



**PERIYAR  
MANIAMMAI**  
INSTITUTE OF SCIENCE & TECHNOLOGY  
(Deemed to be University)  
Established Under Sec. 3 of UGC Act, 1956 • NAAC Accredited  
think • innovate • transform

## Criterion 1 – Curricular Aspects

<b>Key Indicator</b>	1.1	Curriculum Design and Development
<b>Metric</b>	1.1.3	Average percentage of courses having focus on employability/ entrepreneurship/ skill development offered by Management studies.

### DEPARTMENT OF MANAGEMENT STUDIES

#### SYLLABUS COPY OF THE COURSES HIGHLIGHTING THE FOCUS ON EMPLOYABILITY/ ENTREPRENEURSHIP/ SKILL DEVELOPMENT

1. List of courses for the programmes in order of

S. No.	Programme Name
i.	Master of Business Administration
ii.	Bachelor of Business Administration

2. Syllabus of the courses as per the list.

Legend : Words highlighted with **Blue Color** - Entrepreneurship  
Words highlighted with **Red Color** - Employability  
Words highlighted with **Purple Color** - Skill Development

## 1. List of Courses

Name of the Course	Course Code	Year of introduction	Activities with direct bearing on Employability/ Entrepreneurship/ Skill development
<b>MBA– FT</b>			
Written and Oral Communications	YBA101	2013-14	<b>Employability Skills</b> -Business communication activities
Organisational Behaviour	YBA102	2013-14	<b>Employability Skill&amp;Entrepreneurship Skill</b> -Team activity on Group behaviour, Team Management, Conflict Management, Leadership activities
Economic Analysis and Business Environment	YBA103	2013-14	<b>Employability Skills</b> -Feasibility study
Accounting for Managers	YBA104	2013-14	<b>Employability Skills</b> - Corporate account statement analysis
Business Mathematics and Statistics	YBA105	2013-14	<b>Employability Skills</b> - Statistics analysis of certain commodities
Business Legislation for Management	YBA106	2013-14	<b>Employability Skills</b> - Analysing business cases by “A day with Advocate”
Financial Management	YBA201	2013-14	<b>Employability Skill</b> -Financial Statement Analysis
Human Resources Management	YBA202	2013-14	<b>Employability Skill</b> -Mock HRP, Recruitment and PA
Marketing Management	YBA203	2013-14	<b>Employability Skill</b> -Designing advertisement for a selected product
Production and Operations Management	YBA204	2013-14	<b>Employability Skill</b> - Mock Production scheduling and controlling
Management Information System	YBA 205	2013-14	<b>Employability Skill</b> - Proto typing of data base management
Research Methodology	YBA 206	2013-14	<b>Employability Skill</b> -Research on business problems & publishing in research journals
Operations Research	YBA 207	2013-14	<b>Employability Skill</b> - Case Study
Managerial Communication	YBA208	2013-14	<b>Employability Skill</b> -Public speaking and Corporate Communication activity
Strategic Management	YBA301	2013-14	<b>Employability Skill</b> -Strategic planning

Investment Management	YBAE71	2013-14	Entrepreneurship Skill- Portfolio Management
Mergers and Acquisition	YBAE72	2013-14	Entrepreneurship Skill- Analysing real time M&A activity
Tax Planning & Management	YBAE73	2013-14	Employability Skill-Tutorial
International Financial Service	YBAE74	2013-14	Employability Skill-Case Study
Training and Development	YBAE75	2013-14	Employability Skill- Mock Training session
Employee Relationship Management	YBAE76	2015-16	Employability Skill- Employee grievance management
Compensation Management	YBAE77	2015-16	Employability Skill- Designing compensation structure
Labour Law	YBAE78	2015-16	Employability Skill- Case Study
Sales and Distribution Management	YBAE79	2013-14	Employability Skill- Real time Sales activity
Retail & Services Marketing	YBAE80	2013-14	Employability Skill- Analysing Retail sector growth and opportunities
Consumer Behaviour	YBAE81	2013-14	Employability Skill- Analysing Consumer buying behaviour
Integrated Marketing Communication	YBAE82	2013-14	Employability Skill- Case Study
Data Mining for Business Intelligence	YBAE83	2013-14	Employability Skill- Proto typing of Data Warehousing & Mining
E-Business Technology and Management	YBAE84	2013-14	Employability Skill- Case Study
Enterprise Resource Planning	YBAE85	2013-14	Employability Skill- Usage of ERP in corporate level by mini project
Software Engineering	YBAE86	2013-14	Employability Skill- Mini project execution case study
Rural Business Management	YBA401	2013-14	Entrepreneurship Skill- Designing Rural business Model
Entrepreneurship Development	YBA402	2013-14	Entrepreneurship Skill-Designing business plan for an innovated business
Project Management	YBA403	2013-14	Employability Skill- Design the project execution structure
Business Research Project	YBA404	2013-14	Employability & Entrepreneurship Skill- Identifying corporate problems, analysing and providing solutions
Supply Chain and Logistics Management	YBAE67	2013-14	Employability Skill- Mock supply chain management
Product Design	YBAE68	2013-14	Entrepreneurship Skill-Innovate a new product design
Quality Management	YBAE69	2013-14	Employability Skill- Implementing Quality Structure

Computer Integrated Manufacturing	YBAE70	2013-14	<b>Employability Skill</b> -Practicing CIM in prototype
Banking & Insurance Management	YBAE74	2016-17	<b>Employability Skill</b> - A day with Banker
Business Analysis and IT Consulting	YBAE84	2016-17	<b>Employability Skill</b> -Consulting software projects
Software Project Management	YBAE86	2016-17	<b>Employability Skill</b> - Mini project for managing a software project
Principles of Management	YBA101	2018-19	<b>Employability Skill</b> -Establishing the organization in prototype
Business Communication	YBA108	2016-17	<b>Employability Skills</b> - Product presentation
Industrial Relations and Labour Law	YBAE74	2015-16	<b>Employability Skill</b> - Real time exposure about the legal proceedings
Retail Management	YBAE76	2019-20	<b>Employability Skill</b> - Real time Exposure in setting up the model Retail outlet
International Business Management	YBA402	2019-20	<b>Employability Skill</b> - Analyzing and identifying the suitable strategies for international business
<b>BBA- FT</b>			
Technical English - I	XGE101	2016-17	<b>Employability Skill</b> - Practicing on business communication
Principles of Management	XBA102	2016-17	<b>Entrepreneur Skill</b> -Designing organization structure
Fundamentals of Accounting	XBA103	2016-17	<b>Employability Skill</b> - Practicing on real time business accounting
Business Organization and Environment	XBA104	2016-17	<b>Employability Skill</b> - Working on prevailing company ownership and knowing real time business environment
Fundamentals of Economics	XBA105	2016-17	<b>Employability Skill</b> -Practicing current economic situation
Business Communication	XBA201	2016-17	<b>Employability Skill</b> - Practicing on business communication
Vanihathamil	XBA202	2016-17	<b>Employability Skill</b> - Exercising on business Tamil to answer competitive exam questions
Computer Applications in Business	XBA203	2016-17	<b>Employability Skill</b> - Usage of system for presentation Report preparation and data management
Organizational Behaviour	XBA204	2016-17	<b>Employability Skill</b> - Group activity on organization culture <b>Entrepreneurship skill</b> - Team business activities,Conflict management
Business Law	XBA205	2016-17	<b>Employability Skill</b> - Activity on business legal formalities,Analyzing

			cases related to contracts and partnership
Business Plan	XBA206	2016-17	<b>Employability Skill</b> - Practicing on preparing business plan report
Communication for Managers	XBA301	2017-18	<b>Employability Skill</b> - Role Play,Stage presentation
Management Accounting	XBA303	2017-18	<b>Employability Skill</b> - Preparing Account statement,Analyzing Companies audited
Marketing Management	XBA304	2017-18	<b>Employability Skill</b> -Analyzing market and sales promotions for a selected product sales
Business Statistics	XBA305	2017-18	<b>Employability Skill</b> -Analysing data for various commodities
Business Outsourcing	XBA306	2017-18	<b>Entrepreneurship skill</b> -Service outsourcing activity
Financial Management	XBA401	2017-18	<b>Employability Skill</b> - Companies Financial statement Analysis
Human Resources Management	XBA402	2017-18	<b>Employability Skill</b> -Mock recruitment process
Production and Operations Management	XBA403	2017-18	<b>Employability Skill</b> -Production scheduling
Retail Marketing	XBA404	2017-18	<b>Entrepreneurship Skill</b> - Realtime retailing analysis
e-Commerce	XBA405	2017-18	<b>Entrepreneurship Skill</b> - B2C commerce activity
Customer Relationship Management	XBA406	2017-18	<b>Employability Skill</b> - Customer Query handling activity
Business Research Methods	XBA501	2018-19	<b>Employability Skill</b> - Market Research
Supply Chain Management	XBA503	2018-19	<b>Employability Skill</b> - Analysing companies SCM activities
Banking Practices	XBA504	2018-19	<b>Employability Skill</b> - A day with Banker-to understand banking operations
Advertising and Sales Promotion	XBA505	2018-19	<b>Entrepreneurship skill</b> - Creating advertisement for a product
Total Quality Management	XBA506	2018-19	<b>Employability Skill</b> - Quality checking activity
Summer Internship	XBA507	2018-19	<b>Skill Development</b> - Practical Exposure in Industry
Project Management	XBA601	2018-19	<b>Employability Skill</b> - Project designing activity
International Business	XBA602	2018-19	<b>Entrepreneurship Skill</b> - Prototype of doing Import & Export
Consumer Behaviour	XBA603	2018-19	<b>Employability Skill</b> -Consumer need analysis

Entrepreneurship Development	XBA604	2018-19	<b>Entrepreneurship Skill</b> -Generating Business Ideas
Final Project	XBA605	2018-19	<b>Employability &amp; Entrepreneurship Skill</b> - Identifying corporate problems, analysing and providing solutions
Communication Skills in English	XGL101	2018-19	<b>Employability Skill</b> -Role Play, Group Discussion
Fundamentals of Computer - Theory	XBA104	2018-19	<b>Employability Skill</b> -Design content for business presentation, Minutes, Data sheet content preparation
Fundamentals of Computer - Lab	XBA105	2018-19	<b>Employability Skill</b> -Creating business presentation, Minutes, Data sheet preparation
English for Effective Communication	XGL201	2018-19	<b>Employability Skill</b> -Role play, Stage presentation
Commercial Correspondence	XBA301	2019-20	<b>Employability Skill</b> - Practicing on business correspondence
Fundamentals of Financial and Management Accounting	XBA302	2019-20	<b>Employability Skill</b> - Financial statement analysis
Office Management	XBA401	2019-20	<b>Employability Skill</b> - Setting up a mock office atmosphere
Insurance Management	XBA404A	2019-20	<b>Employability Skill &amp; Entrepreneurship Skill</b> - Practicing Insurance concept and sales

## 2. SYLLABUS OF MBA COURSES

### SEMESTER I

<b>COURSE CODE</b>		<b>YBA102</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>		<b>ORGANIZATIONAL BEHAVIOUR</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE</b>		<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>3:0:0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>		<b>Level</b>	
CO1	<i>Explain</i> the challenges and opportunities for OB and OB Model		Cognitive		Understanding	
CO2	<i>Understand</i> the concept of Personality, Learning, Attitude, Value, Perception and Motivation		Cognitive		Understanding	
CO3	<i>Summarise</i> the styles and theories of leadership and difference between a manager and a leader		Cognitive		Understanding	
CO4	<i>Understand</i> the group formation, team building and communication		Cognitive		Understanding	
CO5	<i>Outline</i> the organizational climate, culture, Job Satisfaction, Organizational Change, Stress and Work Life Balance.		Cognitive		Understanding	
<b>UNIT I INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR</b>					<b>5</b>	
Definition of Organizational Behavior - Disciplines contributing to the OB Field: <b>Psychology, Social Psychology, Sociology, Anthropology</b> - Challenges and Opportunities for OB: <b>Managing Workforce Diversity, Improving Quality and Productivity, Outsourcing</b> - Developing of OB Model - Contingency OB Model						
<b>UNIT II THE INDIVIDUAL BEHAVIOUR</b>					<b>12</b>	
<b>Personality – types – Factors influencing personality – Theories; Learning - The learning process, Learning theories; Emotional Intelligence; Attitudes – Characteristics – Components – Formation – Measurement – Theories; Values; Perceptions – Importance - Factors influencing perception - Interpersonal perception; Motivation Concepts and Theories</b>						
<b>UNIT III LEADERSHIP AND POWER</b>					<b>8</b>	
<b>Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers; Sources of power – Power centers – Power and Politics; Conflict and Negotiation.</b>						
<b>UNIT IV GROUP BEHAVIOUR</b>					<b>8</b>	
<b>Defining and Classifying Groups - Stages of Group Development – Group Decision making - Groups and Teams - Types of Teams - Creating Effective Teams; Function of Communication- Communication Process - Direction of Communication - Barriers to effective Communication</b>						
<b>UNIT V DYNAMICS OF ORGANIZATIONAL BEHAVIOUR</b>					<b>12</b>	
<b>Organizational culture and climate – Factors affecting organizational climate – Importance; Job satisfaction Determinants – Measurements – Influence on behaviour; Organizational change – Importance – the change process – Resistance to change – Managing change; Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life;Organizational development – Characteristics – objectives – Organizational effectiveness - Developing Gender sensitive workplace.</b>						
		<b>LECTURE</b>	<b>TUTORIAL</b>		<b>TOTAL</b>	
		<b>45</b>	<b>0</b>		<b>45</b>	

**TEXT BOOKS**

1. Stephen P. Robbins, Timothy A. Judge and Seema Sanghi, Organizational Behaviour, 13th edition, Pearson Education, New Delhi, 2008

**REFERENCES**

1. Fred Luthans, Organizational Behaviour, 11th edition, Mc Graw Hill International Edition, 2008.
2. Hughes, Ginnet, Curphy, Leadership, 6th edition, Tata Mc Graw Hill publishing Company, 2008
3. Gregory Moorehead and R.W. Griffin, Managing People and Organizations, Jaico, 1994.
4. Judith R. Gordon, A Diagnostic Approach to Organizational Behaviour, Allyn & Bacon, 1993.
5. Harold Koontz, Heinz Weihrich, Essentials of Management 5th Edition Tata Mc Graw Hill publishing Company.

**Table1: Mapping of COs with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	1	2	2	3	0	2	1	0	0	0	0
<b>CO 2</b>	2	2	2	3	0	2	1	0	0	0	0
<b>CO 3</b>	2	2	2	3	0	2	1	0	0	0	0
<b>CO 4</b>	1	2	1	1	0	1	1	0	0	0	0
<b>CO 5</b>	1	2	2	1	0	2	1	0	0	0	0
<b>Total</b>	7	10	9	11	0	9	5	5	10	0	0
<b>Scaled Value</b>	2	2	2	3	0	2	1	1	2	0	0

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation



<b>COURSE CODE</b>	<b>YBA103</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>ECONOMIC ANALYSIS AND BUSINESS ENVIRONMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>		<b>Domain</b>		<b>Level</b>	
CO1	<i>Define</i> the fundamentals and principles of economics	Cognitive		Remembering	
CO2	<i>Explain</i> the Law of Supply and Demand	Cognitive		Understanding	
CO3	<i>Analyse</i> the economies and diseconomies of scale	Cognitive		Analyzing	
CO4	<i>Define and Analyse</i> market structure	Cognitive		Remembering Analyzing	
CO5	<i>Define and Analyse</i> the calculation of GDP and CPI	Cognitive		Remembering Analyzing	
CO6	<i>Define and Analyse</i> Fiscal and Monetary Policy	Cognitive		Remembering Analyzing	
<b>UNIT I</b>					<b>8</b>
<b>Fundamentals of Economics –Principles of economics, Circular flow diagram, Production possibilities frontier</b>					
<b>UNIT II</b>					<b>8</b>
<b>Supply and Demand - Demand, Law of demand, Factors that affect demand, Supply, Law of supply, Factors that affect supply, Elasticity, Elastic demand, Inelastic demand, Elastic supply, Inelastic supply .</b>					
<b>UNIT III</b>					<b>7</b>
<b>Production costs, Cost curves, Short run cost, Long run cost, Economies of scale, Diseconomies of scale</b>					
<b>UNIT IV</b>					<b>8</b>
<b>Markets - Competitive markets, Decision to shutdown, Decision to exit, Profit, Monopoly, Causes for monopoly, Monopoly profit, Price discrimination, Oligopoly, Monopolistic Competition</b>					
<b>UNIT V</b>					<b>7</b>
<b>Nation’s Income – Gross domestic product, Calculation of GDP, Components of GDP, Cost of Living – Consumer Price index, Calculation of CPI</b>					
<b>UNIT VI</b>					<b>7</b>
<b>Financial system, Debt finance, Equity finance, SEBI, Stock Indices, Fiscal Policy, Monetary Policy ,Game Theory</b>					
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>		<b>TOTAL</b>	
<b>45</b>	<b>0</b>	<b>0</b>		<b>45</b>	
<b>TEXT BOOKS</b>					
S. Sankaran - Business Economics – Margham publications, Chennai, 2014					
<b>REFERENCES</b>					
1. Gregory Mankiw, Economics – Principles and Applications, Cengage Learning					
2. Dutt, Sundaram, Indian Economic Development, S. Chand					
3. Dwivedi, Managerial Economics, Vikas					

**Table1 1: Mapping of COs with POs**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PSO 1</b>	<b>PSO 2</b>
<b>CO 1</b>	3	0	0	0	0				0		
<b>CO 2</b>	3	0	1	0	2				0		
<b>CO 3</b>	3	0	0	1	0				0		
<b>CO 4</b>	3	0	0	0	0				0		
<b>CO 5</b>	3	2	1	0	0				1		
<b>CO6</b>	3	1	2	1	1						
<b>Total</b>	15	2	2	1	2				1		
<b>Scaled to 0,1,2,3</b>	3	1	1	1	1				1		

1-5 →1, 6 – 10 →2, 11-15 →3

<b>COURSE CODE</b>		<b>YBA104</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>		<b>ACCOUNTING FOR MANAGERS</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>PREREQUISITE:</b>		<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>4 : 0 : 0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>	<b>Level</b>		
CO1	<i>Define</i> the methodology of preparing Financial Statements		Cognitive	Remembering		
CO2	<i>Define</i> the Ratio Analysis and <b>Explain</b> the Cash Flow statements		Cognitive	Remembering Understanding		
CO3	<i>Build</i> Cost Sheet and variances		Cognitive	Applying		
CO4	<i>Analyze</i> Standard costing and marginal costing		Cognitive	Analysing		
CO5	<i>Define</i> contemporary concepts of accounting in business		Cognitive	Remembering		
<b>UNIT I FINANCIAL ACCOUNTING</b>						<b>20</b>
Concepts and Conventions of Accounting, <b>Preparation of Balance sheet- Journal, Ledger, Trial Balance, Trading Accounting, Profit and Loss Account and Balance sheet with Adjustments. IFRS and Indian Accounting Standards</b>						
<b>UNIT II FINANCIAL STATEMENT ANALYSIS</b>						<b>12</b>
<b>Ratio Analysis: Classification of Ratios, Preparation of Common Size Statements, Preparation of Cash Flow Statement</b>						
<b>UNIT III COSTING AND VARIANCES</b>						<b>12</b>
<b>Introduction to Costing, Preparation of Cost Sheet, Variances: Prepare the Material Variances, Labour Variances and Overhead Variances.</b>						
<b>UNIT IV STANDARD COSTING AND MARGINAL COSTING</b>						<b>8</b>
<b>Introduction to Standard Costing, Advantages and Disadvantages of Standard Costing, Break Even Analysis, Cost Volume Profit Analysis and Decision making. Define Marginal Costing and its advantages and disadvantages.</b>						
<b>UNIT V CONTEMPORARY CONCEPTS</b>						<b>8</b>
<b>Introduction to JIT, TQM, Activity Based Costing, Target costing and Life cycle Costing and Pricing Methods</b>						
<b>LECTURE</b>		<b>TUTORIAL</b>	<b>PRACTICAL</b>		<b>TOTAL</b>	
<b>60</b>		<b>0</b>	<b>0</b>		<b>60</b>	
<b>TEXT BOOKS</b>						
1. T.S. Reddy & Y.Hariprasad Reddy, Fifth Revised Edition, Financial Accounting, Margham Publications, 2012.						
<b>REFERENCES</b>						
1. T.S. Reddy & Y.Hariprasad Reddy, Fifth Revised Edition, Management Accounting, Margham Publications, 2014.						
2. N.P. Srinivasan and M. SakthivelMurugan, Revised Edition, Accounting for Management, S Chand & Co., Ltd 2010						
3. Narayanasamy, Financial Accounting, PHI Publisher New Delhi, 2010						

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	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PSO 1</b>	<b>PSO 2</b>
<b>CO 1</b>	3			3			1				
<b>CO 2</b>	3			2	2						
<b>CO 3</b>	3				1						
<b>CO 4</b>	3				1						
<b>CO 5</b>	3	3							1		
<b>Total</b>	15	3	0	5	4	0	1	0	1		
<b>Scaled to 0,1,2,3</b>	3	1	0	1	1	0	1	0	1		

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

COURSE CODE	YBA 105	L	T	P	C
COURSE NAME	BUSINESS MATHEMATICS AND STATISTICS	4	0	0	4
PREREQUISITE	Nil	L	T	P	H
C:P:A	4 : 0 : 0	4	0	0	4
COURSE OUTCOMES		Domain	Level		
CO1	Understand functions, differentiation, maxima and minima, progressions and their use in business	Cognitive	Understanding		
CO2	Understand matrix algebra and its use in solving equations	Cognitive	Analysing		
CO3	Understand collection, tabulation and presentation of data and apply correlation and regression analysis to data	Cognitive	Analysing		
CO4	Understand discrete and continuous probability distributions and sampling distributions	Cognitive	Analysing		
CO5	Apply statistical techniques to test hypothesis	Cognitive	Analysing		
UNIT I-BUSINESS MATHEMATICS					15
Basic Mathematics for Management – Quantitative Decision Making – an overview – functions and progressions – Types – Business applications – Arithmetic Progression – Geometric Progression – Basic Calculus and application – limit and continuity – slope and rate of change – Differentiation – applications maxima and minima with managerial applications – Matrix algebra and applications.					
UNIT II-INTRODUCTION TO STATISTICS					10
Introduction to statistics - Data Collections and Analysis – Collection of Data – methods – Classification and tabulation -Diagrammatic representation - presentation of Data – Charting of data – measures of central tendency – Quantiles – Geometric mean - Harmonic mean – measures of variation and dispersion.					
UNIT III- PROBABILITY AND NON PROBABILITY DISTRIBUTION					15
Introduction to Probability and non probabilityDistribution - Basic concepts of probability – Discrete probability distribution – continuous probability distributions – Decision Theory.					
UNIT IV-SAMPLING AND SAMPLING DISTRIBUTION					10
Introduction to Sampling and sampling Distribution – Sampling methods – Sampling distributions – Testing Hypotheses – Chi Square Test, F – Test, ANOVA.					
UNIT V- BUSINESS FORECASTING					10
Business forecasting – Correlation – Regression – Time series analysis – Statistical Quality Control.					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
60	0	0		60	
TEXT BOOKS					
1. Levin R.I, (2006), Statistics for Management, PHI.					
2. Raghawachari M, (2004), Mathematics for Management, Tata McGraw Hill.					
REFERENCES					
1. Gupta, S.P and M.P.Gupta, (2007), Business Statistics, 5 <sup>th</sup> edition, Sultan Chand & Sons.					
2. Monga C.S, (2008), Mathematics and Statistics for Economics, Vikas Publication..					

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	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO 1</b>	3	0	0	0	0	0	0	0	0	0	0
<b>CO 2</b>	3	0	0	0	0	0	0	0	0	0	3
<b>CO 3</b>	3	2	0	0	3	0	0	0	2	0	3
<b>CO 4</b>	3	2	0	0	3	0	0	0	0	0	3
<b>CO 5</b>	3	2	0	0	3	0	0	0	0	0	3
<b>Total</b>	15	6	0	0	9	0	0	0	2	0	12
<b>Scaled to 0,1,2,3</b>	3	2	0	0	2	0	0	0	1	0	3

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

<b>COURSE CODE</b>	<b>YBA106</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
<b>COURSE NAME</b>	<b>BUSINESS LEGISLATION FOR MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>	
<b>C:P:A</b>	<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>COURSE OUTCOMES</b>		<b>Domain</b>		<b>Level</b>		
CO1	<i>Understand</i> the different legal terms in a contract	Cognitive		Understanding		
CO2	<i>Outline</i> the formation and legal relationship between partners	Cognitive		Understanding		
CO3	<i>Understand</i> the sale and transfer of ownership.	Cognitive		Understanding		
CO4	<i>Define &amp; analyze</i> Negotiable Instruments and its importance	Cognitive		Remembering &Analysing		
CO5	<i>Understand</i> the different terms in Companies Act	Cognitive		Remembering &Analysing		
<b>UNIT I LAW OF CONTRACT</b>					<b>10</b>	
Meaning and <b>Essentials of a valid contract - Offer, Acceptance and Agreement - Formation of Agreement - Consideration and Contracts - Performance of the contract - Void Contract - Contingent Contract - Breach, Damages and compensation.</b>						
<b>UNIT II LAW OF PARTNERSHIP</b>					<b>8</b>	
<b>Concept and formation of partnership - kinds of Partners - legal relations between partners - Rights of incoming and outgoing partners - Retirement and Expulsion - Dissolution of firm.-Limited Liability Partnership</b>						
<b>UNIT III LAW OF SALE OF GOODS</b>					<b>8</b>	
<b>Definition and essentials of a contract of sale - Goods and their classification - Sale and transfer of ownership - Transfer of title by non owners – Performance - Unpaid seller and his Rights – remedies for breach.</b>						
<b>UNIT IV NEGOTIABLE INSTRUMENTS ACT</b>					<b>10</b>	
<b>Concept of Negotiable Instruments and its importance - Definition of promissory note - cheque and bill of exchange - Holder for value and holder in due course - Types of negotiation – consignment – rights and duties of collecting and paying bankers – forgery.</b>						
<b>UNIT V COMPANIES ACT</b>					<b>9</b>	
<b>Types of company - Registration of company - Memorandum of Association - Articles of Association - Prospectus and raising of capital - Borrowing powers of the Company - Board of Directors – Auditors – Meetings.</b>						
<b>LECTURE</b>		<b>TUTORIAL</b>		<b>PRACTICAL</b>		<b>TOTAL</b>
<b>45</b>		<b>0</b>		<b>0</b>		<b>45</b>
<b>TEXT BOOKS</b>						
N.D. Kapoor, Elements of Mercantile Law, Sultan Chand & Sons, 2003.						
<b>REFERENCES</b>						
1. M.C.Kuchhal& Deepa Prakash, 1st edition, Vikas Publishing, 2009.						
2.Pathak, Legal Aspects of Business, 2nd edition, Tata McGraw Hill, 2005.						
3.P C Tulsian, Business and Corporate Law, TMH 2007.						
4.C L Bansal, Business and Corporate Laws, Excel Books, 2006.						

**Table1 1: Mapping of COs with POs**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO 1</b>	1	0	0	2	0	1	2	0	2	0	0
<b>CO 2</b>	1	0	0	2	0	1	2	0	2	0	0
<b>CO 3</b>	1	0	0	2	0	1	2	0	2	0	0
<b>CO 4</b>	1	0	0	2	0	1	2	0	2	0	0
<b>CO 5</b>	1	0	0	2	0	1	2	0	2	0	0
<b>Total</b>	5	0	0	10	0	0	10	0	10	0	0
<b>Scaled 0,1,2,3</b>	1	0	0	2	0	0	2	0	2	0	0

1-5 →1, 6 – 10 →2, 11-15 →3

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



## Semester II

<b>COURSE CODE</b>		<b>YBA 201</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>		<b>FINANCIAL MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>		<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>		<b>Level</b>	
CO1	To <i>Define</i> the overview of Financial Management and Time value of Money.		Cognitive		Remembering	
CO2	<i>Define</i> and <i>Apply</i> capital budgeting techniques.		Cognitive		Remembering Analysing	
CO3	<i>Analyse</i> the capital structure and dividend policy		Cognitive		Analysing	
CO4	<i>Define</i> the sources of long term finance and basics of inventory management.		Cognitive		Remembering	
CO5	<i>Define</i> the sources of short term finance and basics of mergers and takeovers		Cognitive		Remembering	
<b>UNIT I-NATURE AND SCOPE OF FINANCIAL MANAGEMENT, TIME VALUE OF MONEY</b>						<b>6</b>
Meaning-Definition-Objectives and Functions of Financial Management-Role of Finance Manager-Scope of Financial Management. Meaning for Time preference for Money-Techniques of Time value of Money- Time Value of Money Problems using any one of the basic software.						
<b>UNIT II-RISK AND RETURN, COST OF CAPITAL, CAPITAL BUDGETING</b>						<b>12</b>
Meaning of Risk-Systematic Risk and Unsystematic Risk-Relationship between Risk and Return- Capital Asset Pricing Model (CAPM). Meaning and Definition of Cost of Capital- Computation of Cost of Capital- Meaning and Definitions of Capital Budgeting- Methods- Payback period Method-Accounting Rate of Return Method- Discounted Cash Flow Method.						
<b>UNIT III- CAPITAL STRUCTURE AND LEVERAGES, WORKING CAPITAL MANAGEMENT, DIVIDEND POLICY</b>						<b>12</b>
Meaning and Definition of Capital Structure- Theories of Capital Structure-Define Leverage – Types of Leverage. Working Capital Management-Working capital policy-Cash and Liquidity Management. Meaning of Dividend-Models of Dividend policy-Walter’s Models-Gordon’s Model-Modigliani Miller Model-Forms of Dividend						
<b>UNIT IV-SOURCES OF FINANCE</b>						<b>6</b>
Sources of Long term Finance, Equity Shares-Preference Shares-Debentures or Bonds-Term Loans-Retained Earnings, Sources of Short term Finance -Factoring-Trade credit -Merits and Demerits.						
<b>UNIT V-CORPORATE RISK MANAGEMENT, MERGER AND ACQUISITION</b>						<b>9</b>
Corporate Risk Management, Meaning and Reasons for Mergers and Acquisition -Cost and benefits of a Merger.						
<b>LECTURE</b>		<b>TUTORIAL</b>		<b>PRACTICAL</b>		<b>TOTAL</b>
<b>45</b>		<b>0</b>		<b>0</b>		<b>45</b>
<b>TEXT BOOKS</b>						
1.Chandra, Prasanna, Financial Management–Theory and Practice, Eighth edition, TMH Publishing Company Ltd., New Delhi,						

**REFERENCES**

2. I.M. Pandey, Essentials of Financial Management-Fourth edition, Vikas Publishing House Pvt., Ltd., Noida.

**Mapping of COs with POs**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PSO 1</b>	<b>PSO 2</b>
<b>CO 1</b>	3	0	0	0	0	0	0	0	0		
<b>CO 2</b>	3	0	1	0	2	0	0	0	0		
<b>CO 3</b>	3	0	0	1	0	0	0	0	0		
<b>CO 4</b>	3	0	0	0	0	0	0	0	0		
<b>CO 5</b>	3	2	1	0	0	0	0	0	1		
<b>Total</b>	15	2	2	1	2	0	0	0	1		
<b>Scaled to 0,1,2,3</b>	3	1	1	1	1	0	0	0	1		

1-5→1, 6-10 →2, 11-15→3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

<b>COURSE CODE</b>		<b>YBA202</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>		<b>HUMAN RESOURCE MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>		<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>		<b>Level</b>	
CO1	<i>Understand</i> the various roles played by a human resource manager and the essential qualities of a HR manager.		Cognitive		Understanding	
CO2	<i>Identify</i> the demand forecasting of human resource required and hire right person for right place at right time.		Cognitive		Understanding	
CO3	<i>Identify</i> the various recruitment practices and selection procedure.		Cognitive		Understanding	
CO4	<i>Analyze</i> new perspectives in Training, performance appraisal and Components of E-HRM.		Cognitive		Understanding	
CO5	<i>Recognize</i> the concept of Competitive dynamics.		Cognitive		Understanding	
<b>UNIT I INTRODUCTION TO HUMAN RESOURCE MANAGEMENT</b>						<b>05</b>
Evolution of Human Resource Management – The importance of the human factor – Challenges - <i>Role of human resource manager – Qualities of human resource manager.</i>						
<b>UNIT II HUMAN RESOURCE PLANNING, JOB ANALYSIS AND DESIGN</b>						<b>10</b>
Objectives of <i>HRP</i> , <i>Factors affecting HRP</i> , <i>Process of HRP</i> , <i>Forecasting</i> , <i>Gap Analysis</i> , <i>Implementation of HRP</i> , <i>Objectives of Job Analysis</i> , <i>Determining Training Needs</i> , <i>Compensation</i> , <i>Performance Preview</i> . <i>Process and steps of Job Analysis</i> , <i>Method of Job Analysis</i> - <i>Data Gathering-Aspect of Job analysis</i> , <i>Job Description</i> , <i>Job Specifications</i> . <i>Job Evaluation</i> , <i>Job design</i> .						
<b>UNIT III EMPLOYEE RECRUITMENT, SELECTION &amp; PLACEMENT</b>						<b>10</b>
<i>Factors affecting recruitment</i> , <i>Constraints and Challenges in Recruitment Process</i> , <i>Process of Recruitment</i> , <i>Sources of Recruitment</i> , <i>Recruitment Practices in India</i> , <i>Retention of Employee</i> - <i>Steps in Selection Procedure</i> , <i>Selection in other countries</i> , <i>Socialization and Induction</i> - <i>Global Placement</i> , <i>Outplacement</i> , <i>Promotion</i> , <i>Transfer</i> , <i>Downsizing</i> , <i>Lay-off and Retrenchment</i> , <i>Suspension</i> , <i>Dismissal</i> , <i>Resignation</i> , <i>Voluntary Retirement Scheme</i> .						
<b>UNIT IV TRAINING &amp; DEVELOPMENT, PERFORMANCE APPRAISAL E-HRM</b>						<b>10</b>
<i>Concept of Training</i> , <i>Training Methods</i> , <i>New Training Techniques</i> , <i>Evaluation of Training</i> , <i>New Perspectives on Training</i> , <i>Emerging Issues in Training</i> , <i>Identification of Training needs</i> - <i>Performance Appraisal</i> , <i>Methods of Performance Appraisal</i> , <i>Potential Appraisal</i> , <i>Possible Errors in the Appraisal Process</i> , <i>Planning for Performance Improvement</i> - <i>Components of E-HRM</i> <i>Advantages and Functions of E-HRM</i> .						

<b>UNIT V COMPENSATION</b>			<b>10</b>
Basics of compensation - factors determining pay rate - Current trends in compensation -. Pay for performance and Financial incentives: Money and motivation - incentives for operations employees and executives - Organization wide incentive plans - Practices in Indian organizations. Benefits and services: Statutory benefits - non-statutory (voluntary) benefits - Insurance benefits - retirement benefits and other welfare measures to build employee commitment.			
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
<b>45</b>	<b>0</b>	<b>0</b>	<b>45</b>
<b>TEXT BOOKS</b>			
C.B.Gupta, Human Resource Management - Text and Cases, Sultan Chand & Sons, New Delhi.			
<b>REFERENCES</b>			
Gary Dessler and Biju Varkkey, Human Resource Management, Pearson Education, New Delhi.			

Mapping of POs with Cos

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO 1</b>	3	0	0	0	0	2	0	0	2	0	0
<b>CO 2</b>	2	0	0	0	0	2	0	0	2	0	0
<b>CO 3</b>	2	0	0	0	0	2	0	0	2	0	0
<b>CO 4</b>	3	0	0	2	0	2	0	0	2	0	0
<b>CO 5</b>	2	0	0	0	0	2	0	0	2	0	0
<b>Total</b>	12	0	0	2	0	10	0	0	10	0	0
<b>Scaled Value</b>	3	0	0	1	0	2	0	0	2	0	0

1-5 → 1    6-10 → 2    11-15 → 3

0-No Relation 1- Low Relation 2- Medium Relation 3- High Relation

<b>COURSE CODE</b>		<b>YBA203</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>		<b>MARKETING MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>		<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>		<b>Level</b>	
CO1	<i>Understand</i> the concept of Marketing Management.		Cognitive		Understanding	
CO2	<i>Identify</i> the Customer value & Market segment.		Cognitive		Understanding	
CO3	<i>Identify</i> the Product strategy.		Cognitive		Understanding	
CO4	<i>Analyze</i> the Communicating value.		Cognitive		Understanding	
CO5	<i>Recognize</i> the concept of Competitive dynamics.		Cognitive		Understanding	
<b>UNIT I UNDERSTANDING MARKETING MANAGEMENT</b>						<b>7</b>
Defining Marketing for the 21 <sup>st</sup> Century – <b>The Importance of Marketing</b> – The scope of Marketing – <b>Core Marketing Concepts</b> – <b>The New Marketing Realities</b> – <b>Company Orientation toward the Marketplace</b> – <b>Marketing Management Tasks</b>						
<b>UNIT II CONNECTING WITH CUSTOMERS</b>						<b>10</b>
Creating Customer Value, Satisfaction and Loyalty – Maximizing Customer Lifetime Value – Cultivating Customer Relationships.						
<b>IDENTIFYING MARKET SEGMENTS AND TARGETS</b>						
Bases for Segmenting Consumer Markets – Bases for Segmenting Business Markets – Market Targeting.						
<b>UNIT III SETTING PRODUCT STRATEGY</b>						<b>10</b>
Product Characteristics and Classifications – Differentiation – Product and Brand Relationships – Packaging. Labeling, Warranties and Guarantees.						
<b>DEVELOPING PRICING STRATEGIES AND PROGRAMS &amp; DELIVERING VALUE</b>						
Understanding Pricing – A changing Pricing Environment – How Companies Price? – Marketing Channels and Value Networks.						
<b>UNIT IV COMMUNICATING VALUE &amp; MASS COMMUNICATIONS</b>						<b>8</b>
Marketing Channels and Value Network-The Role of Marketing Channels-Channel Design Decisions-Channel Management Decisions.						
The Role of Marketing Communications – Developing and Managing an Advertising Program.- Introducing New Market Offerings – New Product Options						
<b>UNIT V COMPETITIVE DYNAMICS</b>						<b>10</b>
Competitive Strategies for Market Leaders – Other Competitive Strategies – Product Life Cycle Marketing Strategies.						
<b>CRAFTING THE BRAND POSITIONING</b>						
Developing and Establishing a Brand Positioning – Differentiation Strategies. What is Brand Equity? – Role of Brands – The Scope of Branding – Defining Brand Equity.						
<b>LECTURE</b>		<b>TUTORIAL</b>		<b>PRACTICAL</b>		<b>TOTAL</b>
<b>45</b>		<b>0</b>		<b>0</b>		<b>45</b>

**TEXT BOOKS**

1. V.S.Ramasamy ,S.Namakumari, Marketing Management Global Perspective Indian Context 5<sup>th</sup>Edition,McGram Hill Education(India) Pvt., Ltd.,NewDelhi

**REFERENCES**

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy and MithileshwarJha,*Marketing Management – A South Asian Perspective*, Pearson Education Inc., New Delhi.

**Mapping of COs with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	2	0	1	0	0	0	0	0	2	0	0
<b>CO 2</b>	2	1	1	0	0	0	0	0	2	0	0
<b>CO 3</b>	2	1	1	1	0	0	0	0	2	0	0
<b>CO 4</b>	2	1	1	3	0	0	0	0	2	0	0
<b>CO 5</b>	2	1	1	0	0	0	0	0	2	0	0
<b>Total</b>	10	4	5	4	0	0	0	0	8	0	0
<b>Scaled Value</b>	2	1	1	1	0	0	0	0	2	0	0

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

<b>COURSE CODE</b>		<b>YBA204</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>		<b>Production and Operations Management</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>PREREQUISITE:</b>		<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>4 : 0 : 0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>		<b>Level</b>	
CO1	<i>Explain</i> operations, productivity and the various steps in product design.		Cognitive		Understanding	
CO2	<i>Explain</i> the types of processes, process selection and capacity planning.		Cognitive		Understanding	
CO3	<i>Explain</i> facility layout and forecasting.		Cognitive		Understanding	
CO4	<i>Explain</i> aggregate planning and inventory control.		Cognitive		Understanding	
CO5	<i>Explain</i> material requirements planning, scheduling and lean production.		Cognitive		Understanding	
<b>UNIT I-INTRODUCTION TO OPERATIONS, PRODUCT DESIGN</b>						<b>12</b>
Operations, Transformation process, Operations management, Productivity, Product design - Product design process						
<b>UNIT II-PROCESS SELECTION, CAPACITY PLANNING</b>						<b>12</b>
Process selection and design - Classification, Product-process matrix, Process flow chart, Capacity management - Capacity planning						
<b>UNIT III- FACILITY LAYOUT, FORECASTING</b>						<b>12</b>
Facility Layout – Types of layouts, Product layout, Process layout, Forecasting – Components of demand, Forecasting techniques, Qualitative techniques, Time series analysis, Forecast errors						
<b>UNIT IV-AGGREGATE PLANNING, INVENTORY CONTROL</b>						<b>12</b>
Aggregate Sales and Operations Planning - Planning Strategies Inventory Control - Inventory costs, Inventory systems, Fixed order quantity model						
<b>UNIT V-MATERIAL REQUIREMENTS PLANNING, SCHEDULING, LEAN PRODUCTION</b>						<b>12</b>
Material Requirement Planning - Master production schedule, Bill of materials, Operations Scheduling – Scheduling and control functions, Lean Production						
<b>LECTURE</b>		<b>TUTORIAL</b>		<b>PRACTICAL</b>		<b>TOTAL</b>
<b>60</b>		<b>0</b>		<b>0</b>		<b>60</b>
<b>TEXT BOOKS</b>						
1. Roberta S Russell, Bernard W Taylor, <i>Operations Management Along the Supply Chain</i> , Wiley.						
<b>REFERENCES</b>						
1. Richard B Chase, F Robert Jacobs, Nicholas J Aquilano, Nitin K Agarwal, <i>Operations Management for Competitive Advantage</i> , Tata McGraw-Hill.						
2. R.B. Khanna, <i>Production and Operations Management</i> , PHI.						
3. R. Panneerselvam, <i>Production and Operations Management</i> , Prentice Hall of India.						

### Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	3	0	0	0	0	0	0	0	0	0	0
<b>CO 2</b>	3	0	0	0	0	0	0	0	0	0	0
<b>CO 3</b>	3	2	0	0	2	0	0	0	0	0	0
<b>CO 4</b>	3	0	0	0	2	0	0	0	0	0	0
<b>CO 5</b>	3	0	0	0	2	0	0	0	0	0	0
<b>Total</b>	15	2	0	0	6	0	0	0	0	0	0
<b>Scaled to 0,1,2,3</b>	3	1	0	0	2	0	0	0	0	0	0

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation



<b>COURSE CODE</b>		<b>YBA205</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>		<b>MANAGEMENT INFORMATION SYSTEM</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>		<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>		<b>Level</b>	
CO1	<i>Understand</i> the concept of Business and IT.		Cognitive		Understanding	
CO2	<i>Understand</i> the concept of IT & Database.		Cognitive		Understanding	
CO3	<i>Understand</i> the E-business applications.		Cognitive		Understanding	
CO4	<i>Understand</i> the concept of system development.		Cognitive		Understanding	
CO5	<i>Understand</i> the challenges and latest trends.		Cognitive		Understanding	
<b>UNIT I FOUNDATION CONCEPTS</b>						<b>5</b>
Information Systems in Business, Components of Information Systems, Using Information Technology for Strategic Advantage						
<b>UNIT II INFORMATION TECHNOLOGIES</b>						<b>10</b>
Hardware, Software, Data Concepts, Database Structures, Types of Databases, Data Warehouse, Data Mining, Database Management Approach, Types of Telecommunication Networks, Wired & Wireless Technologies						
<b>UNIT III BUSINESS APPLICATIONS</b>						<b>12</b>
e-Business Systems, Functional Business Systems, Customer Relationship Management, Enterprise Resource Planning, Supply Chain Management, e-Commerce, Decision Support Systems						
<b>UNIT IV DEVELOPMENT PROCESSES</b>						<b>10</b>
Planning, Systems Development Life Cycle, Implementing Business Systems						
<b>UNIT V CHALLENGES &amp; LATEST TRENDS</b>						<b>8</b>
Security, Ethical and Societal Challenges of IT, Security Management, Latest Trends						
<b>LECTURE</b>		<b>TUTORIAL</b>		<b>PRACTICAL</b>		<b>TOTAL</b>
<b>45</b>		<b>0</b>		<b>0</b>		<b>45</b>
<b>TEXT BOOKS</b>						
1. James A O'Brien, George M Marakas& Ramesh Behl, Management Information Systems, Tata McGraw Hill, New Delhi.						
<b>REFERENCES</b>						
1. Kenneth C. Laudon, Jane P. Laudon Management Information System, Student Edition,13 <sup>th</sup> Edition .						

Mapping of POs with Cos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CO 1	2	0	0	0	0	0	0	0	0	0	0
CO 2	2	0	0	0	0	0	0	0	2	0	0
CO 3	2	2	0	0	0	0	0	0	2	0	0
CO 4	2	0	0	0	0	0	0	0	2	0	0
CO 5	2	2	0	0	0	0	2	0	2	0	0
Total	10	4	0	0	0	0	2	0	8	0	0
Scaled Value	2	1	0	0	0	0	1	0	2	0	0

1-5 → 1    6-10 → 2    11-15 → 3

0-No Relation 1- Low Relation 2- Medium Relation 3- High Relation

COURSE CODE	YBA 206	L	T	P	C	
COURSE NAME	RESEARCH METHODOLOGY	3	0	0	3	
PREREQUISITE:	Nil	L	T	P	H	
C:P:A	2.7 : 0 : 0.3	3	0	0	3	
COURSE OUTCOMES		Domain		Level		
CO1	Understand the process in business research projects	Cognitive		Understanding		
CO2	Define business problem	Cognitive		Analysing		
CO3	Analyzing of collected data to investigate the research problem	Cognitive		Analysing		
CO4	Designing of questionnaires for data collection	Cognitive		Understanding		
CO5	Interpret of data using statistical techniques	Cognitive		Understanding		
UNIT I INTRODUCTION					8	
Meaning of Research, Objective of Research, Motivation in Research, Types of Research Approaches, Significance of Research, research process, criteria of good Research, Problems Encountered by Researchers in India						
UNIT II PROBLEM DEFINITION					10	
Research Problems, Selecting the problem, Necessity of defining the Problem, technique involved in defining a problem, Research Design, meaning, need for research design, features of a good design, important concepts relating to research design, different research designs						
UNIT III SAMPLING, MEASUREMENT & SCALING					9	
Sampling Need for Sampling, Definitions, Important Sampling Distributions, Method of Sampling Measurement in Research, Measurement Scales, Sources of Errors in Measurement, Tests of Sound Measurement, Techniques of developing Measurement Tools, Meaning of Scaling, Scale Classification Bases, Important Scaling Techniques, Scale Construction Techniques						
UNIT IV DATA COLLECTION					9	
Collection of Primary Data, Observation Method, Interview Method, Collection of Data through Questionnaires, Collection of Data through Schedules, Difference between Questionnaires and Schedules, Other methods of data collection, collection of Secondary Data, Selection of appropriate method for data collection, Case Study method						
UNIT V DATA ANALYSIS & REPORT PREPARATION					9	
Introduction to Uni-variate, Bi-variate and Multi-varate techniques, Report Writing. Techniques of interpretation, Different steps in writing report						
LECTURE		TUTORIAL		PRACTICAL		TOTAL
45		0		0		45
TEXT BOOKS						
1. Kothari C R, Research Methodology, New Age International Publishers						
REFERENCES						
1. Cooper D.R. & Schindler P.S., Business Research Methods, McGraw Hills, New Delhi						

### Mapping of Cos with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	2	1	1	1	3	2	1	1	1	0	0
<b>CO 2</b>	2	1	1	1	3	2	1	1	1	0	0
<b>CO 3</b>	2	1	1	1	3	2	1	1	1	0	0
<b>CO 4</b>	2	1	1	1	3	2	1	1	1	0	0
<b>CO 5</b>	2	1	1	1	3	2	1	1	1	0	0
	10	5	5	5	15	10	5	5	5	0	0

1-5 → 1, 6 – 10 → 2, 11-15 → 3

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

<b>COURSE CODE</b>		<b>YBA208</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>		<b>MANAGERIAL COMMUNICATION</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>		<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>		<b>Level</b>	
CO1	<i>Understand</i> the communication process.		Cognitive		Understanding	
CO2	<i>Identify</i> the learn parts of a report.		Cognitive		Understanding	
CO3	<i>Understand</i> the procedure for conducting meetings.		Cognitive		Understanding	
CO4	<i>Analyze</i> how to search job, build own resume and job application letter .		Cognitive		Understanding	
CO5	<i>Recognize</i> various group discussion techniques, acquire interview skills and negotiating skills. .		Cognitive		Understanding	
<b>UNIT I BUSINESS COMMUNICATION</b>						<b>7</b>
Business Communication Foundations – Benefits of effective communication, Goals of business communication, Internal communication, External communication, Communication process, Communication barriers - Body Language						
<b>UNIT II Report Writing</b>						<b>8</b>
Report Writing – Types of reports, Parts of reports - Oral communication – Presentation, Public speaking.						
<b>UNIT III CONDUCTING MEETING</b>						<b>8</b>
Conducting Meetings: Procedure – Preparing Agenda, Minutes and Resolutions Conducting Seminars & Conferences: Procedure of Regulating Speech						
<b>UNIT IV JOB SEARCH</b>						<b>10</b>
Job search and Resume – Chronological resume, Functional resume and Job Application letter						
<b>UNIT V GROUP DISCUSSION</b>						<b>12</b>
Group Discussion and Interview Skills - Negotiation Skills.						
<b>LECTURE</b>		<b>TUTORIAL</b>	<b>PRACTICAL</b>		<b>TOTAL</b>	
<b>45</b>		<b>0</b>	<b>0</b>		<b>45</b>	
<b>TEXT BOOKS</b>						
1. V.S.Ramasamy ,S.Namakumari, Marketing Management Global Perspective Indian Context 5 <sup>th</sup> Edition,McGram Hill Education(India) Pvt., Ltd.,NewDelhi						
<b>REFERENCES</b>						
1. Philip Kotler, Kevin Lane Keller, Abraham Koshy and MithileshwarJha, <i>Marketing Management – A South Asian Perspective</i> , Pearson Education Inc., New Delhi.						

### Mapping of POs with Cos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	0	2	0	3	0	0	0	0	2	0	0
<b>CO 2</b>	0	2	0	3	0	0	0	0	2	0	0
<b>CO 3</b>	0	2	0	3	0	0	0	0	2	0	0
<b>CO 4</b>	0	2	0	3	0	0	0	0	2	0	0
<b>CO 5</b>	0	2	0	3	0	0	0	0	2	0	0
<b>Total</b>	0	10	0	15	0	0	0	0	8	0	0
<b>Scaled Value</b>	0	2	0	3	0	0	0	0	2	0	0

1-5 → 1    6-10 → 2    11-15 → 3

0-No Relation 1- Low Relation 2- Medium Relation 3- High Relation

## SEMESTER III

### STRATEGIC MANAGEMENT

CO1. Cog: U *Explain* the steps in the strategic management process.

CO2. Cog: A2 *Identify* the external and internal environment of businesses.

CO3. Cog: A2 *Compare* various business level strategies.

CO4. Cog: A2 *Distinguish* various corporate level strategies.

CO5. Cog: A2 *Compare* various international strategies.

SUBCODE	SUB NAME	L	T	P	C
YBA301	STRATEGIC MANAGEMENT	4	0	0	4
C:P:A = 3:0:0					
		L	T	P	H
		4	0	0	4
UNIT I STRATEGIC MANAGEMENT CONTEXT					10
Strategy, Strategic management, Strategic management process, Mission statement, Stakeholders, Corporate governance.					
UNIT IISITUATION ANALYSIS					20
External environment: Macro environment, Industry environment, Industry analysis – Five forces model.					
Internal environment: Resources and capabilities - Value chain model, SWOT analysis.					
UNIT IIIBUSINESS LEVEL STRATEGY					10
Business level strategies: Cost leadership, Differentiation, Focus.					
UNIT IVCORPORATE LEVEL STRATEGY					10
Corporate level strategies: Concentration, Vertical integration, Diversification, Divestment, Portfolio analysis – BCG Matrix.					
UNIT VINTERNATIONAL STRATEGY					10
International strategy: Global, Multidomestic, Transnational strategy, Modes of entering international markets.					
		LECTURE	TUTORIAL	TOTAL	
		60	0	60	
TEXT					
1. RaghavanParthasarthy (2008), <i>Fundamentals of Strategic Management</i> , Biztantra.					
REFERENCES					
1. Charles W.L. Hill & Gareth R. Jones (2013), <i>Strategic Management Theory : An Integrated approach</i> , Houghton Mifflin Company, Princeton New Jersey.					
2. Thomas L. Wheelen, J. David Hunger (2013), <i>Strategic Management</i> , Addison Wesley Longman Singapore Pvt. Ltd.					

### Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	3	1	3	2	0	0	0	1	1	0	0
<b>CO 2</b>	3	1	3	0	2	0	0	0	0	2	1
<b>CO 3</b>	3	1	3	0	0	0	0	0	0	0	0
<b>CO 4</b>	3	1	3	0	0	0	0	0	0	0	0
<b>CO 5</b>	3	1	3	0	0	1	0	0	0	0	0
<b>Total</b>	15	5	15	2	2	1	0	1	1	2	1
<b>Scaled to 0,1,2,3</b>	3	1	3	1	1	1	0	1	1	1	1

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation



COURSE CODE	YBAE67	L	T	P	C
COURSE NAME	SUPPLY CHAIN AND LOGISTICS MANAGEMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
COURSE OUTCOMES		Domain	Level		
CO1	Know the concept of Supply chain Management.	Cognitive	Understanding		
CO2	Know the concept of Logistics Management.	Cognitive	Understanding		
CO3	Understand the concept of Networks & Designing.	Cognitive	Understanding		
CO4	Understand the Sourcing and Inventory process.	Cognitive	Understanding		
CO5	Recognize the concept of current trends in SCM.	Cognitive	Understanding		
UNIT I INTRODUCTION					9
Defining Supply Chain Management and Logistics management. Evolution, Supply chain – Fundamentals and Importance, Supply chain strategy, Enablers/Drivers of supply chain performance. Supply Chain Relationship					
UNIT II LOGISTICS MANAGEMENT					9
Logistics-functions, objective, solution, Customer Service. Warehousing and Material Storage, Material Handling, Transportation and Packaging-3PL and 4PL.					
UNIT III NETWORK DESIGN					10
Network Design-Distribution Network Design-Role, Factors Influencing, Options, Value additions. Models for Facility Location and Capacity allocation-Impact of uncertainty on Network Design. Network Design decisions using Decision trees.					
UNIT IV SOURCING AND INVENTORY MANAGEMENT					9
Sourcing- Make vs buy decision, creating World Class Supply base, World Wide Sourcing Inventory Management-Managing Cycle inventory, safety inventory, Value of information, Bullwhip effect, Coordination in Supply chain, Analyzing impact of supply chain redesign on the inventory.					
UNIT V CURRENT TRENDS					8
E-Business-Framework and Role of Supply Chain in e-business and b2b practice, Supply chain IT frame work, E-Supply chains, E-logistics,eSRM, eLRM, eSCM, Agile Supply chains Reverse Logistics ,Green Logistics, Global Logistics.					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	0	0		45	
TEXT BOOKS					
1. BwersoxDonaldJ,Logistical Management-The Integrated Supply Chain Process, Tata McGraw Hill,2000					
2. Sunil Chopra and Peer Meindl, Supply Chain Management –Strategy Planning and Operation, Prentice Hall 2007					

**REFERENCES**

1. Donald J.Bowersox, David J Closs and M.Bixby Cooper, Supply Chain Logistics Management, Tata McGraw Hill,2008 New Delhi.
2. Altekhar Rahul V, Supply Chain Management-Concept and Cases, Prentice Hall India, 2005.
3. Joel D Wisner,G Keong Leong, Keah-Choon Tan,” Principles of Supply Chain Management - A Balanced Approach”, South-Western, Cengage Learning 2005.
4. Naraya Rangaraj,GReghuram, Mandyam.M,Srinivasan, Supply Chain Management for Competitive Advantage-Concepts and Cases, Tata McGraw Hill 2009.
5. R.P.Mohanty and S.G.Deshmukh, Supply Chain Management, Biztantra, 2005.

**Mapping of POs with Cos**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	3	0	0	0	0	0	0	0	2	0	0
<b>CO 2</b>	3	0	0	0	0	0	0	0	2	0	0
<b>CO 3</b>	3	0	2	0	0	0	0	0	0	0	0
<b>CO 4</b>	3	0	0	0	0	0	0	0	0	0	0
<b>CO 5</b>	3	0	0	0	0	0	0	0	2	0	0
<b>Total</b>	15	0	2	0	0	0	0	0	6	0	0
<b>Scaled Value</b>	3	0	1	0	0	0	0	0	2	0	0

1-5 → 1    6-10 → 2    11-15 → 3

0-No Relation 1- Low Relation 2- Medium Relation 3- High Relation

COURSE CODE	YBAE68	L	T	P	C
COURSE NAME	PRODUCT DESIGN	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
COURSE OUTCOMES		Domain		Level	
CO1	<i>Explain</i> the product development process.	Cognitive		Understanding	
CO2	<i>Explain</i> the concept development process.	Cognitive		Understanding	
CO3	<i>Explain</i> the methods used for concept generation and selection.	Cognitive		Understanding	
CO4	<i>Illustrate</i> concept testing and prototyping methods.	Cognitive		Understanding	
CO5	<i>Illustrate</i> various types of intellectual property.	Cognitive		Understanding	
UNIT I-INTRODUCTION					9
Product, types of products, product development process.					
UNIT II- CONCEPT DEVELOPMENT					9
Concept development process, identifying customer needs.					
UNIT III- CONCEPT GENERATION AND SELECTION					9
Concept generation method, concept screening, concept scoring.					
UNIT IV-CONCEPT TESTING AND PROTOTYPING					9
Concept testing method, types of prototypes.					
UNIT V- PATENTS AND INTELLECTUAL PROPERTY					9
Patent, trademark, trade secret, copyright, design thinking					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	0	0		45	
TEXT BOOKS					
1. Karl T Ulrich, Steven D Eppinger& Anita Goyal, <i>Product Design &amp; Development</i> , 4 <sup>th</sup> Edition (2009), Tata Mc Graw Hill.					

### Mapping of COs with Pos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	3	0	0	0	0	0	0	0	0	0	0
<b>CO 2</b>	3	0	0	0	0	0	0	0	0	0	0
<b>CO 3</b>	3	0	0	0	0	0	0	0	0	0	0
<b>CO 4</b>	3	2	0	0	0	0	0	0	0	0	0
<b>CO 5</b>	3	0	0	0	0	0	0	0	0	0	0
<b>Total</b>	15	2	0	0	0	0	0	0	0	0	0
<b>Scaled to 0,1,2,3</b>	3	1	0	0	0	0	0	0	0	0	0

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

COURSE CODE	YBAE69	L	T	P	C
COURSE NAME	QUALITY MANAGEMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
COURSE OUTCOMES		Domain		Level	
CO1	Know the principles and practices of Quality Management	Cognitive		Understanding	
CO2	Recognize the continuous process of improvement	Cognitive		Understanding	
CO3	Recognize benchmarking	Cognitive		Analysing	
CO4	Design and develop quality management process	Cognitive		Understanding	
CO5	Know statistical process control	Cognitive		Understanding Receiving	
UNIT I INTRODUCTION TO QUALITY MANAGEMENT					8
Basic Approach, Gurus of QM, Defining Quality, Obstacles in Implementing Quality Management, benefits of QM					
UNIT II CONTINUOUS PROCESS IMPROVEMENT					10
Process of CPI, Juran Trilogy,Improvement Strategies, Types of Problems, PDSA Cycle, Problem Solving Method, Kaizen, Reengineering, Six Sigma					
UNIT IIIBENCHMARKING					9
Define Benchmarking, Process of benchmarking, deciding what to benchmark, understanding current performance, planning of benchmarking, learning form data, using the findings, pitfalls and criticism of benchmarking					
UNIT IV QUALITY MANAGEMENT SYSTEMS					9
Benefits of ISO Registration,ISO 9000 series of Standards, ISO 9001 requirements, Implementation of QMS, Documentation, writing Documents, Internal Audits, Registration					
UNIT V STATISTICAL PROCES CONTROL					9
Pareto Diagram, Process Flow Diagram, Cause and Effect Diagram, Check Sheets, Histogram, Statistical Fundamentals, Control Charts, Variable Control Charts, Process Performance, Measurement System Analysis (MSA) Scatter Diagram					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	0	0		45	
TEXT BOOKS					
1. Dale H Besterfield, Mary Besterfield, Carol Besterfield, Glen H. Besterfield, Hermant Urdhwarsire and Rashmi Urdhwarsire, (2014), “ Total Quality Management” Pearson Education, New Delhi					
REFERENCES					
Nil					

### Mapping of Cos with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	3	0	0	0	0	0	0	0	2	1	0
<b>CO 2</b>	3	3	0	3	0	0	0	0	2	0	0
<b>CO 3</b>	3	0	0	0	0	3	0	0	2	0	0
<b>CO 4</b>	3	3	0	0	0	0	3	3	2	0	0
<b>CO 5</b>	3	2	0	0	3	0	0	0	2	0	0
	15	8	0	3	3	3	3	0	10	0	0

1-5 →1, 6 – 10 →2, 11-15 →3

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

<b>COURSE CODE</b>		<b>YBAE 70</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>		<b>COMPUTER INTEGRATED MANUFACTURING</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>		<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>		<b>Level</b>	
CO1	<i>Know</i> the concept of Computer Integrated Manufacturing.		Cognitive		Understanding	
CO2	<i>Know</i> the concept of Computers and communications in CIM.		Cognitive		Understanding	
CO3	<i>Understand</i> the concept Design & Production.		Cognitive		Understanding	
CO4	<i>Understand</i> the concept of Manufacturing system.		Cognitive		Understanding	
CO5	<i>Recognize</i> the concept of current trends.		Cognitive		Understanding	
<b>UNIT I INTRODUCTION</b>						<b>9</b>
Computer Integrated Manufacturing-Definition, Concept, Evolution and Benefits, <b>Types of Manufacturing systems and Sub-systems. Automated Systems-Elements, Functions and Levels</b>						
<b>UNIT II COMPUTERS AND COMMUNICATION IN CIM</b>						<b>9</b>
Hardware, Software and Security Requirements for <b>implementingCIM System. Communication systems for CIMS-Communications Matrix, Network Architectures and Techniques.</b> Overview of creating and maintaining a manufacturing systems database.						
<b>UNIT III DESIGN AND PRODUCTION</b>						<b>9</b>
<b>Fundamentals of Design for Manufacturing(DFM),Computer Aided Design(CAD),3D Modeling Packages, Finite Elements Analysis Packages and transportability.</b>						
<b>UNIT IV MANUFACTURING SYSTEMS</b>						<b>9</b>
<b>Manufacturing systems- Components , Classifications and Functions. Flexible Manufacturing system(FMS)-Components, Applications and benefits, Planning and Implementation issues in FMS. Group Technology-Part-Families, Classification and Coding.</b>						
<b>UNIT V CURRENT TRENDS</b>						<b>9</b>
<b>Concurrent Engineering. Role of Expert Systems in CIMS. Robotics-Overview, Types in CIMS Automated Guided Vehicles-Types and Technology, Control. Overview of Automated Assembly system-Lean production-Agile Manufacturing.</b>						
<b>LECTURE</b>		<b>TUTORIAL</b>		<b>PRACTICAL</b>		<b>TOTAL</b>
<b>45</b>		<b>0</b>		<b>0</b>		<b>45</b>
<b>TEXT BOOKS</b>						
1. Vajpayee Kant.S, Princiles of Computer Integrated Manufacturing, Prentice Hall India,Second Indian Reprint,2005						

## REFERENCES

1. Mikell P. Groover, Automation, "Production Systems and Computer Integrated Manufacturing" Prentice Hall India, 2001.
2. Ronald G. Askin, "Modelling and Analysis of Manufacturing" John Wiley & Sons, 1993.

## Mapping of POs with Cos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CO 1	3	0	0	0	0	0	0	0	0	0	0
CO 2	3	2	0	0	0	0	0	0	2	0	0
CO 3	3	2	0	0	0	0	0	0	2	0	0
CO 4	3	2	0	0	0	0	0	0	2	0	0
CO 5	3	2	0	0	0	0	0	0	2	0	0
Total	15	8	0	0	0	0	0	0	8	0	0
Scaled Value	3	2	0	0	0	0	0	0	2	0	0

1-5 → 1    6-10 → 2    11-15 → 3

0-No Relation    1- Low Relation    2- Medium Relation    3- High Relation

## INVESTMENT MANAGEMENT

CO1. Cog: R To **Define** the overview of Capital Markets.

CO2.Cog: R &Ap**Define** and Apply valuation Models for equity.

CO3.Cog: An **Analyse** the nature of Bonds and Derivatives.

CO4. Cog: R &An **Define** and **analyse** the portfolio.

CO5. Cog: R &An**Define** the management of portfolio and **analyse** the performance

SUB CODE	SUB NAME	L	T	P	C
YBAE71	INVESTMENT MANAGEMENT	3	0	0	3
C:P:A = 3:0:0					
		L	T	P	H
		3	0	0	3
<b>UNIT I OVERVIEW OF CAPITAL MARKET</b>					<b>9</b>
Market of securities, Stock Exchange and New Issue Markets - their nature, structure, functioning and limitations; Trading of securities: equity and debentures/ bonds. Regulatory Mechanism: SEBI and its guidelines; Investor Protection.					
<b>UNIT II RISK &amp; RETURN</b>					<b>6</b>
Concept of Risk, Measures of risk and return, calculation, trade off, systematic and unsystematic risk components. <b>Nature of Stock Markets:</b> EMH (Efficient Market Hypothesis) and its implications for investment decision. <b>Valuation of Equity:</b> Nature of equity instruments, Equity Valuation Models. Approaches to Equity Valuation: Technical Approach – overview of concept & tools used and Fundamental Approach – economy, industry and company analysis.					
<b>UNIT III VALUATION OF DEBENTURES/ BONDS AND DERIVATIVES</b>					<b>6</b>
<b>Valuation of Debentures/ Bonds:</b> nature of bonds, valuation, Bond theorem, Term structure of interest rates, Duration. <b>Valuation of Derivatives (Options and futures):</b> concept, trading, valuation.					
<b>UNIT IV PORTFOLIO ANALYSIS AND SELECTION</b>					<b>12</b>
Portfolio concept, Portfolio risk and return, Beta as a measure of risk, calculation of beta, <b>Selection of Portfolio:</b> Markowitz's Theory, Single Index Model, Capital market theorem, CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory.					
<b>UNIT V PORTFOLIO MANAGEMENT AND PERFORMANCE EVALUATION</b>					<b>12</b>
Performance evaluation of existing portfolio, Sharpe and Treynor measures; Finding alternatives and revision of portfolio; Portfolio Management and Mutual Fund Industry					
		<b>LECTURE</b>	<b>TUTORIAL</b>	<b>TOTAL</b>	
		<b>45</b>	<b>0</b>	<b>45</b>	



**TEXT**

1. Chandra P, Investment Analysis and Portfolio Management, Tata Mc Graw Hill, 2010.

**REFERENCES**

1. Fischer and Jordan, Security Analysis and Portfolio Management, Prentice-Hall, 1996, 6th edition.
2. Ranganatham , Investment Analysis and Portfolio Management Pearson Education, 2015, 1<sup>st</sup> Ed.
3. Pandian P, Security Analysis and Portfolio Management ,Vikas Publishing, 2012, 1<sup>st</sup> Ed.
4. Bodie, Kane, Marcus & Mohanti ,Investment and Indian Perspective TMH, 2009, 6<sup>th</sup> Ed

**Mapping of COs with Pos**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO 1	PSO 2
<b>CO 1</b>	3	0	0	0	0	0	0	0	0		
<b>CO 2</b>	3	0	1	0	2	0	0	0	0		
<b>CO 3</b>	3	0	0	1	0	0	0	0	0		
<b>CO 4</b>	3	0	0	0	0	0	0	0	0		
<b>CO 5</b>	3	2	1	0	0	0	0	0	1		
<b>Total</b>	15	2	2	1	2	0	0	0	1		
<b>Scaled to 0,1,2,3</b>	3	1	1	1	1	0	0	0	1		

1-5 → 1, 6-10 → 2, 11-15 → 3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

## MERGERS AND ACQUISITIONS

CO1. Cog: R **Describe** objectives and types of Merger.

CO2.Cog: U **Explain** and generalize the de-merger.

CO3.Cog: Ap& An **Apply** and Analyse the valuation models.

CO4. Cog: R & An **Know** and Analyse the ratios related to valuation

CO5. Cog: R **Know** the Taxation aspects in Merger and Acquisition

SUB CODE	SUB NAME	L	T	P	C
YBAE72	MERGERS AND ACQUISITIONS	3	0	0	3
C:P:A = 3:0:0					
		L	T	P	H
		3	0	0	3
UNIT I BASICS OF MERGERS AND ACQUISITIONS					9
Corporate Restructuring-objectives of merger, demerger, acquisition, types of merger - Horizontal, Vertical, Conglomerate, Case studies.					
UNIT II DE-MERGERS AND REVERSE MERGERS & ROLE OF SEBI					9
De-merger, spin off, split up, tax advantages of demerger, Reverse Merger (L & T-Grasim). SEBI regulations on Merger & Acquisition, Takeover Code.					
UNIT III DEFENSIVE STRATEGIES & M&A MODELS AND THEORIES					9
(Problems to be discussed under this topic) Defensive actions on takeover bids. Valuation Models on Merger & Acquisition: (a) DCF Model, (b) Public Enterprises, (c) Book Value, (d) Adjusted Book value (e) Three Stage growth model					
UNIT IV RATIO ANALYSIS AND VALUATION STRATEGIES					7
Swap Ratio, Valuation Practices in India, LBO, MBO, Case Study-Tata Tetley					
UNIT V TAXATION ASPECTS IN M&A AND POST MERGER ANALYSIS					11
Treatment of goodwill, premium & Taxation aspects 72A, 2(140), Tax Benefit of Merger & Acquisition. Success and failure of Merger & Acquisition, International Cases: AOL & Time Warner.					
		LECTURE	TUTORIAL	TOTAL	
		45	0	45	
TEXT					
1. Prasanna Chandra, (2008), “Financial Management: Theory and Practice” 7 <sup>th</sup> Edition, Tata McGraw- Hill Publishing Company Limited New Delhi.					

**REFERENCES**

1. Chandrashekar Krishnamurti, S.R.Vishwanath, (2008), “Mergers, Acquisitions And Corporate Restructuring, First Edition, Sage Publications Pvt. Ltd, New Delhi.
2. Kamal Ghosh Ray, (2010), “Mergers And Acquisitions: Strategy, Valuation And Integration”, Phi Learning Pvt. Ltd-New Delhi.
3. Kavita Shetty, Sharad Kale, Rajinder S Aurora, (2011), Mergers And Acquisitions Oxford University Press-New Delhi.

**Mapping of COs with POs**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PSO 1</b>	<b>PSO 2</b>
<b>CO 1</b>	3	0	1	0	0	0	0	0	0		
<b>CO 2</b>	3	0	0	0	0	0	0	0	0		
<b>CO 3</b>	3	1	1	1	1	0	1	0	0		
<b>CO 4</b>	3	0	1	0	0	0	0	0	1		
<b>CO 5</b>	3	1	0	1	0	0	1	1	1		
<b>Total</b>	15	2	3	2	1	0	2	1	2		
<b>Scaled to 0,1,2,3</b>	3	1	1	1	1	0	1	1	1		

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

## BANKING AND INSURANCE MANAGEMENT

CO1. Cog: R U *Understand* the Banking and its Management.

CO2.Cog: R &U *Understand*the instruments involved in Banking.

CO3.Cog: R &U *Learn* the recent technology and International practices of banking.

CO4. Cog: R &An *Understand* the basics of Insurance.

CO5. Cog: R &An*Learn* the management of Insurance and risk analysis.

SUB CODE	SUB NAME	L	T	P	C
YBAE74	BANKING AND INSURANCE MANAGEMENT	3	0	0	3
C:P:A = 3:0:0					
		L	T	P	H
		3	0	0	3
UNIT I OVERVIEW OF BANKING					6
Evolution of Banking, Banking in India, Types of Banks, Roles of Banks, Banking Regulations, BASEL Norms. Features of Negotiable instruments-Important concepts and explanations under the Negotiable Instruments Act-The Paying Banker-Dishonor of cheques-Negotiation-Endorsement- The Collecting Banker-Negligence-Bills of exchange and promissory note-Discharge of Negotiable instruments.					
UNIT II APPRAISAL AND ASSESSMENT					9
Credit assessment and credit scoring- Managing assets(clients): retail assets(like housing loans) - wholesale assets - fund based and non fund based (Working Capital, Line of credit, Bank Guarantee) - restructure and recovery of loans - SARFESI Act -Loan pricing- Managing investments and treasury - Understanding the financial statements of a company.					
UNIT III BANKING TECHNOLOGY AND INTERNATIONAL BANKING					12
Banking Technology- Recent Concepts of Banking- ATMs- Internet banking – Mobile banking- Core banking solutions – Debit, Credit, and Smart cards – Electronic Payment systems-MICR- Cheque Transaction-ECS- EFT – NEFT-RTGS					
International banking – International Banking: Exchange rates and Forex Business, Correspondent banking and NRI Accounts, Letters of Credit, Foreign currency Loans, Facilities for Exporters and Importers, Role of ECGC, RBI and EXIM Bank					
UNIT IV BASICS OF INSURANCE					6
Insurable interest, Materiality of facts, Duty of disclosure. Types of Insurance : Life Insurance, General Insurance, Health & Medical Insurance, Property related Insurance, Liability Insurance, Reinsurance. Principles governing marketing of insurance products. Insurance Regulation and Role of IRDA.					
UNIT V INSURANCE MANAGEMENT					12
Definition of Risk, Classification of Pure Risks: Personal Risks, Property Risks, Liability Risks, Failure of Others, Overlapping Risks; Rules of Risk Management, Risk Management Technique, Risk Management Process: under writing TPA basic assessment, claim management of claim settlement.					
		LECTURE	TUTORIAL		TOTAL
		45	0		45
TEXT					
1. Management of Banking and Financial Services, Padmalatha Suresh and Justin Paul, Second edition, Pearson, 2011					
2. Banking and Financial System – B.Santhanam, Margham Publications; 5th edition (2012)					

**REFERENCES**

1. Elements of Banking & Insurance – Jyothsna Sethi & Nishwan Bhatia, PHI, 2009.
2. Banking Theory and Practice, K.C. Shekhar and Lekshmy Shekhar, Vikas Publishing House, 2011
3. Banking Theory, Law and practice - Sunderaram and Varshney, Sultan Chand & Sons, New Delhi.
4. Banking and Financial System - Prasad K, Nirmala, Chandradas J. Himalaya Publishing House, Mumbai.
5. Risk Management & Insurance, Trieschmann, Hoyt, Sommer, Cengage

**Cos verse Pos**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO 1</b>	2	1	2	1	0	0	1	1	2
<b>CO 2</b>	1	2	2	2	0	0	2	1	2
<b>CO 3</b>	2	2	3	2	0	0	1	1	1
<b>CO 4</b>	2	2	3	2	0	0	3	2	2
<b>CO 5</b>	3	2	2	2	0	0	2	2	2
	10	9	12	9	0	0	8	7	9

## TRAINING AND DEVELOPMENT

CO1. Cog: U **Importance** of Training and Development.

CO2.Cog: U **Developing** Training programme

CO3.Cog: U A **Methods** of training.

CO4. Cog: U A P **Evaluation** of training programme.

CO5. Cog: U A P **Types** of Training Techniques.

SUB CODE	SUB NAME	L	T	P	C
YBAE75	TRAINING AND DEVELOPMENT	3	0	0	3
C:P:A = 3:0:0					
		L	T	P	H
		3	0	0	3
UNIT I INTRODUCTION					8
Concept of Training-Need for Training-Importance of Training-Types of Training-Identifying Training Needs, Objectives of Training.					
UNIT II DESIGN TRAINING PROGRAMME					10
Responsibility for Training- Selecting and Motivating the target Group-Preparing the Trainers-Developing Training Package-Presentation of training programme-Perfromance Tryout- Follow up actions after a Training Programme.					
UNIT IIIMETHODS OF TRAINING					9
On-the Job Training (OJT)- Off-the Job Training- Apprenticeship Training- Classroom Training- Internship Training-E-Learning, Computer Aided Training, Simulation Training					
UNIT IV EVALUATING TRAINING EFFECTIVENESS					9
Need for Evaluation-concept of Training Effectiveness-Evaluation Criteria, Reactions, Learning, Behaviour, Results-Methods of Evaluation, Types of Feedback- On-line assessment, Evaluation through social media.					
UNIT V TRAINING TECHNIQUES					9
Lecture Method, Conference Leadership, The Case Method, Role Plays, Games and Simulations.					
		LECTURE	TUTORIAL	TOTAL	
		45	0	45	
TEXT					
1.P.Jyothi and D N Venkatesh, (2012), “Human Resource Management”, Oxford University Press, New Delhi					
REFERENCES					
1. Gupta C.B., (2011), “Human Resource Management”, Sultan Chand and Sons, New Delhi					
2. Gupta C.B. (2014), “ A textbook of Organisational Behaviour with Text and Cases”, S. Chand Publishing, New Delhi					

### Mapping of Cos with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CO 1	2	1	1	1	2	3	1	1	1	0	0
CO 2	2	1	1	1	2	3	1	1	1	0	0
CO 3	2	1	1	1	2	3	1	1	1	0	0
CO 4	2	1	1	1	2	3	1	1	1	0	0
CO 5	2	1	1	1	2	3	1	1	1	0	0
	10	5	5	5	10	15	5	5	5	0	0

1-5 →1, 6 – 10 →2, 11-15 →3

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

### EMPLOYEE RELATIONSHIP MANAGEMENT

CO1. Cog: R U **Understand** the approaches to industrial relations, essentials of sound industrial relations, concept of trade union and reason why people join trade union.

CO2.Cog: R U **Understand** the various measures to prevent industrial disputes and settlement of Industrial disputes.

CO3.Cog: R U Learn the techniques of Collective Bargaining, employee grievance handling and disciplinary procedure.

CO4. Cog: R U Learn the concept of Career Planning, need and importance for Quality of Work life and Work-life Balancing initiatives of various companies in India.

CO5. Cog: R U Understand the concept of Quality Circle and recent trends in Worker's Participation in management.

SUB CODE	SUB NAME	L	T	P	C
<b>YBAE76</b>	<b>EMPLOYEE RELATIONSHIP MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>C:P:A = 3:0:0</b>					
		<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>UNIT I INDUSTRIAL RELATIONS &amp; TRADE UNION</b>					<b>9</b>
Meaning & Objectives, Importance, Approaches to Industrial Relations - Role of Three Actors to Industrial Relations, Causes for poor IR, Developing sound IR, Trade Union - Meaning, Why do workers join unions, Types of trade unions, Theories to trade Union, Trade union movement in India, Problems of trade unions, Functions of trade unions, Measures to strengthen trade unions.					
<b>UNIT II INDUSTRIAL DISPUTES</b>					<b>8</b>
Definition, Causes of Industrial disputes, Types of Industrial disputes, Prevention of Industrial disputes, Settlement of Industrial disputes - Strikes, Lock-outs, Lay-off & Retrenchment.					

<b>UNIT III COLLECTIVE BARGAINING</b>			<b>8</b>
Definition, Importance, Prerequisites of collective bargaining – Union bargaining process – Types of bargaining– Collective bargaining in India. Grievance & Disciplinary procedure – Meaning, Need & procedure.			
<b>UNIT IV MANAGING CAREERS, QUALITY OF WORK LIFE &amp; WORK LIFE BALANCING</b>			<b>10</b>
Career Planning, Factors affecting Career Choices; Career Stages, Career anchors, Need for Career Planning, Managing Promotions, Transfers & Demotions.QWL - Concept and Definition, Elements of QWL, Importance and conceptual factors influencing QWL, QWL Index, Tips for improving the Quality of Work life. Work life Balance - Concept, Factors influencing work life balancing, Need for Work life balance, Benefits to corporate and employees, Work life balance initiatives: strategies and programmes, Work life balance practices.			
<b>UNIT V QUALITY CIRCLES &amp; WORKERS PARTICIPATION IN MANAGEMENT</b>			<b>10</b>
Quality Circle - Concept, objectives, features, process in initiating Quality Circles, Training for Quality Circles, Structure of Quality Circle, self managed teams. WPM - Concept and Definitions, Objectives of WPM, Factors influencing participation, implications of workers participation, forms of workers participation in management, pre-requisites for successful employee participation, WPM in India.			
			<b>LECTURE</b>
			<b>TUTORIAL</b>
			<b>TOTAL</b>
			<b>45</b>
			<b>0</b>
			<b>45</b>
<b>TEXT</b>			
1. Human Resource Management - C.B.Gupta (S.Chand Publications).			
<b>REFERENCES</b>			
1. Employee Relationship Management - R.K.Saxena, Zabiulla and Aruna Rani (Kalyani Publishers).			

#### Mapping of Cos with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	2	1	2	1	0	0	1	0	2	0	0
<b>CO 2</b>	2	1	2	2	0	0	1	0	2	0	0
<b>CO 3</b>	2	2	3	2	0	0	1	0	2	0	0
<b>CO 4</b>	2	3	3	2	0	0	2	0	3	0	0
<b>CO 5</b>	2	3	3	3	0	0	2	0	3	0	0
<b>Total</b>	10	10	13	10	0	0	7	0	12	0	0
<b>Scaled to 0,1,2,3</b>	2	2	3	2	0	0	2	0	3	0	0

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation



## COMPENSATION MANAGEMENT

CO1.Cog: R U *To understand* the concept of Compensation Management, its issues, components and Framework..

CO2.Cog: R U *To Learn* the essentials of a sound wage and salary structure, methods of wage payment and Wage Policy in India.

CO3.Cog: R U *To Learn* job evaluation methods, advantage and its limitations.

CO4.Cog: R U *To Learn* wage incentive plan, its types and profit sharing.

CO5.Cog: R U *To Understand* tax planning and emerging trends in compensation.

SUB CODE	SUB NAME	L	T	P	C
YBAE77	COMPENSATION MANAGEMENT	3	0	0	3
C:P:A = 3:0:0					
		L	T	P	H
		3	0	0	3
UNIT I COMPENSATION MANAGEMENT					5
Compensation Management - Issues in Compensation Management - Components of Compensation - Framework of Compensation - Factors affecting Compensation.					
UNIT II WAGE AND SALARY ADMINISTRATION					14
Wage Concepts - Introduction to Wage and Salary Administration - Objectives of Wage and Salary - Principles - Essentials of a sound wage and salary structure - Methods of wage payment - The process of wage determination - Wage Policy in India - Supplementary Compensation - Executive Compensation.					
UNIT IIIJOB EVALUATION					6
Concept of Job Evaluation- Objectives of job Evaluation - Process of Job Evaluation - Advantages of Job Evaluation - Limitations of Job Evaluation - Essentials of successful Job Evaluation - Methods of Job Evaluation.					
UNIT IV INCENTIVE COMPENSATION					12
Meaning of Wage Incentives - Essentials of Sound Incentive Plan - Wage Incentives in India - Types of Wage Incentive Plans - Concept of Profit Sharing - Labour Co-Partnership - Fringe Benefits - Employee Stock Option Plans - Moonlighting.					
UNIT V EMERGING ISSUES AND TRENDS IN COMPENSATION					8
Tax planning – Comparative International compensation – Overview of Future Trends in Compensation Management.					
		LECTURE	TUTORIAL	TOTAL	
		45	0	45	
TEXT					
1.Luthons F (1998) OB, Boston, Massachusetts: Mcgraw – hill, International students edition.					
REFERENCES					
1. G.L Kothari, Wages, Dearness Allowance and Bonus, N.H. Tripal (Pvt) Ltd.					

### Mapping of Cos with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO 1	PSO 2
CO 1	2	1	1	2	0	1	1	1	1	0	0
CO 2	3	2	2	3	0	2	2	1	3	0	0
CO 3	3	2	2	3	0	2	2	1	3	0	0
CO 4	3	2	2	3	0	2	2	2	3	0	0
CO 5	1	2	2	1	0	2	2	1	2	0	0
Total	12	9	9	12	0	9	9	6	12	0	0
Scaled Value	3	2	2	3	0	2	2	2	3	0	0

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

### SALES AND DISTRIBUTION MANAGEMENT

CO1. Cog: R U *Recognize* the concept of sales management and personal selling.

CO2.Cog: R U *Identify* sales territory, Estimate sales budgets and Describe sales organization.

CO3.Cog: R U *Analysis* and plan the training and motivation for sales force.

CO4. Cog: R U *Evaluate* the sales force performance.

CO5. Cog: R U *Know* the concept of distribution management.

SUB CODE	SUB NAME	L	T	P	C
<b>YBAE79</b>	<b>SALES AND DISTRIBUTION MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>C:P:A = 3:0:0</b>					
		<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>UNIT I INTRODUCTION</b>					<b>10</b>
Introduction to Sales Management, <b>Personal selling process-</b> prospecting, pre approach, approach presentation, convincing the prospect, handling the objection and closing, <b>Forecasting Sales, Sales Budgets and Sales Territories.</b>					
<b>UNIT II SALES ORGANIZATION</b>					<b>8</b>
Sales organisations, <b>Relations with other departments. Profiling and recruiting sales people, Selecting and hiring applicants.</b>					
<b>UNIT III TRAINING AND MOTIVATION</b>					<b>8</b>
<b>Planning, executing and evaluation of sales training programs. Motivating a sales force and Sales force compensation, Sales force expenses and transportation, Sales meeting and Sales contest.</b>					

<b>UNIT IV EVALUATING SALES PERFORMANCE</b>			<b>8</b>
Analysis of Sales Volume, Marketing Cost and Profitability Analysis, Evaluating Sales persons performance.			
<b>UNIT V DISTRIBUTION MANAGEMENT</b>			<b>11</b>
Introduction to Distribution Management: Concept of Distribution Channel, Importance of a Channel, Types of Channels, Channel management.			
	<b>LECTURE</b>	<b>TUTORIAL</b>	<b>TOTAL</b>
	<b>45</b>	<b>0</b>	<b>45</b>
<b>TEXT</b>			
1. Spiro, Stanton, Rich, “Management of Sales Force”, 11 <sup>th</sup> edition, 2003, McGraw Hill Education.			
<b>REFERENCES</b>			
1. Mark. W. Johnston, Greg W. Marshall, “Sales Force Management “, 9 <sup>th</sup> Edition, 2008, McGraw Hill Education.			
2. Still, R.R. & Cundiff et al., “Sales Management Decision Strategies & Cases”, 4th Edition, 1996, Prentice Hall.			
3. Krishna K Havaldar, Vasant M Cavale, “Sales and Distribution Management”, 2 <sup>nd</sup> Edition, 2011, McGrawHill Education.			
4. Rosenbloom, “Marketing Channels”, 7 <sup>th</sup> Edition, Cengage Learning			

### Mapping of COs with Pos

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>	<b>PO1 0</b>	<b>PO1 1</b>	<b>PO1 2</b>	<b>PS O 1</b>	<b>PS O 2</b>
<b>CO 1</b>	3	0	0	2	1	0	1	0	2	0	0	3	0	0
<b>CO 2</b>	3	2	1	0	0	0	1	0	2	0	0	3	2	1
<b>CO 3</b>	3	2	1	0	0	1	0	0	2	0	0	3	2	1
<b>CO 4</b>	3	2	2	0	2	1	0	0	2	0	1	3	2	2
<b>CO 5</b>	3	2	2	2	0	2	0	0	2	1	0	3	2	2
<b>Total</b>	15	8	15	4	3	4	2	0	10	1	1	15	8	15
<b>Scale d to 0,1,2, 3</b>	3	2	3	1	1	1	1	0	2	1	1	3	2	3

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

## RETAIL MANAGEMENT AND SERVICES MARKETING

CO1. Cog: R U **Know** the concept of retail format

CO2.Cog: R U **Recognize** the retail strategy.

CO3.Cog: R U **Recognize** and analysis the service marketing opportunities.

CO4. Cog: R U **Design** and develop services.

CO5. Cog: R U **Identify** the service delivery, promotion and pricing importance

SUB CODE	SUB NAME	L	T	P	C
YBAE80	RETAIL MANAGEMENT AND SERVICES MARKETING	3	0	0	3
C:P:A = 3:0:0					
		L	T	P	H
		3	0	0	3
UNIT I INTRODUCTION TO RETAILING					7
Functions of Retailers, Retail trends in India. Retail formats – Food retailers, General merchandise retailers, Non-store retailers, Services retailing.					
UNIT II RETAIL STRATEGY					8
Retail strategy, Customer loyalty, Positioning, Loyalty programs, Retail site location - Site characteristics, Trade area characteristics					
UNIT IIISERVICE MARKETING OPPORTUNITIES					10
market potential-Classification of service-Expanded marketing mix-Service marketing-Environment and trends-Service market segmentation, targeting and positioning.					
UNIT IV ERVICE DEVELOPMENT AND DESIGN					8
Service life cycle – New Service Development– Types of New Services – Stages in New Service Development – Service Blue Printing -Measuring service quality					
UNIT V SERVICE DELIVERY, PROMOTION AND PRICING					8
The critical importance of service employees – The importance of customers in service delivery – Service Distribution – Key reasons for service communication challenges – Three key ways that service prices are different for consumers.					
		LECTURE	TUTORIAL	TOTAL	
		45	0	45	
TEXT					
1. Valarie A Zeithaml, Mary Jo Bitnes, Dwayne D Gremler, Ajay Pandit - Services Marketing, The McGraw Hill companies, Edition: 2008.					
REFERENCES					
1. Michael Levy, Barton A. Weitz, Ajay Pandit, - Retailing Management, Tata McGraw-Hill					
2. ChristropherH.Lovelock and Jochen Wirtz, Services Marketing, Pearson Education, New Delhi, 2004.					
3. Hoffman, Marketing of Services, Cengage Learning, 1 <sup>st</sup> Edition, 2008.					
4. K. Douglas Hoffman et al, Essentials of Service Marketing: Concepts, Strategies and Cases, Thomson Learning, 2 <sup>nd</sup> Edition.					
5. Chetan Bajaj, Rajnish Tuli, Nidhi Varma, Srivastava, Retail Management, Oxford					
6. Patrick M. Dunne, Robert F. Lusch, Retail Management, Cengage Learning					

### Mapping of Cos with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	3	0	0	0	0	0	0	0	2	1	0
<b>CO 2</b>	3	2	0	0	0	0	0	0	2	0	0
<b>CO 3</b>	3	0	0	0	0	0	0	0	2	0	0
<b>CO 4</b>	3	3	0	0	0	0	0	0	2	0	0
<b>CO 5</b>	3	2	3	0	0	0	0	0	2	0	0
	15	7	3	0	0	0	0	0	10	0	0

1-5 →1, 6 – 10 →2, 11-15 →3

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

### CONSUMER BEHAVIOUR

CO1. Cog: R U **Know** the concept of consumer behavior.

CO2.Cog: R U **Identify** the internal influencing factor.

CO3.Cog: R U **Identify** the external influencing factor.

CO4. Cog: R U **Analyze** the purchase decision process.

CO5. Cog: R U **Recognize** the concept of consumerism.

SUB CODE	SUB NAME	L	T	P	C
<b>YBAE81</b>	<b>CONSUMER BEHAVIOUR</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>C:P:A = 3:0:0</b>					
		<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>UNIT I</b>					<b>7</b>
Introduction Concept of Consumer Behavior - Need, Importance - <b>Inter disciplinary approach</b> - <b>Buying roles and Motives</b> - <b>Characteristics of Indian Consumer</b> - <b>challenges in predicting consumer behavior.</b>					
<b>UNIT II</b>					<b>11</b>
<b>Internal Influences</b> Foundation of Individual Behavior - <b>Psychological factors: Motivation and Personality Perception, Consumer learning, Attitudes.</b>					
<b>UNIT III</b>					<b>8</b>
<b>External Influences</b> Culture and Consumer Behavior - <b>Role of Family – References group: Role of Celebrities –Word of Mouth- Opinion leadership.</b>					
<b>UNIT IV</b>					<b>11</b>
<b>Purchase Decision Process</b> Consumer Decision Making-Models of consumer behavior-consumer involvement purchase and post purchase process-Organizational consumer behaviour					

<b>UNIT V</b>			<b>8</b>
Consumerism - Diffusion of Innovation - Managing Dissonance - Online purchase decision process - Emerging Issues –Ethical issues.			
	<b>LECTURE</b>	<b>TUTORIAL</b>	<b>TOTAL</b>
	<b>45</b>	<b>0</b>	<b>45</b>
<b>TEXT</b>			
1. Leon Schiffman and Leslie Kanuk, Consumer Behaviour, Prentice Hall, New Delhi.			
<b>REFERENCES</b>			
1. Del, Roger, Kenneth and Amit, Consumer Behaviour, Tata McGraw Hill, New Delhi. 2. Ramesh Kumar, Consumer Behaviour, Pearson, New Delhi. 3. Satish K Batara and Kazmi, Consumer Behaviour, Excel Books, New Delhi. 4. Ramanuj Majumdar, Consumer Behaviour, Prentice Hall, New Delhi. 5. Della and Bitta, Consumer Behaviour: Concepts & Applications, Tata McGraw Hill. 6. Wayne Hoyer and Deborah Macinnis, Consumer Behavior, Houghton Mifflin Company, Newyork. 8. Henry Assael, Consumer behaviour strategic approach Biztantra, New Delhi.			

#### Mapping of POs with Cos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	3	0	0	0	0	0	0	0	0	0	0
<b>CO 2</b>	3	2	0	0	0	0	0	0	2	0	0
<b>CO 3</b>	3	2	0	0	0	0	0	0	2	2	0
<b>CO 4</b>	3	2	0	0	0	0	0	0	2	0	0
<b>CO 5</b>	3	2	0	0	0	0	3	0	0	0	0
<b>Total</b>	15	8	0	0	0	0	3	0	6	2	0
<b>Scaled to 0,1,2,3</b>	3	2	0	0	0	0	1	0	2	1	0

1-5 →1, 6-10 →2, 11-15 →3

0-No Relation 1- Low Relation 2- Medium Relation 3- High Relation

**DATA MINING FOR BUSINESS INTELLIGENCE**

CO1. Cog: R U *Understand* the data mining process.

CO2.Cog: R U *Understand* the steps in the preprocessing of data

CO3.Cog: R U *Understand* data warehousing.

CO4. Cog: R U *Understand* various data mining techniques.

CO5. Cog: R U *Understand* various applications of data mining.

SUB CODE	SUB NAME	L	T	P	C
YBAE83	DATA MINING FOR BUSINESS INTELLIGENCE	3	0	0	3
C:P:A = 3:0:0					
		L	T	P	H
		3	0	0	3
UNIT I INTRODUCTION					9
Data mining, knowledge discovery, data mining system architecture.					
UNIT II DATA PREPROCESSING					9
Data cleaning, data integration and transformation, data reduction.					
UNIT IIIDATA WAREHOUSING					9
Data warehouse, multidimensional data model, data warehouse architecture.					
UNIT IV DATA MINING TECHNIQUES					9
Mining frequent patterns, associations and correlations, classification and prediction, cluster analysis.					
UNIT V DATA MINING APPLICATIONS					9
Financial data analysis, retail industry, telecommunication industry					
		LECTURE	TUTORIAL	TOTAL	
		45	0	45	
TEXT					
1. Jaiwei Ham and Micheline Kamber, <i>Data Mining concepts and techniques</i> , Kauffmann Publishers.					
REFERENCES					
1. Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King, <i>Business Intelligence</i> , Prentice Hall					

### Mapping of COs with Pos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	3	3	0	0	0	0	0	0	0	0	0
<b>CO 2</b>	3	3	0	0	0	0	0	0	0	0	0
<b>CO 3</b>	3	3	0	0	0	0	0	0	0	0	0
<b>CO 4</b>	3	3	0	0	0	0	0	0	0	0	2
<b>CO 5</b>	3	3	0	0	0	0	0	0	0	0	0
<b>Total</b>	15	15	0	0	0	0	0	0	0	0	2
<b>Scaled to 0,1,2,3</b>	3	3	0	0	0	0	0	0	0	0	1

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

### BUSINESS ANALYSIS AND IT CONSULTING

CO1. Cog: U Know the concept of Enterprises analysis & Project.

CO2.Cog: U S Planning the requirement and team management

CO3.Cog: U Identify the requirements and documentations.

CO4. Cog: A Identify the communication requirements.

CO5. Cog: A Evaluate the solution and validation.

SUB CODE	SUB NAME	L	T	P	C
<b>YBAE84</b>	<b>BUSINESS ANALYSIS AND IT CONSULTING</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>C:P:A = 3:0:0</b>					
		<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>UNIT I ENTERPRISE ANALYSIS</b>					<b>8</b>
Goal setting- business analyst strategic role-creating and maintaining business architecture-feasibility studies-determining project scope-preparing business case- initial risk assessment-preparing decision package-selecting and prioritizing projects-launching new projects-tracking project benefits.					
<b>UNIT II REQUIREMENTS PLANNING AND MANAGEMENT</b>					<b>7</b>
Understand team roles - business analyst work division strategy-determine planning considerations- requirements activities-estimate requirements activities-manage requirements scope- measure and report on requirements activity- requirements change. Requirements Elicitation-Techniques-brainstorming, document analysis, focus group, interface analysis, interview, observation, prototyping, requirements- workshops, reverse engineering and survey/questionnaire.					
<b>UNIT III REQUIREMENTS ANALYSIS AND DOCUMENTATION</b>					<b>12</b>
Introduction- structure requirements packages, create business domain model, user requirements, functional requirements, quality of service requirements, assumptions and constraints, determine requirements attributes, document requirements, validate requirements, verify requirements. Techniques: data and behaviour models, process/flow models-process/flow models and usage models.					



<b>UNIT IV REQUIREMENTS COMMUNICATION</b>				<b>11</b>
Introduction –create a requirements communication plan, manage requirements conflicts, determine appropriate requirements format, create a requirements package, conduct a requirements presentation, conduct a formal requirements review, requirements signoff				
<b>UNIT V SOLUTION ASSESSMENT AND VALIDATION</b>				<b>7</b>
Introduction- develop alternate solutions-evaluate technology options-facilitate the selection of a solution- ensure the usability of the solution- support the quality assurance process support the implementation of the solution-communicate the solution impacts-post implementation review and assessment.				
		<b>LECTURE</b>	<b>TUTORIAL</b>	<b>TOTAL</b>
		<b>45</b>	<b>0</b>	<b>45</b>
<b>TEXT</b>				
1. Jeanne W Ross, Peter Weill & David C. Robertson, Enterprise Architecture as Strategy, HBS Press, 2005.				
<b>REFERENCES</b>				
1. Tony Morgan, Business Rules and Information Systems: Aligning IT with Business Goals, Addison Wesley, 2007.				
2. Christine B. Tayntor, Successful Packaged Software Implementation, CRC Press, 2005.				

#### Mapping of COs with Pos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	2	2	0	0	0	0	0	0	1	0	0
<b>CO 2</b>	2	2	0	0	0	0	0	0	1	0	1
<b>CO 3</b>	2	2	0	0	0	0	0	0	1	0	0
<b>CO 4</b>	2	2	0	2	0	0	0	0	1	0	0
<b>CO 5</b>	2	2	0	0	0	0	0	0	1	0	0
<b>Total</b>	10	10	0	2	0	0	0	0	5	0	1
<b>Scaled to 0,1,2,3</b>	2	2	0	1	0	0	0	0	1	0	1

1-5 →1, 6-10 →2, 11-15 →3

0-No Relation 1- Low Relation 2- Medium Relation 3- High Relation

## ENTERPRISE RESOURCE PLANNING

CO1.Cog: R *Describe* the Evolution, Risk and Benefits of ERP.

CO2.Cog: R *Know* the Functional Modules of ERP.

CO3.Cog: R A *Know* and Analyze the process of ERP Implementation.

CO4.Cog: U *Summaries* the post implementation phase in ERP.

CO5 Cog: A *Analyze* the recent trends in ERP.

SUB CODE	SUB NAME	L	T	P	C
YBAE85	ENTERPRISE RESOURCE PLANNING	3	0	0	3
C:P:A = 3:0:0					
		L	T	P	H
		3	0	0	3
UNIT I INTRODUCTION					8
Overview of enterprise systems- Evolution- Risks and benefits- Fundamentals technology- Issues to be consider in planning design and implementation of cross functional integrated ERP systems- Case studies.					
UNIT II ERP SOLUTIONS AND FUNCTIONAL MODULES					15
Overview of ERP software solutions- Small medium and large enterprise vendor solutions, BPR, Business Engineering and best Business Practices – Business process Management. Overview of ERP modules- sales and Marketing, Accounting and Finance, Materials and Production management etc.- Case studies. ERP Implementation- Planning Evaluation and Selection of ERP Systems- Implementation life cycle- ERP implementation.					
UNIT IIIERP IMPLEMENTATION					5
Methodology and Frame work- Training –Data Migration. People Organization in implementation- Consultants, Vendors and Employees- Case studies.					
UNIT IV POST IMPLEMENTATION					8
Maintenance of ERP- Organizational and Industrial impact: Success and Failure factors of ERP Implementation- case studies					
UNIT V EMERGING TRENDS IN ERP					9
Extended ERP systems and ERP bolt- on- CRM, SCM, Business analytics etc- Future trends in ERP systems- web enabled, Wireless technologies so on –Case studies.					
		LECTURE	TUTORIAL	TOTAL	
		45	0	45	
TEXT					
1. Jagan Nathan Vaman, ERP in practice, Tata McGraw –Hill , 2008					

**REFERENCES**

1. Alexis Leon, Enterprise Resource Planning, second edition, Tata McGraw –Hill , 2008.
2. Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2006.
3. Vinod Kumar Grag and N.K. Venkitakrishnan, ERP- Concepts and Practice, Prentice Hall of India 2006.

**Mapping of COs with POs**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PSO 1</b>	<b>PSO 2</b>
<b>CO 1</b>	3	0	0	1	0	0	0	0	0		
<b>CO 2</b>	3	0	0	0	0	0	0	0	0		
<b>CO 3</b>	3	0	1	0	1	0	0	0	0		
<b>CO 4</b>	3	0	0	0	0	0	0	1	0		
<b>CO 5</b>	3	3	1	0	0	0	0	0	1		
<b>Total</b>	15	3	2	1	1	0	0	1	1		
<b>Scaled to 0,1,2,3</b>	3	1	1	1	1	0	0	1	1		

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

## SOFTWARE PROJECT MANAGEMENT

CO1.Cog: R U **Know** the concept of Software Project Management, tools, techniques and resource.

CO2.Cog: R U **Analysis** and evaluate the software development by measurement tools and metrics.

CO3.Cog: R U **Identify** the software quality standards..

CO4.Cog: R U **Identify** the risks and resolving it by tools..

CO5.Cog: R U **Recognize** the concept of Offshore Projects.

SUB CODE	SUB NAME	L	T	P	C
YBAE86	SOFTWARE PROJECT MANAGEMENT	3	0	0	3
C:P:A = 3:0:0					
		L	T	P	H
		3	0	0	3
UNIT I SPM COCEPTS					09
Definition-Components of SPM –Challenges and opportunities-tools and techniques-managing human resource and technical resources-costing and pricing of projects –training and development –project management techniques.					
UNIT II SOFTWARE MEASUREMENTS					10
Monitoring & Measurement of Software development-Cost, Size and Time metrics-methods and tools for metrics –issues of metrics in multiple projects					
UNIT IIISOFTWARE QUALITY					10
Quality in software development-quality assurance – quality standard and certifications – the process and issues in obtaining certifications – the benefits and implications for the organization and its customers – change management.					
UNIT IV RISK ISSUES					08
The risk issues in software development and implementation – identification of risks – resolving and avoiding risks – tools and methods for identifying risk management.					
UNIT V OFFSHORE PROJECTS					08
Multiple projects – off shore development issues – managing human resources – pricing and payment across countries – remote development and implementation					
		LECTURE	TUTORIAL	TOTAL	
		60	0	60	
REFERENCES					
1.Richard H.Thayer (Edited),”Software Engineering Project Management”, IEEE,John Wiley & Sons, 2 <sup>nd</sup> edition					
2.Royce,Walker ,Software Project Management ,Pearson Education,2002					
3.Klker,S.A., Software Project Management, Prentice Hall,2003					

### Cos vs Pos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CO 1	3	0	3	0	0	0	0	0	0	0	0
CO 2	3	0	3	0	0	0	0	0	0	0	1
CO 3	3	0	3	0	0	0	0	0	0	0	0
CO 4	3	0	3	0	0	0	0	0	0	0	0
CO 5	3	0	3	0	0	0	0	0	0	0	0
Total	15	0	15	0	0	0	0	0	0	0	1
Scaled Value	3	0	3	0	0	0	0	0	0	0	1

1-5 → 1    6-10 → 2    11-15 → 3

0-No Relation 1- Low Relation 2- Medium Relation 3- High Relation

### RURAL BUSINESS MANAGEMENT

CO1. Cog: U *Understand* the physical structure of rural area.

CO2.Cog: U *Behavior* of rural consumers.

CO3.Cog: U A *Resources* of rural area.

CO4. Cog: U A P *Product* produce in rural area.

CO5. Cog: U A P *Marketing* research in rural area.

SUB CODE	SUB NAME	L	T	P	C
<b>YBA401</b>	<b>RURAL BUSINESS MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>C:P:A = 3:0:0</b>					
		<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>UNIT I INTRODUCTION</b>					<b>12</b>
Introduction to Rural Management, Importance, <b>Market Size and Physical Structure of Rural Society, Corporate- Interest in Rural Market, Classification of Rural Product and Rural Market.</b> Socio-Economic Reforms, Use of Durable and Non-Durables by Indian Rural folk, <b>Marketing of Consumer-Durables. Rural Communication-Challenges and Strategies, Types of Rural Communication.</b>					
<b>UNIT II RURAL CONSUMERS IN INDIA</b>					<b>12</b>
<b>Rural Consumer's in India</b> –Geographical Spread and Differentiation, Behaviour of Rural consumers, Rural- Market Segmentation- Occupational Segmentation, Sociological Segmentation, <b>Thomson Rule of Market Index- Lin-Quest and MICA Rating, Targeting, Selection of Segments, Product, Pricing and Promotion Strategies.</b>					
<b>UNIT IIIMARKETING OF AGRICULTURAL PRODUCTS</b>					<b>12</b>

**Marketing of Agricultural Products** – Agricultural Inputs and their Types, Government Efforts, Challenges -**Agricultural Marketing, Marketing Rural Non-Farm Products, Marketing Network, Social Structure of Rural - Society, Different Marketing Agencies and Institutions, Various Types of Distribution Channels in Rural Marketing.**

#### **UNIT IV MARKETING RESEARCH**

**9**

**Marketing Research, Major techniques of Market Research, Methods of Collection of Information- Dissemination of Market Information, Advantages of Market Report and Market Report- Introduction to Rural Financing, Sources of Finance, Requisites of a Good Finance System, National Level- Credit Agency- NABARD, Functions of NABARD, Schemes and Patterns of NABARD.**

#### **UNIT V RURAL SEGMENTATION**

**9**

**Maas Market Strategy, Market segmentation strategy, Levels of market segmentation, useful of segmentation, Bases of segmentation, Behaviour Segmentation, Segmentation of markets, variable of segmentation.**

	LECTURE	TUTORIAL	TOTAL
	45	0	45

#### **TEXT**

1. Gopala swamy T.P(2014), “Rural Marketing Environment, Problems and Strategies, Vikas Publication-New Delhi.
2. Predeep Kashyap, (2012), “Rural Marketing” Pearson Education, 2<sup>nd</sup> Edition, New Delhi,

#### **REFERENCES**

1. Katar Singh, (2009), “Rural Development: Principles Policies and Management, 3<sup>rd</sup> Edition, SAGE Publications Pvt. Ltd, New Delhi.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO 1</b>	1	0	2	0	3	0	0	0	1
<b>CO 2</b>	1	0	2	0	3	0	0	0	1
<b>CO 3</b>	1	0	2	2	3	0	0	0	1
<b>CO 4</b>	1	0	2	2	3	0	0	0	1
<b>CO 5</b>	1	0	2	1	3	0	0	0	1
	5	0	10	5	15	0	0	0	5

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>Original</b>	5	0	10	5	15	0	0	0	5
<b>Scaled to 0,1,2,3 scale</b>	1	0	2	1	3	0	0	0	1

0 – 0, 1-5- 1, 6- 10 - 2, 11 – 15 - 3

## ENTREPRENEURSHIP DEVELOPMENT

CO1. Cog: U *Identify* the entrepreneurial ability

CO2.Cog: R *identify* the business support available in the surrounding

CO3.Cog: A*Ability* to conceive a new business idea and design an enterprise

CO4. Cog: U A *Understand* the funding requirements and marketing strategies of a new business

CO5. Cog: U A*Ability* to foresee and adopt strategies for survival and sustainability of a business

SUB CODE	SUB NAME	L	T	P	C
YBA402	ENTREPRENEURSHIP DEVELOPMENT	3	0	0	3
C:P:A = 3:0:0					
		L	T	P	H
		3	0	0	3
UNIT I ENTREPRENEURIAL COMPETENCE					6
Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful Entrepreneur – Knowledge and Skills of Entrepreneur.					
UNIT II ENTREPRENEURIAL ENVIRONMENT					12
Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations - International Business.					
UNIT IIIBUSINESS PLAN PREPARATION					12
Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital - Budgeting Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.					
UNIT IV LAUNCHING OF SMALL BUSINESS					10
Finance and Human Resource Mobilization ,Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT startups.					
UNIT V MANAGEMENT OF SMALL BUSINESS					5
Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.					
		LECTURE	TUTORIAL	TOTAL	
		45	0	45	
TEXT					
1. Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2001. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2001.					

**REFERENCES**

1. Mathew Manimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra ,2nd Edition ,2005.
2. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 1996.
3. P.Saravanel, Entrepreneurial Development, Ess Pee kay Publishing House, Chennai - 1997.
4. Arya Kumar. Entrepreneurship. Pearson. 2012
5. Donald F Kuratko, T.V Rao. Entrepreneurship: A South Asian perspective. Cengage Learning 2012.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO 1</b>	0	0	3	0	0	0	0	0	0
<b>CO 2</b>	0	0	3	0	0	0	0	0	0
<b>CO 3</b>	0	0	0	0	3	3	0	0	0
<b>CO 4</b>	0	0	0	0	3	3	0	0	0
<b>CO 5</b>	0	0	0	0	3	3	0	0	0
	0	0	6	0	9	9	0	0	0

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>Original</b>	0	0	6	0	9	9	0	0	0
<b>Scaled to 0,1,2,3 scale</b>	0	0	2	0	2	2	0	0	0

0 – 0, 1-5- 1, 6- 10 - 2, 11 – 15 - 3



## PROJECT MANAGEMENT

CO1. Cog: R *Define* the fundamentals of Project management

CO2.Cog: R S *Define* and Generate the Work Break down structures.

CO3.Cog: R A *Describe* and Construct Network diagram.

CO4. Cog: R U *Define* and summaries the control and completion of project.

CO5. Cog: R *Define* the types of project organization and managing of conflict.

SUB CODE	SUB NAME	L	T	P	C
YBA403	PROJECT MANAGEMENT	3	0	0	3
C:P:A = 3:0:0					
		L	T	P	H
		3	0	0	3
UNIT I INTRODUCTION TO PROJECT MANAGEMENT					9
Project Management – Definition –Goal - Lifecycles. Project Selection Methods. Project Portfolio Process – Project Formulation. Project Manager – Roles, Responsibilities and Selection – Project Teams.					
UNIT II PLANNING AND BUDGETING					9
The Planning Process – Work Break down Structure – Role of Multidisciplinary teams. Budgeting the Project – Methods, Cost Estimating and Improvement, Budget uncertainty and risk management.					
UNIT IIISCHEDULING & RESOURCE ALLOCATION					9
PERT & CPM Networks - Crashing – Project Uncertainty and Risk Management – Simulation – Gantt Charts – Expediting a project – Resource loading and leveling, Allocating scarce resources – Goldratt’s Critical Chain.					
UNIT IV CONTROL AND COMPLETION					9
The Plan-Monitor-Control cycle – Data Collecting and reporting – Project Control – Designing the control system, Project Evaluation, Auditing and Termination.					
UNIT V PROJECT ORGANISATION & CONFLICT MANAGEMENT					9
Formal Organisation Structure – Organisation Design – Types of project organizations. Conflict – Origin & Consequences. Managing conflict – Team methods for resolving conflict.					
		LECTURE	TUTORIAL	TOTAL	
		45	0	45	
TEXT					
1. Clifford Gray and Erik Larson, Project Management, Tata McGraw Hill Edition, 2005. 2. John M. Nicholas, Project Management for Business and Technology - Principles and Practice, Second Edition, Pearson Education, 2006.					
REFERENCES					
1. Gido and Clements, Successful Project Management, Second Edition, Thomson Learning, 2003. 2. Harvey Maylor, Project Management, Third Edition, Pearson Education, 2006.					

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO 1	3	0	1	1	0	1	0	0	0
CO 2	3	0	0	0	2	0	0	0	0
CO 3	3	1	0	0	2	0	0	0	0
CO 4	3	1	0	0	0	1	1	1	1
CO 5	3	0	0	1	0	1	0	0	1
	15	2	1	2	4	3	1	1	2

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Original	15	2	1	2	4	3	1	1	2
Scaled to 0,1,2,3 scale	3	1	1	1	1	1	1	1	1

0 – 0, 1-5- 1, 6- 10 - 2, 11 – 15 - 3

<b>COURSE CODE</b>		<b>YBA101</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>		<b>PRINCIPLES OF MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>		<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>		<b>Level</b>	
CO1	<i>Illustrate</i> the management concepts and integrate the management principles into management practices.		Cognitive		Understanding	
CO2	<i>Explain</i> the role of Planning and its importance in an organization.		Cognitive		Understanding	
CO3	<i>Relate</i> the nature of organizing and staffing in an organization.		Cognitive		Understanding	
CO4	<i>Interpret</i> the ways to direct and managing people in an organization.		Cognitive		Understanding	
CO5	<i>Explain</i> the process of controlling in an organization.		Cognitive		Understanding	
<b>UNIT I INTRODUCTION TO MANAGEMENT</b>						<b>9</b>
<b>Organization- Management- Role of managers-</b> Evolution of management thought- <b>Organization and the environmental factors- Managing globally- Organization, Global, Social and ethical environment</b>						
<b>UNIT II PLANNING</b>						<b>9</b>
<b>Nature and purpose of planning- Planning process- Types of plans- Objectives- Managing by Objective (MBO) strategies- Strategies – Policies – Decision Making- Types of decision- Decision making process- Rational decision making process- Decision making under different conditions.</b>						
<b>UNIT III ORGANIZING</b>						<b>9</b>
<b>Nature and purpose of organizing- Organization structure- Formal and informal groups/organization- Line and staff authority- Departmentation- Span of control-</b>						

**Centralization and decentralization- Delegation of authority- Staffing- Selection and Recruitment- Orientation- Career development- Career stages- Training- Performance appraisal**

**UNIT IV DIRECTING**

**9**

**Managing people- Communication- Hurdles to effective communication-Leadership qualities & styles- Organization culture-Motivation and Theories of Motivation-Elements and types of culture- Managing cultural diversity.**

**UNIT V CONTROLLING**

**9**

**Process of controlling- Types of control- Budgetary and non-budgetary control techniques- Managing productivity- Cost control- Purchase control- Maintenance control- Quality control-Planning operations.**

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45

**TEXT BOOK**

Harold Koontz and Heinz Weihrich,(2012),“Essentials of management: An International &Leadership Perspective”, 9th edition, Tata McGraw-Hill Education.

**REFERENCE BOOK**

P C Tripathi P N Reddy (2006), “Principles of Management”, 4th edition, Tata McGraw Hill.  
J S Chandan (1997), “Management Concepts and Strategies”, 2nd edition, Vikas Publishing House Pvt Ltd.

Stephen P Robbins, David A. De Cenzo and Mary Coulter, Fundamentals of Management, Prentice Hall of India, 2012

**Mapping of POs with COs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	2	0	2	2	0	3	2	2	2	0	0
<b>CO 2</b>	2	0	2	2	0	3	2	2	2	0	0
<b>CO 3</b>	2	0	2	2	0	3	2	2	2	0	0
<b>CO 4</b>	2	0	2	2	0	3	2	2	2	0	0
<b>CO 5</b>	2	0	2	2	0	3	2	2	2	0	0
<b>Total</b>	10	0	10	10	0	15	10	10	8	0	0
<b>Scaled Value</b>	2	0	2	2	0	3	2	2	2	0	0

1-5 → 6-10 2→11-15 3 →

0-No Relation 1- Low Relation 2- Medium Relation 3- High Relation

<b>COURSE CODE</b>		<b>YBA108</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>		<b>BUSINESS COMMUNICATION</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>		<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>		<b>Level</b>	
CO1	<i>Understand</i> the communication process.		Cognitive		Understanding	
CO2	<i>Identify</i> the learn parts of a report.		Cognitive		Understanding	
CO3	<i>Understand</i> the procedure for conducting meetings.		Cognitive		Understanding	
CO4	<i>Analyze</i> how to search job, build own resume and job application letter.		Cognitive		Understanding	
CO5	<i>Recognize</i> various group discussion techniques; acquire interview skills and negotiating skills. .		Cognitive		Understanding	
<b>UNIT I BUSINESS COMMUNICATION</b>						<b>7</b>
<b>Business Communication Foundations – Benefits of effective communication, Goals of business communication, Internal communication, External communication, Communication process, Communication barriers - Body Language</b>						
<b>UNIT II Report Writing</b>						<b>8</b>
<b>Report Writing – Types of reports, Parts of reports - Oral communication – Presentation, Public speaking.</b>						
<b>UNIT III CONDUCTING MEETING</b>						<b>8</b>
<b>Conducting Meetings: Procedure – Preparing Agenda, Minutes and Resolutions Conducting Seminars &amp; Conferences: Procedure of Regulating Speech</b>						
<b>UNIT IV JOB SEARCH</b>						<b>10</b>
<b>Job search and Resume – Chronological resume, Functional resume and Job Application letter</b>						
<b>UNIT V GROUP DISCUSSION</b>						<b>12</b>
<b>Group Discussion and Interview Skills - Negotiation Skills.</b>						
<b>LECTURE</b>		<b>TUTORIAL</b>	<b>PRACTICAL</b>		<b>TOTAL</b>	
<b>45</b>		<b>0</b>	<b>0</b>		<b>45</b>	
<b>TEXT BOOKS</b>						
R K Madhukar, <i>Business Communication</i> , Vikas Publishing House.						
<b>REFERENCES</b>						
1. Meenakshi Raman and Sangeetha Sharma, <i>Technical Communication - Principles and Practice</i> , Oxford University Press.						
2. Krishna Mohan and MeeraBanerji, <i>Developing Communication Skills</i> , Macmillan.						
3. Williams K., Krizan A.C.B., Logan J. & Merrier P, <i>Communicating In Business</i> , Cengage Learning India Pvt. Ltd., New Delhi.						

### Mapping of POs with COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CO 1	0	2	0	3	0	0	0	0	2	0	0
CO 2	0	2	0	3	0	0	0	0	2	0	0
CO 3	0	2	0	3	0	0	0	0	2	0	0
CO 4	0	2	0	3	0	0	0	0	2	0	0
CO 5	0	2	0	3	0	0	0	0	2	0	0
Total	0	10	0	15	0	0	0	0	8	0	0
Scaled Value	0	2	0	3	0	0	0	0	2	0	0

1-5 → 1 6-10 → 2 11-15 → 3

0-No Relation 1- Low Relation 2- Medium Relation 3- High Relation

<b>COURSE CODE</b>	<b>YBA202</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>HUMAN RESOURCES MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3 : 0 : 3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>		<b>Domain</b>	<b>Level</b>		
CO1	<i>Learn</i> the evolution of human resource management	Cognitive	Understanding		
CO2	<i>Identify</i> the demand forecasting of human resource required and hire right person for right place at right time	Cognitive	Understanding		
CO3	<i>Identify</i> the various recruitment practices and selection procedure	Cognitive	Understanding		
CO4	<i>Analyze</i> new perspectives in Training and executive development	Cognitive	Understanding		
CO5	<i>Recognize</i> the performance evaluation and learn how to handle grievance.	Cognitive	Understanding		
<b>UNIT I: INTRODUCTION TO HUMAN RESOURCES MANAGEMENT05</b>					
Evolution of Human Resource Management – <b>Functions of HRM – Techniques in HRM - Role of Human Resource Manager – Qualities of Human Resource Manager</b>					
<b>UNIT II: HUMAN RESOURCE PLANNING, JOB ANALYSIS &amp; DESIGN10</b>					
<b>Human Resource Planning - Objectives of HRP - Factors affecting HRP - Process of HRP; Job Analysis - Objectives of Job Analysis – Process of Job Analysis - Job Description - Job Specifications - Job Evaluation – Objectives – Process of Job Evaluation – Methods</b>					
<b>UNIT III: EMPLOYEE RECRUITMENT, SELECTION &amp; SOCIALIZATION 10</b>					
<b>Recruitment - Factors affecting recruitment, Constraints and Challenges in Recruitment Process, Process of Recruitment, Sources of Recruitment and Recruitment Practices in India; Selection - Steps in Selection Procedure, Socialization process.</b>					

<b>UNIT IV: TRAINING &amp; EXECUTIVE DEVELOPMENT</b>			<b>10</b>
<b>Concept of Training, Training Methods, New Training Techniques, Evaluation of Training, Emerging Issues in Training, Training Need Analysis – Neuro Linguistic Programme (NLP)-Executive Development – Objectives – Methods.</b>			
<b>UNIT V: PERFORMANCE APPRAISAL AND GREIVANCE REDRESSAL10</b>			
<b>Performance Appraisal, Methods of Performance Appraisal, Potential Appraisal, Possible Errors in the Appraisal Process; Grievance – Causes – Implications - Redressal Procedure</b>			
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
<b>45</b>	<b>0</b>	<b>0</b>	<b>45</b>

<b>TEXT BOOK</b>
C.B.Gupta, Human Resource Management - Text and Cases, Sultan Chand & Sons, New Delhi.
<b>REFERENCE</b>
1. Gary Dessler and Biju Varkkey, Human Resource Management, Pearson Education, New Delhi.
2. R. Wayne Mondy, Human Resource Management, Prentice Hall, 2011.
3. Venkataraman & Srivastava, Personnel Management & Human Resources
4. Edwin B. Flippo, Personnel Management , McGraw-Hill, 1984

#### **Mapping of COs with Pos**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO 1</b>	3	2	0	0	0	2	0	0	2	0	0
<b>CO 2</b>	2	2	2	0	0	2	0	0	2	0	0
<b>CO 3</b>	2	2	2	0	0	2	0	0	2	0	0
<b>CO 4</b>	3	2	2	2	0	2	0	0	2	0	0
<b>CO 5</b>	2	2	2	0	0	2	0	0	2	0	0
<b>Total</b>	12	10	10	2	0	10	0	0	10	0	0
<b>Scaled Value</b>	3	2	0	1	0	2	0	0	2	0	0

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

COURSE CODE		YBA205	L	T	P	C
COURSE NAME		INFORMATION MANAGEMENT	3	0	0	3
PREREQUISITE:		Nil	L	T	P	H
C:P:A		3 : 0 : 3	3	0	0	3
COURSE OUTCOMES			Domain	Level		
CO1	Understand the basic concept of Information system		Cognitive	Understanding		
CO2	Understand the system flow		Cognitive	Understanding		
CO3	Understand the concept of Data Base Management System		Cognitive	Understanding		
CO4	Understand the security system concept		Cognitive	Understanding		
CO5	Understand the new advancements in IT		Cognitive	Understanding		
UNIT I:INTRODUCTION10						
Data, Information, Intelligence, Information Technology, Information System, evolution, typesbased on functions and hierarchy, System development methodologies, Functional InformationSystems, AI-DSS, EIS, KMS, GIS, International Information System						
UNIT II: SYSTEM ANALYSIS AND DESIGN						09
Case tools - System flow chart, Decision table, Data flow Diagram (DFD), Entity Relationship (ER),Object Oriented Analysis and Design(OOAD), UML diagram						
UNIT III: DATA BASE MANAGEMENT SYSTEM10						
DBMS – HDBMS, NDBMS, RDBMS, OODBMS, Query Processing, SQL, Concurrency Management, Data warehousing and Data Mart						
UNIT IV: SECURITY CONTROL AND REPORTING08						
Security, Testing, Error detection, Controls, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web, Intranets and Wireless Networks, Software Audit, Ethics in IT, UserInterface and reporting.						
UNIT V: NEW IT INITIATIVES						08
Role of information management in ERP, e-business, e-governance, Data Mining, Business Intelligence, Pervasive Computing, Cloud computing, CMM, Big data, IOT, SMAC, Machine learning.						
LECTURE		TUTORIAL	PRACTICAL		TOTAL	
45		0	0		45	

<b>TEXT BOOK</b>
1. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.
2. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing thedigital firm, PHI Learning / Pearson Education, PHI, Asia, 2012.
<b>REFERENCE</b>
1. Rahul de, MIS in Business, Government and Society, Wiley India Pvt Ltd, 2012
2. Gordon Davis, Management Information System : Conceptual Foundations, Structure and Development, Tata McGraw Hill, 21st Reprint 2008.
3. Haag, Cummings and Mc Cubbrey, Management Information Systems for theInformation Age, McGraw Hill, 2005. 9th edition, 2013.
4. Turban, McLean and Wetherbe, Information Technology for Management –Transforming

Organisations in the Digital Economy, John Wiley, 6th Edition, 2008.

5. Raymond McLeod and Jr. George P. Schell, Management Information Systems, Pearson Education, 2007.

6. James O'Brien, Management Information Systems – Managing Information Technology in the E-business enterprise, Tata McGraw Hill, 2004.

7. Ralph Stair and George Reynolds, Information Systems, Cengage Learning, 10th Edition, 2012

8. Corey Schou and Dan Shoemaker, Information Assurance for the Enterprise – A Roadmap to Information Security, Tata McGraw Hill, 2007.

9. Frederick Gallegor, Sandra Senft, Daniel P. Manson and Carol Gonzales, Information Technology Control and Audit, Auerbach Publications, 4th Edition, 2013.

### Mapping of COs with Pos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	2	3	0	0	0	0	0	0	0	0	0
<b>CO 2</b>	2	3	0	0	0	0	0	0	2	0	0
<b>CO 3</b>	2	3	0	0	2	0	0	0	2	0	0
<b>CO 4</b>	2	3	0	0	0	0	2	0	2	0	0
<b>CO 5</b>	2	3	0	0	0	0	0	0	2	0	0
<b>Total</b>	10	15	0	0	0	0	2	0	8	0	0
<b>Scaled Value</b>	2	3	0	0	0	0	1	0	2	0	0

1-5 → 1, 6-10 → 2, 11-15 → 3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

COURSE CODE	YBA208	L	T	P	C
COURSE NAME	ENTREPRENEURSHIP DEVELOPMENT	3	0	0	3
PREREQUISITE	Nil	L	T	P	H
C:P:A	3: 0 : 0	3	0	0	3
COURSE OUTCOMES		Domain		Level	
CO1	Recognise the personal traits of an entrepreneur	Cognitive		Understanding	
CO2	Understand the environment that support entrepreneurial development	Cognitive		Analysing	
CO3	Develop the business planbased on feasibility	Affective		Valuing	
CO4	Describe the steps in establishing a small business	Cognitive/ Affective		Understanding Organising	
CO5	Understand the factors responsible for success/failure of a business	Cognitive		Understanding	
UNIT I ENTREPRENEURIAL COMPETENCE					9
Entrepreneurship concept– Entrepreneurial Personality –traits and competencies of a Successful Entrepreneur – Role of Family and Society - Entrepreneurship as a Career-Entrepreneurship for National Development.					
UNIT II ENTREPRENEURIAL ENVIRONMENT					9
Business Environment - Entrepreneurship Development Training and Other Support services from Central and State Government -Micro, Small Medium Enterprises (MSME). Industrial Policies and Regulations					



<b>UNIT III BUSINESS PLAN PREPARATION</b>			<b>9</b>
<b>Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product Ownership - Capital Budgeting - Project Profile Preparation - Feasibility Report Preparation and Evaluation Criteria</b>			
<b>UNIT IV LAUNCHING OF SMALL BUSINESS</b>			<b>9</b>
<b>Finance and Human Resource Mobilization-Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital- startups.</b>			
<b>UNIT V MANAGEMENT OF SMALL BUSINESS</b>			<b>9</b>
<b>Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of BusinessUnits- Effective Management of Small Business.</b>			
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
<b>45</b>	<b>0</b>	<b>0</b>	<b>45</b>
<b>TEXT BOOKS</b>			
1. Hisrich, 2016, <i>Entrepreneurship</i> , Tata McGraw Hill, New Delhi.			
2. S.S.Khanka, 2013, <i>Entrepreneurial Development</i> , S.Chand and Company Limited, New Delhi.			
<b>REFERENCE BOOKS</b>			
1. Mathew Manimala, 2005, <i>Entrepreneurship Theory at the Crossroads, Paradigms &amp; Praxis</i> , Biztrantra ,2nd Edition.			
2. Prasanna Chandra, 2009, <i>Projects – Planning, Analysis, Selection, Implementation and Reviews</i> , Tata McGraw-Hill.			
3. P.Saravanavel, 1997, <i>Entrepreneurial Development</i> , Ess Pee kay Publishing House, Chennai.			
4. Arya Kumar,2012, <i>Entrepreneurship: Creating and Leading an Entrepreneurial Organisation</i> , Pearson Education India.			
5. Donald F Kuratko, T.V Rao, 2012, <i>Entrepreneurship: A South Asian perspective</i> , Cengage Learning India.			
6. Dinesh Awasthi, Raman Jaggi, V.Padmanand, <i>Suggested Reading / Reference Material for Entrepreneurship Development Programmes (EDP/WEDP/TEDP)</i> , EDI Publication, Entrepreneurship Development Institute of India, Ahmedabad. Available from: <a href="http://www.ediindia.org/doc/EDP-TEDP.pdf">http://www.ediindia.org/doc/EDP-TEDP.pdf</a>			
<b>WEB SITES AND WEB RESOURCES:</b>			
1. Jeff Hawkins, “ Characteristics of a successful entrepreneur”, ALISON Online entrepreneurship courses, “ <a href="https://alison.com/learn/entrepreneurial-skills">https://alison.com/learn/entrepreneurial-skills</a>			
2. Jeff Cornwall, “Entrepreneurship -- From Idea to Launch”, Udemey online Education, <a href="https://www.udemy.com/entrepreneurship-from-idea-to-launch/">https://www.udemy.com/entrepreneurship-from-idea-to-launch/</a>			

**Table1 1: Mapping of Cos with POs**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO 1</b>	0	0	0	1	0	1	0	0	1	0	0
<b>CO 2</b>	1	0	2	0	1	0	0	0	1	0	0
<b>CO 3</b>	0	1	2	0	2	1	0	0	1	0	0
<b>CO 4</b>	0	2	1	0	2	1	0	0	1	0	0
<b>CO 5</b>	0	0	0	0	2	0	1	0	1	0	0
	<b>1</b>	<b>3</b>	<b>5</b>	<b>1</b>	<b>7</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>0</b>

1-5 →1, 6 – 10 →2, 11-15 →3

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

## SYLLABUS OF COURSES BBA

## Semester I

COURSE CODE			<b>XGE101</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
COURSE NAME			<b>TECHNICAL ENGLISH - I</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>3</b>	
<b>C</b>	<b>P</b>	<b>A</b>		<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>	
<b>1</b>	<b>0.6</b>	<b>0.4</b>		<b>1</b>	<b>0</b>	<b>2</b>	<b>3</b>	
<b>COURSE OUTCOMES:</b>								
CO1	<i>Identify</i> different styles to various forms of public speaking skills			Cognitive		Remember		
CO2	<i>Understand</i> and identify the proper tone of language required in writing and speaking			Cognitive		Understanding		
CO3	<i>Adapt</i> the speech structures and develop the speech outline according to the audience.			Cognitive Psychomotor		Apply		
CO4	<i>Ability</i> to communicate effectively and develop presentation skills			Cognitive Affective		Response		
CO5	<i>Train</i> the speaker to face the audience without any anxiety.			Psychomotor		Guided Response		
<b>SYLLABUS</b>							<b>HOURS</b>	
<b>UNIT I</b>	<b>INTRODUCTION TO PUBLIC SPEAKING</b>							
Functions of oral communication; <b>skills and competencies needed for successful speech making; importance of public speaking skills in everyday life and in the area of business</b> , social, political and all other places of group work.							9	
<b>UNIT II</b>	<b>TYPES OF SPEECH</b>							
<b>Manuscript, impromptu, memorized and extemporaneous speeches</b> ; analyzing the audience and occasion; developing ideas; finding and using supporting materials.							9	
<b>UNIT III</b>	<b>ORGANIZATION OF SPEECH</b>							
Introduction, development and conclusion; <b>language used in various types of speeches; Adapting the speech structures to the Audience</b> ; paralinguistic features.							9	
<b>UNIT IV</b>	<b>USE OF VISUAL AIDS</b>							
<b>How to present a paper/assignment etc; using visual aids to the speeches; using body language to communicate</b>							9	
<b>UNIT V</b>	<b>SPEECH ANXIETY</b>							
<b>Public speaking and speech anxiety, public speaking and critical listening</b> Speech practice (4-6 speeches per student)							9	
<b>Total</b>							<b>45</b>	
<b>Text books</b>								
1. Raymie E. Principles and Types of Public Speaking - 2002 by McKerrow (Author), Bruce E. Gronbeck, Douglas Ehninger, Alan H. Monroe								
2. Communication : Principles for a lifetime, portable Edition- volume 2 Interpersonal Communication, Stevan A. Beebe, Texas State University- San Marcos, 2008.								
3. Writing and Speaking Author: John Sealy, Oxford University Press, New Delhi Third Edition 2009. Communicating in Business (8th Edition) Paperback – 2012 by Williams K S.								

**Mapping of Cos with POs:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	0	0	0	0	1	2	0	1
CO2	2	0	0	0	0	0	2	1	1
CO3	1	0	0	0	0	0	1	0	0
CO4	2	0	0	0	0	1	1	1	1
CO5	1	0	0	0	0	1	1	0	0
<b>Total</b>	8	0	0	0	0	3	7	2	3
<b>Scaled Value</b>	2	0	0	0	0	1	2	1	1

1-5= 1, 6-10 = 2, 11-15= 3

0-No Relation, 1- Low Relation, 2 – Medium Relation, 3- High Relation

<b>COURSE CODE</b>	<b>XBA102</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>PRINCIPLES OF MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>		<b>Domain</b>		<b>Level</b>	
CO1	<i>Understand</i> the functions, qualities and skills of a manager.	Cognitive		Understanding	
CO2	<i>Understand</i> the principles of planning and the concept of MBO.	Cognitive		Understanding Analysing	
CO3	<i>Understand</i> the concept of recent trends in organizing and principles of directing.	Cognitive		Understanding Analysing	
CO4	<i>Learn</i> the motivational theories, leadership styles and communication flow in an organization.	Cognitive		Understanding	
CO5	<i>Understand</i> the management control system and coordination.	Cognitive		Understanding	
<b>UNIT I</b>					<b>8</b>
Management – Various approaches to Management – Management in global environment – Functions – Qualities and Skill of a Manager – Levels of Management.					
<b>UNIT II</b>					<b>8</b>
Planning – Importance – Principles of Planning – Types – MBO - Forecasting – Decision making process.					
<b>UNIT III</b>					<b>8</b>
Organizing – Recent trends in organization – Organisation Charts – Centralisation& Decentralisation - Direction and principles of Direction.					
<b>UNIT IV</b>					<b>13</b>

**Motivation** - Theories of Motivation – **Leadership styles** – **Communication** - process, methods and barriers.

**UNIT V** **8**

**Management Controlling system** – Methods of Control – **Span of Control** – **Need** – **Co-ordination** – **Techniques of coordination.**

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45

**TEXT BOOKS**

Dr.J.Jayasankar - Principles of Management, Margham Publications, Chennai

**REFERENCE BOOKS**

1. L.M. Prasad – Principles of Management, Sultan Chand & Sons.
2. Tripathy and Reddy – Principles of Management, Tata McGraw Hill.
3. Koontz and O’ Donnel – Essentials of Management, Tata McGraw Hill.
4. T. Ramasamy – Management Principles, Himalaya Publishers.
5. Peter F. Drucker – Essence of Management, Taylor and Francis Publishers.

**Mapping of COs with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO 1</b>	2						3		
<b>CO 2</b>	2				2				
<b>CO 3</b>	2				2				1
<b>CO 4</b>	2		2	2	2			1	1
<b>CO 5</b>	2	2	2		2			1	1
<b>Total</b>	10	2	4	2	8	0	3	2	3
<b>Scaled to 0,1,2,3</b>	2	1	1	1	2	0	1	1	1

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

<b>COURSE CODE</b>		<b>XBA103</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>		<b>FUNDAMENTALS OF ACCOUNTING</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>PREREQUISITE:</b>		<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>4 : 0 : 0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>		<b>Level</b>	
CO1	<i>Explain</i> the fundamentals and principles of accounting.		Cognitive		Understanding	
CO2	<i>Outline</i> the accounting transaction analysis.		Cognitive		Understanding	
CO3	<i>Build</i> theBank Reconciliation Statement and subsidiary books.		Cognitive		Applying	
CO4	<i>Construction</i> of Balance Sheets		Cognitive		Applying	
CO5	<i>Explain</i> the Double Entry System		Cognitive		Understanding	
<b>UNIT I- INTRODUCTION TO FINANCIAL ACCOUNTING</b>						<b>12</b>
Introduction – Meaning and Definition – Objectives of Accounting – <b>Functions of Accounting</b> – Users of Accounting Information – Limitations of Accounting – Accounting Principles – Accounting Concepts and Accounting Conventions. <b>Accounting Standards –List of Indian Accounting Standards.</b>						
<b>UNIT II-ACCOUNTING PROCESS</b>						<b>12</b>
Meaning – <b>Process of Accounting</b> – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems.						
<b>UNIT III- SUBSIDIARY BOOKS</b>						<b>10</b>
Meaning – Significance – <b>Types of Subsidiary Books</b> – Purchases Book – Sales Book – Purchase Returns Book – Sales Return Book – Bills Receivable Book – Bills Payable Book – Cash Book (Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book) and Journal proper. Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement.						
<b>UNIT IV- FINAL ACCOUNTS OF PROPRIETARY CONCERN</b>						<b>10</b>
<b>Preparation of Profit&amp; Loss Account and Balance Sheet (Vertical form).</b>						
<b>UNIT V- SINGLE ENTRY SYSTEM</b>						<b>16</b>
<b>Meaning – Features – Types – Merits – Demerits – Differences between single entry and double entry systems – Preparation of Opening Statement of Affairs, Closing Statement of Affairs, Computation of Profit/Loss and Revised Statement of Affairs. Conversion of single entry to double entry system.</b>						
<b>LECTURE</b>		<b>TUTORIAL</b>		<b>PRACTICAL</b>		<b>TOTAL</b>
<b>60</b>		<b>0</b>		<b>0</b>		<b>60</b>
<b>TEXT BOOKS</b>						
1. Reddy T.S and Murthy A.,Financial Accounting, Margham Publications Pvt. Ltd., Chennai,2015						
<b>REFERENCES</b>						
1. Jawaharlal &Seema Srivastava: Financial Accounting, HPH						
2. R.G Saha, Fundamentals of Accounting, HPH						
3. Dr. S.N. Maheswari, Financial Accounting, HPH						
4. Dr. Venkataraman R. & others, Fundamentals of Accounting, VBH						
5. S Jayapandian: Financial Accounting from Zero,						
6. Grewal and Gupta, Advanced Accounting, Sultan Chand.						
7. S. P Jain and K. L. Narang ; Financial Accounting, Kalyani Publishers.						

8. SoundraRajan A & K. Venkataramana, Financial Accounting, SHB Publishers.
9. Dr. Alice Mani: Fundamentals of Accounting, SBH
<b>E-REFERENCES</b>
<a href="https://www.youtube.com/user/vedbangia/featured">https://www.youtube.com/user/vedbangia/featured</a>

### Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO 1</b>	2						3		
<b>CO 2</b>	2				2				
<b>CO 3</b>	2				2				1
<b>CO 4</b>	2		2	2	2			1	1
<b>CO 5</b>	2	2	2		2			1	1
<b>Total</b>	10	2	4	2	8	0	3	2	3
<b>Scaled to 0,1,2,3</b>	2	1	1	1	2	0	1	1	1

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

<b>COURSE CODE</b>	<b>XBA104</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>Business Organization and Environment</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3 : 0 : 3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>		
CO1	Understand what is business and classifications of business.		Understanding		
CO2	Understand preparation of partnership deed.		Understanding		
CO3	Understand formation of companies.		Understanding		
CO4	Understand the political, economic and legal environment		Understanding		
CO5	Learn the concept of LPG		Understanding		
<b>UNIT I: INTRODUCTION TO BUSINESS ORGANIZATION</b>			07		
Meaning of Business – Classification of Business Activities – Industry – Types of Industry – Commerce – Trade – Aids to Trade –Meaning – Advantages and Disadvantages.					
<b>UNIT II : FORMS OF BUSINESS ORGANIZATION</b>			10		
Sole Proprietorship – Meaning – Characteristics – Advantages and Disadvantages. Partnership – Meaning – Characteristics – Advantages and Disadvantages - Types of Partners. Co-operative Society - Meaning – Characteristics – Types – Advantages and Disadvantages.					
<b>UNIT III: JOINT STOCK COMPANY</b>			08		
Meaning – Definition – Features – Types of Companies – Formation of a Company.					
<b>UNIT IV : BUSINESS ENVIRONMENT</b>			10		
Meaning and Importance. Dimensions of Business Environment – Political, Economic, Social, Legal, Natural and Technological Environment.					
<b>UNIT V : GOVERNMENT AND BUSINESS</b>			10		
Meaning and Importance. Impact of Government policy on business and industry with reference to liberalization, privatization and globalization.					

LECTURE	TUTORIAL	PRACTICAL
45	0	0

#### Text Book

1. Dr. Aswathappa: Essentials of Business Environment, HPH.

#### REFERENCE

1. Francis Cherrunilam : Business Environment, HPH.
2. Muniraju S.K. Podder – Business Organisation&Environment , VBH
3. VivekMittal, – Business Environment, Excel Books, New Delhi.
4. Raj Agarwal – Business Environment, Excel Books, New Delhi.
5. K. Venkataramana, Business Environment, SHB Publishers.
6. Dr. Alice Mani: Business Organization & Environment, SBH.

#### Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO 1	2								1
CO 2	2								1
CO 3	2								1
CO 4	2								1
CO 5	2		3						1
Total	10	0	3						5
Scaled to 0,1,2,3	2		1						1

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

COURSE CODE	XBA105	L	T	P	C
COURSE NAME	FUNDAMENTALS OF ECONOMICS	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
COURSE OUTCOMES		Domain	Level		
CO1	Understand the nature, scope and objectives of a firm.	Cognitive	Understanding		
CO2	Understand the Law of Demand, Types of demand, demand forecasting and production function.	Cognitive	Understanding Analysing		
CO3	Learn the cost - output relationships and concept of pricing.	Cognitive	Understanding Analysing		
CO4	Learn the market classification and price determination.	Cognitive	Understanding		
CO5	Understand the estimation of national income and trade cycle.	Cognitive	Understanding		
UNIT I					8
Managerial Economics – Nature and scope - Objectives of the firm - Theory of Consumer Behavior - Indifference curve analysis					
UNIT II					12

Law of demand - Types of demand - Elasticity of demand – Demand forecasting -Production and cost analysis - Factors of production - Production function - Law of variable proportion - Law of return to scale..			
<b>UNIT III</b>			<b>10</b>
Cost concepts - Cost output relationships - Short run and long run – Supply analysis - Pricing - Objectives - Factors of pricing – Types of pricing – Price discrimination.			
<b>UNIT IV</b>			<b>8</b>
Market classification – Price determination - Perfect competition - Monopoly - Monopolistic competition - Duopoly – Oligopoly			
<b>UNIT V</b>			<b>7</b>
Trade cycle – Phases or stages of a Trade cycle – National Income –Estimation of National Income – Real and Money income.			
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
<b>45</b>	<b>0</b>	<b>0</b>	<b>45</b>
<b>TEXT BOOKS</b>			
S. Sankaran - Business Economics – Margham publications, Chennai, 2014			
<b>REFERENCES</b>			
1. R.Cauvery, U.K. Sudhanayak, M. Girija, R. Meenakshi–Managerial Economics, S.Chand& Sons. 2. Gupta G.S – Managerial Economics, Tata McGraw Hill. 3. R.L. Varshney& K.L. Maheshwari – Managerial Economics, Sultan Chand & Sons. 4. R. K. Lekhi – Managerial Economics Kalyani Publisher.			

#### Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO 1</b>	2						3		
<b>CO 2</b>	2				2				
<b>CO 3</b>	2				2				1
<b>CO 4</b>	2		2	2	2			1	1
<b>CO 5</b>	2	2	2		2			1	1
<b>Total</b>	10	2	4	2	8	0	3	2	3
<b>Scaled to 0,1,2,3</b>	2	1	1	1	2	0	1	1	1

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation



## SEMESTER II

COURSE CODE	XBA201	L	T	P	C
COURSE NAME	BUSINESS COMMUNICATION	3	0	0	3
PREREQUISITE:	Communication Skill and Basic Grammar Knowledge	L	T	P	H
C:P:A	3:0:0	3	0	0	3
COURSE OUTCOMES		Domain		Level	
CO1	Define andIdentifydifferent styles to various forms of business communication.	Cognitive		Remember	
CO2	Identify the proper tone of language required in writing and speaking in business communication.	Cognitive		Remember	
CO3	Display knowledge on grammar and other linguistic features in writing various forms of business communication.	Cognitive		Understand	
CO4	Distinguish between letters and memos and various forms of Business Communication.	Cognitive		Analyse	
CO5	Prepare business reports, minutes, proposals.	Cognitive		Apply	
UNIT I - INTRODUCTION TO BUSINESS COMMUNICATION					10
Modern developments in the style of writing letters memos and reports: block letters, semi block letters, full block letters, simplified letters etc.,					
UNIT II -USE OF LANGUAGE					10
Memos/minutes/telephone memos/ letters/ assignments, art of writing E-mail etc. features of written and spoken communication.					
UNIT III – GRAMMAR					10
The use of active and passive voice; the use of grammar, propriety, accuracy, exactness, the tone & other elements of language used in these writings.					
UNIT IV -TYPES OF REPORTS					5
The format of various types of Reports/ projects etc.,					
UNIT V-BUSINESS WRITING					10
Writing Business reports, proposals and minutes.					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	0	0		45	
TEXT BOOKS					
1. John Sealy, Writing and Speaking Author:, Oxford University Press, New Delhi Third Edition 2009.					
2. Williams K S, Communicating in Business (8th Edition) Engage Learning India Pvt. Ltd.; 2012					
REFERENCES					
1. John Sealy, Writing and Speaking, Oxford University Press, New Delhi Third Edition 2009.					

**E – REFERENCES**

1. [https://is.muni.cz/el/1456/jaro2014/MPV\\_COMA/um/E-book\\_Business-Communication.pdf](https://is.muni.cz/el/1456/jaro2014/MPV_COMA/um/E-book_Business-Communication.pdf)
2. <http://communication-revolution.biz/wp-content/uploads/2013/12/The-Business-Communication-Revolution.pdf>

**Mapping of COs with POs**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PSO 1</b>	<b>PSO 2</b>
<b>CO 1</b>	0	0	1	0	0	0	0	0	1	0	0
<b>CO 2</b>	0	0	0	0	0	1	2	0	0	0	0
<b>CO 3</b>	0	0	0	0	0	1	1	2	0	0	0
<b>CO 4</b>	1	1	0	0	1	1	2	1	1	0	0
<b>CO 5</b>	1	0	0	2	0	2	3	2	3	0	0
<b>Total</b>	2	1	1	2	1	5	8	5	5	0	0
<b>Scaled to 0,1,2,3</b>	1	1	1	1	1	1	2	1	1	0	0

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

**SEMESTER - II**  
**VANIHATHAMIZH**

**COURSE OUTCOMES (COs)**

CO1: Cog: U, *Acquire the Knowledge* (அறிதல்) பண்டைய தமிழ்நாட்டு மக்களின் நாகரிகம் மற்றும் பண்பாடு போன்றவை பற்றி அறிந்து கொள்ளுதல்.

CO2: Cog: Ap, *Discuss and Undersanding*(புரிதல்) பண்டைய காலத் தமிழர்களின் வாணிக முறைமைகளை தெரிந்து கொள்ளல்.

CO3: Cog: Ap, *Display* (கண்டுணர்தல்) பண்டைய காலத் தமிழர்களின் வாழ்வியல் சிந்தனைகள், அறவாழ்வு குறித்து அறிதல்.

CO4 Cog: An: *Compare and Application* (பயன்படுத்துதல்) தற்கால தமிழர்களின் சமூக வாழ்வியல் நிலைகளை உணர்தல்.

CO5: Cog: Ap, *Prepare* (தயார் செய்தல்(அ) உருவாக்குதல்) தற்கால வாணிபத்தில் வெளிநாட்டுத் தொடர்புகளின் நிலை பற்றி விளக்குதல்.

**SYLLABUS (பாடத்திட்டம்)**

SUB CODE	SUBJECT NAME	L	T	P	C
	VANIHATHAMIL (வணிகத்தமிழ்)	2	1	0	3
C:P:A = 3:0:0		L	T	P	H
		2	1	0	4

X

UNIT	Content	Hours Allotted
I	நாகரிகமும் பண்பாடும் - தமிழர் தோற்றமும் பரவலும்	10
II	பண்டையத் தமிழர் வாழ்வியல் சிந்தனைகள் : வீரம், காதல், ஆறம், அறக்கோட்பாடுகள், வழிபாடுகள் மற்றும் சடங்கு முறைகள்.	15
III	தமிழர் வாணிபமும் பண்பாட்டு நெறிமுறைகளும் : சிலப்பதிகாரம் மதுரைக் காண்டத்தில் வாணிப முறைமைகள்.	10
IV	தமிழர் பண்பாட்டுக் கலையும், நாகரிகமும் : இயல், இசை, நாடகம், ஓவியம், மருத்துவம், சிற்பம் மற்றும் நாட்டுப்புறக்கலைகள்.	15
V	தற்கால வாழ்வில் தமிழர் சமூக வாழ்க்கை : சாதி, சமயம், பெண்கள், அரசியல், கல்வி, பொருளியல், வணிகம் மற்றும் வெளிநாட்டுத் தொடர்புகள்.	10

		<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	
		<b>45 Hours</b>	<b>15 Hours</b>	<b>60 Hours</b>	
<b>பாட நூல்கள்</b> 1. தமிழிலக்கிய வரலாறு 2. சிலப்பதிகாரம் 3. தமிழர் நாகரிகமும் பண்பாடும்					
<b>மேற்பார்வை நூல்கள்</b> 1. தமிழிலக்கிய வரலாறு 2. சிலப்பதிகாரம் 3. தமிழர் நாகரிகமும் பண்பாடும் 4. பண்டையத் தமிழர் வாழ்வியல் சிந்தனைகள் 5. நாட்டுப்புறக்கலைகள் 6. தமிழர் சமூக வாழ்க்கை முறைகள்					

**Table 1: Cos Vs PO mapping**

Cos	PO <sub>1</sub>	PO <sub>2</sub>	PO <sub>3</sub>	PO <sub>4</sub>	PO <sub>5</sub>	PO <sub>6</sub>	PO <sub>7</sub>	PO <sub>8</sub>	PO <sub>9</sub>	PO <sub>10</sub>	PSO1
CO <sub>1</sub>	1	2	1	0	2	2	0	2	0	1	1
CO <sub>2</sub>	1	2	1	0	2	1	2	2	1	2	2
CO <sub>3</sub>	1	2	1	0	2	1	1	2	0	1	0
CO <sub>4</sub>	1	2	1	0	2	3	0	2	0	1	1
CO <sub>5</sub>	1	2	2	0	1	2	3	3	1	1	2
<b>Total</b>	5	10	6	0	9	9	6	11	2	6	6
<b>Scaled value</b>	1	2	2	0	2	2	2	3	1	2	2

1- 5 --- 1, 6 – 10 ---- 2, 11 – 15----- 3

0 – No Relation, 1 – Low Relation, 2 – Medium Relation, 3 – High Relation

<b>COURSE CODE</b>		<b>XBA203</b>	<b>L</b>	<b>T</b>	<b>C</b>	
<b>COURSE NAME</b>		<b>Computer Applications in Business</b>	<b>3</b>	<b>0</b>	<b>3</b>	
<b>PREREQUISITE:</b>		<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>3 : 0 : 3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>			
CO1	Understand the concept of Computer technology.		Understanding			
CO2	Understand Data Base structure.		Understanding			
CO3	Understand Network Design.		Understanding			
CO4	Understand the Documentation work		Understanding			
CO5	Learn the concept of New trends of computer in business		Understanding			
<b>UNIT I: INTRODUCTION TO COMPUTER</b>			07			
Introduction to Computer Systems – Applications of Computers in Business – Types of Computers and Electronic devices – An overview of operation system – Single user systems – Multi user Systems – Assembler – Translator – Compiler – Different Computer Language						
<b>UNIT II : DATA BASE</b>			10			
ER-model, Relational model (relational algebra, tuple calculus) – Database design (integrity constraints, normal forms) – Query languages (SQL) – File structures (sequential files, indexing, B and B+ trees) – Transactions and concurrency control.						
<b>UNIT III: NETWORK DESIGN</b>			10			
LAN technologies (Ethernet, Token ring) – TCP/IP protocol – Application layer protocols (icmp, dns, smtp, pop, ftp, http) – Basic concepts of hubs, switches, gateways, and routers. Network security – basic concepts of public key and private key cryptography, digital signature, firewalls.						
<b>UNIT IV : DOCUMENT WORK</b>			08			
MS-Office : (a) MS-Word (b) MS-Excel (c) MS-Power Point (d) MS-Access						
<b>UNIT V : NEW TRENDS</b>			10			
Steps involved in selection of a Computer system. Application and Communication facilities of Computers in Business – Tele shopping – Tele-working – e-mail – Internet						
– Ecommerce – Multimedia Applications						
<b>LECTURE</b>		<b>TUTORIAL</b>	<b>PRACTICAL</b>			
<b>45</b>		<b>0</b>	<b>0</b>			

<b>Text Book</b>
1. Sinha & Sinha Priti P.K., Computer Fundamentals, BPB Publications, 2007.
<b>REFERENCE</b>
1. Vishnu P. Singh, “Ms Office 2007”, BPB Publications, 2007.
2. Ananthi Sheshasaayee, G.Sheshasaayee, “Computer Applications inBusiness & Management”, Margham publishers, 2004.

### Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO 1		2							1
CO 2		3							1
CO 3		3							1
CO 4		3							1
CO 5		3							1
Total		14							5
Scaled to 0,1,2,3		3							1

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

COURSE CODE	XBA204	L	T	P	C
COURSE NAME	ORGANIZATIONAL BEHAVIOUR	3	0	0	3
PREREQUISITE	NIL	L	T	P	H
C:P:A	3:0:0	3	0	0	3
COURSE OUTCOMES		Domain		Level	
CO1	Understand the challenges and opportunities for OB and OB Model	Cognitive		Understanding	
CO2	Understand the concept of Personality, Attitude, Value and Perception	Cognitive		Understanding	
CO3	Understand the styles and theories of leadership and motivation	Cognitive		Understanding	
CO4	Understand the group formation, team building and communication	Cognitive		Understanding	
CO5	Understand the concept of managing changes and dealing with resistance to change	Cognitive		Understanding	
UNIT I INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR				5	
Definition of Organizational Behavior - Disciplines contributing to the OB Field: Psychology, Social Psychology, Sociology, Anthropology - Challenges and Opportunities for OB: Managing Workforce Diversity, Improving Quality and Productivity, Outsourcing - Developing of OB Model - Contingency OB Model					
UNIT II THE INDIVIDUAL BEHAVIOUR				10	
Personality – types – Factors influencing personality – Theories; Attitudes – Characteristics – Components – Formation – Measurement – Theories; Values; Perceptions – Importance - Factors influencing perception - Interpersonal perception.					
UNIT III LEADERSHIP AND MOTIVATION				12	
Leadership concept - characteristics - leadership theories - leadership styles managerial grid -					

leadership continuum - leadership effectiveness. **Motivation** - concept and importance - motivators - **financial and Non-financial - theories of motivation.**

#### UNIT IV GROUP BEHAVIOUR

8

Defining and **Classifying Groups** - Stages of Group Development – **Group Decision making- Groups and Teams** - Types of Teams - Creating Effective Teams; **Function of Communication- Communication Process** - **Direction of Communication** - **Barriers to effective Communication**

#### UNIT V MANAGEMENT OF CHANGE

10

Meaning - importance - **resistance to change** - causes - **dealing with resistance to change** - concepts of social change and organizational causes - **factors contributing to organizational change** - **introducing change in large organizations** - change agents - organizational development - meaning and process.

	LECTURE	TUTORIAL	TOTAL
	45	0	45

#### TEXT BOOKS

S.S.Khanka, Organizational Behaviour (Text and Cases), S. Chand & Company (P) Ltd.,

#### REFERENCES

1. Fred Luthans, Organizational Behaviour, 11th edition, Mc Graw Hill International Edition, 2008.
2. Hughes, Ginnet, Curphy, Leadership, 6th edition, Tata Mc Graw Hill publishing Company, 2008
3. Gregory Moorehead and R.W. Griffin, Managing People and Organizations, Jaico, 1994.
4. Judith R. Gordon, A Diagnostic Approach to Organizational Behaviour, Allyn & Bacon, 1993.
5. Harold Koontz, Heinz Weihrich, Essentials of Management 5th Edition Tata Mc Graw Hill publishing Company.

#### Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO 1	2								
CO 2	2					2			1
CO 3	2					2			1
CO 4	2			2					1
CO 5	2								1
Total	10			2		4			4
Scaled to 0,1,2,3	2			1		1			1

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

<b>COURSE CODE</b>		<b>XBA205</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>		<b>BUSINESS LAW</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>		<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>		<b>Level</b>	
CO1	<i>Explain</i> essentials of Contract, performance and breach of Contract under Indian Contract Act 1872		Cognitive		Understanding	
CO2	<i>Interpret</i> necessary formalities of contract of sale and rights of unpaid seller under the Sale of Goods Act 1930.		Cognitive		Understanding Analysing	
CO3	<i>Illustrate</i> the objectives of Consumer Protection Act and jurisdiction of Consumer Protection Councils		Cognitive		Understanding	
CO4	Explain the essentials of partnership, rights and duties of partners under Partnership Act 1932.		Cognitive		Understanding	
CO5	Summarize the effects of dishonor of negotiable instruments under Negotiable Instruments Act 1881.		Cognitive		Understanding	
<b>UNIT I: THE INDIAN CONTRACT ACT, 1872</b>						<b>8</b>
Nature of contract – Definition – <b>essentials for valid contract</b> – Consideration – Performance of contracts - <b>Discharge of contracts</b> - Remedies for breach of contract – <b>Quasi contracts</b>						
<b>UNIT II: THE SALE OF GOODS ACT, 1930</b>						<b>8</b>
<b>Formation of the contract of sale</b> – Conditions and Warranties-Transfer of ownership and delivery of goods- <b>Unpaid seller and his rights</b>						
<b>UNIT III: CONSUMER PROTECTION ACT, 1986</b>						<b>13</b>
Objectives, <b>Consumer, goods</b> , service, defect in goods, deficiency in service, unfair trade practice, restrictive trade practice. <b>Consumer Protection Councils</b> at the Central, State and District Levels – Objectives & jurisdiction						
<b>UNIT IV: THE INDIAN PARTNERSHIP ACT, 1932</b>						<b>10</b>
<b>Nature of Partnership</b> -Rights and duties of partners- <b>Registration and dissolution of a firm</b>						
<b>UNIT V: NEGOTIABLE INSTRUMENTS ACT,1881</b>						<b>6</b>
Definition- <b>Acceptance and negotiation</b> - Rights and liabilities of Parties- <b>Dishonour of negotiable Instrument-Relationship between Bankers and Customers</b>						
<b>LECTURE</b>		<b>TUTORIAL</b>		<b>PRACTICAL</b>		<b>TOTAL</b>
<b>45</b>		<b>0</b>		<b>0</b>		<b>45</b>
<b>TEXT BOOKS</b>						
Kapoor N.D., “Elements of Mercantile Law”, Sultan Chand & Sons, New Delhi, 2014						
<b>REFERENCES</b>						
1. Desai T.R, “Indian Contract Act, Sale of Goods Act and Partnership Act”, S.C. Sarkar & Sons Pvt. Ltd., Kolkata, 1968						
2. Khergamwala J.S, “The Negotiable Instruments Act”, N.M.Tripathi Pvt. Ltd, Mumbai, 1975						
3. Avtar Singh, “Principles of Mercantile Law”, Eastern Book Company, Lucknow, 2011						



### Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1				1	1		1
CO2	2	1			1	1	1		1
CO3	3	1				1	1		1
CO4	2	1				1	1		1
CO5	3	1			1	1	1		1
<b>Total</b>	<b>13</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>0</b>	<b>5</b>

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

COURSE CODE	XBA206	L	T	P	C
COURSE NAME	BUSINESS PLAN	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
COURSE OUTCOMES		Domain		Level	
CO1	Explain the business environment and idea generation	Cognitive		Understanding	
CO2	Outline the marketing feasibility.	Cognitive		Understanding	
CO3	Build theFeasibility plan	Cognitive		Applying	
CO4	Construction of Business Plan	Cognitive		Applying	
CO5	Explain theProject appraisal	Cognitive		Understanding	
UNIT I-BUSINESS IDEA					9
Scanning of Environment- Evaluation of factors – Sensing Opportunities – harnessing different sources of knowledge and information- Generation of Ideas. - Difference between 'Basic Ideas' and post scanning ideas- Identification of Business Opportunities.					
UNIT II-MARKETING FEASIBILITY					9
Market 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.					
UNIT III- FEASIBILITY PLAN					9
Data collection for setting up small ventures -Preparing to set up a smallscale enterprise- Assessing Opportunities Financial, Economic Feasibilities, Technical, Legal, managerial, Locational and Other Feasibilities- Preliminary screening and preparation of detailed feasibility plan. main features of feasibility plan.					
UNIT IV-BUSINESS PLANNING					8
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 equipments- Infrastructure: land & Building - water & Power. Planning production-Pricing –paying back loans and profit generation.					
UNIT V-PROJECT REPORT					10
Importance - uses– Characteristics of a Project Report- Basic elements of a Project Report- Preparation of Project Report- Project Appraisal.					

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45
<b>TEXT BOOKS</b>			
1. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi. 2013			
<b>REFERENCES</b>			
Gupta C.B. & Khanka. S.S, “Entrepreneurship and small business management”, 5th edition , sultan chand& sons, 2014			
Jayshree Suresh, “Entrepreneurial Development”, Margham Publishers, Chennai, 2011.			
<b>E-REFERENCES</b>			
Jeff Cornwall, “Entrepreneurship -- From Idea to Launch”, Udemy online Education, <a href="https://www.udemy.com/entrepreneurship-from-idea-to-launch/">https://www.udemy.com/entrepreneurship-from-idea-to-launch/</a>			

### Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO 1	2						3		
CO 2	2				2				
CO 3	2				2				1
CO 4	2		2	2	2			1	1
CO 5	2	2	2		2			1	1
Total	10	2	4	2	8	0	3	2	3
Scaled to 0,1,2,3	2	1	1	1	2	0	1	1	1

1-5→1, 6-10 →2, 11-15→3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

### SEMESTER III

<b>COURSE CODE</b>	<b>XBA301</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>COMMUNICATION FOR MANAGERS</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>		<b>Domain</b>		<b>Level</b>	
CO1	<i>Elucidate</i> the communication process	Cognitive		Understanding	
CO2	<i>Understand</i> the presentation techniques	Cognitive		Understanding	
CO3	<i>Explain</i> the process of resume building	Cognitive		Understanding	
CO4	<i>Show</i> how to attend group discussion	Cognitive		Understanding	
CO5	<i>Demonstrate</i> various interview skills and practice mock interviews	Cognitive		Understanding	
<b>UNIT I BUSINESS COMMUNICATION</b>					<b>7</b>
Business Communication Foundations – <b>Principles of effective communication, Goals of business communication, Types of Communication, Communication process, Communication barriers.</b>					
<b>UNIT II: PRESENTATION</b>					<b>8</b>
<b>Presentation – Types of Presentation – Do’s and Don’ts of Presentation - Presentation Etiquettes and Public speaking.</b>					

<b>UNIT III: RESUME BUILDING</b>			<b>8</b>
<b>Job search and Resume – Chronological resume, Functional resume and Job Application letter</b>			
<b>UNIT IV : GROUP DISCUSSION</b>			<b>10</b>
<b>Group Discussion – What is GD? - Why GD? – Do's and Don'ts of GD – Mock GD</b>			
<b>UNIT V: INTERVIEW</b>			<b>12</b>
<b>Interview – Skills required – Types of Interview – Interview Etiquettes – Mock Interview</b>			
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
<b>45</b>	<b>0</b>	<b>0</b>	<b>45</b>
<b>TEXT BOOK</b> Business Communication – R.K.Madhukar, Vikas Publications. <b>REFERENCE BOOK</b> Business Communication – K.K.Ramachandran, K.K.Lakshmi, K.K.Karthick and M.Krishnakumar, Macmillan India Ltd.,			

#### Mapping of POs with Cos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	0	2	0	3	0	0	0	0	2	0	0
<b>CO 2</b>	0	2	0	3	0	0	0	0	2	0	0
<b>CO 3</b>	0	2	0	3	0	0	0	0	2	0	0
<b>CO 4</b>	0	2	0	3	0	0	0	0	2	0	0
<b>CO 5</b>	0	2	0	3	0	0	0	0	2	0	0
<b>Total</b>	0	10	0	15	0	0	0	0	8	0	0
<b>Scaled Value</b>	0	2	0	3	0	0	0	0	2	0	0

1-5 → 1    6-10 → 2    11-15 → 3

0-No Relation 1- Low Relation 2- Medium Relation 3- High Relation

<b>COURSE CODE</b>	<b>XBA 303</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>MANAGEMENT ACCOUNTING</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>PREREQUISITES</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>4:0:0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

## COURSE OUTCOMES

COs	Outcome	Domain	Level
CO1	<i>Explain&amp;Describe</i> the importance of Management accounting	Cognitive	Understanding
CO2	<i>Explain</i> The Financial statements and analyze the Financial statements.	Cognitive	Applying
CO3	<i>Explain</i> the Objectives of Marginal Costing ,Break even analysis and CVP analysis ,	Cognitive	Applying
CO4	<i>Explain</i> , Budget and Budgetary control methods <i>Identify&amp; Prepare</i> different types of budgets	Cognitive	Understanding
CO5	State the concepts of variance and <i>compute</i> the material and labor variance	Cognitive	Applying

## SYLLABUS

UNIT	CONTENT	Hours Allotted						
<b>I</b>	<b>Management Accounting</b> <b>Definition – Objectives – Merits and Limitations – Functions of Management Accounting –Nature and Scope of Management Accounting</b>	<b>10</b>						
<b>II</b>	<b>Financial Statements: Analysis</b> <b>Comparative Statements – Common Size Statements – Ratio Analysis – Fund Flow Statement – Cash Flow Analysis – Uses and Construction.</b>	<b>14</b>						
<b>III</b>	<b>Marginal Costing and Profit Planning</b> <b>Objectives and Limitations – Cost Volume Profit (CVP) Analysis Break Even Analysis – Margin of Safety.</b>	<b>10</b>						
<b>IV</b>	<b>Budget and Budgetary Control</b> <b>Characteristics and Limitations –Classification of Budgets– Preparation of Sales, Production, Material, Cash, Master Budgets and Flexible Budgets.</b>	<b>13</b>						
<b>V</b>	<b>Variance Analysis</b> <b>Concept and Importance of Variance- Types – Direct variance analysis only– Material Variance – Labor Variance – Simple Problems</b>	<b>13</b>						
	<table> <tr> <td>Lecture</td><td>Tutorial</td><td>Total</td></tr> <tr> <td>60Hours</td><td>0 Hours</td><td>60 Hours</td></tr> </table>	Lecture	Tutorial	Total	60Hours	0 Hours	60 Hours	
Lecture	Tutorial	Total						
60Hours	0 Hours	60 Hours						

### Text Book

1. T.S.Reddy and Y.Reddy, Management Accounting , Margham Publications.

**Reference**

1. Management Accounting – S.N. MAHESWARI, Sultan Chand & Sons.
2. Management Accounting -R.S.N. PILLAI & BHAGAVATHI, Sultan Chand & Sons.
3. Management Accounting – Principles and Practice – R.K. SHARMA & JHOSHI K. GUPTA.
4. Principles of Management Accounting– MANMOHAN & S.N. GOYAL

**Mapping COs with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	1					1	2	1
CO2	2	1			2				1
CO3	2	1			2		1		1
CO4	2	1			2				1
CO5	2	1			2				1
Total	10	5	0	0	8	0	2	2	5
Scaled	2	1	0	0	2	0	1	1	1

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

<b>COURSE CODE</b>	<b>XBA304</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>MARKETING MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3 : 0 : 3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**COURSE OUTCOMES**

		<b>Domain</b>	<b>Level</b>
CO1	<i>Explain</i> the importance of market and marketing in an organization.	Cognitive	Understanding
CO2	<i>Infer</i> the dimensions of market segmentation; consumer behavior.	Cognitive	Understanding
CO3	<i>Explain</i> the product planning and pricing methods.	Cognitive	Understanding
CO4	<i>Show</i> the importance & functions of marketing channels.	Cognitive	Understanding
CO5	<i>State</i> the significance of promotion mix.	Cognitive	Understanding

**UNIT I: MARKET AND MARKETING**

08

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

**UNIT II : MARKET SEGMENTATION**

10

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

**UNIT III:MARKETING MIX**

10

<b>Product planning and development – Product mix decisions – New product development – Product life cycle and strategies - Pricing – Meaning – Influencing factors – Objectives – Pricing methods.</b>		
<b>UNIT IV :MARKETING CHANNEL</b>		<b>08</b>
<b>Marketing channels -Need and importance – Classification – Types of Intermediaries – Wholesalers – Functions – Retailers – Functions - Physical distribution – Elements of physical distribution (logistics)</b>		
<b>UNIT V : PROMOTION MIX</b>		<b>09</b>
<b>Promotion mix - Personal selling –Process - Advertising – Objectives – Types - Sales promotion – Objectives – Sales promotion methods, publicity and public relations.</b>		
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>
<b>45</b>	<b>0</b>	<b>0</b>

<b>Text Book</b>
1. Dr.J.Jayasankar. Marketing 3 <sup>rd</sup> Edition Reprint2016 Margham Publications.
<b>REFERENCE</b>
3. Ramaswamy and Namakumari, Marketing Management, 5th Edition Revised McGraw Hill Education(India) Pvt. Ltd
4. Philip Kotler, Marketing Management, 14th edition, Pearson.

#### Mapping of COs with POs

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO 1</b>	2		0	0					1
<b>CO 2</b>	2		2	0					1
<b>CO 3</b>	2		2	0					1
<b>CO 4</b>	2		2	0					1
<b>CO 5</b>	2		2	2					1
<b>Total</b>	10	0	08	02	0	0	0	0	5
<b>Scaled to 0,1,2,3</b>	2	0	2	1	0	0	0	0	1

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

SUB CODE			SUB NAME	L	T	P	C
<b>XBA 305</b>			<b>BUSINESS STATISTICS</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>C</b>	<b>P</b>	<b>A</b>					
<b>3.0</b>	<b>0.5</b>	<b>0.5</b>		<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
				<b>3</b>	<b>2</b>	<b>0</b>	<b>5</b>

**PREREQUISITE:** SOME BASIC KNOWLEDGE OF STATISTICS IS REQUIRED

**COURSE OUTCOMES:**

Course outcomes:	Domain	Level
<b>CO1:</b> Explain the statistical data in the form of table, diagram and graph.	Cognitive	Applying
<b>CO2:</b> Find the measures of central tendency and measures of dispersion and skewness for the given data.	Cognitive	Understanding Applying
<b>CO3:</b> Evaluate correlation coefficient using Karl Pearson's and find the regression line for the given data.	Cognitive	Understanding Applying
<b>CO4:</b> Solve the problem in the time series using the method of seasonal variation and find the interpolation using Newtons and Lagranges method.	Cognitive	Applying
	Psychomot or	Imitation
<b>CO5:</b> Find the index number using aggregative, relative and cost of living index number method. Define the sampling technique and Apply the concept of test of significance for t, f and chi-square.	Cognitive	Remembering Applying
	Affective	Receiving

<b>UNIT I</b>	<b>15</b>
Introduction - <b>Classification and tabulation of statistical data</b> - Diagrammatic and graphical representation of data.	
<b>UNIT II</b>	<b>15</b>
<b>Measures of Central tendency</b> - Mean, Median and Mode - <b>Dispersion, Range, Quartile deviation, Mean Deviation, Standard Deviation</b> - Measures of Skewness.	
<b>UNIT III</b>	<b>15</b>
<b>Correlation</b> - Karl Pearson's co-efficient of correlation - Spearman's Rank Correlation regression lines and Co-efficient.	
<b>UNIT IV</b>	<b>15</b>
<b>Time series Analysis</b> - Trend - Seasonal variations - <b>Interpolation</b> - Newtons and Lagranges method of estimation.	
<b>UNIT V</b>	<b>15</b>
<b>Index numbers</b> - aggregative and relative index - chain and fixed index - <b>Cost of living index</b> - <b>Sampling Techniques</b> - types of sample and sampling procedure - tests of significance - <b>Normal, t, F, chi-square</b> - Simple Problems.	
<b>LECTURE</b>	<b>TUTORIAL</b>
<b>45</b>	<b>30</b>
<b>TEXT</b>	<b>75</b>

1. Statistical methods - S.P. Gupta - S. Chand & Co., New Delhi.

#### **REFERENCES**

1. The Fundamentals of Statistics - Elhance. Elhance publication.

2. Business Mathematics and Statistics - Dr. P. R. Vittal - Margham Publications, Chennai.

#### **E REFERENCES**

**[www.nptel.ac.in](http://www.nptel.ac.in)**

1. Advanced Engineering Mathematics Prof. Somesh Kumar

Department of Mathematics, Indian Institute of Technology, Kharagpur.

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO 1</b>	3	1		1	2				1
<b>CO 2</b>	3	1		1	2				1
<b>CO 3</b>	3	1		1	2				1
<b>CO 4</b>	3	1		1	2				1
<b>CO 5</b>	3	1		1	2				1
	15	5	0	5	10	0	0	0	0

*1 - Low , 2 – Medium , 3- high*



<b>COURSE CODE</b>	<b>XBA306</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>BUSINESS OUTSOURCING</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITES</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3: 0 :0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

### COURSE OUTCOMES

Cos	Outcome	Domain	Level
CO1	<i><b>Explain</b></i> the importance of Outsourcing and business model.	Cognitive	Understanding
CO2	<i><b>Infer</b></i> the dimensions of call centers	Cognitive	Understanding
CO3	<i><b>Explain</b></i> the Business Process Outsourcing scope and framework	Cognitive	Understanding
CO4	<i><b>Show</b></i> the types of BPO and models.	Cognitive	Understanding
CO5	<i><b>State</b></i> the significance and selection of Service supplier.	Cognitive	Understanding

### SYLLABUS

UNIT	CONTENT				Hours Allotted
I	<b>OUTSOURCING</b> Definition, need and scope – Guidelines – Issues – Best practices - Competitiveness – Evaluation – achieving business transformation -- Business Model.				8
II	<b>CALL CENTERS</b> Call centers – Evolution, Technology and Success factors.				7
III	<b>BUSINESS PROCESS OUTSOURCING</b> Service scope, benefits – Indian Scenario – Framework for execution – Managing transition				10
IV	<b>BUSINESS PROCESSES</b> Types – Strategy and Process of outsourcing – Challenges -- Classification of BPO outfits – Models – Governance – Legal issues – Regulatory issues.				10
V	<b>SERVICE SUPPLIER</b> Service supplier selection – service level agreement – Transition from BPO to KPO up the value chain – The road ahead for business outsourcing – Pre-requisites and precautions – Service quality issues in business outsourcing				10
		Lecture	Tutorial	Total	45
		45Hours	0 Hours	45 Hours	
Text Book					
Business Process Outsourcing – A supply chain of expertises – Vinod V. Sople – Eastern Economy Edition – 2009 Edition – PHI Learning Pvt. Ltd. , New Delhi.					

**Reference**

Outsourcing and insourcing in an International context – Marc J. Schniederjans et al – 2008  
 edition – Prentice Hall of India.

**Mapping COs with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2		0	0					1
CO2	2		2	0					1
CO3	2		2	0					1
CO4	2		2	0					1
CO5	2		2	2					1
Total	10	0	08	02	0	0	0	0	5
Scaled	2	0	2	1	0	0	0	0	1

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

**SEMESTER IV**

<b>COURSE CODE</b>	<b>XBA401</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>FINANCIAL MANAGEMENT</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>PREREQUISITES</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>4: 0:0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**COURSE OUTCOMES**

COs	Outcome	Domain	Level
CO1	<i>Explain&amp; Describe</i> the importance of Financial Management <i>Summarize</i> Sources of Finance .	Cognitive	Understanding
CO2	<i>Summarize &amp; Identify</i> The cost of capital <i>Compute</i> The cost of Equity and Cost of Preference Shares.	Cognitive	Applying
CO3	<i>Explain&amp;Describe</i> the significance of Leverages and <i>summarize</i> The dividend theories and policies	Cognitive	Applying
CO4	<i>Explain&amp;Describe</i> Meaning and scope of Capital Structure and approaches	Cognitive	Understanding
CO5	<i>State</i> the significance and Importance of Capital Budgeting <i>Summarize</i> the – Appraisal methods .	Cognitive	Applying

**SYLLABUS**

UNIT	CONTENT		Hours Allotted
I	<b>Financial Management</b> <b>Meaning and Scope - Finance Functions – Profit Maximization and Wealth Maximization – Sources of Finance - Short term sources – Long term sources ( Shares - debentures, preferred stock – debt.)</b>		10
II	<b>Cost of Capital</b> <b>Concept, Importance – Classification – Calculation of Cost of Debt – Cost of Equity -- Cost of Preference Shares – Weighted Average cost of capital</b>		10
III	<b>Leverages</b> <b>Meaning and Significance – Types: Operating Leverage, Financial Leverage and Combined Leverage –significance of Operating Leverages, Financial Leverages and Combined Leverage—Simple Problems</b>		10
IV	<b>Capital Structure Planning</b> <b>Meaning and Scope– Features of Capital Structure – factors determining Capital structure – technique of planning the capital structure-- Indifference Point – Introduction to all Approaches: – Net Income Approach– Net Operating Income approach</b>		15
V	<b>Capital Budgeting (Investment Decisions)</b> <b>Concept ,Objectives and Importance - Types–Factors influencing capital budgeting decisions -- Appraisal Methods: Non Discounted Cash Flow Method– Discounted Cash Flow Method - NPV Method- Present value index - Pay Back Method—ARR Method</b>		15
LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45

#### Text Book

Dr.A.Murthy, Financial Management, Margham Publications

#### Reference

1. I.M. Pandey, Financial Management, Vikash Publishing House Pvt. Ltd.
2. Prasanna Chandra, Fundamentals of Financial Management, Tata McGraw Hills.
3. M.Y.Khan&P.K. Jain, Theory and Problems in Financial Management, Tata McGraw Hills.
4. R.K. Sharma, Shashi and K.Gupta, Financial Management, Kalyani publication

#### Mapping COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	1					1	2	1
CO2	2	1			2				1
CO3	2	1			2		1		1
CO4	2	1			2				1
CO5	2	1			2				1
Total	10	5	0	0	8	0	2	2	5
Scaled	2	1	0	0	2	0	1	1	1

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

<b>COURSE CODE</b>		<b>XBA402</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>		<b>HUMAN RESOURCES MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>		<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>3:0:0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>		<b>Level</b>	
CO1	<i>Explain &amp; Describe</i> the managerial and operative functions		Cognitive		Understanding	
CO2	<i>Summarize &amp; Identify</i> the Job Analysis and Job Evaluation		Cognitive		Understanding	
CO3	<i>Understand</i> the steps in Human Resource Planning		Cognitive		Understanding	
CO4	<i>Explain, Identify &amp; Make Use</i> the concept and sources of recruitment and selection process		Cognitive		Understanding	
CO5	<i>Explain, Identify &amp; Make Use</i> the concept, importance, methods of training and performance appraisal system.		Cognitive		Understanding	
<b>UNIT I - INTRODUCTION TO HRM</b>						<b>06</b>
<b>Human Resource - Definition – Characteristics and Objectives – Difference between Personnel Management &amp; Human Resource Management - Principles of HRM– Functions of HRM – Managerial and Operative Functions.</b>						
<b>UNIT II -JOB ANALYSIS AND EVALUATION</b>						<b>07</b>
<b>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.</b>						
<b>UNIT III – HUMAN RESOURCE PLANNING</b>						<b>07</b>
<b>Meaning - Definition - Importance - Objectives - Factors influencing Human Resource Plan - Limitations - Steps involved in Human Resource Planning</b>						
<b>UNIT IV -RECRUITMENT &amp; SELECTION</b>						<b>12</b>
<b>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 Interview</b>						
<b>UNIT V-TRAINING &amp; PERFORMANCE APPRAISAL</b>						<b>13</b>
<b>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</b>						
<b>LECTURE</b>		<b>TUTORIAL</b>		<b>PRACTICAL</b>		<b>TOTAL</b>
<b>45</b>		<b>0</b>		<b>0</b>		<b>45</b>
<b>TEXT BOOKS</b>						
Dr.J.Jayasankar, Human Resources Management, Margham Publications, Chennai.						
<b>REFERENCES</b>						
C.B.Gupta , Human Resource management Sultan Chand & Sons, New Delhi.						

### Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO 1	2					1			
CO 2	2					1			
CO 3	2					1			
CO 4	2					1		1	
CO 5	2	2				1		1	
Total	10	2				5		2	
Scaled to 0,1,2,3	2	1				1		1	

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

<b>COURSE CODE</b>	<b>XBA403</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>PRODUCTION AND OPERATIONS MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITES</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3:0:0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

### COURSE OUTCOMES

COs	Outcome	Domain	Level
CO1	<i>Explain &amp; Describe</i> the scope and significance of production	Cognitive	Understanding
CO2	<i>Summarize &amp; Identify</i> the work study and time study	Cognitive	Understanding
CO3	<i>Understand</i> the production planning and control	Cognitive	Understanding
CO4	<i>Understand</i> the quality control measures	Cognitive	Understanding
CO5	<i>Explain, Identify &amp; Make Use</i> the concept of Just in Time.	Cognitive	Understanding

### SYLLABUS

UNIT	CONTENT	Hours Allotted
<b>I</b>	<b>INTRODUCTION TO PRODUCTION SYSTEM</b> <b>Production Management– Scope and Significance –Production System – Functions and Types – Factors influencing Plant Location – Plant Layout and its kinds.</b>	<b>07</b>
<b>II</b>	<b>WORK STUDY AND TIME STUDY</b> <b>Work Study - Time Study - Motion Study – Work Measurement – Principles and factors - Maintenance of Plant – Types.</b>	<b>07</b>
<b>III</b>	<b>PRODUCTION PLANNING AND CONTROL</b> <b>Definition – Objectives and Importance – Elements of Production Planning – Routing and Scheduling.</b>	<b>06</b>

<b>IV</b>	<b>QUALITY CONTROL AND INSPECTION</b> <b>Quality Control and Inspection – Objectives and Significance – SQC – AGMARK, ISI and ISO – Certification Marks.</b>		<b>12</b>
<b>V</b>	<b>MATERIAL MANAGEMENT</b> <b>Material Management – Objectives and importance – Purchasing – Procedure – Store Keeping – Objectives – Functions – Types - JIT.</b>		<b>13</b>
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
<b>45</b>	<b>0</b>	<b>0</b>	<b>45</b>
<b>Text Book</b> P.Saravanavel and S.Sumathi, Production and Material Management, Margham Publications, Chennai.			
<b>Reference</b> Production and Operations Management – K.ASWATHAPPA, Himalaya Publishing House.			

### Mapping COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	1					1	2	1
CO2	2	1							1
CO3	2	1					1		1
CO4	2	2							1
CO5	2	2							1
<b>Total</b>	<b>10</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>5</b>
<b>Scaled</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

<b>COURSE CODE</b>	<b>XBA404</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>RETAIL MARKETING</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITES</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3:0:0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

### COURSE OUTCOMES

COs	Outcome	Domain	Level
CO1	<i>Understand</i> the concept of retail	Cognitive	Understanding
CO2	<i>Understand</i> the retail model	Cognitive	Understanding
CO3	<i>Explain</i> the strategic planning in retailing	Cognitive	Understanding
CO4	<i>Understand</i> the retail in India	Cognitive	Understanding
CO5	<i>Understand</i> the Global Retail Markets	Cognitive	Understanding

## SYLLABUS

UNIT	CONTENT		Hours Allotted
<b>I</b>	<b>INTRODUCTION TO RETAIL</b> Meaning – Functions and Characteristics of a Retailer – <b>Reasons for studying. Retailing – Marketing - Retailer Equation – Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing.</b>		<b>07</b>
<b>II</b>	<b>RETAIL MODEL AND THEORIES OF RETAIL DEVELOPMENT</b> <b>Retail Model and Theories of Retail Development – Life cycle and phases in growth of retail markets – Business models in retail – other Retail models.</b>		<b>08</b>
<b>III</b>	<b>STRATEGIC PLANNING IN RETAILING</b> <b>Strategic Planning in Retailing: Situation Analysis – Objectives</b> <b>Identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process</b>		<b>10</b>
<b>IV</b>	<b>RETAIL IN INDIA</b> <b>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.</b>		<b>10</b>
<b>V</b>	<b>GLOBAL RETAIL MARKETS</b> <b>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.</b>		<b>10</b>
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
<b>45</b>	<b>0</b>	<b>0</b>	<b>45</b>
<b>Text Book</b>			
Dr.L.Natarajan, Retail Management, Margham Publication.			
<b>Reference Books</b>			
Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill – 2nd edition, 2004			
Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India, 8th Edition, 2002.			
James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005			
Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition, 2004			

### Mapping COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	1					1	2	1
CO2	2	1							1
CO3	2	1					1		1
CO4	2	2							1
CO5	2	2							1
Total	10	7	0	0	0	0	2	2	5
Scaled	2	2	0	0	0	0	1	1	1

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

COURSE CODE	XBA405	L	T	P	C
COURSE NAME	e-COMMERCE	3	0	0	3
PREREQUISITES	NIL	L	T	P	H
C:P:A	3:0:0	3	0	0	3

### COURSE OUTCOMES

COs	Outcome	Domain	Level
CO1	<i>Understand</i> the framework of e-business	Cognitive	Understanding
CO2	<i>Understand</i> the developing framework of e-business	Cognitive	Understanding
CO3	<i>Explain</i> the implementation and ways of controlling e-business	Cognitive	Understanding
CO4	<i>Understand</i> the key terms of e-business	Cognitive	Understanding
CO5	<i>Explain, Identify &amp; Make Use</i> the ethics in e-business.	Cognitive	Understanding

### SYLLABUS

UNIT	CONTENT	Hours Allotted
<b>I</b>	<b>UNDERSTANDING E-BUSINESS</b> <b>Introduction to e- commerce</b> , Environmental forces affecting planning and practice.	<b>07</b>
<b>II</b>	<b>DEVELOPING E-BUSINESS FRAMEWORK</b> <b>Developing e- Business Models</b> , Introduction to Internet, www. Concepts and E-commerce website, software hardware and tools.	<b>07</b>
<b>III</b>	<b>PLANNING, IMPLEMENTING AND CONTROLLING OF E-BUSINESS</b> Creating the Marketing Mix, <b>Organizational and Managerial</b>	<b>06</b>



	<b>issues, Financial Planning and Working with Investors, Implementation and Control of the e-Business Plan.</b>		
<b>IV</b>	<b>UNDERSTANDING KEY TERMS OF E- COMMERCE</b> <b>Electronic Commerce &amp; Banking, Electronic Payment Systems, Electronic Payment Technology, On-line credit card.</b>		<b>12</b>
<b>V</b>	<b>ETHICS IN E-COMMERCE</b> <b>E-commerce-Ethical, legal and social concerns- E- Commerce Security.</b>		<b>13</b>
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
<b>45</b>	<b>0</b>	<b>0</b>	<b>45</b>

**Text Book**

Rizwan Ahmed, E-Business and E-Commerce, Margham Publications.

**Mapping COs with POs**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	<b>2</b>	<b>1</b>					<b>1</b>	<b>2</b>	<b>1</b>
<b>CO2</b>	<b>2</b>	<b>1</b>							<b>1</b>
<b>CO3</b>	<b>2</b>	<b>1</b>					<b>1</b>		<b>1</b>
<b>CO4</b>	<b>2</b>	<b>2</b>							<b>1</b>
<b>CO5</b>	<b>2</b>	<b>2</b>							<b>1</b>
<b>Total</b>	<b>10</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>5</b>
<b>Scaled</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

<b>COURSE CODE</b>		<b>XBA406</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>		<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>		<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>3:0:0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>		<b>Level</b>	
CO1	<i>Understand</i> the concept of Relationship Marketing		Cognitive		Understanding	
CO2	<i>Understand</i> the evolution of CRM		Cognitive		Understanding	
CO3	<i>Understand</i> CRM in India		Cognitive		Understanding	
CO4	<i>Understand</i> the sales force management		Cognitive		Understanding	
CO5	<i>Understand</i> the database marketing		Cognitive		Understanding	
<b>UNIT I - INTRODUCTION</b>						<b>07</b>
<b>Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle</b>						
<b>UNIT II -EVOLUTION OF CRM</b>						<b>08</b>
<b>CRM – Overview and evolution of CRM – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM</b>						
<b>UNIT III – CRM IN INDIA</b>						<b>10</b>
<b>Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India</b>						
<b>UNIT IV -VALUE CHAIN</b>						<b>10</b>
<b>Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection</b>						
<b>UNIT V-DATABASE MARKETING</b>						<b>10</b>
<b>Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.</b>						
<b>LECTURE</b>		<b>TUTORIAL</b>	<b>PRACTICAL</b>		<b>TOTAL</b>	
<b>45</b>		<b>0</b>	<b>0</b>		<b>45</b>	
<b>TEXT BOOKS</b>						
Dr.P.Sheela Rani, Customer Relationship Management, Margham Publications.						
<b>REFERENCES</b>						
1. S. Shajahan – Relationship Marketing – McGraw Hill, 1997						
2. Paul Green Berg – CRM – Tata McGraw Hill, 2002						
3. Philip Kotler, Marketing Management, Prentice Hall, 2005						

### Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO 1	2			1					
CO 2	2			1					
CO 3	2			1					1
CO 4	2			1				1	1
CO 5	2	2		1				1	1
Total	10	2		5				2	3
Scaled to 0,1,2,3	2	1		1				1	1

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

### SEMESTER V

COURSE CODE	XBA501	L	T	P	C
COURSE NAME	BUSINESS RESEARCH METHODS	3	0	0	3
PREREQUISITES	NIL	L	T	P	H
C:P:A	3:0:0	3	0	0	3

### COURSE OUTCOMES

COs	Outcome	Domain	Level
CO1	<i>Understand</i> how to define a research problem	Cognitive	Understanding
CO2	<i>Understand</i> the concept of research design and sampling design	Cognitive	Understanding
CO3	<i>Explain</i> the measurement and scaling techniques	Cognitive	Understanding
CO4	<i>Understand</i> the various methods of data collection	Cognitive	Understanding
CO5	<i>Understand</i> the techniques in report writing	Cognitive	Understanding

### SYLLABUS

UNIT	CONTENT	Hours Allotted
I	INTRODUCTION - DEFINING A RESEARCH PROBLEM Meaning of Research - Objectives - <b>Types of Research - Research Process</b> - Criteria for Good Research - What is a research problem? - <b>Selecting the problem</b> - Necessity for defining the problem - Technique involved in defining a problem.	08
II	RESEARCH DESIGN & SAMPLING DESIGN Meaning of Research Design - Need for Research Design -Features	08

	of Research Design - <b>Different Research Designs</b> - Census and Sample Survey - Implications of a Sample Design - Steps in Sampling Design - Criteria of Selecting a Sampling procedure - <b>Characteristics of a good sample design - Different types of sample designs.</b>							
<b>III</b>	<b>MEASUREMENT AND SCALING TECHNIQUES</b> <b>Measurement Scales</b> - Sources of Error in Measurement - <b>Tests of Sound Measurement</b> - Scaling - Meaning - Scale Classification Bases - Important Scaling Techniques - <b>Scale Construction Techniques.</b>	<b>09</b>						
<b>IV</b>	<b>METHODS OF DATA COLLECTION</b> <b>Collection of Primary Data</b> - Observation Method - Interview Method - Collection of Data through questionnaire - collection of data through schedule - Difference between Questionnaires and Schedules - Other methods of Data Collection - <b>Collection of Secondary Data</b> - Selection of Appropriate Method for Data Collection.	<b>10</b>						
<b>V</b>	<b>REPORT WRITING</b> Meaning - Significance of Report Writing - <b>Steps in Report Writing</b> - <b>Layout of Research Report</b> - <b>Types of Report</b> - <b>Precautions for Writing research report</b>	<b>10</b>						
		<table border="1"> <tr> <td><b>Lecture</b></td><td><b>Tutorial</b></td><td><b>Total</b></td></tr> <tr> <td><b>45Hours</b></td><td><b>0 Hours</b></td><td><b>45Hours</b></td></tr> </table>	<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	<b>45Hours</b>	<b>0 Hours</b>	<b>45Hours</b>
<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>						
<b>45Hours</b>	<b>0 Hours</b>	<b>45Hours</b>						
		<b>45</b>						

**Text Book**  
Saravanavel and Sumathi, Research Methodology, Margham Publications.

**Reference Book**  
C.R.Kothari, Research Methodology, New Age International Publishers.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	1	1				1	2	2
CO2	2	1	1						2
CO3	2	1	1				1		2
CO4	2	2	1						2
CO5	2	2	1						2
Total	10	7	5	0	0	0	2	2	10
Scaled	2	2	1	0	0	0	1	1	2

<b>COURSE CODE</b>	<b>XBA503</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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<b>COURSE NAME</b>	<b>SUPPLY CHAIN MANAGEMNT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITES</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3: 0 :0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

### COURSE OUTCOMES

COs	Outcome	Domain	Level
CO1	<i>Identify</i> the importance of Supply Chain Management in an organization.	Cognitive	Remembering
CO2	<i>Identify</i> barriers to Supply Chain Management	Cognitive	Understanding
CO3	<i>Describe</i> the process of Supply Chain Management	Cognitive	Understanding
CO4	<i>Describe</i> the process of outsourcing in Supply Chain Management	Cognitive,	Understanding
CO5	<i>State</i> the performance measurement of Supply Chain Management	Cognitive	Understanding

### SYLLABUS

UNIT	CONTENT	Hours Allotted
<b>I</b>	<b>SUPPLY CHAIN MANAGEMENT</b> SCM – Definition – objectives – Evolution - need-Issues involved in developing SCM Framework-Types. <b>SCM activities – constituents in organisation.</b>	<b>9</b>
<b>II</b>	<b>SUPPLY CHAIN INTREGRATION</b> <b>Supply chain Integration – Stages - Barriers to internal integration - Achieving Excellence in SCM</b> -Dimensions of Supply Chain Excellence- Forces influencing SCE Emotions, Physical and Financial Supply Chains- Check list for Excellence.	<b>9</b>
<b>III</b>	<b>PURCHASING AND SUPPLY MANAGEMENT</b> <b>Purchasing and Supply Management</b> – Introduction – importance – Objectives - purchasing process - purchasing & other functions - Purchasing and integrated logistics interfaces - <b>Types of purchases- Purchasing partnerships - Materials sourcing - Just-in-time purchasing.</b>	<b>9</b>
<b>IV</b>	<b>OUTSOURCING IN SUPPLY CHAIN MANAGEMENT</b> <b>Outsourcing in SCM</b> - Meaning – need - outsourcing risks - outsourcing process outsourcing in SCM - New opportunities in SCM outsourcing - Myths of SCM outsourcing.	<b>9</b>

<b>V</b>	<b>PERFORMANCE MEASUREMENT IN SUPPLY CHAIN MANAGEMENT</b> <b>Performance Measurement in SCM-Meaning - Advantages of performance measures - The benefits of performance measurement - Measuring SCM - Supplier performance measurement - Parameters choosing suppliers.</b>				<b>9</b>
		<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	
		<b>45Hours</b>	<b>0 Hours</b>	<b>45 Hours</b>	
<b>Text Book</b> 1. Natarajan L., “Logistics and Supply Chain Management” Margham Publications, Chennai					
<b>Reference</b> Sarika Kulkarni : Supply Chain Management, Tata Mc- Ashok Sharma McGraw Hill Publishing Co Ltd., New Delhi, 2004					

### Mapping COs with POs

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	<b>2</b>		<b>2</b>		<b>2</b>		<b>1</b>		<b>1</b>
<b>CO2</b>	<b>2</b>		<b>2</b>		<b>2</b>				<b>1</b>
<b>CO3</b>	<b>2</b>		<b>2</b>				<b>2</b>		<b>1</b>
<b>CO4</b>	<b>2</b>		<b>2</b>						<b>1</b>
<b>CO5</b>	<b>2</b>		<b>2</b>					<b>2</b>	<b>1</b>
<b>Total</b>	<b>10</b>		<b>10</b>		<b>4</b>				
<b>Scaled</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

<b>COURSE CODE</b>	<b>XBA504</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>BANKING PRACTICES</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITES</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3: 0:0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

### COURSE OUTCOMES

COs	Outcome	Domain	Level
CO1	<i>Explain</i> the role and importance Banking industry in India.	Cognitive	Understanding
CO2	<i>Explain&amp;Describe</i> the relationship between banker and customers. Summarize the duties of bankers	Cognitive	Understanding
CO3	<i>Explain</i> Banking operations & Business <i>Describe</i> banking services	Cognitive	Understanding
CO4	<i>Summarize</i> International practices of banking concepts their products	Cognitive	Understanding
CO5	<i>Explain</i> The recent concepts of Banking and Technologies	Cognitive	Understanding

### SYLLABUS

UNIT	CONTENT	Hours Allotted
<b>I</b>	<b>Introduction to Banking</b> Banking – Meaning - Definition – Functions of banking in India- Classification of Banks	<b>8</b>
<b>II</b>	<b>Role of Banker in Customer relationship</b> <b>Definition of the terms Banker and Customer – Relationship between Banker and Customer – General and Special relationship</b>	<b>8</b>
<b>III</b>	<b>Banking operations</b> <b>Cheques - Definition– Characteristics of Cheques –Types -- Marking Honor, Dishonor and Crossing of Cheques – significance – Endorsement – Basics of Leasing and Hire Purchasing – Factoring</b>	<b>12</b>
<b>IV</b>	<b>International banking</b> <b>Exchange rates – NRE – NRI accounts – Letters of credits –Facilities for Exporters and Importers – Role of ECGC, RBI and EXIM Bank</b>	<b>10</b>
<b>V</b>	<b>Technology Services</b> <b>Recent trends in Banking services – Modern services of Banks –</b>	<b>7</b>

	<b>ATM, Credit Card, Debit Card, Green Card, Internet banking and Mobile banking</b>				
		<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	<b>45</b>
		<b>45Hours</b>	<b>0 Hours</b>	<b>45 Hours</b>	

### Text Book

Dr.L.Natarajan , Merchant Banking & Financial Services,Margham Publications

### Reference

- 1.Banking Theory, Law and Practice – SUNDARAM & VARSHNEY, Sultan Chand & Sons.
2. Banking Theory, Law and Practice – E. GORDON & K. NATARAJAN, Himalaya Publishing House
3. Banking Law and Practice – P.N. VARSHNEY, Sultan Chand & Sons, New Delhi.

### Mapping COs with POs

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	<b>2</b>	<b>2</b>					<b>1</b>	<b>1</b>	<b>2</b>
<b>CO2</b>	<b>2</b>	<b>2</b>						<b>1</b>	<b>2</b>
<b>CO3</b>	<b>2</b>	<b>2</b>					<b>1</b>	<b>1</b>	<b>2</b>
<b>CO4</b>	<b>2</b>	<b>2</b>	<b>3</b>					<b>1</b>	<b>1</b>
<b>CO5</b>	<b>2</b>	<b>3</b>						<b>1</b>	<b>3</b>
<b>Total</b>	<b>10</b>	<b>10</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>5</b>	<b>10</b>
<b>Scaled</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>2</b>

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

<b>COURSE CODE</b>	<b>XBA505</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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<b>COURSE NAME</b>	<b>ADVERTISING AND SALES PROMOTION</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITES</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3: 0 :0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

### COURSE OUTCOMES

COs	Outcome	Domain	Level
CO1	<i>Explain</i> the importance of advertising and media.	Cognitive	Understanding
CO2	<i>Infer</i> the dimensions of market segmentation; consumer behavior	Cognitive	Understanding
CO3	<i>Explain</i> the product planning and pricing methods	Cognitive	Understanding
CO4	<i>Show</i> the importance & functions of marketing channels.	Cognitive	Understanding
CO5	<i>State</i> the significance of promotion mix.	Cognitive	Understanding

### SYLLABUS

UNIT	CONTENT	Hours Allotted
<b>I</b>	<b>Introduction</b> Meaning – Importance – Objectives – <b>Forms of media</b> – Press – Newspaper – Trade Journal _ Magazines – Outdoor advertising – Poster – Banners – Neon signs – <b>Publicity literature booklets</b> – folders – House organs – Direct mail advertising – cinema and theatre programme – Radio and Television advertising – Exhibition – Trade fair transportation advertising.	<b>08</b>
<b>II</b>	<b>Advertising</b> <b>Advertising budget - Advertising appeals – Advertising objectives</b> – Social effects of Advertising – Advertising copy – Objectives – Essentials – Types – Elements of copy writing – Headlines body copy _ Illustration of Catch phrases and slogans – Identification marks – Advertisement Ethics	<b>10</b>
<b>III</b>	<b>Advertising Layout</b> <b>Advertising layout</b> – functions – Design of layout – typography printing process – Lithography – <b>Printing Plates and reproduction paper &amp; Cloth</b> _ <b>Size of advertising</b> – repeat Advertising – <b>Advertising campaign</b> – <b>Steps in campaign planning</b>	<b>10</b>
<b>IV</b>	<b>Sales promotion</b> Meaning – Methods – <b>Promotional strategy</b> – <b>Marketing communications and persuasion</b> – <b>Promotional instruments</b> – Advertising – Difference between salesmanship and sales promotion – Techniques of sales promotion – Consumer and dealers promotion.	<b>10</b>
<b>V</b>	<b>After Sales Service</b> <b>After sales services</b> – <b>Packing guarantee</b> – <b>Sales Territory</b> – Sales quota - Buying motive – Consumer Psychology – Characteristics of Customers.	<b>07</b>

		<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>		
		<b>45Hours</b>	<b>0 Hours</b>	<b>45 Hours</b>		
<b>Text Book</b>						
1. Advertising Management - S.A. Chunawalla						
<b>Reference</b>						
2. Advertising - Bolen J.H 3. Advertising and Sales Management - Sontakk C.N. 4. Salesmanship and Advertising - Davar S.K. 5. Sales forecasting key to integrated Management - Neelamegam						

### Mapping COs with POs

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	<b>2</b>		<b>0</b>	<b>0</b>					<b>1</b>
<b>CO2</b>	<b>2</b>		<b>2</b>	<b>0</b>					<b>1</b>
<b>CO3</b>	<b>2</b>		<b>2</b>	<b>0</b>					<b>1</b>
<b>CO4</b>	<b>2</b>		<b>2</b>	<b>0</b>					<b>1</b>
<b>CO5</b>	<b>2</b>		<b>2</b>	<b>2</b>					<b>1</b>
<b>Total</b>	<b>10</b>	<b>0</b>	<b>08</b>	<b>02</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>
<b>Scaled</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

<b>COURSE CODE</b>	<b>XBA506</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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<b>COURSE NAME</b>	<b>TOTAL QUALITY MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITES</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3:0:0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

### COURSE OUTCOMES

COs	Outcome	Domain	Level
CO1	<i>Understand</i> the concept of Total Quality Management	Cognitive	Understanding
CO2	<i>Understand</i> the TQM Principles	Cognitive	Understanding
CO3	<i>Explain</i> the Statistical Process Control	Cognitive	Understanding
CO4	<i>Understand</i> the TQM - Tools	Cognitive	Understanding
CO5	<i>Understand</i> the Quality System	Cognitive	Understanding

### SYLLABUS

UNIT	CONTENT	Hours Allotted
<b>I</b>	<b>INTRODUCTION TO TQM</b> Introduction to TQM - Basic concepts in TQM - <b>Principles of TQM - Leadership Concepts - Role of Senior Management - Quality Council - Quality Statements - TQM implementation and Barriers.</b>	<b>07</b>
<b>II</b>	<b>TQM Principles</b> <b>Customer Satisfaction - Employee Involvement - Continuous Process Improvement - Supplier Partnership - Performance Measures</b>	<b>08</b>
<b>III</b>	<b>STATISTICAL PROCESS CONTROL (SPC)</b> Introduction - The Seven Tools of Quality - Statistical Fundamentals - <b>Control Charts - Process Capability - Concepts of Six sigma - New Seven Management Tools</b>	<b>10</b>
<b>IV</b>	<b>TQM Tools</b> <b>Benchmarking - Quality Function Deployment - Taguchi Quality Loss Function - Total Productive Maintenance - FEMA (Failure Mode and Effect Analysis)</b>	<b>10</b>
<b>V</b>	<b>QUALITY SYSTEM</b> Need for Quality systems - <b>ISO 9000 Quality System - Quality System Elements - Implementation of Quality Systems - Documentation - Quality Auditing - QS 9000 - ISO 14000.</b>	<b>10</b>
	<b>Lecture</b>	<b>Tutorial</b>
	<b>45Hours</b>	<b>0 Hours</b>
	<b>Total</b>	<b>45Hours</b>
		<b>45</b>

### Text Book

S.Kalavathy, Operations Research, Vikas Publication (Second Edition).

### Mapping COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	1					1	2	1
CO2	2	1							1
CO3	2	1					1		1
CO4	2	2							1
CO5	2	2							1
Total	10	7	0	0	0	0	2	2	5
Scaled	2	2	0	0	0	0	1	1	1

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

<b>COURSE CODE</b>		<b>XBA601</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>		<b>PROJECT MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>		<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>3 : 0 : 3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>	<b>Level</b>		
CO1	<i>Identify</i> the importance Project Management		Cognitive	Remembering		
CO2	<i>Identify</i> Project Planning and Strategic		Cognitive	Understanding		
CO3	<i>Describe</i> Network Concept and PERT concepts		Cognitive	Understanding		
CO4	<i>Describe</i> the financial support for project management		Cognitive	Understanding		
CO5	<i>State</i> the project implementation and management		Cognitive	Understanding		
<b>UNIT I: INTRODUCTION TO PROJECT MANAGEMENT09</b>						
<b>Aims and Objectives, Introduction, Specification of Project, Definition of Project Management, Essentials of a Good Project, Functional Aspects of Project Management, Systems Approach to Project Management - Project Life Cycle: Introduction, Phases of Project Life Cycle, Project Cycle Management, The Traditional Constraints, Project Control Variables, Project Environment</b>						
<b>UNIT II: PROJECT PLANNING</b>						<b>09</b>
<b>Aims and Objectives, Introduction, Strategic Planning for Projects, Dimensions of Strategic Planning, Characteristics of Dimensions, Project Planning Process, Managing the Planning Process</b>						
<b>UNIT III: NETWORKS AND PROJECT EVALUATION REVIEW TECHNIQUE (PERT) 09</b>						
<b>Introduction, Network Concept, Concept of Event, Definition of Activity, Dummy Activity, Numbering of Events, Controlling, Rules for Drawing a Network, Master Network, Advantages of Network Planning ,PERT Terminology and Conventions, Implementing PERT</b>						
<b>UNIT IV: PROJECT FINANCING</b>						<b>09</b>
<b>Aims and Objectives, Introduction - Project Finance, Means of Financing, Debt-equity Ratio, Debt, Equity Share, Different Sources Falling under ‘Equity and Preference Share Capital</b>						

**UNIT V: PROJECT IMPLEMENTATION 09**

**Aims and Objectives, Introduction, Project Implementation Stages, Initiation, Planning and Design, Production or Execution, Closing and Maintenance, Bottle Necks in Project Implementation, External Factors, Internal Factors, Guidelines for Effective Implementation, Management Techniques for Project Management, Plan, Programme, Project, Issues in Strategy Implementation**

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45

**TEXT BOOK**

Dr. Yathish Kumar, (2015) "Project Management" United Publisher, New Delhi

**REFERENCE**

Choudhury S, (2013), "Project Management" Jain Book Depot, New Delhi

**Table 1: Mapping of COs with Pos**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2		2		2		1	1	1
CO2	2		2		2				1
CO3	2		2				2		1
CO4	2		2						1
CO5	2		2					2	1
Total	10		10		4		3	3	5
Scaled	2	0	2	0	1	0	1	1	1

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

COURSE CODE		XBA602		L	T	P	C
COURSE NAME		INTERNATIONAL BUSINESS		3	0	0	3
PREREQUISITE:		Nil		L	T	P	H
C:P:A		3 : 0 : 3		3	0	0	3
COURSE OUTCOMES				Domain		Level	
CO1	Explain the importance International Business			Cognitive		Understanding	
CO2	Explain the export performance of India Promotions and problems in Exporting			Cognitive		Understanding	
CO3	Explainrecent trends in global business and Impact in India			Cognitive		Understanding	
CO4	Summarizethe role of MNCs and International trade in India			Cognitive		Understanding	
CO5	Summarizethe social responsibilities of business to different sectors			Cognitive		Understanding	
UNIT I:INTERNATIONAL BUSINESS : AN OVERVIEW08							
Types of International Business–Domestic and International Business – Economic and Political Environment - Cultural Environment - Recent World Trade and Foreign Investment Trends							
UNIT II: INDIAN EXPORT PERFORMANCE				12			
Problems in export trade – Export promotion in India – Export promotion incentives – EPZ & FTZ – 100% EOU – Export Houses – Star Export Houses -Trading Houses – Star Trading Houses – Super Star Trading Houses							
UNIT III: GLOBALIZATION OF BUSINESS				08			
Recent Trends – Implications – Policy Options–Liberalization and Integration with the Global Economy – Impact of Privatization in India							
UNIT IV: MNCs and International Trade				10			
MNC - Meaning – Dominance of MNCs – MNCs and International Trade - Models – MNCs in India							
UNIT V: SOCIAL RESPONSIBILITY OF BUSINESS 07							
Responsibilities to different Sectors – Environmental Issues – Labor Issues							
LECTURE		TUTORIAL		PRACTICAL		TOTAL	
45		0		0		45	

<b>TEXT BOOK</b>
International Business and Environment, Dr.S.Sankaran ,Margham Publications
<b>REFERENCE</b>
1.Francis Cherunilam: ‘International Business’ (EEE), PHI – New Delhi – 2004 (Chapters 5,9,20,24 & 26)
2. International Business – By Rakesh Mohan Joshi, Oxford University Press, Chennai.
3. International Business – By Donald A Ball and others, India Edition, TATA Mcgraw Hill.
4. International Business – S. Shajahan, Macmillan India Ltd., Chennai. 5. International Business – Justin Paul, PHI Learning Pvt.Ltd. New Delhi.

**Table 1: Mapping of COs with Pos**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	2	2					1	2
CO2	2	2	2					1	2
CO3	2	2	2					1	2
CO4	2	2	2					1	1
CO5	2	3	2					1	3
Total	10	10	10	0	0	0	0	5	10
Scaled	2	2	2	0	0	0	0	1	2

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

<b>COURSE CODE</b>		<b>XBA603</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>		<b>CONSUMER BEHAVIOUR</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>		<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>3 : 0 : 0.3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>		<b>Level</b>	
CO1	<i>Know</i> the concept of consumer behavior.		Affective Cognitive		Receiving Understanding	
CO2	<i>Identify</i> the internal influencing factor.		Cognitive		Understanding Analysing	
CO3	<i>Identify</i> the external influencing factor.		Affective Cognitive		Receiving Analysing	
CO4	<i>Analyze</i> the purchase decision process.		Cognitive		Understanding	
CO5	<i>Recognize</i> the concept of consumerism.		Cognitive		Understanding	
<b>UNIT I: Introduction</b>						<b>7</b>
<b>Introduction - Concept of Consumer Behavior - Need, Importance - Inter disciplinary approach - Buying roles and Motives - Characteristics of Indian Consumer - challenges in predicting consumer behavior.</b>						
<b>UNIT II: Internal Influences</b>						<b>11</b>
<b>Internal Influences - Foundation of Individual Behavior - Psychological factors: Motivation and Personality – Perception - Consumer learning - Attitudes.</b>						
<b>UNIT III: External Influences</b>						<b>8</b>
<b>External Influences - Culture and Consumer Behavior - Role of Family – References group: Role of Celebrities – Word of Mouth - Opinion leadership.</b>						
<b>UNIT IV: Purchase Decision</b>						<b>11</b>
<b>Purchase Decision Process - Consumer Decision Making - Models of consumer behavior - Consumer involvement Purchase and Post Purchase Processes - Organizational Consumer Behaviour.</b>						
<b>UNIT V: Consumerism</b>						<b>8</b>

**Consumerism - Diffusion of Innovation - Managing Dissonance - Online purchase decision process - Emerging Issues – Ethical issues.**

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45

**TEXT BOOKS**

1. Leon Schiffman and Leslie Kanuk, Consumer Behaviour, Prentice Hall, New Delhi.

**REFERENCES**

1. Del, Roger, Kenneth and Amit, Consumer Behaviour, Tata McGraw Hill, New Delhi.
2. Ramesh Kumar, Consumer Behaviour, Pearson, New Delhi.
3. Satish K Batara and Kazmi, Consumer Behaviour, Excel Books, New Delhi.
4. Ramanuj Majumdar, Consumer Behaviour, Prentice Hall, New Delhi.
5. Della and Bitta, Consumer Behaviour: Concepts & Applications, Tata McGraw Hill.
6. Wayne Hoyer and Deborah Macinnis, Consumer Behavior, Houghton Mifflin Company, Newyork.
8. Henry Assael, Consumer behaviour strategic approach Biztantra, New Delhi.

**Mapping COs with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	2	2	2	1				
CO2	2	2	2	2	1				
CO3	2	2	2	2	1				
CO4	2	2	2	2	1				
CO5	2	2	2	2	1				
Total	10	10	10	10	5	0	0		0
Scaled	2	2	2	2	1	0	0		0

0 – No relation

1- Low relation

2- Medium relation

3 – High relation



<b>COURSE CODE</b>	<b>XBA604</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>ENTREPRENEURSHIP DEVELOPMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITES</b>	<b>NIL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3:0:0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

#### **COURSE OUTCOMES**

Cos	Outcome	Domain	Level
CO1	<i>Understand</i> the concept of Entrepreneurship	Cognitive	Understanding
CO2	<i>Understand</i> the concept of Small Business	Cognitive	Understanding
CO3	<i>Explain</i> how to establish business idea	Cognitive	Understanding
CO4	<i>Understand</i> the concept of financial analysis	Cognitive	Understanding
CO5	<i>Understand</i> the policy incentive for entrepreneurial growth, small-scale industrial policy	Cognitive	Understanding

#### **SYLLABUS**

<b>UNIT</b>	<b>CONTENT</b>	<b>Hours Allotted</b>
<b>I</b>	<b>ENTREPRENEURSHIP - AN INTRODUCTION</b> Meaning - Origin of the term - Definition - Application of the terms to Business - <b>Characteristics of an Entrepreneur</b> - Need, Role and Importance of Entrepreneurship - <b>Scope of Entrepreneurial Development - Limitations.</b>	<b>07</b>
<b>II</b>	<b>CHARACTERISTICS OF AN ENTREPRENEUR</b> Introduction - Characteristics features of successful Indian Entrepreneurs - Differences between an Entrepreneur and a Manager - <b>Difference between an Entrepreneur and an Intrapreneur</b> - <b>Relationship between the terms Entrepreneur, Entrepreneurial and Entrepreneurship</b> - Difference between a Scientist, Inventor and Entrepreneur - Relationship between Entrepreneur and Enterprise - Difference between Entrepreneur and Enterprise - Difference between a Self-employed person and Entrepreneur - Common Myths on Entrepreneur	<b>08</b>
<b>III</b>	<b>CLASSIFICATION OF ENTREPRENEURS</b> <b>Innovative Entrepreneurs - Imitative or Adaptive Entrepreneurs - Fabian Entrepreneurs - Drone Entrepreneurs</b> - Types of Entrepreneurs - Classification according to type of Business - Classification according to Technology - Classification according to Motivation - Classification according to Growth - Classification according to the stages of development - Classification according to the chosen path	<b>10</b>
<b>IV</b>	<b>FACTORS INFLUENCING ENTREPRENEURSHIP</b> <b>Factors influencing the emergence of Entrepreneurship - Internal Factors</b> - Family Atmosphere - Categories of Internal factors - <b>External Factors</b> - Political Environment - Social and Cultural Environment - Economic Environment - Legal Environment - Lay Off, Retrenchment and Closure - Technological Environment -	<b>10</b>

	<b>Government and Non Government Policies, programmes and incentives - Barriers to Entrepreneurship</b>				
<b>V</b>	<b>WOMEN ENTREPRENEURS &amp; RURAL ENTREPRENEURSHIP</b> <b>Women Entrepreneurs - Definition - Problems of Women Entrepreneurs - Steps to encourage women entrepreneurs - Business Opportunities for Women Entrepreneurs - Future of Women Entrepreneurs - Rural Entrepreneurship - Definition - Problems of Rural Entrepreneurship - Overcoming the problems of Rural Entrepreneurship - Relationship between Rural and Urban Markets - Steps to promote Rural Entrepreneurship - Future of Rural Entrepreneurs.</b>				<b>10</b>
		<b>Lecture</b>	<b>Tutorial</b>	<b>Total</b>	<b>45</b>
		<b>45Hours</b>	<b>0 Hours</b>	<b>45Hours</b>	

#### **Text Book**

Jayashree Suresh, Entrepreneurial Development, Margham Publications.

#### **Reference Books**

1. Essentials of Entrepreneurship and Small Business Management (6th Edition) by Norman M. Scarborough (Paperback - Jan 13, 2010)
2. Entrepreneurship and Small Business Management, Student Edition by Glencoe McGraw-Hill (Hardcover - Feb 24, 2005)
3. Vasant Desai, Dynamics of Entrepreneurship Development, Star Publication, New Delhi.

#### **Mapping COs with POs**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	<b>2</b>	<b>1</b>					<b>1</b>	<b>2</b>	<b>1</b>
<b>CO2</b>	<b>2</b>	<b>1</b>							<b>1</b>
<b>CO3</b>	<b>2</b>	<b>1</b>					<b>1</b>		<b>1</b>
<b>CO4</b>	<b>2</b>	<b>2</b>							<b>1</b>
<b>CO5</b>	<b>2</b>	<b>2</b>							<b>1</b>
<b>Total</b>	<b>10</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>5</b>
<b>Scaled</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

**BBA ( Regulation 2018)**  
**I Semester**

COURSE CODE		XGL101		L	T	P	SS	H	C
COURSE NAME		COMMUNICATION SKILLS IN ENGLISH		2	0	0	2	4	2
C:P:A - 3:0:0									
COURSE OUTCOMES:				Domain		Level			
CO1	Explain the process of communication and its types			Cognitive		Understanding			
CO2	Recall various sounds and use it in proper context			Cognitive		Remembering			
CO3	Organise meeting events and recording it constructively			Cognitive		Applying			
CO4	Adapt methods of framing questions and using punctuations			Cognitive		Creating			
CO5	Demonstrate the basic skills at the time of interview and presentations			Cognitive		Understanding			
SYLLABUS								HOURS	
UNIT I	The Process of Communication								
Communication- the process of communication - barriers of communication - different types of communication								9	
UNIT II	Phonetics								
Pronunciation – Vowels – Consonants – Transcription of Words and Sentences								9	
UNIT III	Report Writing								
Organizing successful meeting, One to one meeting, editing, criteria for successful meetings, memo, e mails								9	
UNIT IV	Grammar								
Articles – Question Tag –Punctuation – Types of Sentences – Types of Questions, Cause and Effect.								9	
UNIT V	Presentation Skills								
Presentation skills, Importance of body language in presentations, Verbal and Non Verbal communication								9	
Total Hours								45	
Text books									
1. Sanghita Sen. Communication and Language Skills.Cambridge Press, Chennai, 2015									
2. Sumant. Technical English.Vijay Nicole Imprints, Chennai, 2011									
3. Dorathyadams. Everyday English. Cengage Learning, New Delhi, 2009									

**Mapping of Cos with POs:**

	<b>PO</b>	<b>PO</b>	<b>PO</b>	<b>PO</b>	<b>PO</b>	<b>PO</b>	<b>PO</b>	<b>PO</b>	<b>PO</b>	<b>PO1</b>	<b>PO1</b>	<b>PO1</b>	<b>PSO</b>	<b>PSO</b>
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	1	2	3	4	5	6	7	8	9	0	1	2	1	2
CO1	2	0	0	0	0	0	2	0	1	0	0	0	0	0
CO2	2	0	0	0	0	0	2	0	1	0	0	0	0	0
CO3	1	0	0	0	0	0	1	0	1	0	0	0	0	0
CO4	2	0	0	0	0	0	1	0	1	0	0	0	0	0
CO5	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	7	0	0	0	0	0	6	0	4	0	0	0	0	0
Scale d Valu e	2	0	0	0	0	0	2	0	1	0	0	0	0	0
	1	0	0	0	0	0	1	0	1	0	0	0	0	0

1-5= 1, 6-10 = 2, 11-15= 3

0-No Relation, 1- Low Relation, 2 – Medium Relation, 3- High Relation

<b>COURSE CODE</b>	<b>XBA104</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>Fundamentals of Computer - Theory</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>4 : 0 : 0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>COURSE OUTCOMES</b>		<b>Domain</b>			
CO1	Understand the concept of Computer technology.	Understanding			
CO2	Understand Data Base structure.	Understanding			
CO3	Understand Network Design.	Understanding			
CO4	Understand the Documentation work	Understanding			
CO5	Learn the concept of New trends of computer in business	Understanding			
<b>UNIT I: INTRODUCTION TO COMPUTER</b>					<b>12</b>
Introduction to Computer Systems – Applications of Computers in Business – Types of Computers and Electronic devices – An overview of operation system – Single user systems – Multi user Systems – Assembler – Translator – Compiler – Different Computer Language					
<b>UNIT II : DATA BASE</b>					<b>12</b>
<b>ER-model, Relational model (relational algebra, tuple calculus) – Database design (integrity constraints, normal forms) – Query languages (SQL) – File structures (sequential files, indexing, B and B+ trees) – Transactions and concurrency control.</b>					
<b>UNIT III: NETWORK DESIGN</b>					<b>12</b>
LAN technologies (Ethernet, Token ring) – TCP/IP protocol – Application layer protocols (icmp, dns, smtp, pop, ftp, http) – Basic concepts of hubs, switches, gateways, and routers. Network security – basic concepts of public key and private key cryptography, digital signature, firewalls.					
<b>UNIT IV : DOCUMENT WORK</b>					<b>12</b>
<b>MS-Office : (a) MS-Word (b) MS-Excel (c) MS-Power Point (d) MS-Access</b>					
<b>UNIT V : NEW TRENDS</b>					<b>12</b>
<b>Steps involved in selection of a Computer system. Application and Communication facilities of Computers in Business – Tele shopping – Tele-working – e-mail – Internet – Ecommerce – Multimedia Applications</b>					

LECTURE	TUTORIAL	PRACTICAL	TOTAL
60	0	0	60
<b>TEXT BOOKS</b>			
1. Sinha & Sinha Priti P.K., Computer Fundamentals, BPB Publications, 2007.			
<b>REFERENCE BOOKS</b>			
5. Vishnu P. Singh, “ <i>Ms Office 2007</i> ”, BPB Publications, 2007.			
6. Ananthi Sheshasaayee, G.Sheshasaayee, “ <i>Computer Applications in Business &amp; Management</i> ”, Margham publishers, 2004			

### Mapping COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2		0	0					1
CO2	2		2	0					1
CO3	2		2	0					1
CO4	2		2	0					1
CO5	2		2	2					1
Total	10	0	08	02	0	0	0	0	5
Scaled	2	0	2	1	0	0	0	0	1

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

<b>COURSE CODE</b>	<b>XBA105</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>Fundamentals of Computer -Lab</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>



CO1	2		0	0					1
CO2	2		2	0					1
CO3	2		2	0					1
CO4	2		2	0					1
CO5	2		2	2					1
Total	10	0	08	02	0	0	0	0	5
Scaled	2	0	2	1	0	0	0	0	1

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

<b>COURSE CODE</b>		<b>XGL201</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>SS</b>	<b>H</b>	<b>C</b>
<b>COURSE NAME</b>		<b>ENGLILSH FOR EFFECTIVE COMMUNICATION</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>
<b>C:P:A - 3:0:0</b>								
<b>COURSE OUTCOMES:</b>			<b>Domain</b>		<b>Level</b>			
CO1	<i>Explain</i> the process of listening and its characteristics		Cognitive		Understandin g			
CO2	<i>Practicing</i> the types of speeches		Cognitive		Apply			
CO3	<i>Recognize</i> the basic expressions and using it effectively		Cognitive		Understandin g			
CO4	<i>Construct</i> the means of writing contents to media		Cognitive		Create			
CO5	<i>Employing</i> varioustechniques in preparing communication letters		Cognitive		Apply			
<b>SYLLABUS</b>							<b>HOURS</b>	
<b>UNIT I</b>	<b>LISTENING SKILLS</b>							
Academic Listening, Barriers to Listening, Listening to Announcements – News on Radio and Televisions – Casual Conversations							9	
<b>UNIT II</b>	<b>TYPES OF SPEECH</b>							
<b>Manuscript, Impromptu, Rememorized and Extemporaneous speeches</b>							9	
<b>UNIT III</b>	<b>COMMON EXPRESSIONS</b>							
<b>Greeting and Introduction – Making Requests – Asking and Giving Permission – Offering Help – Giving Instructions</b>							9	
<b>UNIT IV</b>	<b>COMMUNICATION AND MEDIA</b>							
<b>English for News Paper, Radio, TV, Film, Writing Stories, Drama</b>							9	
<b>UNIT V</b>	<b>CAREER SKILLS</b>							
<b>Curriculum Vitae and Covering letters – facing an interview – Note taking and Note making</b>							9	
<b>Total Hours</b>							<b>45</b>	

#### Text books

1. Kiranmai Dutt. A Course in Communication Skills. Foundation Books, Chennai. 2013
2. John Sealy. Writing and Speaking, Oxford University Press, New Delhi, Third Edition 2009.

**Table 1: Mapping of Cos with POs:**

	<b>P O1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>	<b>PO1 0</b>	<b>PO1 1</b>	<b>PO1 2</b>	<b>PSO 1</b>	<b>PSO 2</b>
<b>CO1</b>	2	0	0	0	0	0	2	0	1	0	0	0	0	0
<b>CO2</b>	2	0	0	0	0	0	2	0	1	0	0	0	0	0
<b>CO3</b>	1	0	0	0	0	0	1	0	1	0	0	0	0	0
<b>CO4</b>	2	0	0	0	0	0	1	0	1	0	0	0	0	0
<b>CO5</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total</b>	7	0	0	0	0	0	6	0	4	0	0	0	0	0
<b>Scaled Value</b>	2	0	0	0	0	0	2	0	1	0	0	0	0	0
	1	0	0	0	0	0	1	0	1	0	0	0	0	0

1-5= 1, 6-10 = 2, 11-15= 3

0-No Relation, 1- Low Relation, 2 – Medium Relation, 3- High Relation

**Semester III**

<b>COURSE CODE</b>	<b>XBA301</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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<b>COURSE NAME</b>		<b>COMMERCIAL CORRESPONDENCE</b>		<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>PREREQUISITE:</b>		<b>Nil</b>		<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>3 : 1 : 0</b>		<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>COURSE OUTCOMES</b>				<b>Domain</b>		<b>Level</b>	
CO1	<i>Summarize</i> the process and barriers to Communication			Cognitive		Understanding	
CO2	<i>Classify</i> the structure and different kinds of business letters			Cognitive		Understanding	
CO3	<i>Write</i> circulars, adjustments and complaint letters in the appropriate format.			Cognitive		Understanding	
CO4	<i>Explain</i> the importance of sales and collection letter with sample			Cognitive		Understanding	
CO5	<i>Summarize</i> the different context in banking correspondence.			Cognitive		Understanding	
<b>UNIT I Introduction to business communication</b>							<b>12</b>
Communication – Meaning – Definition – Process– <b>Principles of effective communication</b> - Importance — Barriers of communication – <b>Measures to Overcome the Barriers.</b>							
<b>UNIT II Business letters I</b>							<b>12</b>
Structure of a business letter – <b>Kinds of Business Letters</b> — Letter of Enquiry – <b>Quotations – Offers</b> – Order letters – Trade Reference - <b>Execution of order – Cancellation of an order.</b>							
<b>UNIT III Business letters II</b>							<b>12</b>
<b>Complaint letters</b> – Adjustment and Settlements – Circular letters.							
<b>UNIT IV Collection &amp; Sales Letter</b>							<b>12</b>
<b>Collection letters</b> – Series Of Collection Letter – Sales letters – Three P’s of Sales Letters – <b>Functions of Sales Letters.</b>							
<b>UNIT V Banking Correspondence</b>							<b>12</b>
<b>Banking letters – Importance – Principles – Functions of bank</b> – Asking for Overdraft and Loans – Correspondence with Head office and Other Banks - Status enquiries – Replies and their types – Bank references - Job Applications .							
<b>LECTURE</b>		<b>TUTORIAL</b>		<b>PRACTICAL</b>		<b>TOTAL</b>	
<b>45</b>		<b>15</b>		<b>0</b>		<b>60</b>	
<b>TEXT BOOK</b>							
Commercial Correspondence and Office management – R.S.N.Pillai and Baghavathi							
Modern Business Correspondence and Minutes writing – J.C. Bahi and S.M. Nagamia							
Essentials of Business communication – RajendrapalanfJ.S.Korlahali							
Business correspondence and Report writing – R.C. Sharma , Krishna mohan							
<b>REFERENCE BOOK</b>							
Modern Business Letter – L. Gartside							
Communication – C.S. Rayudu							
Communication Skills – Dr. Nageshwar Rao and Dr. Rajendra P. Das							

### Mapping of COs with Pos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	2	2					1	2
CO2	2	2	2					1	2
CO3	2	2	2					1	2
CO4	2	2	2					1	1
CO5	2	3	2					1	3
Total	10	10	10	0	0	0	0	5	10
Scaled	2	2	2	0	0	0	0	1	2

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

<b>COURSE CODE</b>		<b>XBA302</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>		<b>Fundamentals of Financial and Management Accounting</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>5</b>
<b>PREREQUISITE:</b>		<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>4 : 1 : 0</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>5</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>		<b>Level</b>	
CO1	<i>Explain</i> the fundamentals and principles of accounting.		Cognitive		Understanding	
CO2	<i>Outline</i> the accounting transaction analysis.		Cognitive		Understanding	
CO3	<i>Build</i> theBank Reconciliation Statement and subsidiary books.		Cognitive		Applying	
CO4	<i>Construction</i> of Balance Sheets		Cognitive		Applying	
CO5	<i>Explain</i> the Double Entry System		Cognitive		Understanding	
<b>UNIT I- INTRODUCTION TO FINANCIAL ACCOUNTING</b>						<b>15</b>
Introduction – Meaning and Definition – Objectives of Accounting – <b>Functions of Accounting</b> – Users of Accounting Information – Limitations of Accounting – <b>Accounting Principles</b> – Accounting Concepts and Accounting Conventions. <b>Accounting Standards</b> –List of Indian Accounting Standards. Meaning – <b>Process of Accounting</b> – Kinds of Accounts – Rules - <b>Transaction Analysis</b> – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems.						
<b>UNIT II-SUBSIDIARY BOOKS</b>						<b>15</b>
Meaning – Significance – <b>Types of Subsidiary Books</b> – Purchases Book – Sales Book – Purchase Returns Book – Sales Return Book – Bills Receivable Book – Bills Payable Book – Cash Book (Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book) and Journal proper. <b>Bank Reconciliation Statement</b> – Preparation of Bank Reconciliation Statement. <b>Preparation of Profit&amp; Loss Account and Balance Sheet (Vertical form).</b>						
<b>UNIT III- MANAGEMENT ACCOUNTING</b>						<b>15</b>
Objectives – <b>Functions of Management Accounting</b> –Nature and Scope of Management Accounting, Financial statement analysis- <b>Comparative Statements</b> – Common Size Statements – <b>Ratio Analysis</b> – <b>Fund Flow Statement</b> – <b>Cash Flow Analysis</b> – Uses and Construction						
<b>UNIT IV-MARGINAL COSTING AND BUDGET</b>						<b>15</b>
Objectives and Limitations – <b>Cost Volume Profit (CVP) Analysis</b>						

<b>Break Even Analysis</b> – Margin of Safety, Preparation of Sales, Production, Material, Cash,						
<b>UNIT V-BUDGET AND VARIANCE ANALYSIS</b>					<b>15</b>	
<b>Master Budgets and Flexible Budgets.</b> Concept and Importance of Variance- Types – Direct variance analysis only– <b>Material Variance – Labor Variance</b> – Simple Problems						
<b>LECTURE</b>		<b>TUTORIAL</b>		<b>PRACTICAL</b>		<b>TOTAL</b>
<b>60</b>		<b>15</b>		<b>0</b>		<b>75</b>
<b>TEXT BOOKS</b>						
1.Reddy T.S and Murthy A,Financial Accounting, Margham Publications P Ld.Chennai,2015 2.T.S.Reddy and Y.Reddy, Management Accounting , Margham Publications						
<b>REFERENCES</b>						
1. Jawaharlal & Seema Srivastava: Financial Accounting, HPH 2. R.G Saha, Fundamentals of Accounting, HPH 3. Dr. S.N. Maheswari, Financial Accounting, HPH 4. Dr. Venkataraman R. & others, Fundamentals of Accounting, VBH 5. S Jayapandian: Financial Accounting from Zero, 6. Grewal and Gupta, Advanced Accounting, Sultan Chand. 7. S. P Jain and K. L. Narang ; Financial Accounting, Kalyani Publishers.						
<b>E-REFERENCES</b>						
<a href="https://www.youtube.com/user/vedbangia/featured">https://www.youtube.com/user/vedbangia/featured</a>						

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>
<b>CO2</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>
<b>CO3</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>
<b>CO4</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>
<b>CO5</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>
<b>Total</b>	<b>10</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>5</b>
<b>Scaled</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>

1-5 →1, 6-10 →2, 11-15 →3

0 – No Relation, 1- Low Relation, 2- Medium Relation, 3- High Relation

#### **SEMESTER IV**

<b>COURSE CODE</b>	<b>XBA401</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>OFFICE MANAGEMENT</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>

<b>PREREQUISITE:</b>		<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>3 : 0 : 0</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>	<b>Level</b>		
CO1	<i>Define</i> the qualities and functions of an Office Manager		Cognitive	Remembering		
CO2	<i>List</i> out the objectives of office environment		Cognitive	Remembering		
CO3	<i>Summarize</i> the types of filing and its advantages		Cognitive	Understanding		
CO4	<i>Explain</i> the importance of Indexing with its advantages		Cognitive	Understanding		
CO5	<i>Outline</i> the factors and components of MIS		Cognitive	Understanding		
<b>UNIT I</b>						<b>12</b>
Office – Meaning and Importance – <b>Functions of Office – Office Manager</b> – Qualities of a Manager – <b>Functions of an Office Manager.</b>						
<b>UNIT II</b>						<b>12</b>
<b>Office Environment</b> : Office layout – Objectives – Open office and Private office – Advantages and Disadvantages – <b>Physical Conditions of the Office</b>						
<b>UNIT III</b>						<b>12</b>
Mail Handling – <b>Centralised and Decentralised Mail Handling</b> –Filing – Advantages – Objectives - <b>Types of Filing.</b>						
<b>UNIT IV</b>						<b>12</b>
<b>Indexing</b> – Meaning – Types of index – Advantages and Disadvantages – <b>Office forms</b> - Meaning – Types of forms – Objectives and its Advantages.						
<b>UNIT V</b>						<b>12</b>
<b>Office Appliances</b> – Meaning – Importance – Factors in Selecting Office Machines – <b>Modern devices – MIS – Components of MIS.</b>						
<b>LECTURE</b>		<b>TUTORIAL</b>	<b>PRACTICAL</b>		<b>TOTAL</b>	
<b>45</b>		<b>15</b>	<b>0</b>		<b>60</b>	
<b>TEXT BOOK</b> Commercial correspondence and Office management – R.S.N.Pillai and Baghavathi Office Management – R.K. Chopra Office Management – Prasanta K. Ghosh						
<b>REFERENCE BOOK</b> Office Organisation and Management – S. P. Arora Business Communication (Text, cases and Laboratory Manual) – C.S.C. KrishnamacharyuluAnd Lalitha Ramakrishnan.						

<b>COURSE CODE</b>	<b>XBA404A</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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<b>COURSE NAME</b>	<b>INSURANCE MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITES</b>	NIL	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3:0:0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

### COURSE OUTCOMES

COs	Outcome	Domain	Level
CO1	Understand the concept of Insurance	Cognitive	Understanding
CO2	Understand the concept of Life Insurance	Cognitive	Understanding
CO3	<i>Understand</i> the concept of Marine Insurance	Cognitive	Understanding
CO4	<i>Understand</i> the concept of Fire Insurance	Cognitive	Understanding
CO5	<i>Understand</i> the concept of Motor insurance	Cognitive	Understanding

### SYLLABUS

UNIT	CONTENT			Hours Allotted	
I	UNIT - I: INTRODUCTION Concept of Insurance – nature – role and importance of insurance management – principles and functions – role of an insurance company manager.			07	
II	UNIT - II: LIFE INSURANCE Nature of Life Insurance – classification of policies – selection of risk – measurement of risk– surrender value – valuation and surplus – management of LIC of India.			10	
III	UNIT - III: MARINE INSURANCE Nature of Marine Insurance contracts – classification of policies – policy conditions – premium calculations – marine losses – payment claims – management of marine insurance – role of manager in marine insurance business – recent trends in marine insurance business.			08	
IV	UNIT - IV: FIRE INSURANCE Nature and uses of Fire Insurance – Fire insurance contract – kinds of policies – policy conditions – rate fixation in fire insurance –Payment of claim – management of fire insurance– role of a manager in fire insurance – Recent trends in fire insurance business.			10	
V	UNIT - V: MOTOR INSUARANCE Motor Insurance – Burglary Insurance – Personal Accident Insurance – Rural Insurance in India – role of a manager of these insurance – Privatisation of Insurance Industry and its impacts.			10	
		Lecture	Tutorial	Total	45
		45Hours	0 Hours	45Hours	
Text Book					
Insurance- Principles and Practice – M.N.Mishra.					

**Reference Books**

1. Georges Dionne- Handbook of Insurance 2<sup>nd</sup> Edition-Springer Science & Media -2013
2. Kaninika Mishra-Fundamentals of Life Insurance: Theories and Application-PHI Learning Pvt Ltd-2010
3. Anand Ganguly- Insurance management-New ge International Publisher-2002

**SEMESTER V**

COURSE CODE		XBA505A	L	T	P	C
COURSE NAME		ORGANIZATIONAL DEVELOPMENT	3	0	0	3
PREREQUISITE:		Nil	L	T	P	H
C:P:A		3 : 0 : 0	3	0	0	3
COURSE OUTCOMES			Domain		Level	
CO1	Define the different models of OD		Cognitive		Remembering	
CO2	Explainthe various OD intervention techniques		Cognitive		Understanding	
CO3	Explainthe various Comprehensive OD intervention techniques		Cognitive		Understanding	
CO4	Outlinethe process of OD		Cognitive		Understanding	
CO5	Demonstrate group dynamics and effective team work.		Cognitive		Understanding	
UNIT I INTRODUCTION						9
OD – Meaning – Definitions – History – Values, Assumptions and Beliefs in OD – Foundations of OD – Models – Kurt Lewin Three-stage model of the change Process – The Burke-Litwin Model of Organizational change.						
UNIT II - OD INTERVENTION TECHNIQUES						9
OD Interventions – Classifying the major families of OD – Techniques & Exercises used in Team Building – Role-Analysis Technique – Force-Field Analysis – Visioning – Constructive Interventions – Inter group Team – Building Interventions.						
UNIT III COMPREHENSIVE OD INTERVENTIONS						9
Comprehensive OD Interventions – Search Conferences & future Search Conferences – Beckhard’s Confrontation Model – Grid OD – Schein’s Cultural Analysis – Large-scale Change and High-Performance Systems – Trans organizational Development.						
UNIT IV OD PROCESS						9
Managing the OD Process – Diagnosis – Marvin Weisbord’s Six-Box Model – Action Component – The Program Management Component - Phases of OD Program – A model for managing Change – Pitfalls & Remedy – Creating Parallel Learning Structures.						
UNIT V FUTURE OF OD						9
The Role of Power & Politics in the Practice of OD – Positive Development in Research on OD – Assessing the effects of OD - OD’s Future.						
LECTURE		TUTORIAL		PRACTICAL		TOTAL
45		0		0		45
TEXT BOOKS						

Organizational Development – Wendell L. French, Cecil H. Bell, Jr. and Veena Vohra, Pearson Education Inc., 2010, ISBN: 978-0130093745

Organizational Development – French & Bell, Prentice-Hall of India Private Limited, 2011, ISBN: 978-8177582311

<http://otgo.tehran.ir/Portals/0/pdf/organization%20development%20and%20change.pdf>

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**REFERENCES**

Organizational Development and HRD – Macmillan, New Delhi, 2010,ISBN: 978-0071331760

Best Practices in OD and Change - Bennis Warren, Tata Mc Graw Hill,ISBN: 978-04706604557

## SEMESTER VI

COURSE CODE	XBA601	L	T	P	C
COURSE NAME	EMPLOYABILITY AND CORPORATE SKILLS	3	1	0	4
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	1	0	4
COURSE OUTCOMES		Domain	Level		
CO1	Learn the group discussion techniques	Cognitive	Understanding		
CO2	Learn the interview skills	Cognitive	Understanding		
CO3	Identify the time management techniques	Cognitive	Understanding		
CO4	Learn how to manage and overcome stress	Cognitive	Understanding		
CO5	Demonstrated decision making and negotiation skills	Cognitive	Understanding		
UNIT I GROUP DISCUSSION					12
Group Discussion – Communication skills in Group Discussion, Structure of GD, GD process, successful GD techniques, skills bought out in GD – leadership and co-ordination					
UNIT II: INTERVIEW SKILLS					12
Interview skills – Types of interview, preparation for interview, mock interview					
UNIT III: TIME MANAGEMENT					12
Time management and effective planning – identifying barriers to effective time management, prudent time management techniques, relationship between time management and stress management.					
UNIT IV: STRESS MANAGEMENT					12
Stress management – causes and effect, coping strategies – simple physical exercises, simple Yoga and Meditation techniques, Relaxation techniques, stress and faith healing, positive forces of nature, relaxation by silence and music.					
UNIT V: DECISION MAKING AND NEGOTIATION					12
Decision making and Negotiation skills, People skills, Team work, development of leadership qualities.					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	15	0		60	
TEXT BOOK					
Business Communication – R.K.Madhukar, Vikas Publications.					
REFERENCE BOOK					
Control Your Stress & Manage Your Time! – Georgias P. Piperopoulos					



<b>COURSE CODE</b>		<b>XBA603A</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>		<b>INDUSTRIAL RELATIONS AND LABOUR WELFARE</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>		<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>		<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>COURSE OUTCOMES</b>			<b>Domain</b>		<b>Level</b>	
CO1	<i>Learn</i> the basic concepts of Industrial relations		Cognitive		Understanding	
CO2	<i>Understand</i> how to prevent industrial dispute		Cognitive		Understanding	
CO3	<i>Understand</i> the concept of collective bargaining		Cognitive		Understanding	
CO4	<i>Learn</i> the grievance redressal procedure and disciplinary procedure		Cognitive		Understanding	
CO5	<i>Understand</i> the various welfare measures & employee health and safety.		Cognitive		Understanding	
<b>UNIT I INDUSTRIAL RELATIONS</b>						<b>07</b>
Concept – Approach to Industrial Relations – <b>Industrial Relations problems in the Public Sector– Trade Unions</b> – Objectives – Functions – Problems – Types						
<b>UNIT II INDUSTRIAL DISPUTES</b>						<b>10</b>
Disputes – Impact – Causes – Strikes – Prevention – <b>Industrial Peace</b> – Government Machinery – Conciliation – Arbitration – Adjudication						
<b>UNIT III COLLECTIVE BARGAINING</b>						<b>08</b>
Concept - Functions - <b>Types of Collective bargaining – Process of Collective bargaining</b>						
<b>UNIT IV DISCIPLINE AND GRIEVANCE</b>						<b>10</b>
<b>Grievance</b> – Causes – Redressal Procedure – Discipline – Types - Disciplinary Procedure and Policies						
<b>UNIT V INDUSTRIAL WELFARE AND SAFETY</b>						<b>10</b>
Concept – Objectives – Scope – Need – <b>Voluntary Welfare Measures – Statutory Welfare Measures</b> – Industrial Safety - Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene - Importance – Problems – <b>Occupational Hazards</b> – Diseases – Psychological problems – Counseling – <b>Statutory Provisions</b>						
<b>LECTURE</b>		<b>TUTORIAL</b>		<b>PRACTICAL</b>		<b>TOTAL</b>
<b>45</b>		<b>0</b>		<b>0</b>		<b>45</b>
<b>TEXT BOOKS</b>						
1. Saxena.R.K, Zubiulla and Aruna Rani, Employee Relationship Management, Kalyani Publishers, Bangalore.						
2. Mamoria C.B. and Sathish Mamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2007.						

**REFERENCES**

1. Ratna Sen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd., New Delhi, 2007.
2. C.S. Venkata Ratnam, Globalisation and Labour Management Relations, Response Books, 2007.
3. Srivastava, Industrial Relations and Labour laws, Vikas, 2007.
4. P.N. Singh, Neeraj Kumar. Employee relations Management. Pearson. 2011.
5. P.R.N Sinha, Indu Bala Sinha, Seema Priyadarshini Shekhar. Industrial Relations, Trade Unions and Labour Legislation. Pearson. 2004

<b>COURSE CODE</b>	<b>XBA603B</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>BEHAVIORAL FINANCE</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>PREREQUISITES</b>	NIL	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>4: 0:0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>COURSE OUTCOMES</b>					
COs	Outcome	Domain		Level	
CO1	<i>Explain&amp;Describe</i> the expected utility <i>Summarize</i> Mental accounting.	Cognitive		Understanding	
CO2	<i>Summarize &amp;Identify</i> financial information processing	Cognitive		Applying	
CO3	<i>Explain&amp;Describe</i> the significance of Decisions and summarize The behavioral anomalies.	Cognitive		Applying	
CO4	<i>Explain&amp; Describe</i> neuroscience in investment planning.	Cognitive		Understanding	
CO5	<i>State</i> the significance and Importance of Group behavior <i>Summarize</i> the investment styles	Cognitive		Understanding	

**SYLLABUS**

UNIT	CONTENT	Hours Allotted
<b>I</b>	<b>Introduction</b> Expected utility, prospect theory and mental accounting; conventional finance and challenges to market efficiency;	<b>9</b>
<b>II</b>	<b>Information Processing:</b> Bayesian Decision Making, heuristics and biases, overconfidence and emotion; financial decision-making stemming from psychology;	<b>10</b>
<b>III</b>	<b>Behavior and decisions</b> Behavioral explanations of observed behavioral anomalies; Aggregate stock market puzzles; and retirement and pensions.	<b>10</b>
<b>IV</b>	<b>Emotions and forecasting</b> Forecasting Biases, consensus forecasting, Emotion and Neuroscience in investment decisions and risk taking	<b>8</b>

<b>V</b>	<b>Herdvs Individualism</b> <b>Group Behavior:</b> Conformism, herding, fatal attractions Investing Styles and Behavioral Finance		<b>7</b>
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
<b>45</b>	<b>0</b>	<b>0</b>	<b>45</b>
<b>Text Book</b> Prasanna Chandra, Behavioural finance- TMH publication			
<b>Reference</b> 1. William Forbes, Behavioral finance, Wiley student edition 2. M.M.Sulphey, Behavioral Finance. 3. Richard Deaves, Lucy Ackert-Behavioral Finance, Psychology, decision making			