital, A. (2017). Strategic management: Formulation, implementation, and control (12th ed.). McGraw Hill Education.

**f. Website Reference:**

- <https://solutionshub.epam.com/blog/post/business-level-strategy-definition-examples-and-implementation>
- <https://digitalleadership.com/blog/corporate-level-strategy/>
- <https://pressbooks.lib.vt.edu/strategicmanagement/chapter/9-4-types-of-international-strategies/>

**g. Mapping of COs with POs and PSOs**

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3							3
CO2	3	3							3
CO3	3	3			1				3
CO4	3	3		1					3
CO5	3	3			1				3
CO6	3	3		1	1				3
<b>Mapping Strength (Course)</b>	3	3		1	1				3

Course Code	Course Name	L	T	P	C
U24BB402	INTERNATIONAL BUSINESS	4	0	0	4
<b>SDG's</b>					

**Category:** Main Core course

**a. Preamble**

The course is designed to explore the foundations of international trade, including classical and modern trade theories, foreign direct investment, and the role of multinational corporations. It also delves into contemporary topics such as globalization, economic integration, foreign exchange mechanisms, and institutional frameworks that govern international business practices. It lays a strong foundation for students aspiring to work in multinational corporations, export-import firms, international finance, and policy-making institutions, encouraging them to think globally while acting ethically and responsibly.

**b. Pre-requisite**

None.

**c. Course Outcomes**

After successfully completing the course, the students will be able to

Cos	Course Outcome	Knowledge Level
CO1	<b>Explain</b> the importance, nature, and scope of international business and evaluate the internationalization process and approaches adopted by multinational corporations (MNCs).	K2
CO2	<b>Analyze</b> various classical and modern international trade theories including Mercantilism, Comparative Advantage, and Porter's Diamond Model to interpret trade patterns.	K4

CO3	<b>Explain</b> the dynamics of foreign investments, foreign exchange markets, and the factors influencing Foreign Direct Investment (FDI) along with its impact on host and home countries.	K2
CO4	<b>Explain</b> the drivers and implications of globalization in terms of markets, production, investments, and technology, and evaluate current trends and challenges in world trade including tariff and non-tariff barriers.	K2
CO5	<b>Evaluate</b> various regional economic integrations and groupings, their levels, and the impact of regionalism vs multilateralism in international business scenarios.	K5
CO6	<b>Explain</b> the role of international institutions such as the IMF, World Bank, WTO, and ILO in providing support and regulation for international business,.	K2

#### **d. Course Syllabus**

**Total : 60 Hours**

#### **INTRODUCTION 12**

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

#### **TRADE THEORIES 12**

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

#### **FOREIGN INVESTMENT 12**

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

#### **GLOBALISATION 12**

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

#### **ECONOMIC INTEGRATION 12**

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

## Activities





- Case Study on successful MNCs (e.g., Coca-Cola, Unilever)  
Group Discussion on entry strategies of Indian companies in global markets
- Quiz on IMF, WTO, ILO roles

## e. Learning Resources

- Gupta, C. B. (2014). International business. S. Chand & Co. Ltd.
- Hill, C. W. L., & Jain, A. K. (2018). International business: Competing in the global marketplace (11th ed.). Tata McGraw-Hill Education.
- Cherunilam, F. (2010). International business: Text and cases (5th ed.). PHI Learning.
- Bhattacharya, B. (2010). Going international: Response strategies of the Indian sector. Wheeler Publishing.
- Paul, J. (2010). International business (5th ed.). PHI Learning.

## f. Mapping of COs with POs and PSOs

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2						3	3
CO2	3				2	3			3
CO3	3	2				3		3	3
CO4	3				2	3		3	
CO5	3				2	3		3	3
CO6	3	2				3		3	
<b>Mapping Strength (Course)</b>	3	2			2	3		3	3

Course Code	Course Name	L	T	P	C
U24BB403	Consumer Behaviour	3	0	0	3
	Sustainable Development Goals				

**Category:** Major core Course

#### a. Preamble

This course equips students with problem-solving skills in linear programming, transportation and assignment models, network analysis, game theory, and decision-making under uncertainty. By integrating mathematical techniques with business and industrial applications, students will develop strategic thinking and decision-making capabilities to optimize resources and improve efficiency in various operational environments.

#### b. Pre-requisite

Nil.

#### c. Course Outcomes

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

CO's	Course Outcome	Knowledge Level
CO1	<i>Explain</i> the concept of consumer behavior.	K2
CO2	<i>Identify</i> the internal influencing factor.	K2
CO3	<i>Identify</i> the external influencing factor.	K2
CO4	<i>Identify</i> the purchase decision process.	K2
CO5	<i>Explain</i> the concept of consumerism.	K2
CO6	<i>Identify</i> the Models of consumer behavior	K2

#### **d.Course Syllabus**

**Total : 45 Hours**

#### **INTRODUCTION 9**

Introduction Concept of Consumer Behavior - Need, Importance - Inter disciplinary approach - Buying roles and Motives - Characteristics of Indian Consumer - challenges in predicting consumer behavior.

#### **CONSUMER BEHAVIOR 9**

Internal Influences Foundation of Individual Behavior - Psychological factors: Motivation and Personality Perception, Consumer learning, Attitudes.

#### **CULTURE AND CONSUMER BEHAVIOR 9**

External Influences Culture and Consumer Behavior - Role of Family – References group: Role of Celebrities –Word of Mouth- Opinion leadership.

#### **MODELS OF CONSUMER BEHAVIOR 9**

Purchase Decision Process Consumer Decision Making - Models of consumer behavior - Consumer involvement Purchase and Post Purchase Processes - Organizational Consumer Behaviour.

#### **CONSUMERISM IN DIGITAL 9**

Consumerism - Diffusion of Innovation - Managing Dissonance Online purchase decision process - Emerging Issues –Ethical issues. Factors influencing online and offline consumers in decision making- Affiliated and influencer marketing.

#### **e. Learning Activities:**

1. Assign real-life or fictional case studies related to buying decisions, brand loyalty, or consumer complaints.
2. Simulate a customer service scenario or a retail sales interaction.
3. Design and conduct surveys or short interviews to understand consumer preferences, perceptions, or satisfaction.
4. Show ads from different brands; ask students to analyze what consumer behavior principle is being used (e.g., fear appeal, bandwagon effect, celebrity endorsement).

## **f. Learning Resources**



1. Leon Schiffman and Leslie Kanuk, *Consumer Behaviour*, Prentice Hall, New Delhi.
2. Leon G. Schiffman, Joseph Wisenblit & S. Ramesh Kumar, *Consumer Behavior*
3. Michael R. Solomon, *Consumer Behavior Buying, Having, And Being*

### **Web Resources:**

- Kumar, R. S. (2017). *Consumer behaviour*. Pearson Education.
- Batra, S. K., & Kazmi, S. H. H. (2016). *Consumer behaviour*. Excel Books.
- Del, I. R., Hawkins, D. I., & Bitta, A. J. (2013). *Consumer behavior*. Tata McGraw-Hill Education.
- Majumdar, R. (2010). *Consumer behaviour: Insights from Indian market*. Prentice Hall India.
- Del, I. R., & Bitta, A. J. (2013). *Consumer behavior: Concepts and applications*. Tata McGraw-Hill Education.
- Hoyer, W. D., & MacInnis, D. J. (2010). *Consumer behavior*. Houghton Mifflin Company.
- Assael, H. (2004). *Consumer behavior: A strategic approach*. Biztantra.

**g. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3							3
<b>CO2</b>	3	3							3
<b>CO3</b>	3	3	1						3
<b>CO4</b>	3	3			1				3
<b>CO5</b>	3	3				1			3
<b>CO6</b>	3	3			1				3
<b>Mapping Strength (Course)</b>	3	3	1		1	1			3

Course Code	Course Name	L	T	P	C
U24BB404	Project Management	3	0	0	3
	<b>Sustainable Development Goals</b>				

Category: Minor Core course

#### a. Preamble

This course introduces the fundamental principles and practices of project management. It equips students with knowledge of project planning, execution, monitoring, control, and closure in business environments. Emphasis is placed on scope, time, cost, risk, and quality management with sustainable project planning practices.

#### b. Prerequisite

Basic understanding of Business Environment and Organizational Behavior.

#### c. Course Outcomes

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

CO	Description	Knowledge Level
CO1	<b>Explain</b> the fundamental concepts, importance, and lifecycle of project management.	K2
CO2	<b>Apply</b> techniques for planning project scope, scheduling, and resource allocation.	K3
CO3	<b>Analyze</b> cost estimation, budgeting, and project financial planning.	K4
CO4	<b>Evaluate</b> and manage project risks, quality control, and stakeholder communication.	K5
CO5	<b>Monitor</b> , control, and report on project progress using appropriate tools and techniques.	K4
CO6	<b>Design</b> a sustainable project proposal and assess its feasibility.	K6

#### **d. Course Syllabus**

**Total: 45 Hours**

#### **INTRODUCTION TO PROJECT MANAGEMENT 9**

Definition, Characteristics and Objectives of Projects – Project Lifecycle – Project Selection Methods – Role of Project Manager – Project Management in Global and Virtual Environments.

#### **PROJECT PLANNING AND SCHEDULING 9**

Work Breakdown Structure (WBS) – Project Scheduling Techniques (Gantt Chart, CPM, PERT) – Resource Allocation and Levelling – Time Estimation.

#### **COST AND FINANCIAL PLANNING 9**

Project Cost Estimation – Budgeting – Cost Control Techniques – Earned Value Management – Financial Appraisal of Projects.

#### **QUALITY, RISK, AND COMMUNICATION MANAGEMENT 9**

Quality Planning – Tools for Quality Assurance – Risk Identification and Analysis – Risk Mitigation Plans – Stakeholder and Communication Management.

#### **PROJECT EXECUTION, MONITORING, AND CLOSURE 9**

Project Execution and Change Management – Monitoring and Controlling Performance – Project Closure Activities – Documentation – Post-Project Evaluation – Sustainability in Projects.

#### **e. Learning Activities**

- Students will develop a WBS and Gantt chart for a live mini project.
- Case analysis on risk management and stakeholder issues in failed and successful projects.
- Role play simulation for project team meetings with conflict resolution.
- Group project proposal submission including budget, scheduling, and sustainability plan.
- Case Study on Failure Strategies and how companies recover from failures.

#### **f. Learning Resources**

- Chandra, P. (2019). *Projects: Planning, analysis, selection, implementation & review* (9th ed.). McGraw Hill Education.
- Kerzner, H. (2017). *Project management: A systems approach to planning,*

*scheduling, and controlling* (12th ed.). Wiley.





- Gopalan, M. (2020). *Project management*. Wiley India Pvt. Ltd.
- Joy, P. K. (2015). *Total project management: The Indian context*. Macmillan Publishers

**g. Web Resources:**

1. PMI (Project Management Institute): [www.pmi.org](http://www.pmi.org)
2. Tutorialspoint – Project Management:[www.tutorialspoint.com/project\\_management](http://www.tutorialspoint.com/project_management)

**h. Mapping of COs with POs and PSOs**

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1							3
CO2	2				2		2		3
CO3	2				2		2		3
CO4				1	2			1	3
CO5	2				2		2		3
CO6		1		1				1	
<b>Mapping Strength (Course)</b>	2	1		1	2		2	1	3

Course Code	Course Name	L	T	P	C
U24BB405	Quality Management	3	1	0	4
Sustainable Development Goals					

**Category:** Major Courses

**a. Preamble**

The Quality Management course introduces students to key principles and practices that enhance business performance through quality. It covers concepts like Total Quality Management (TQM), Six Sigma, and ISO standards, focusing on process improvement and customer satisfaction. The course highlights the strategic role of quality in achieving operational excellence and competitive advantage

**b. Course Outcomes**

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

COs	Course Outcome	Knowledge Level
CO1	<b>Explain</b> the basic concepts and evolution of quality management in business operations.	K2
CO2	<b>Analyze</b> various quality management tools and techniques such as TQM, Kaizen, and Six Sigma.	K3
CO3	<b>Apply</b> quality control methods to improve processes and ensure product/service quality.	K3
CO4	<b>Illustrate</b> the role of quality standards like ISO 9001 in achieving organizational excellence.	K3
CO5	<b>Examine</b> the impact of leadership, employee involvement, and customer focus in building a quality culture.	K4
CO6	<b>Examine</b> continuous improvement practices and their contribution to long-term business performance.	K4

### **c. Course Syllabus**

**Total: 60 Hours**

#### **Introduction to Quality Management**

**10**

Definition of Quality – Dimensions of Quality – Evolution of Quality Management – Quality Gurus and their contributions (Deming, Juran, Crosby) – Importance and Scope of Quality Management – Principles of Total Quality Management (TQM) – Role of Quality in Business Competitiveness.

#### **Quality Tools and Techniques**

**12**

Basic Quality Tools: Check Sheet, Histogram, Pareto Chart, Cause-and-Effect Diagram, Control Chart, Flowchart, Scatter Diagram – Introduction to Seven New Quality Tools – Statistical Quality Control (SQC) – Quality Circles – Benchmarking – Failure Mode and Effects Analysis (FMEA).

#### **Quality Standards and Certification**

**13**

ISO 9001:2015 – Structure and Key Clauses – ISO Certification Process – Six Sigma: Meaning, Concepts, DMAIC Process – Lean Principles – Quality Audits – Malcolm Baldrige National Quality Award – Deming Prize – Indian Standards and BIS.

#### **Quality in Manufacturing and Services**

**13**

Quality in Manufacturing: Process Capability – Total Productive Maintenance (TPM) – Kaizen – 5S Methodology – Quality Control in Production. Quality in Services: SERVQUAL Model – Gap Analysis – Service Recovery – Customer Satisfaction and Loyalty – Role of Frontline Employees in Service Quality.

#### **Strategic Quality and Continuous Improvement**

**12**

Strategic Quality Management – Integrating Quality with Business Strategy – Role of Leadership in Quality – Employee Involvement and Empowerment – Customer Focus and Voice of Customer – Continuous Improvement (Kaizen, PDCA Cycle) – Challenges in Implementing Quality Initiatives.

#### d. Activities

The learners are required to:

- Role-playing to simulate quality-related decision-making
- Group presentation to analyze Total Quality Management (TQM) strategies of leading organizations (such as Toyota, Infosys, or Tata Steel).
- Develop a quality improvement plan for a service or manufacturing process, applying tools like fishbone diagrams, flowcharts, or control charts.
- **Group discussion on real-world quality failures and recoveries**, using current industry examples (e.g., airline, food, automobile recalls) to evaluate the effectiveness of continuous improvement strategies

#### e. Learning Resources

- Ramasamy, S. (2021). *Total Quality Management* (Updated ed.). McGraw Hill Education.
- Besterfield, D. H. (2021). *Total Quality Management* (5th ed.). Pearson Education.
- Suganthi, L., & Anand, A. S. (2020). *Total Quality Management* (Latest ed.). Prentice Hall of India.
- Bhat, S. (2019). *Quality Management* (Revised ed.). Himalaya Publishing House.
- Juran, J. M., & Gryna, F. (2017). *Quality Planning and Analysis* (4th ed.). Tata McGraw Hill.
- Bedi, K. (2018). *Quality Management* (Revised ed.). Oxford University Press

#### f. Web Resources:

- **American Society for Quality (ASQ)** – Comprehensive resources on quality tools, Six Sigma, ISO standards, and TQM practices  
<https://asq.org/>

- **MIT OpenCourseWare** – Quality Management and Process Improvement

<https://ocw.mit.edu/>

**g. Mapping of COs with POs and PSOs**





<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	1							3
<b>CO2</b>	3				2		2		3
<b>CO3</b>	3				2		2		3
<b>CO4</b>	3					1		1	3
<b>CO5</b>			1	1	2			1	3
<b>CO6</b>				1	2	1		1	3
<b>Mapping Strength (Course)</b>	3	1	1	1	2	1	2	1	3

**SEMESTER VII**  
**BBA –HOSPITALITY MANAGEMENT (Honours with Research)**

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
<b>Theory</b>						
1	U24BB401	Strategic Management	3	1	0	4
2	U24BB402	International Business	3	1	0	4
3	U24BB404	Project Management	3	1	0	4
4	U24BB405	Quality Management	3	1	0	4
<b>Research Project</b>						
5	U24BB406	Applicative Research	0	0	8	4
Total			12	4	8	20

**SEMESTER VIII**  
**BBA - HOSPITALITY MANAGEMENT (Honours)**

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
<b>Theory</b>						
1	U24BB451	Innovation Management	3	1	0	4
2	U24BB452	Knowledge Management	3	1	0	4
<b>Practical</b>						
3	U24BB453	Project / Dissertation	0	0	24	12
<b>Total</b>			6	2	24	20

Course Code	Course Name	L	T	P	C
U24BB451	Innovation Management	3	1	0	4
Sustainable Development Goals					

**Category:** Major Courses

### a. Preamble

Innovation is a critical driver of business success and economic growth in the 21st century. This course equips students with the knowledge and tools necessary to manage innovation in products, processes, and business models. It blends theoretical concepts with practical approaches to develop the innovative capabilities required in today's competitive global markets.

### b. Course Outcomes

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

Cos	Course Outcome	Knowledge Level
CO1	<b>Explain</b> the key concepts, types, and significance of innovation in organizations	K2
CO2	<b>Explain</b> various models and sources of innovation within business and technological ecosystems.	K2
CO3	<b>Apply</b> innovation frameworks, tools, and strategies in real business scenarios.	K3
CO4	<b>Explain</b> innovation performance and policies at firm and national levels.	K2
CO5	<b>Explain</b> challenges (e.g., resistance, ethics) and solutions in KM implementation.	K2

CO6	<b>Analyze</b> innovative solutions using creative thinking techniques and structured approaches.	K4
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**c. Course Syllabus**

**Total: 60 Hours**

**Introduction to Innovation 10**

Concept and significance of innovation - Difference between innovation, invention, and creativity - Types of innovation: Product, Process, Business Model, Organizational - Innovation in SMEs vs. Large firms - National and global innovation systems. Significance, Factors Influencing Innovation

**Sources and Models of Innovation 12**

Internal and external sources of innovation - Open innovation vs. Closed innovation- Innovation models: Linear, Interactive, Network, Agile - Role of R&D, universities, customers, and suppliers - Crowdsourcing and Co-creation.

**Innovation Strategy and Policy 12**

Social dynamics of knowledge – Knowledge as a shared resource – Social Network Analysis (SNA) – Barriers to knowledge sharing – Building trust and collaboration – Organizational learning – Role of social capital in KM.

**Managing the Innovation Process 13**

Stages of the innovation process - Managing creativity in teams and organizations - Innovation culture and leadership - Role of organizational structure and change - Design Thinking and Lean Startup Methodology

**Innovation in Practice 13**

Commercialization of innovation - Protection of intellectual property (patents, copyrights, trademarks) - Innovation failures and risk management.

#### **d. Activities**





1. identify real-life problems and propose innovative solutions (linking creativity, invention, and innovation)
2. Case Study Analysis – Study successful and failed innovations (e.g., Apple iPhone vs. Nokia) and discuss lessons for strategy and risk management.
3. Design Thinking Exercise – Apply the 5 stages (Empathize, Define, Ideate, Prototype, Test) to solve a campus or community challenge.
4. Innovation Pitch – Teams develop a mini business model for a new idea and present how to commercialize it.
5. IPR & Commercialization Quiz/Activity – Interactive session on patents, trademarks, copyrights, and protecting innovations.

#### **e. Learning Resources**

- Trott, P. (2021). *Innovation Management and New Product Development*, 6th Ed. Pearson.
- Tidd, J., & Bessant, J. (2020). *Managing Innovation: Integrating Technological, Market and Organizational Change*, 6th Ed. Wiley.
- Christensen, C. M. (2016). *The Innovator's Dilemma*. Harvard Business Review Press. Govindarajan, V., & Trimble, C. (2010). *The Other Side of Innovation*. Harvard Business Press.

**g. Mapping of COs with POs and PSOs**

<b>COs/POs/ PSOs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3							3
<b>CO2</b>	3	3				2			3
<b>CO3</b>	3				2	2	2		3
<b>CO4</b>	3	3			2			2	3
<b>CO5</b>			1	1	2			2	3
<b>CO6</b>				1	2	2	2	2	
<b>Mapping Strength (Course)</b>	3	3	1	1	2	2	2	2	3

Course Code	Course Name	L	T	P	C
U24BB452	Knowledge Management	3	1	0	4
Sustainable Development Goals					

**Category:** Major Courses

**a. Preamble**

Knowledge Management (KM) is the systematic process of capturing, organizing, and leveraging organizational knowledge to enhance decision-making, innovation, and performance. It transforms individual expertise into shared assets, fostering collaboration and continuous learning. By integrating people, processes, and technology, KM ensures efficient knowledge flow and long-term competitive advantage.

**b. Course Outcomes**

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

CO	Course Outcome	Knowledge Level
CO1	<b>Explain</b> the fundamental concepts, types (explicit/tacit), and significance of KM in organizations.	K2
CO2	<b>Analyze</b> KM frameworks (e.g., SECI Model) and processes (creation, sharing, storage).	K3
CO3	<b>Apply</b> KM tools (wikis, intranets, AI) and technologies to enhance knowledge flows.	K3
CO4	<b>Examine</b> the role of organizational culture and leadership in fostering KM practices.	K3
CO5	<b>Assess</b> challenges (e.g., resistance, ethics) and solutions in KM implementation.	K4
CO6	<b>Design</b> a KM strategy for a real-world organization, integrating best practices and metrics.	K4

## **c. Course Syllabus**

**Total: 60 Hours**

### **Introduction to Knowledge Management 10**

Definition and scope of Knowledge Management (KM) – Evolution and history of KM – Importance of KM in modern organizations – Transition from information management to knowledge management – The KM Cycle – From industrial economy to knowledge economy.

### **Tools and Technologies in KM 12**

Overview of KM tools and technologies – Knowledge repositories – Document management systems – Role of IT in KM – Communities of Practice – Knowledge conversion (tacit and explicit knowledge) – The Knowledge Management Matrix.

### **Social Nature and Knowledge Sharing 12**

Social dynamics of knowledge – Knowledge as a shared resource – Social Network Analysis (SNA) – Barriers to knowledge sharing – Building trust and collaboration – Organizational learning – Role of social capital in KM.

### **Knowledge Application and Levels 13**

Knowledge utilization at various levels: individual, team, and organizational – Decision-making using knowledge – Best practices and knowledge reuse – Learning organizations – Case examples of knowledge application in business functions.

### **KM Strategy and Implementation<sup>3</sup> 13**

Developing and aligning KM strategies with business goals – Conducting knowledge audits – GAP analysis and KM road maps – KM metrics and performance measurement – Balanced Scorecard – Tools for knowledge capture, sharing, and dissemination.

#### **d. Activities**

- Role-playing to simulate real world scenario where team members must share tactic knowledge to solve a business problem
- Group presentation to explore and present KM Tools
- Develop a group discussion on contemporary topics such as AI in KM
- Develop a promotional plan for a KM terms and concepts to reinforce learning in an engaging way..
- Knowledge Café activity on knowledge retention, knowledge hoarding, culture and KM

#### **e. Learning Resources**

- **Dalkir, K., & Liebowitz, J. (2022).** *Practical knowledge management: A model for organizational learning.* Routledge.
- **Awad, E. M., & Ghaziri, H. M. (2021).** *Knowledge management.* Pearson Education.
- **Thompson, J., & Walsham, G. (2020).** *Knowledge management: Concept and practices (Revised ed.).* Cengage Learning.
- **Kandula, S. R. (2019).** *Knowledge management: A resource book (Latest ed.).* PHI Learning.
- **Debowski, S. (2018).** *Knowledge management (2nd ed.).* Wiley India.
- **Dalkir, K. (2017).** *Knowledge management in theory and practice (3rd ed.).* MIT Press.

#### **f. Web Resources:**

- **Kimiz Dalkir – Knowledge Management in Theory and Practice**  
[https://www.researchgate.net/publication/311916682\\_Knowledge\\_Management\\_in\\_Theory\\_and\\_Practice](https://www.researchgate.net/publication/311916682_Knowledge_Management_in_Theory_and_Practice)



**SEMESTER VIII**  
**BBA – Hospitality Management (Honours with Research)**

<b>Sl. No.</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Credits</b>			
			<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	U24BB454	Research / Dissertation (with SCOPUS / UGC Care Publication)	0	0	40	20
Total			0	0	40	20