

**PERIYAR MANIAMMAI INSTITUTE
OF
SCIENCE & TECHNOLOGY**

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

FACULTY OF MANAGEMENT STUDIES

DEPARTMENT OF MANAGEMENT STUDIES

**BBA
(DIGITAL MARKETING)**

**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. (Digital Marketing)

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 digital marketing problems .
- Apply digital marketing strategies and tools to create, implement, and optimize online campaigns.
- Integrate sustainable marketing practices in digital campaigns to promote responsible consumption

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	2	3	3	2	3	3	3
PEO2	3	3	2	3	3	2	3	3	3
PEO3	3	1	1	2	2	3	3	2	2
PEO4	2	2	3	3	2	1	2	2	2

1- Slightly

2- Supporting

3 - Highly related

**FACULTY OF MANAGEMENT STUDIES
DEPARTMENT OF MANAGEMENT STUDIES
BBA –DIGITAL MARKETING
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 –DIGITAL MARKETING
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SEMESTER I

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
Theory						
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
Practical						
8	U24EM107	Computer Applications in Business Laboratory	0	0	2	1
Total			19	3	2	23

SEMESTER II

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
Theory						
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
Practical						
7	U24EM153	Business Accounting Laboratory	0	0	2	1
8	U24EM103	Speech Communication Laboratory	0	0	2	1
Total			17	3	4	22

SEMESTER - III

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
Theory						
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
Total			19	4	0	23

SEMESTER IV

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
Theory						
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	U24BM253	Retail Operations, Systems and Inventory	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

SEMESTER V

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
Theory						
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	U24BM304	Digital Marketing	3	0	0	3
5	U24BB7XX	1. Business plan. 2. Retailing. 3. Human Resource Management.	3	0	0	3
6	U24BM901 U23BM902	1. Retail Supply chain Management 2. Social Media Marketing.	3	0	0	3
7	U24EM301	Community Engagement and Social Responsibility	1	0	2	2
Practical						
8	U24EM304	Internship	0	0	0	2
Audit Course						
9	U24AUXXX	Audit Course – I	--	--	--	--
Total			19	3	2	25

SEMESTER VI

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
Theory						
1	U24BB351	Entrepreneurship and Startup Ecosystem	3	1	0	4
2	U24BM352	Channel 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	U24BM951	1.Merchandising Management.	3	0	0	3
	U24BM952	2. Franchise Operations Management.	3	0	0	3
	U24BM953	3. Web Analytics	3	0	0	3
Practical						
7	U24BB355	Capstone Project	0	0	4	2
Audit Course						
8	U24AUXXX	Audit Course – II	--	--	--	--
Total			18	4	4	24

SEMESTER – VII**BBA-(Digital Marketing) (Honours)**

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
Theory						
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 –(Digital Marketing) (Honours with Research)**

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
Theory						
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
Research Project						
5	U24BB406	Applicative Research	0	0	8	4
Total			12	4	8	20

SEMESTER VIII

BBA – (Digital Marketing) (Honours with Research)

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

Credit Allocation of BBA (Digital Marketing)

Actual Credit allotments as per the guidelines of UGC / TANSCHÉ for the BBA (Digital Marketing) programme are given below:

Sl.No.	Category of Courses	Credits		
		3 Years	4 Years (Honours)	4 Years (Honours with Research)
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
Total		140	180	180

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

Sl.No.	Category of Courses	Credits	I	II	III	IV	V	VI
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	-	-	-	-	-	-	-
Total Credits		140	23	22	23	23	25	24

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

Sl. No.	Category of Courses	Credits	I	II	III	IV	V	VI	VII	VIII
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 (Digital Marketing) (Honours with Research) - 4 Years**

Sl. No.	Category of Courses	Credits	I	II	III	IV	V	VI	VII	VIII
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
Total Credits		180	23	22	23	23	25	24	20	20

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

Programme	I	II	III	IV	V	VI	VII	VIII
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	U24BM901	Retail Supply Chain Management	3	0	0	3
2	U24BM902	Social Media Marketing	3	0	0	3

Suggested List of Courses for Programme Elective - II

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
1	U24BM951	Merchandising Management	3	0	0	3
2	U24BM952	Franchise Operations Management	3	0	0	3
3	U24BM953	Web Analytics	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	U24BM352	Channel 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
Additional Major (Core) for 4 years BBA (Digital Marketing) (Honours)						
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
Additional Major (Core) for 4 years BBA (Digital Marketing) (Honours with Research)						
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	U24BM253	Retail Operations, Systems and Inventory	3	1	0	4
5	U24BM304	Digital Marketing	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
Additional Minor (Core) for 4 years BBA (Digital Marketing) (Honours)						
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
Total			6	2	0	8
Additional Minor (Core) for 4 years BBA (Digital Marketing) (Honours with Research)						
8	U24BB404	Project Management	3	1	0	4
9	U24BB405	Quality Management	3	1	0	4
Total			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
Total			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	அடிப்படைத்தமிழ் (Foundational Tamil)				
2	U24EN102	English for Communication – I	3	0	0	3

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
3	U24TA151	அறிவியல் தமிழ் (Scientific Tamil)	3	0	0	3
	U24TA152	வளர் தமிழ் (Beginners Tamil)				
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	தொழில்நுட்பத்தமிழ் (Technical Tamil)	3	0	0	3
8	U24EN251	English for Communication – IV	3	0	0	3
Total			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
Total			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 Education	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
Total			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				
Total			--	--	--	--

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SEMESTER I

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
Theory						
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
Practical						
8	U24EM107	Computer Applications in Business Laboratory	0	0	2	1
Total			19	3	2	23

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 தொன்மையையும் 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 ஆதிமந்தி (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: நாய்க்காரச் சீமாட்டி.

இலக்கிய வரலாறு

9

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). மனோன்மனீயம். ஸ்ரீ செண்பகா பதிப்பகம்.
- சிவதம்பி, கார்த்திகேசு. (1980). தமிழில் சிறுகதை தோற்றமும் வளர்ச்சியும். தமிழ்ப் புத்தகாலயம்.
- பாரதிதாசன். (1938). வீரத்தாய்: கவிதைகள் (தொகுதி 1)

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
Mapping Strength (Course)	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

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
Mapping Strength (Course)	3	3	1	1	1	1	1	1	2

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	Interpret the principles of effective communication and apply them to develop communication.	K2
CO2	Develop the ability to use good vocabulary according to the context	K3
CO3	Extract relevant information from the literary texts for enhancing writing skills.	K3
CO4	Compare different prose and poetry pieces to understand the literary content	K2
CO5	Apply proper meanings according to the context	K3
CO6	Classify 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

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

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	Describe the principles of financial accounting and illustrate how to apply in journal entries and ledger maintenance.	K2
CO2	Prepare cashbook and other accounts necessary while running a business.	K3
CO3	Apply the techniques for preparing and reconciling bank statements.	K3
CO4	Analyze the methods of calculating depreciation.	K4
CO5	Assess the accuracy and completeness of final accounts and justify adjustments required for manufacturing and trading.	K3
CO6	Compare 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
Mapping Strength (Course)	3	2		1	1	0	0	0	3

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	Illustrate the fundamental concepts of management; describe the role and functions of a manager.	K2
CO2	Explain the planning process and its importance.	K2
CO3	Describe the decision-making process.	K2
CO4	Examine different organizational structures and types; describe the processes of authority and delegation.	K2
CO5	Explain the principles of direction and coordination; describe techniques for effective control in management.	K2
CO6	Explain 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
Mapping Strength (Course)	3	3	2	1	1				3

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	Explain the fundamental concepts of economics; describe the nature and scope of managerial economics.	K2
CO2	Illustrate demand analysis and its components; describe the law of demand and types of demand.	K2
CO3	Explain production and cost analysis; describe the factors of production and different cost concepts.	K2
CO4	Summarize various pricing methods and strategies; describe the factors influencing pricing and price discrimination.	K2
CO5	Explain market classification.	K2
CO6	Illustrate 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	Inferring the key features of different operating systems and describe their applications in business environments.	K2
CO2	Apply advanced features of word processing software to create and format professional documents for business use.	K3
CO3	Extend the functionality of Spread sheet tools by organizing data and calculations for business analysis.	K3
CO4	Analyse the effectiveness of different presentation techniques in PowerPoint.	K4
CO5	Examine Statistical Financial Functions in Excel to automate repetitive tasks and improve efficiency of business process.	K4

CO6	Develop 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

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

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	Gain Knowledge about Environment and Ecosystem.	K2
CO2	Discuss the Natural resources, its importance and environmental impact of human activities.	K2
CO3	Gain Knowledge about the conservation of Biodiversity and its importance.	K2
CO4	Aware about problems of environmental pollution, its impact on human and ecosystem and control measures.	K2
CO5	Gain information on increase in population growth and its impact on environment.	K2
CO6	Explain 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

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	3			3			3	3
CO6	3	3			3	1	1	3	3
Mapping Strength (Course)	3	3			3	1	1	3	3

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

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	Interpret text formatting options in MS-Word and apply them to enhance business documents.	K2
CO2	Apply mail merge techniques in MS-Word to create and format business documents from a database.	K3
CO3	Analyze and create a comprehensive seminar presentation in MS-PowerPoint using various multimedia elements.	K4
CO4	Experiment MS-Excel functions to analyze financial data and generate business reports.	K4
CO5	Execute a database in MS-Access, including tables, forms, and reports, to manage business information effectively.	K3
CO6	Demonstrate 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				
Mapping Strength (Course)	3	3		1	2	1	1		2

SEMESTER II

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
Theory						
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
Practical						
7	U24EM153	Business Accounting Laboratory	0	0	2	1
8	U24EM103	Speech Communication Laboratory	0	0	2	1
Total			17	3	4	22

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

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

9

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

9

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
Mapping Strength (Course)	3	3							2

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. கற்றல் 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 9

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

சொற்கள் அமைத்தல் 9

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

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
Mapping Strength (Course)	3	3							2

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	Classify various poetic forms and their themes from selected works.	K2
CO2	Demonstrate effective note-taking techniques to capture key ideas in lectures and readings.	K2
CO3	Apply professional writing skills to create clear and concise workplace emails and reports.	K3
CO4	Analyze character motivations and themes in selected short stories to draw personal connections.	K3
CO5	Organize and develop hints that identify essential information from academic texts.	K3
CO6	Compare 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

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			1				2
CO4	3	3		1					2
CO5	3	3			1				2
CO6	3	3							2
Mapping Strength (Course)	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	Discuss the single entry and double entry systems of accounting to ascertain profit effectively.	K2
CO2	Explain the meaning and procedure for lodging insurance claims to ensure accurate processing of claims.	K2
CO3	Demonstrate the concept of branch accounting and its various systems to integrate branch trial balances into head office books.	K3
CO4	Allocate expenses across departments accurately to prepare departmental trading, profit & loss accounts, and balance sheets.	K3
CO5	Analyze the methods to manage defaults in installment payments and repossession of goods for effective financial control.	K4
CO6	Examine 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

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3							3
CO2	3	3			2				3
CO3	3	3			2				3
CO4	3	3			2				3
CO5	3	3			2	1	1		3
CO6	3	3			2	1	1		3
Mapping Strength (Course)	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. Pre-requisites: nil

c. Course outcome

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

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

d. 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.

e. 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.

f. 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.

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	1			3
Mapping Strength (Course)	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	Apply basic set theory concepts to solve problems involving subsets and set operations.	K3
CO2	Apply matrix operations, including inverses and determinants, to solve linear equations effectively.	K3
CO3	Explain and organize data classification and tabulation methods to create bar and pie charts for data representation.	K2
CO4	Apply measures of central tendency and dispersion to analyze and summarize data distributions accurately.	K3
CO5	Explain and describe correlation and regression concepts to interpret relationships and trends in data.	K2
CO6	Apply 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

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3			2				3
CO2	3	3			2		3		3
CO3	3	3					3		3
CO4	3	3			2		3		3
CO5	3	3					3		3
CO6	3	3			2		3		3
Mapping Strength (Course)	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	To Explain the essentials of human values and skills, self-exploration, happiness and prosperity	K2
CO2	To identify the basic aspirations of human beings and the requirements for their fulfillment	K3
CO3	To distinguish between the ‘Self’ and the ‘Body’	K4
CO4	To explore the value of harmony in family and society	K2
CO5	To discover sustainable solutions to the problems in society and nature	K4
CO6	To apply 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
Mapping Strength (Course)	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	To Explain tally screen, menus, configuration, and feature setting in tally.	K2
CO2	To create the company and alter the company, create the master in tally and enter the data into the vouchers and ledgers.	K3
CO3	To prepare the different types of vouchers and the financial statement of the company and generate day book and trial balance.	K3
CO4	To Analyze different voucher types and their role in accounting and inventory, identifying their purposes and correct usage in business transactions.	K4

CO5	To Analyze and generate financial reports like Profit and Loss statements and Balance Sheets in Tally, and use them to gain business insights.	K5
CO6	To Design 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

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3							3
CO2	3	3			3		3		3
CO3	3				3		3		3
CO4	3				3		3		3
CO5	3				3	1	3		3
CO6	3				3	1	3		3
Mapping Strength (Course)	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	Explain and differentiate between the four types of speeches by analyzing various examples.	K2
CO2	Apply audience analysis techniques to tailor speeches effectively to different groups.	K3
CO3	Illustrate the speech content coherently by developing structured outlines.	K3
CO4	Demonstrate public speaking competencies by delivering speeches on everyday life situations confidently.	K3
CO5	Utilize ICT tools to prepare and deliver engaging presentations, incorporating diverse sources and materials	K3
CO6	Apply 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

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
CO6		3			3				3
Mapping Strength (Course)	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(Course Outcomes)

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

d. செயற்பாடுகள்(Activities)

- கணினியின்பாகங்கள்பற்றியவிளக்கங்களைசெயற்கை நுண்ணறிவுக்கருவிகளைப்பயன்படுத்திதமிழில்விளக்குதல்.
- செயற்கைநுண்ணறிவு (AI) அகரமுதலிகளைக் அவற்றின் மூலம் சொல் பொருள் காண்பித்தல், சொல்திருத்தியைப்பயன்படுத்துதல்.
- 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.
- பொன்னவைக்கோ, மு. (2010). *இணையத் தமிழ் வரலாறு*.

பாரதிதாசன் பல்கலைக்கழகம்.

- 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

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3							3
CO2	3	3			2				3
CO3	3	3			2		1		3
CO4	3	3			2				3
CO5	3	3			2				3
CO6	3	3			2		1		3
Mapping Strength (Course)	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	Identify key ideas and details from various literary and non-literary texts through active listening	K2
CO2	Interpret literary texts to understand interpersonal relationships and resilience	K3
CO3	Apply coping strategies by analyzing themes related to stress and anxiety in literature	K3
CO4	Draft formal and informal professional communications for various purposes and audiences	K3
CO5	Analyze grammatical structures and apply them correctly in different writing contexts	K3

CO6	Design professional event communication materials integrating creative and strategic language use	K3
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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

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	3	3			2				3
Mapping Strength (Course)	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	Explain Organizational Behaviour	K2
CO2	Explain self-awareness, motivation, leadership	K2
CO3	Explain learning theories at workplace.	K2
CO4	Explain group behaviour.	K2
CO5	Explain organization culture.	K2
CO6	Summarize 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

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3							3
CO2	3	3		1					3
CO3	3	3							3
CO4	3	3	1						3
CO5	3	3							3
CO6	3	3			2				3
Mapping Strength (Course)	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	Explain the Fundamental Concepts of Financial Management Describe the objectives, scope, and importance of financial management in business decision-making.	K2
CO2	Analyze Capital Structure Theories Examine traditional and modern capital structure theories, including Modigliani-Miller (MM), Trade-Off, and Pecking Order theories.	K4
CO3	Compute Financial Leverage Calculate the Degree of Financial Leverage (DFL) and assess its effect on earnings per share (EPS) and financial risk.	K3
CO4	Identify Different Types of Investment Decisions List and describe various capital budgeting decisions, such as expansion, replacement, and modernization.	K1

CO5	Analyze the Impact of Dividends on Firm Value Evaluate how dividend decisions affect a company's value, share price, and shareholder wealth.	K4
CO6	Assess 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

INTRODUCTION	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.	
CAPITAL STRUCTURE	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)	
CAPITAL BUDGETING	12
ARR, Pay back period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.	
DIVIDENDS	12
Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models(Walter’s Gordon’s –M.M. Hypothesis)	
WORKING CAPITAL	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

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

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	Explain the components of the business environment and their impact on organizations.	K2
CO2	Analyze the role of economic policies and their influence on business decisions.	K3
CO3	Demonstrate an understanding of political and legal frameworks affecting business strategies.	K2
CO4	Illustrate the significance of public policies in shaping the business environment.	K3
CO5	Examine the effects of globalization and technology on business operations.	K3
CO6	Apply 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

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3							3
CO2	3	3			2				3
CO3	3	3							3
CO4	3	3			2				3
CO5	3	3			2				3
CO6	3	3			2			1	3
Mapping Strength (Course)	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	Apply Operations Research (OR) concepts to formulate and solve real-world problems using the Linear Programming Problem	K3
CO2	Solve transportation problems by determining an initial basic feasible solution.	K3
CO3	Apply the Hungarian Method to efficiently solve assignment problems.	K3
CO4	Construct Networks and evaluate project networks using PERT and CPM	K3
CO5	Analyze strategic interactions in competitive environments by applying game theory principles	K4
CO6	Apply 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		
Mapping Strength (Course)	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	Explain the concept of self and its components such as self-identity, self-concept, self-confidence and self-image.	K2
CO2	Explain the meaning, importance and components of self-esteem and its role in personal development.	K2
CO3	Describe the concept of emotional competence and emotional intelligence and their importance in managing emotions.	K2
CO4	Explain the thinking skills and the role of critical thinking in reasoning and decision making.	K2
CO5	Describe the concept and nature of creativity including convergent and divergent thinking.	K2
CO6	Explain 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
Mapping Strength (Course)	3	3			1				3

SEMESTER – IV

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
Theory						
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	U24BM253	Retail Operations, Systems and Inventory	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 குழித்தூம்பின் 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 – தமிழ்மின் 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 தொழிற்றுட்ப வரலாற்றை மாணவர்கள் வாயிலாக வெளிக்கொணரச் செய்தல்

e. கற்றல் வளங்கள் (Learning Resources)

1. தமிழகவரலாறு மக்களும்பண்பாடும் - 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. பொருறை – 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	Apply insights from literary texts to understand personal goal setting and perseverance.	K3
CO2	Analyze stories that reflect the importance of integrity and ethical decision-making.	K4
CO3	Apply emotional intelligence strategies by interpreting literary depictions of emotional resilience.	K3
CO4	Illustrate structured professional documents and speeches appropriate to formal settings.	K3
CO5	Analyze the construction of various sentence types and correct syntactic errors.	K4
CO6	Create 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

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

Course Code	Course Name	L	T	P	C
U24BB251	Business Taxation	3	0	0	3
	Sustainable Development Goals				

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	Explain the basic concepts, definitions, and residential status under the Income Tax Act.	K2
CO2	Compute income under various heads and determine the gross total income of individuals.	K3
CO3	Apply deductions, exemptions, and calculate taxable income and tax liability.	K3
CO4	Explain the structure, features, and operation of Goods and Services Tax (GST).	K2
CO5	Analyze GST computation, input tax credit, and filing procedures.	K4
CO6	Evaluate 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
2. GST Portal: www.gst.gov.in.
3. <https://www.zoho.com/>

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							3
CO5	3						2		
CO6		3						1	
Mapping Strength (Course)	3	3			2		2	1	3

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

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

CO5	Analyze the relevance and impact of consumer protection, intellectual property, and cyber laws in managerial decisions.	K4
CO6	Justify 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

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

Course Code	Course Name	L	T	P	C
U24BM253	RETAIL OPERATIONS, SYSTEMS AND INVENTORY	3	0	0	3
SUSTAINABILITY DEVELOPMENT GOALS					

Category: Minor core course

a. Preamble

The course is designed to introduce students to the retail business environment. Develop in student's basic functional skills and knowledge in a variety of retail store scenarios. Build analytical skills in deepening inventory knowledge and retail operations.

b. Pre-requisite: None.

c. Course Outcomes

After successfully completing the course, the students will be able

Cos	Course Outcome	Knowledge Level
CO1	Summarize the importance of store location and evaluate trading areas using regional and site analysis to make informed retail location decisions.	K2
CO2	Analyse the factors influencing site selection, store layout, and circulation planning to optimize space utilization and enhance customer experience.	K4
CO3	Apply principles of operations management in retail, including maintenance, energy use, and inventory systems, to ensure efficient store functioning.	K3
CO4	Interpret the key elements like store security, insurance, credit, and crisis management for operational risk mitigation in retailing.	K2

CO5	Examine the performance measurement systems using store operating parameters and strategic resource models to assess and improve retail operations.	K4
CO6	Explain the inventory control techniques including physical and perpetual systems, and apply inventory valuation methods to maximize return on investment.	K2

e. Course Syllabus

Total : 45 Hours

STORE LOCATION 9

Choosing a Store Location: Importance of location to a retailer – Trading Area Analysis regional Analysis – Characteristics of the trading areas.

SITE SELECTION AND STORE LAYOUT 9

Site selection: Actual site analysis and selection – Choice of a general location – characteristics of the available site – Retail store layout – the circulation plan – space mix and effective retail space management – Floor space management.

ELEMENTS OF OPERATION MANAGEMENT 9

Operations Management: Operating a retail business – operations Blueprint – store maintenance, Energy management and renovations – Inventory management – store security – Insurance – Credit management – Computerization – Outsourcing – Crisis Management.

RETAIL OPERATIONS 9

Evaluating a retail operation: Store operating parameters – Using the strategic resource model in retailing – designing a performance programme.

INVENTORY MANAGEMENT 9

Retail Inventory: Inventory Planning – Return on inventory investments and stock turnover – Inventory Management – Physical and perpetual inventory systems –

retail method of inventory valuation

f. Activities





- **Case Study Analysis:** Analyze the location strategy of a successful retail chain (e.g., D-Mart, Reliance Retail).
- **Field Visit:** Observe and report on foot traffic and accessibility at a nearby retail outlet.
- **Guest Lecture:** Invite a retail manager to discuss real-time operations challenges.
- **Inventory Simulation Game:** Use spreadsheet models to simulate inventory flow and stock turnover.

g. Learning Resources

- Reid, T. G. (2023). *Retail operations (1st ed.)*. Routledge.
- Berman, B., & Evans, J. R. (2022). *Retail management: A strategic approach (13th ed.)*. Pearson Education.
- Pradhan, S. (2021). *Retail management (6th ed.)*. McGraw Hill Education.
- Vedamani, G. G. (2020). *Retail management: Functional principles and practices (5th ed.)*. Pearson India Education Services.

h. Mapping of COs with POs and PSOs

COs/POs /PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO 1	3	3			3	3		3	1
CO 2	3	3		3	3	3		3	1
CO 3	3			3	3	3	1	3	1
CO 4		3	1	3	3			3	1
CO 5	3	3			3	3	1	3	1
CO 6	3				3	3		3	1
Levels	3	3	1	2	3	3	1	3	2

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)

a. 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	Knowledge Level
CO1	Explain the basic ethical business practices in IKS	K2
CO2	Explain the Traditional Practices of Business Sustainability	K2
CO3	Infer the Business Integrated Concepts	K2
CO4	Describe the Business Models used in IKS	K2
CO5	Describe the Business Problem-Solving	K2
CO6	Explain 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>

h. 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					
Mapping Strength (Course)	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	Explain fundamental concepts and principles of selling and negotiation.	K2
CO2	Apply effective communication techniques in different selling situations.	K3
CO3	Explain customer needs and develop appropriate sales strategies.	K2
CO4	Demonstrate negotiation skills to achieve mutually beneficial outcomes.	K2
CO5	Explain ethical issues and challenges in sales and negotiation processes.	K2
CO6	Explain 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

1. Jobber, D., & Lancaster, G. (2015). Selling and sales management (10th ed.). Pearson Education.





2. Lewicki, R. J., Barry, B., & Saunders, D. M. (2015). Negotiation (7th ed.). McGraw-Hill Education.
3. Malhotra, D., & Bazerman, M. H. (2007). Negotiation genius: How to overcome obstacles and achieve brilliant results at the bargaining table and beyond. Bantam Books
4. Tracy, B. (2006). The psychology of selling. Thomas Nelson.

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				3
CO3	3	3			2				3
CO4	3	3			2				3
CO5	3	3			2			1	
CO6		3			2			1	3
Mapping Strength (Course)	3	3			2			1	3

SEMESTER V

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
Theory						
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	U24BM304	Digital Marketing	3	0	0	3
5	U24BB7XX	Open Elective – II 1. Human Resource Management. 2. Retailing. 3. Business Plan	3	0	0	3
6	U24BM901 U24BM902	1. Retail Supply chain Management 2. Social Media Marketing.	3	0	0	3
Practical						
8	U24EM304	Internship	0	0	0	2
Audit Course						
9	U24AUXXX	Audit Course – I	--	--	--	--
Total			19	3	2	25

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

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

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

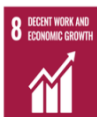



- Conducting mock performance appraisal
- Organizing mock interview
- Conducting model training programme
- Conducting mock selection process.

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. COs - POs / PSOs Articulation Matrix

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				
Mapping Strength (Course)	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	Explain how to define a research problem	K2
CO2	Explain the concept of research design	K2
CO3	Explain 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

DEFINING A RESEARCH PROBLEM	12
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.	
RESEARCH DESIGN	12
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.	
MEASUREMENT AND SCALING TECHNIQUES	12
Measurement Scales - Sources of Error in Measurement - Tests of Sound Measurement - Scaling - Meaning - Scale Classification Bases - Important Scaling Techniques - Scale Construction Techniques.	
METHODS OF DATA COLLECTION	12
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.	
REPORT WRITING	12
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

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3					3		
CO2	3	3					3		
CO3	3	3			3		3		
CO4	3	3			3		3		
CO5	3	3					3		
CO6	3	3							
Mapping Strength (Course)	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	Define MIS concepts, components, and ethical issues.	K1
CO2	Explain MIS structure, strategic role, and competitive advantage.	K2
CO3	Apply tools and techniques to assess business information needs and design simple MIS frameworks.	K3
CO4	Analyze system development methodologies (SDLC, Agile) and functional IS.	K4
CO5	Evaluate emerging trends (AI, big data, cloud, BPO) and their impact on business.	K5
CO6	Evaluate 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
Mapping Strength (Course)	3	3	1	1	2		2	1	1

Course Code	Course Name	L	T	P	C
U24BM304	Digital Marketing	3	0	0	3
	Sustainable Development Goals				

Category: Minor 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

Cos	Course Outcome	Knowledge Level
CO1	Explain the digital marketing and its framework	K2
CO2	Classify the use appropriately and explain digital marketing tools	K2
CO3	Explain social media marketing and crowdsourcing	K2
CO4	Summarize online reputation management and its influence	K2
CO5	Compare the various data analytics method in digital marketing	K2
CO6	Compare the various data measurement tools in digital marketing	K2

d. Course Syllabus

Total : 45 Hours

INTRODUCTION

9

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

CONTENT MARKETING

9

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

SOCIAL MEDIA MARKETING

9

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

ONLINE REPUTATION MANAGEMENT

9

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

DIGITAL ANALYTICS

9

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

e. Learning Activities:

1. Create a free website or blog using WordPress, Wix, or Blogger.
2. Design and run a campaign for a real or hypothetical product on platforms like Instagram or LinkedIn.





3. Create a mock Google Search or Display Ad campaign.
4. Conduct an SEO audit of a popular brand's website.
5. Create and schedule an email campaign using Mailchimp (free version).

f. Learning Resources

1. Kapoor, N., Dwivedi, Y. K., Piercy, N. F., & Reynolds, N. (2024). *Marketing in the era of digital transformation: Strategy, data and tech*.
2. Chaffey, D., & Ellis-Chadwick, F. (2023). *Digital marketing: Strategy, implementation and practice (8th ed.)*. Pearson.
3. Tiago, M. T. P. M. B., & Verissimo, J. M. C. (2021). *Digital marketing for dummies* (Latest edition). Wiley.
4. Ryan, D. (2020). *Understanding digital marketing: A complete guide to engaging customers and implementing successful digital campaigns* (5th ed.). Kogan Page Ltd.
5. Dodson, I. (2016). *The art of digital marketing: The definitive guide to creating strategic, targeted, and measurable online campaigns*. Wiley.

g. Mapping of COs with POs and PSOs

CO's/ Pos/ PSOs	Pos and PSOs								
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2	1						2
CO2	3	2			2				2
CO3	3	2				2	2	2	
CO4	3			1		2	2	2	
CO5	3						2	2	2
CO6								2	2
Scale	3	2	1	1	2	2	2	2	2

Course Code	Course Name	L	T	P	C
U24BB7XXX	BUSINESS PLAN	3	0	0	3
	Sustainable Development Goals				

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	Explain the business environment and idea generation.	K2
CO2	Explain the marketing feasibility.	K2
CO3	Build the feasibility plan	K3
CO4	Construct a detailed business plan	K3
CO5	Explain the components of project appraisal	K2
CO6	Evaluate 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 – Society for Human Resource Management (global HR articles and updates)

2. PeopleMatters.in – Indian HR news, case studies, and HRM trends

g. Mapping of POs with COs

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				
Mapping Strength (Course)	3	3			3				3

Course Code	Course Name	L	T	P	C
U24BB7XX	RETAILING	3	0	0	3
	Sustainable Development Goals				

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 (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 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			1				2
CO4	3	3				1		1	2
CO5	3	3				1	1		
CO6	3	3			1	1	1		
Mapping Strength (Course)	3	3			1	1	1	1	2

Course Code	Course Name	L	T	P	C
U24BM901	Retail supply chain management	3	0	0	3
	Sustainable Development Goals				

Category: Minor Core

a. Preamble

This course introduces students to the essential principles and practices of retail supply chain management. It covers procurement, inventory control, warehousing, logistics, demand forecasting, and the role of technology in retail supply chains. The course emphasizes strategic decision-making and sustainability in the context of global and omnichannel retail environments.

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	Describe the fundamental concepts and scope of retail supply chain management	K2
CO2	Categorize retail procurement, inventory, and vendor management processes	K4
CO3	Apply distribution, transportation, and warehouse management strategies in retail	K3
CO4	Analyze the role of IT and automation in modern retail supply chains	K4
CO5	Investigate sustainable and ethical practices in retail logistics and supply chains	K4
CO6	Examine key performance indicators (KPIs) to assess supply chain effectiveness	K4

d. Course Syllabus

Total: 45 Hours

Introduction to Retail Supply Chain	9
Definition, Scope, Functions, and Importance of Retail SCM – Supply Chain vs. Logistics – Types of Retail Supply Chains – Overview of Modern Retail Formats – Supply Chain Integration.	
Procurement, Inventory, and Vendor Management	9
Sourcing Strategies – Vendor Evaluation – Inventory Planning – EOQ – JIT – Stock Replenishment – Category Management – Vendor Relationship Management.	
Distribution, Logistics, and Warehousing	9
Distribution Network Design – Transportation Models – Fleet Management – Warehouse Types and Layout – Material Handling – Reverse Logistics.	
Technology and Automation in Retail SCM	9
Role of ERP, WMS, and TMS – Barcoding, RFID – EDI – Role of AI and IoT in SCM – Automation in Warehousing and Delivery – Blockchain in Supply Chains	
Sustainability and Performance Metrics	9
Green Logistics – Circular Supply Chains – Social Responsibility – KPIs in Retail SCM – Dashboards and Reporting – Case Studies of Retail Supply Chain Successes.	

e. Learning Activities

1. Analyze a retail supply chain and identify improvement areas.
2. Simulate warehouse layout and explain inventory flow.
3. Prepare a vendor selection and evaluation template.
4. Create a logistics plan for a new retail outlet.
5. Case study presentation on a sustainable supply chain initiative.

f. Learning Resources

1. Hugos, M. H. (2024). *Essentials of supply chain management* (5th ed.). John Wiley & Sons.
2. Sharma, S. (2022). *Retail supply chain management*. McGraw-Hill Education.
3. Chopra, S., & Meindl, P. (2022). *Supply chain management: Strategy, planning,*





and operation (7th ed.). Pearson Education.

Web Resources

1. MIT OpenCourseWare – Supply Chain Management: <https://ocw.mit.edu>
2. Coursera – Supply Chain Management Specialization:
<https://www.coursera.org>
3. SCM Globe: <https://www.scmglobe.com>

G. Mapping of COs with POs and PSOs

Cos/POs/ PSOs	POs and PSOs								
	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO2	PSO3
CO1	3	1							
CO2	3				2				
CO3	3				2				
CO4	3					1			
CO5	3	1			2				
CO6	3	1							
Total	18	3	0	0	6	2	0	0	0
Scale	3	1	0	0	2	1	0	0	0

Course Code	Course Name	L	T	P	C
U24BM902	Social Media Marketing	3	0	0	3
	Sustainable Development Goals				

Category: Minor core

a. Preamble

This course introduces students to the principles, strategies, tools, and analytics of social media marketing. It explores content creation, influencer marketing, paid social campaigns, and performance measurement. Students will learn how to design and execute effective social media strategies for businesses and brands in various industries.

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	Explain the role and impact of social media in the modern marketing environment	K2
CO2	Compare the key social media platforms and their business use cases	K2
CO3	Analyze the content tailored for various social media channels	K4
CO4	Apply the Plan and implement paid campaigns and influencer strategies	K3
CO5	Analyze engagement metrics and social media KPIs	K4
CO6	Illustrate a complete social media marketing strategy with content calendars and analytics	K2

d. Course Syllabus

Total: 45 Hours

Introduction to Social Media Marketing 9

Evolution of social media, Benefits and challenges, The digital marketing funnel, Role of SMM in IMC, Social listening .

Platforms and Audience Targeting 9

Facebook, Instagram, LinkedIn, Twitter (X), YouTube, Pinterest, Threads, Audience segmentation, Buyer personas, Platform-specific content strategies

Content Creation and Community Engagement 9

Types of content: visual, text, video, stories, reels – Brand voice – UGC – Hashtag strategy – Community building – Scheduling tools (Buffer, Hootsuite).

Paid Ads, Influencer Marketing, and Campaign Design 9

Paid advertising formats – Budgeting – A/B Testing – Influencer types and selection – Building a campaign funnel – Legal and ethical considerations.

Metrics, Analytics, and Strategy Formulation 9





KPIs: Reach, Engagement, CTR, ROI, CAC – Native platform analytics – Google Analytics – Content calendar planning – Reporting dashboards – Social media strategy development

e. Learning Activities

1. Design a weekly content calendar for a brand on Instagram or LinkedIn
2. Analyze a real-world brand's social media engagement and recommend strategies
3. Create an influencer campaign pitch for a product
4. Use a scheduling tool to plan and demonstrate post timing and audience reach
5. Draft a complete social media strategy including objectives, content types, platforms, and KPIs

SEMESTER VI

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
Theory						
1	U24BB351	Entrepreneurship and Startup Ecosystem	3	1	0	4
2	U24BM352	Channel 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	U24BM951 U24BM952 U24BM953	Programme Elective – II 1. Merchandising Management. 2. Franchise Operations Management. 3. Web Analytics	3	0	0	3
Practical						
7	U24BB355	Capstone Project	0	0	4	2
Audit Course						
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	Explain the concept of entrepreneurship and identify the dimensions and resources required to establish a start-up.	K2
CO2	Explain the entrepreneurial strategies and various business models, and develop the entrepreneurial competencies.	K2
CO3	Analyze the schematic of the new venture's environment and understand the elements of business plan.	K4
CO4	Analyze the various sources of finance for a new venture and role of central and state government in promoting	K4

	entrepreneurship	
CO5	Analyze the institutions supporting the business enterprises at central level institutions, state level institutions, and other agencies.	K4
CO6	Explain 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 House

g. Mapping of COs with POs and PSOs

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

Course Code	Course Name	L	T	P	C
U24BM255	Channel Management	3	0	0	3
Sustainable Development Goals					

Category: Major Core course

a. Preamble

This course equips learners with knowledge and skills to design, manage, and optimize marketing and distribution channels. It emphasizes channel design strategies, conflict management, partner relationships, and performance evaluation. Students learn to align channels with business objectives and market dynamics.

b. Pre-requisite: None

c. Course Outcomes

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

COs	Course Outcome	Knowledge Level
CO1	Explain fundamental concepts and structures of marketing channels.	K2
CO2	Describe the channel design and selection strategies.	K2
CO3	Compare channel partner relationships and performance.	K2
CO4	Explain conflict resolution and coordination strategies among channel members	K2
CO5	Interpret legal, ethical, and global issues in channel management	K2
CO6	Summarize a comprehensive channel management plan for a product or service	K2

d. Course Syllabus

Total: 45 Hours

Introduction to Channel Management **9**

Meaning and importance of marketing channels – Channel Decision – Nature of Marketing Channels –. Types of Channel flows – Channel functions – Functions of Distribution Channel – Functions and flows in channels – Types of channels: direct and indirect Role of intermediaries.

Channel Design and Selection **9**

Factors influencing channel design – Channel objectives and constraints – Channel structure decisions – Selection criteria for channel members – E-Channel; Types. Distribution Channel Management, Evolution of Marketing – Channels, Retailing, wholesaling, Measuring Wholesale – Performance, Franchising

Managing Channel Relationships **9**

Building and maintaining partner relationships – Motivation and support for channel members – Monitoring and evaluating channel performance – Channel power and dependency.

Channel Conflict and Coordination **9**

Types and sources of channel conflict – Strategies for conflict resolution – Coordination mechanisms and governance Vertical and horizontal marketing systems.

Contemporary Issues in Channel Management **9**

Legal and ethical considerations – Impact of technology and e-commerce – Global channel management challenges – Trends and innovations in channel strategies.

e. Activities

- Case studies on channel conflicts and strategies
- Group projects on designing channel structures for new products
- Simulations on managing dealer/distributor networks





- Guest lectures from channel managers or supply chain heads
- Field visits to distribution centers or retail chains
- Role plays to practice conflict resolution.

f. Learning Resources

1. Wirtz, B. W. (2024). *Multichannel marketing: Strategy – design – digital technology* (1st ed.). Springer Nature.
2. Hunt, S. D. (2024). *Channels of distribution*. Vibrant Publishers.
3. Dhotre, M. (2024). *Channel management and retail marketing*. Himalaya Publishing House.
4. Kotler, P., Keller, K. L., Chernev, A., Sheth, J. N., & Shainesh, G. (2022). *Marketing management* (16th ed.). Pearson Education.
5. Palmatier, R. W., Sivadas, E., Stern, L. W., & El-Ansary, A. I. (2019). *Marketing channel strategy: An omni-channel approach* (9th ed.). Routledge.

g. Mapping of COs with POs and PSOs

Cos /Pos/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO 1	3	2	1	1	2	2	1	2	2
CO 2	3	3	1	2	3	2	1	3	2
CO 3	3	3	2	3	3	2	2	3	2
CO 4	3	3	3	3	3	2	2	3	2
CO 5	3	3	3	2	3	2	1	2	3
CO 6	3	3	3	3	3	2	2	3	3
Levels	3	3	3	3	3	3	2	3	3

Course Code	Course Name	L	T	P	C
U24BB353	Operations Management	4	0	0	4
Sustainable Development Goals					

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	Remember Recall fundamental concepts and principles of operations management, including production systems, process types, and productivity measures.	K1
CO2	Explain the role of operations management in manufacturing and service sectors, and its integration with	K2

	other business functions.	
CO3	Apply appropriate tools and techniques such as forecasting, capacity planning, and inventory models to solve operational problems.	K3
CO4	Explain operational processes in supply chain and production systems to understand inefficiencies and areas for improvement.	K2
CO5	Explain operational strategies using quality, cost, time, and flexibility dimensions to support data-driven decision-making.	K2
CO6	Explain 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 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			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
Mapping Strength (Course)	3	3		1	2	1	3	1	1

Course Code	Course Name	L	T	P	C
U24BB354	Business Analytics	3	0	0	3
	Sustainable Development Goals				

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	Explain the fundamentals of business analytics and its types.	K2
CO2	Apply statistical tools to summarize and visualize business data.	K3
CO3	Perform predictive analytics using regression and forecasting models.	K4
CO4	Utilize data mining techniques to extract business insights.	K4
CO5	Use prescriptive analytics for optimization and decision-making.	K4
CO6	Develop 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
CO1	3	3					2		
CO2	3			2	3		2	2	
CO3	3	3			3		2	2	
CO4	3	3		2	3				1
CO5	3	3			3			2	
CO6	3			2				2	1
Mapping Strength (Course)	3	3		2	3		2	2	1

Course Code	Course Name	L	T	P	C
U24BM951	Merchandising Management	3	0	0	3
	Sustainable Development Goals				

Category: Multidisciplinary

a. Preamble

This course introduces students to the fundamentals of merchandising management in retail and e-commerce sectors. It focuses on merchandise planning, buying, pricing, inventory control, vendor relations, and visual merchandising. Students will learn how to effectively align merchandising strategies with consumer demand and organizational objectives.

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	Explain the concept and importance of merchandising in retail and online environments.	K2
CO2	Apply techniques for merchandise planning, budgeting, and assortment strategies.	K3
CO3	Analyze vendor selection, negotiations, and inventory management processes.	K4
CO4	State pricing strategies and markdown management for profitability.	K1
CO5	Analyze visual merchandising and its impact on consumer buying behavior.	K4
CO6	Demonstrate a comprehensive merchandising plan for a retail business.	K3

d. Course Syllabus

Total : 45 Hours

INTRODUCTION TO MERCHANDISING MANAGEMENT 9

Role and scope of merchandising-Types of retailers and merchandise categories-
Functions of a merchandiser-Global trends in merchandising and supply chain .

MERCHANDISE PLANNING AND BUDGETING 9

Planning process: sales forecasting and open-to-buy planning-Assortment planning and
product life cycle-Merchandise financial planning and control

VENDOR MANAGEMENT AND INVENTORY CONTROL 9

Vendor selection, evaluation, and relationship management-Terms of purchase and
negotiations-Inventory control techniques (ABC, EOQ, JIT)

PRICING AND PROFITABILITY STRATEGIES 9

Pricing objectives and methods-Markup and markdown management-Gross margin
return on investment (GMROI) and profitability analysis

VISUAL MERCHANDISING AND TECHNOLOGY IN MERCHANDISING 9

Store design and layout-Visual merchandising techniques and display planning-E-
merchandising and technology-driven retail strategies

e. Learning Activities:

1. Develop a merchandise budget for a retail store.
2. Analyze vendor scorecards and propose improvements.
3. Conduct a case study on pricing and markdown decisions.
4. Design a visual merchandising plan for a product category.
5. Prepare a final merchandising plan for a hypothetical retail brand.

f. Learning Resources





1. Levy, M., Weitz, B. A., & Grewal, D. (2023). *Retailing management* (10th ed.). McGraw-Hill Education.
2. Berman, B., Evans, J. R., & Chatterjee, P. M. (2023). *Retail management: A strategic approach* (13th ed.). Pearson Education

Web Resources:

1. National Retail Federation (NRF) – Learning modules
2. Coursera – Retail and Merchandising Courses
3. Harvard Business Publishing – Retail Case Studies

g. Mapping of COs with POs and PSOs

COs/POs /PSOs	POs and PSOs								
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	1						3	
CO2	3				2			3	
CO3	3				2	1		3	
CO4	3							3	
CO5	3	1						3	
CO6	3	1			2			3	
Scale	3	1			2	1		3	

Course Code	Course Name	L	T	P	C
U24BM952	Franchise Operations Management	3	0	0	3
	Sustainable Development Goals				

Category: Multidisciplinary

a. Preamble:

This course introduces students to the principles and practices of franchise operations management. It focuses on franchise models, franchisor-franchisee relationships, operational procedures, legal aspects, and performance metrics. Students will gain practical insights into developing standard operating procedures (SOPs), managing day-to-day operations, and implementing growth strategies. Real-world case studies will provide exposure to successful franchise management practices.

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 fundamentals and types of franchising.	K2
CO2	Analyze franchise agreements, legal frameworks, and franchisor-franchisee relationships.	K4
CO3	Apply SOPs and operational strategies to manage franchise outlets.	K3
CO4	Analyze franchise performance using operational and financial KPIs.	K3
CO5	Apply strategies for franchise growth, expansion, and brand	K4

	consistency.	
CO6	Understand innovation, technology, and future trends in franchise management.	K3
K1- Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create		

d. Course Syllabus

Total : 45 Hours

INTRODUCTION TO FRANCHISING	9
Definition, history, and importance of franchising – Types of franchises (product, service, business format) – Advantages and challenges – Role of franchisor and franchisee – Global and Indian franchising landscape.	
FRANCHISE AGREEMENTS AND LEGAL ASPECTS	9
Franchise contracts and disclosure documents – Intellectual property rights – Regulatory frameworks – Obligations of franchisor and franchisee – Conflict management and dispute resolution.	
FRANCHISE OPERATIONS AND SOP DEVELOPMENT	9
Franchise operations manuals – SOP creation – Quality control and compliance – Training and support programs – Technology-enabled operations management	
PERFORMANCE MANAGEMENT AND FINANCIAL CONTROLS	9
Key performance indicators (KPIs) – Franchise audits – Benchmarking – Cost and revenue management – Franchise relationship management and continuous improvement.	
FRANCHISE GROWTH, EXPANSION, AND INNOVATION	9
Territory selection and market research – Multi-unit franchising – Marketing and brand consistency – Digital tools in franchising – Innovation and future trends.	

e. Learning Activities:

1. Comparative analysis of successful franchise models across industries.
2. Draft a sample franchise agreement including key terms and obligations.
3. Prepare an SOP for a franchise outlet in a chosen industry.
4. Conduct KPI-based performance evaluation of an existing franchise.
5. Develop a franchise expansion plan with territory mapping and marketing strategies.

f. Learning Resources





1. Mendelsohn, M. (2020), *The Guide to Franchising*, 8th Edition, Cengage.
2. Spinelli, S. & Birley, S. (2022), *Franchising: Pathway to Wealth Creation*, 3rd Edition, Pearson.
3. Justis, R.T. & Judd, R.J. (2021), *Franchise Management for Dummies*, Wiley.
4. Blair, R. & Lafontaine, F. (2019), *The Economics of Franchising*, Cambridge University Press.

Web Resources:

1. International Franchise Association (<https://www.franchise.org>)
2. Franchise Direct (<https://www.franchisedirect.com>)
3. Entrepreneur Franchise Center (<https://www.entrepreneur.com/franchises>)

g. Mapping of COs with POs and PSOs

COs/POs/ PSOs	POs and PSOs								
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2	1						3
CO2	3	2			2				3
CO3	3	2				1	2	2	
CO4	3				2		2	2	3
CO5	3				2		2	2	3
CO6			1	1	2			2	3
Scale	3	2	1	1	2	1	2	2	3

Course Code	Course Name	L	T	P	C
U24BM953	Web Analytics	3	0	0	3
	Sustainable Development Goals				

Category: Multidisciplinary

a. Preamble

This course introduces students to the fundamentals of Web Analytics and its role in data-driven decision-making for digital businesses. Students will learn how to collect, analyze, and interpret website and campaign data to optimize online performance. The course covers tools, metrics, dashboards, and reporting strategies through real-world case studies.

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 fundamentals of web analytics and its importance in digital strategy..	K2
CO2	Apply tracking techniques to capture user behavior data from websites and digital campaigns.	K3
CO3	Analyze website traffic metrics, conversion data, and KPIs using analytics tools.	K4
CO4	Analyze dashboards and reports to communicate data insights effectively.	K3
CO5	Understand ethical and privacy considerations in web analytics.	K4

CO6	Understand a comprehensive analytics strategy to optimize website performance.	K3
K1- Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create		

d. Course Syllabus

Total : 45 Hours

INTRODUCTION TO WEB ANALYTICS 9

Role of analytics in digital marketing-Key concepts and terminology-Web analytics process and frameworks-Overview of analytics platforms: Google Analytics, Adobe Analytics-Case studies

DATA COLLECTION AND TRACKING METHODS 9

Cookies, tags, and pixels-Event tracking and goals-Campaign tracking (UTM parameters)-User segmentation: new vs returning, demographics, device-Tag management systems (Google Tag Manager).

KEY METRICS AND PERFORMANCE INDICATORS 9

Traffic sources and acquisition metrics-Behavior metrics: bounce rate, session duration, user flow-Conversion metrics and attribution models-Funnel analysis-Measuring ROI from analytics

DASHBOARDS, REPORTING AND DATA VISUALIZATION 9

Building dashboards with Google Data Studio/Looker Studio-Custom reports in Google Analytics-Automating reports and alerts-Visualization best practices.

ETHICS, PRIVACY, AND STRATEGY IN WEB ANALYTICS 9

Data privacy laws: GDPR, CCPA, and cookie policies-Ethical data collection and user consent-Designing an analytics-driven business strategy-Career opportunities and future trends in analytics.

e. Learning Activities:

1. Set up Google Analytics and track user behavior on a mock website.
2. Create a goal funnel and analyze drop-offs in a sample dataset.
3. Build a live dashboard using Google Data Studio or Power BI.
4. Conduct A/B testing on web pages and evaluate results.

5. Group activity: debate on ethics and privacy in user data tracking.

f. Learning Resources

1. Avinash Kaushik, *Web Analytics 2.0: The Art of Online Accountability & Science of Customer Centricity*, Wiley
2. Brian Clifton, *Advanced Web Metrics with Google Analytics*, Wiley
3. Justin Cutroni, *Google Analytics*, O’Reilly Media
4. Eric T. Peterson, *Web Analytics Demystified*
5. Judah Phillips, *Building a Digital Analytics Organization*

g. Web Resources:

1. Google Analytics Academy – *Digital Analytics Fundamentals*
2. HubSpot Academy – *Inbound Analytics*
3. Coursera – *Fundamentals of Digital Marketing Analytics*
4. W3C Web Analytics Guidelines





g. Mapping of COs with POs and PSOs

COs/POs/PSOs	POs and PSOs								
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	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				1
CO6	3				3	3	3	3	1
Total	100	78	17	0	110	127	93	127	28
Scale	3	3	1	0	3	3	3	3	1

SEMESTER – VII

BBA-Digital Marketing (Honours)

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
Theory						
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</i> the 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
Mapping Strength (Course)	3	3		1	1				3

Course Code	Course Name	L	T	P	C
U24BB402	INTERNATIONAL BUSINESS	4	0	0	4
SDG's					

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	Explain the importance, nature, and scope of international business and evaluate the internationalization process and approaches adopted by multinational corporations (MNCs).	K2
CO2	Analyze various classical and modern international trade theories including Mercantilism, Comparative Advantage, and Porter's Diamond Model to interpret trade patterns.	K4

CO3	Explain 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	Explain 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	Evaluate various regional economic integrations and groupings, their levels, and the impact of regionalism vs multilateralism in international business scenarios.	K5
CO6	Explain 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	
Mapping Strength (Course)	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

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				3
Mapping Strength (Course)	3	3	1		1	1			3

Course Code	Course Name	L	T	P	C
U24BB404	Project Management	3	0	0	3
	Sustainable Development Goals				

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	Explain the fundamental concepts, importance, and lifecycle of project management.	K2
CO2	Apply techniques for planning project scope, scheduling, and resource allocation.	K3
CO3	Analyze cost estimation, budgeting, and project financial planning.	K4
CO4	Evaluate and manage project risks, quality control, and stakeholder communication.	K5
CO5	Monitor , control, and report on project progress using appropriate tools and techniques.	K4
CO6	Design 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
2. Tutorialspoint – Project Management: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	
Mapping Strength (Course)	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	Explain the basic concepts and evolution of quality management in business operations.	K2
CO2	Analyze various quality management tools and techniques such as TQM, Kaizen, and Six Sigma.	K3
CO3	Apply quality control methods to improve processes and ensure product/service quality.	K3
CO4	Illustrate the role of quality standards like ISO 9001 in achieving organizational excellence.	K3
CO5	Examine the impact of leadership, employee involvement, and customer focus in building a quality culture.	K4
CO6	Examine 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





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

SEMESTER VII
BBA –Digital Marketing (Honours with Research)

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
Theory						
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
Research Project						
5	U24BB406	Applicative Research	0	0	8	4
Total			12	4	8	20

SEMESTER VIII
BBA – Digital Marketing (Honours)

Sl. No.	Course Code	Course Name	Credits			
			L	T	P	C
Theory						
1	U24BB451	Innovation Management	3	1	0	4
2	U24BB452	Knowledge Management	3	1	0	4
Practical						
3	U24BB453	Project / Dissertation	0	0	24	12
Total			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	Explain the key concepts, types, and significance of innovation in organizations	K2
CO2	Explain various models and sources of innovation within business and technological ecosystems.	K2
CO3	Apply innovation frameworks, tools, and strategies in real business scenarios.	K3
CO4	Explain innovation performance and policies at firm and national levels.	K2
CO5	Explain challenges (e.g., resistance, ethics) and solutions in KM implementation.	K2

CO6	Analyze 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

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

COs/POs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3							3
CO2	3	3				2			3
CO3	3				2	2	2		3
CO4	3	3			2			2	3
CO5			1	1	2			2	3
CO6				1	2	2	2	2	
Mapping Strength (Course)	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	Explain the fundamental concepts, types (explicit/tacit), and significance of KM in organizations.	K2
CO2	Analyze KM frameworks (e.g., SECI Model) and processes (creation, sharing, storage).	K3
CO3	Apply KM tools (wikis, intranets, AI) and technologies to enhance knowledge flows.	K3
CO4	Examine the role of organizational culture and leadership in fostering KM practices.	K3

CO5	Assess challenges (e.g., resistance, ethics) and solutions in KM implementation.	K4
CO6	Design 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 Implementation³ 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

SEMESTER VIII
BBA – Digital Marketing (Honours with Research)

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