

NOORUL ISLAM CENTRE FOR HIGHER EDUCATION

(Deemed to be University Under Section 3 of the UGC Act, 1956)
Kumaracoil, Thuckalay

DEPARTMENT OF MANAGEMENT STUDIES



BACHELOR OF BUSINESS ADMINISTRATION **CURRICULUM AND SYLLABI**

REGULATION 2021

NOORUL ISLAM CENTRE FOR HIGHER EDUCATION, KUMARACOIL

REGULATION: 2021

CURRICULUM AND SYLLABI

BBA PROGRAMME

DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION

Vision of the University

To be recognized by the Government and society at large as an institution able to deliver excellence with relevance in the field of higher education and research focusing on the needs of the nation in tune with the technological revolution to cope with the knowledge explosion and global competence.

Mission of the University

To develop the institution as a Centre of Excellence, keeping pace with the advances in the field, so as to provide quality higher education to the students and instill in them high standards of discipline and ethics so that they become enlightened individuals in the service of humanity and to carry out focused research in the frontier areas of science and technology.

Faculty of Management Studies

Department of BBA

Vision of the Department

To build FMS as a destination for innovative learning, that would mold global managers with excellent leadership and entrepreneurial skills

Mission of the Department

To develop holistic personality of students, entering FMS by transforming them into ethical managers with deep-rooted cultural values and heritage.

Description of the Programme

The Bachelor of Business Administration (BBA) program offered by Noorul Islam Centre for Higher Education provides a comprehensive and contemporary education in business management. With a strong emphasis on practical learning and theoretical foundations, the program equips students with the skills and knowledge needed to excel in the competitive business world. The BBA curriculum at Noorul Islam Centre for Higher Education integrates core business disciplines such as accounting, finance, marketing, human resources, and management, ensuring students develop a well-rounded understanding of business principles. Furthermore, the program emphasizes the importance of soft skills development, including communication, teamwork, leadership, and critical thinking, essential for effective business professionals. One of the unique features of the BBA program is its focus on experiential learning opportunities, including internships, industry projects, and case studies, allowing students to apply theoretical concepts in real-world settings. Additionally, the program fosters a global perspective through international collaborations, study abroad opportunities, and coursework exploring global business trends and practices. Graduates of the BBA program is well-prepared for diverse career paths in various sectors of the economy, equipped with the knowledge, skills, and confidence to thrive in today's dynamic business environment

Programme Educational Objectives - PEO	
PEO-01	Upon completing the BBA program, students will possess expertise in their chosen areas of specialization and be prepared to apply this knowledge effectively in the industry
PEO-02	Graduates will have the ability to navigate and understand the complexities of the dynamic business environment, adapting to changes with confidence
PEO-03	Students will apply their technical competencies to devise practical solutions for managerial challenges, contributing to business growth and development
PEO-04	Graduates will have developed the analytical skills necessary to evaluate, interpret, and resolve business problems, making informed and strategic decisions
PEO-05	The program will foster a research-driven mindset, equipping students with the aptitude to align with contemporary research trends in academia and industry

Graduate Attributes-GA	
GA-1	Foundational Business Knowledge Acquire a strong foundation in core business disciplines, including marketing, finance, operations, and human resources, enabling a holistic understanding of business functions and management principles.
GA-2	Analytical and Critical Thinking Develop critical thinking and problem-solving skills to analyze business challenges, identify opportunities, and implement data-driven solutions for real-world business issues
GA-3	Entrepreneurship and Innovation Foster entrepreneurial thinking and creativity, enabling the identification of new business opportunities, innovation in products and services, and the development of startups or new business ventures
GA-4	Global Business Awareness Gain a comprehensive understanding of the global business environment, including international trade, cross-cultural management, and global market dynamics, enabling effective participation in the global economy
GA-5	Ethical Business Practices and Social Responsibility Demonstrate ethical leadership and social responsibility by making business decisions that are guided by integrity, fairness, and a commitment to sustainability and community welfare
GA-6	Communication and Collaboration Master the art of effective communication, both written and verbal, and collaborate efficiently in diverse teams, ensuring clear articulation of ideas, strategies, and solutions in a business setting
GA-7	Digital Literacy and Technology Integration Develop proficiency in digital tools and emerging technologies to enhance business processes, support decision-making, and adapt to the digital transformation in various business sectors
GA-8	Leadership and Teamwork Cultivate leadership qualities and teamwork skills, enabling individuals to take initiative, guide teams, and manage projects effectively
GA-9	Financial Literacy and Resource Management Gain expertise in financial principles, budgeting, and resource management to make informed decisions that optimize business performance and ensure financial sustainability
GA-10	Lifelong Learning and Adaptability Embrace continuous learning and adaptability, staying informed about evolving business trends, market changes, and new business models to remain competitive in the ever-changing business landscape

Programme Outcome - PO	
PO-A	Equip with advanced business acumen that helps them to understand the key business functions and organizational resources for efficient business management
PO-B	Develop the knowledge, skill and attitude to creatively and systematically apply the principles and practices of management, accountancy, finance, business law, statistics, HR, operations and IT to management problems and work effectively in modern day business and non-business organizations.
PO-C	Develop fundamental in-depth knowledge and understanding of the principles, concepts, values, substantive rules and development of the core areas of business such as finance, accounting, marketing, HR, operations along with the tools such as Tally, MS Excel, MS Office, etc.
PO-D	Acquire entrepreneurial traits to start and manage their own innovative business successfully.
PO-E	Function effectively as an individual, and as a member or leader in teams, and in multidisciplinary settings by demonstrating life skills, coping skills and human values.

Duration of the program: III years / VI Semesters

Total credit: 141

Mapping of Graduate Attributes and Programme Educational Objectives(PEO)

GA PEOs	G A- 01	GA- 02	GA- 03	GA- 04	GA- 05	GA- 06	GA- 07	GA- 08	GA- 09	GA- 10
PEO-01	H	A	A	A	A	A	A	A	H	A
PEO-02	A	H	A	H	A	A	A	A	A	H
PEO-03	A	H	H	A	A	A	H	H	H	A
PEO-04	A	H	A	A	A	A	A	A	A	H
PEO-05	A	A	A	A	A	A	A	A	A	H

H- Highly Associated

A- Associated

N – Not Associated

Mapping of Graduate Attributes and Programme Outcomes (PO)

GAs PEOs	G A- 01	GA- 02	GA- 03	GA- 04	GA- 05	GA- 06	GA- 07	GA- 08	GA- 09	GA- 10
PO-A	H	A	A	A	A	A	A	A	A	A
PO-B	A	H	A	A	H	H	H	A	H	A
PO-C	H	A	A	A	A	H	H	A	H	A
PO-D	A	A	H	A	A	A	A	A	A	A
PO-E	A	A	A	A	H	A	A	H	A	A

H- Highly Associated

A- Associated

Not – Not Associated

Mapping of Programme Educational Objective (PEOs) and Programme Outcomes (POs)

PEO PO	PEO-01	PEO-02	PEO-03	PEO-04	PEO-05
PO-A	H	A	H	A	A
PO-B	A	H	H	H	A
PO-C	H	A	H	A	A
PO-D	A	A	A	A	H
PO-E	A	A	A	A	A

H- Highly Associated

A- Associated

Not – Not Associated

Duration of the programme: 3 Years / Six Semesters

CURRICULUM & SYLLABI
SEMESTER I

Sl. No	Course Code	Course Title	L	T	P	C
THEORY						
1.	MS36T1/ MS36M1/ MS36H1	Tamil / Malayalam / Hindi - I	3	0	0	3
2.	EG3601	English - I	3	1	0	4
3.	MS3601	Principles of Management	3	1	0	4
4.	MS3602	Business Statistics	3	1	0	4
5.	MS36A1	Business Organization	2	1	0	3
6.	GE3601	Methodology and Perspective of Business Decision	1	1	0	2
TOTAL			15	5	0	20

SEMESTER II

Sl. No	Course Code	Course Title	L	T	P	C
THEORY						
1.	MS36T2/ MS36M2/ MS36H2	Tamil / Malayalam / Hindi - II	3	0	0	3
2.	EG3602	English – II	3	1	0	4
3.	MS3603	Organizational Behaviour	3	1	0	4
4.	MA3604	Elements of Operation Research	3	1	0	4
5.	MS36A2	Managerial Economics	2	1	0	3
6.	GE3602	Environmental Studies	1	1	0	2
TOTAL			15	5	0	20

SEMESTER III

Sl. No	Course Code	Course Title	L	T	P	C
THEORY						
1.	MS3604	Human Resource Management	2	1	0	3
2.	MS3605	Financial Accounting	2	1	0	3
3.	MS3606	Business Communication	2	1	0	3
4.	MS3607	Business Law	2	1	0	3
5.	MS3608	Marketing Management	2	1	0	3
6.	MS36A3	Modern Banking	2	1	0	3
7.	MS36A4	Leadership Management	2	1	0	3
PRACTICAL						
8.	MS3671	Computer Application in Business - Lab	0	0	2	2
TOTAL			14	7	2	23

SEMESTER IV

Sl. No	Course Code	Course Title	L	T	P	C
THEORY						
1.	MS3609	Production Management	2	1	0	3
2.	MS3610	Business Environment	2	1	0	3
3.	MS3611	Financial Management	2	1	0	3
4.	MS3612	Industrial Law	2	1	0	3
5.	MS36A5	Managerial Skill Development	2	1	0	3
6.	MS36A6	Entrepreneurship Development	2	1	0	3
7.	GE3603	Value Based Education	1	1	0	2
PROJECT						
8.	MS36P1	Summer Internship	0	0	3	3
TOTAL			13	7	5	28

SEMESTER V

Sl. No	Course Code	Course Title	L	T	P	C
THEORY						
1.	MS3613	Research Methodology	3	1	0	4
2.	MS3614	Strategic Management	3	1	0	4
3.	MS3615	Business Ethics	3	1	0	4
4.	MS3616	Management Information System	3	1	0	4
5.	MS3617	Advertising and Promotions Management	3	1	0	4
6.	MS3618	Stress Management	3	1	0	4
7.	MS3619	Effective Public Speaking	0	0	4	2
TOTAL			18	6	4	26

SEMESTER VI

Sl. No	Course Code	Course Title	L	T	P	C
THEORY						
1.	MS3620	International Business	3	1	0	4
2.	MS3621	Supply Chain Management	3	1	0	4
3.	MS3622	Digital Marketing	3	1	0	4
4.	CO3617	Secretarial Practices	3	1	0	4
5.	GE3606	Personality Development	1	0	1	2
PROJECT						
6.	MS36P5	Final Internship Project	0	0	6	6
TOTAL			13	4	7	24

SYLLABUS

SEMESTER I

Sl. No	Course Code	Course Title	L	T	P	C
THEORY						
1.	MS36T1/ MS36M1/ MS36H1	Tamil / Malayalam / Hindi - I	3	0	0	3
2.	EG3601	English - I	3	1	0	4
3.	MS3601	Principles of Management	3	1	0	4
4.	MS3602	Business Statistics	3	1	0	4
5.	MS36A1	Business Organization	2	1	0	3
6.	GE3601	Methodology and Perspective of Business Decision	1	1	0	2
TOTAL			15	5	0	20

EG3601	ENGLISH - I	L	T	P	C
		3	1	0	4

OBJECTIVES

- To make the students acquire basic knowledge in English with communicative competence
- To enable them to develop their communication skills effectively
- To make them get exposure to English prose, poetry, short story and grammar for language enrichment

Course Outcome		Cognitive Skill
CO-01	By the end of the course, students will have acquired fundamental knowledge in English, including grammar, vocabulary, prose, poetry, and short stories.	U
CO-02	Students will be able to effectively communicate in English through speaking, reading, and writing activities. They will develop the ability to express themselves clearly and coherently in various situations	A
CO-03	Students will be able to comprehend and analyze English prose, poetry, and short stories, thereby enhancing their overall communication abilities.	An
CO-04	Students will demonstrate proficiency in English grammar, including parts of speech, articles, prepositions, auxiliaries, modals, and subject-verb agreement.	U
CO-05	Students will understand the format, tone, and structure of different types of letters, enhancing their professional and personal communication skills	A

R-Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S-Synthesis

Mapping of Course Outcome with Programme Outcome

CO \ PO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	L	L	L	L	M
CO-02	L	M	L	L	S
CO-03	L	L	L	L	M
CO-04	L	L	M	L	L
CO-05	L	S	L	L	M

S-Strong, M-Medium, L-Low, N-Not relevant

UNIT I: PROSE - A GALAXY OF PRECIOUS PROSE: (DETAILED) 12

Spoken English and Broken English – George Bernard Shaw, Reading for Pleasure – L. A. G. Strong, University Days – James Thurber, The Model Millionaire – Oscar Wilde, On Forgetting – Robert Lynd.

UNIT II: POETRY - HARMONY (DETAILED) 12

The Solitary Reaper – William Wordsworth, Stopping by Woods on a Snowy Evening – Robert Frost, Enterprise – Nissim Ezekiel, Lead, Kindly Light – Cardinal Newman, Where the mind is without fear – Rabindranath Tagore

UNIT III: SHORT STORY - POPULAR SHORT STORIES (NON – DETAILED) 12

The Gift of the Magi – O. Henry, The Ant and the Grasshopper – W. Somerset Maugham, The Mark of Vishnu – Kushwant Singh

UNIT IV: GRAMMAR 12

Functional English – Parts of Speech – Articles – Prepositions - Auxiliaries and Modals, Agreement of subject with verb, Vocabulary – Antonyms, Synonyms, Suffixes, Prefixes, One Word Substitutes, Odd words Out

UNIT V: LETTER WRITING 12

Basics of Letter Writing – Reading Comprehension

TOTAL: 60 HOURS

TEXT BOOKS

1. A Galaxy of Precious Prose, ed. Dr. Rao, Syamala B., Madras. Blackie Books, 2001.
2. Harmony: An Anthology of Poems, ed. Tripathy, Biyot K., OUP India, 1997.
3. Popular Short Stories, ed. Board of Editors, Oxford Press, 1997.

MS3601	PRINCIPLES OF MANAGEMENT	L	T	P	C
		3	1	0	4

OBJECTIVES

- To provide a basis of understanding to the students with reference to working of business organization.
- To understand the basic principles of management and acquaint with management process, functions and principles.
- To get an idea about new developments in management.

Course Outcome		Cognitive Skill
CO-01	Understand the evolution of management thought from early concepts to modern theories	U
CO-02	Recognize the importance of coordination in the management process and the necessity for managers to comprehend both internal and external environments	U
CO-03	Demonstrate comprehension of fundamental planning concepts such as objectives, policies, strategies, and forecasting, along with understanding the principles of organizing including organization theory and structure design.	U
CO-04	Acquire knowledge about the essentials of staffing including recruitment, selection, training, and development, as well as understand the principles of directing, motivation, leadership, and communication in management.	U, A
CO-05	Gain insights into the nature and scope of control, different types of control, control processes including Management by Exception (MBE) and understand traditional and modern control techniques.	U, An, E

R-Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S-Synthesis

Mapping of Course Outcome with Programme Outcome

CO \ PO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	M	S	S	L	L
CO-02	L	M	S	L	L
CO-03	M	S	S	M	L
CO-04	L	S	S	S	M
CO-05	L	S	S	L	L

S-Strong, M-Medium, L-Low, N-Not relevant

UNIT I: NATURE OF MANAGEMENT**12**

Definition – Nature – Scope – Early Management and Modern Management concepts-Importance –Functions- Evolution of Management thought- Contribution of F.W.Taylor-Henri Fayol -Elton Mayo -Chester Barhard & Peter Drucker to the Management Thought.

UNIT II: PROCESS OF MANAGEMENT**12**

Management Process & Co-ordination- Managers need for understanding Internal and external environment. Various approaches to Management - Indian Management Thought.

UNIT III: Planning and Organizing**12**

Fundamentals of planning, Objectives, Policy & Strategy, Forecasting, Decision Making, Organizing, Organization Theory, Design of organization structure, Authority & Responsibility, Line and Staff Relationships, Pattern of organizational design, Groups in organization, Dysfunctional Aspects of Organization, Organizational Change.

UNIT IV: STAFFING AND DIRECTING**12**

Fundamentals of staffing, Recruitment & Selection, Training & Development, Performance Appraisal, Directing, Fundamentals of Directing, Motivation, Concept and techniques, Leadership Approaches and Communication.

UNIT V: CONTROLLING & RECENT TRENDS IN MANAGEMENT**12**

Nature and Scope of Control, Types of Control, Control Process, Management by Exception (MBE), Effective Control System, Control Techniques - Traditional and Modern - Social Responsibility of Management – Environment friendly management -Management of Change - Scholastic management

TOTAL: 60 HOURS**TEXT BOOKS**

1. Essential of Management - Horold Koontz and ItenzWeibrich- McGrawhills International
2. Management Theory & Practice - J.N.Chandan
3. Essential of Business Administration - K.Aswathapa Himalaya Publishing House

MS3602	BUSINESS STATISTICS	L	T	P	C
		3	1	0	4

OBJECTIVES

- To develop analytical skill in problem solving and to equip the students with different statistical techniques which are essential for decision making
- To understand various quantitative techniques available and how to apply these in solving business

Course Outcome		Cognitive Skill
CO-01	Understand the process of data classification, formation of frequency distribution, and the role of tabulation, tables, diagrams, and graphs in statistical analysis.	U
CO-02	Learn how to calculate and interpret arithmetic mean, median, mode for both grouped and ungrouped data, and combined mean.	U, A
CO-03	Understand the concept of dispersion and differentiate between absolute and relative measures of dispersion	U, An, E
CO-04	Gain insights into correlation and regression analysis, including the meaning of correlation, types of correlation, methods of studying correlation, properties of correlation coefficient, and rank correlation.	U, An, E
CO-05	Learn about the types of index numbers, problems in their construction, methods of constructing index numbers, and their practical application through worked examples.	U, A

R-Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S-Synthesis

Mapping of Course Outcome with Programme Outcome

CO \ PO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	M	L	M	L	L
CO-02	L	L	L	L	L
CO-03	L	L	L	L	L
CO-04	L	L	L	L	L
CO-05	L	L	L	L	L

S-Strong, M-Medium, L-Low, N-Not relevant

UNIT I: INTRODUCTION **12**

Statistics: Meaning, evolution, scope, limitations and applications; data classification: meaning, objectives and types of classification, formation of frequency distribution, role of tabulation, parts, types and construction of tables, significance, types and construction of diagrams and graphs

UNIT II: MEASURES OF CENTRAL TENDENCY **12**

Measures of Central Tendency - Meaning and objectives of measures of central tendency - Criteria for good measures of central tendency, Arithmetic mean, Median and Mode for grouped and ungrouped data, combined mean

UNIT III: MEASURES OF DISPERSION **12**

Concept of dispersion - Absolute and relative measure of dispersion, Range, Variance, Standard deviation, Coefficient of variation, Quartile Deviation, Coefficient of Quartile deviation

UNIT IV: CORRELATION AND REGRESSION **12**

Correlation and Regression: Meaning of correlation, types of correlation – positive and negative correlation, simple, partial and multiple correlation, methods of studying correlation; scatter diagram, graphic and direct method; properties of correlation coefficient, rank correlation, coefficient of determination, lines of regression, co-efficient of regression, standard error of estimate

UNIT V: INDEX NUMBERS **12**

Introduction – Definition – Characteristics – Uses of Index Numbers – Types of Index Numbers – Problems in the Construction of Index Numbers – Methods of constructing Index Number – Worked Example

TOTAL: 60 HOURS

TEXT BOOKS

1. Gupta, S.P. & M.P. Gupta, Business Statistics
2. Davis: Business Statistics using Excel, Oxford University Press
3. Gupta, C.B., An Introduction to Statistical Methods

MS36A1	BUSINESS ORGANIZATION	L	T	P	C
		2	1	0	3

OBJECTIVES

- To understand the basic concepts in commerce, trade and industry, he will be exposed to modern business world
- To understand modern business practices, forms, procedures and functioning of various business organizations
- To prepare the students to face emerging challenge of managing business

Course Outcome		Cognitive Skill
CO-01	Understand the meaning, scope, and evolution of commerce and industry, including the effects of the Industrial Revolution	U
CO-02	Gain knowledge about different business sectors and forms of business organizations, including private, cooperative, public, and joint sectors.	U
CO-03	Acquire the skills necessary for setting up a new enterprise, including decision-making processes, opportunity and idea generation, creativity, innovation, feasibility studies, and business planning.	A
CO-04	Analyze import-export trade procedures, finance, transport, insurance, communication, and other utilities/services related to trade, as well as the impact of malls and supermarkets on the economy.	An, E
CO-05	Reflect on the changing concepts and objectives of business, including professionalization, business ethics, business and culture, technological development, and social change.	An, E

R-Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S-Synthesis

Mapping of Course Outcome with Programme Outcome

PO CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	S	M	S	L	M
CO-02	M	S	S	M	L
CO-03	S	S	S	S	M
CO-04	M	M	S	L	M
CO-05	M	S	S	L	S

S-Strong, M-Medium, L-Low, N-Not relevant

UNIT I: INTRODUCTION**9**

Meaning, Scope and Evolution of Commerce & Industry, -Industrial Revolution- its effects. - Emergence of Indian MNCs & Transnational Corporations -Recent trends in business world. Globalization & Challenges for Indian Business in New Millennium

UNIT II: BUSINESS SECTORS**9**

Business Sectors & Forms of Business Organizations- Private Sector, Cooperative Sectors, Public Sector, Joint Sector, Services Sector, Various Forms of Business Organizations – Sole Proprietorship, Partnership Firms, Joint Stock Companies –Their Features, Relative Merits, Demerits & Suitability

UNIT III: SETTING UP NEW ENTERPRISE**9**

Setting up a New Enterprise - Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government Policies - SEZ (Special Economic Zone) policy etc

UNIT IV: TRADE**9**

Domestic & Foreign Trade Organization of wholesale & retail trade - recent trends in wholesale & retailing - Networking, Franchising, BPOs & KPOs, E-commerce, On-line trading, patents, trademarks & copyright - Malls and Super Markets – their effect on economy - Organization of finance, transport, insurance Communication & other utilities (services) to trade, import export trade procedure & their organization.

UNIT V: CHALLENGING CONCEPTS OF BUSINESS**9**

Business and Society- Changing Concepts and Objectives of Business, Professionalization, Business ethics, Business and culture, Technological Development and Social Change, Social Responsibility of Business, Social Audit

TOTAL: 45 HOURS**TEXT BOOKS**

1. Modern Business Organization by S. A. Sherlekar
2. Industrial Organization Management: Sherlekar, Patil, Paranjpe, Chitale
3. Business Organization and Management ByJallo, Tata McGraw Hill

GE3601	METHODOLOGY AND PERSPECTIVE OF BUSINESS DECISION	L	T	P	C
		1	1	0	2

OBJECTIVES

- To understand Business and its Role in Society
- To Enable Entrepreneurship and its heuristics
- To Comprehend the Business Environment

Course Outcome		Cognitive Skill
CO-01	Understand the functioning of economic systems, including the division of labor, innovation, and the flow of goods and services.	U
CO-02	Analyze the economy of India with a focus on economic liberalization and the stakeholders of business firms.	An, E
CO-03	Gain insights into entrepreneurship and the various endowments and environments required for entrepreneurs, including legal, physical, financial, social, and psychological aspects.	U, A
CO-04	Recognize the importance of trained manpower in enhancing quality of life and production, as well as the role of marketing and technology in organizations.	U, A
CO-05	Develop skills in accessing and utilizing business information through reading techniques, listening to lectures, field studies, case studies, project reports, dissertations, and research papers.	A

R-Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S-Synthesis

Mapping of Course Outcome with Programme Outcome

CO \ PO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	M	M	M	L	L
CO-02	M	S	M	L	M
CO-03	S	S	S	M	M
CO-04	M	M	S	S	M
CO-05	L	M	M	L	S

S-Strong, M-Medium, L-Low, N-Not relevant

UNIT I: FUNCTIONS OF ECONOMIC SYSTEM**6**

Functioning of Economic System – Division of Labour – Innovation – Flow of Goods and Services, Different Forms of Business Organization, Sectors of the Economy – Trade – Hospitality Industries

UNIT II: ROLE OF BUSINESS IN ECONOMIC DEVELOPMENT**6**

The Economy of India – Economic Liberalization, Stake Holders of Business Firms – Managerialism – Corporate Governance – Goals of Business – Share Holders Value Maximization – Public Sectors, Cooperatives – Private Sectors – Non-Profit Organizations

UNIT III: ESTABLISHING A BUSINESS**6**

Entrepreneurship – Legal, Physical, Financial, Social and Psychological endowments and environment for Entrepreneurs, Intrapreneur, Individual Savings, Banking in India, Venture Capital, Money Market, Documenting funding Sources, Return on Investment, Payment of wages, Interest, Profit, Payment to Governments, Stock Exchange, Stock Broking, Stock Exchange Cues

UNIT IV: ROLE OF A TRAINED MANPOWER**6**

Trained Manpower – Quality of Life, Production of Tangible and Intangible Products, Marketing and its role – Use of Technology in Organization, Management Information System, User friendly software – Trends and Development in Strategic Management – TQM – Benchmarking, Quality Control, Quality Circle

UNIT V: LEARNING BUSINESS INFORMATION**6**

Business Information – Use of Reading Techniques, listening to Lectures, Field Studies, Case Studies and Project Reports, Dissertation, Research Paper, Oral Presentation, Problems of Investigation in Social Research. Writing a Report, Consumer Protection Act – Right to Information Act

TOTAL: 30 HOURS**TEXT BOOKS**

1. Balachandran, G. Methodology and Perspectives of Business Studies, Pearson India, 2009

SEMESTER II

Sl. No	Course Code	Course Title	L	T	P	C
THEORY						
1.	MS36T2/ MS36M2/ MS36H2	Tamil / Malayalam / Hindi - II	3	0	0	3
2.	EG3602	English – II	3	1	0	4
3.	MS3603	Organizational Behaviour	3	1	0	4
4.	MA3604	Elements of Operation Research	3	1	0	4
5.	MS36A2	Managerial Economics	2	1	0	3
6.	GE3602	Environmental Studies	1	1	0	2
TOTAL			15	5	0	20

EG3602	ENGLISH – II	L	T	P	C
		3	1	0	4

OBJECTIVES

- To make the learners acquire basic knowledge in English with communicative competence
- To enable them to communicate effectively in English
- To make them understand and assimilate the genres of poetry, prose, and short story and grammar for language enrichment

	Course Outcome	Cognitive Skill
CO-01	Analyze the themes, styles, and messages conveyed in the selected prose pieces, exploring topics ranging from social etiquette to societal issues.	An, E
CO-02	Explore the themes, imagery, and poetic devices used by the poets to convey their ideas and emotions effectively.	An, E
CO-03	Analyze the narrative techniques, character development, and themes present in the selected short stories, gaining insights into the diversity of storytelling styles.	An, E
CO-04	Enhance vocabulary skills by understanding homonyms, homophones, word formation, and derivatives, enabling effective communication and writing.	U, A
CO-05	Develop awareness of how physiological changes and non-verbal cues contribute to effective communication in various interpersonal and professional settings.	U, A

R-Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S-Synthesis

Mapping of Course Outcome with Programme Outcome

CO \ PO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	L	L	L	L	M
CO-02	L	L	L	L	M
CO-03	L	L	L	L	M
CO-04	L	L	L	L	L
CO-05	L	L	L	L	S

S-Strong, M-Medium, L-Low, N-Not relevant

UNIT I: PROSE: A GALAXY OF PRECIOUS PROSE (DETAILED) 12

1. On Saying Please – A. G. Gardiner
2. My visions for India – A. P. J. Abdul Kalam
3. Water the Elixir of Life – C. V. Raman
4. An Astrologer's Day – R. K. Narayan
5. Hazards of Sensual Drugs – Hardin B. Jones

UNIT II: POETRY - HARMONY (DETAILED) 12

1. La Belle Dame Sans Merci – John Keats
2. All the World's a Stage – William Shakespeare
3. Palanquin Bearers – Sarojini Naidu
4. Tithonus – Alfred Lord Tennyson
5. If – Rudyard Kipling

UNIT III: SHORT STORY - POPULAR SHORT STORIES (NON – DETAILED) 12

1. The Necklace – Guy De Maupassant
2. The World-Renowned Nose – Vaikkam Muhammad Basheer
3. The Selfish Giant – Oscar Wilde

UNIT IV: GRAMMER 12

1. **Functional English** – Tense, Active Voice, Passive Voice, Conditional Clauses, Direct Speech, Indirect Speech
2. **Vocabulary** – Homonyms, Homophones, Word Formation - Derivatives

UNIT V: NON – VERBAL COMMUNICATION 12

Facial Expressions – Eye Contact – Posture – Gestures – Paralanguage – Proxemics – Use of Body – Body Movements or Kinesics – Physiological Changes

TOTAL: 60 HOURS

TEXT BOOKS

1. A Galaxy of Precious Prose, ed. Dr. Rao, Syamala B., Madras. Blackie Books, 2001.
2. Harmony: An Anthology of Poems, ed. Tripathy, Biyot K., OUP India, 1997.
3. Popular Short Stories, ed. Board of Editors, Oxford Press, 1997.

MS3603	ORGANIZATIONAL BEHAVIOUR	L	T	P	C
		3	1	0	4

OBJECTIVES

- To acquaint students with the basic processes and principles that underline human behaviour.
- To equip the students on behavioral dynamics of organizations with necessary models, tools and techniques at work situations.
- To develop the basic Human Relations Skills and to study how people can be motivated to work as a team.

Course Outcome		Cognitive Skill
CO-01	Recognize the nature and importance of organizational behavior in today's business and environmental contexts, along with emerging trends in the field.	U
CO-02	Explore the role of personality, determinants, theories, values, attitudes, and learning in shaping perception.	U, An, E
CO-03	Analyze the implications of motivation theories for understanding and managing individual behavior within organizations.	An, E
CO-04	Identify sources of conflicts, conflict styles, major forces of change, types of change, and resistance to change, and understand their impact on organizational dynamics.	An, E
CO-05	Examine the organizational structure, design, culture, environment, and development processes within organizations.	An, E

R-Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S-Synthesis

Mapping of Course Outcome with Programme Outcome

CO \ PO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	M	S	S	L	L
CO-02	M	M	M	L	M
CO-03	M	M	M	M	L
CO-04	M	M	S	M	L
CO-05	M	S	S	M	L

S-Strong, M-Medium, L-Low, N-Not relevant

UNIT I: INTRODUCTION**12**

Organizational Behaviour–Evolution - Concept and scope of Organizational Behaviour – Nature and importance - OB's relevance in today's Business and Environment - Emerging trends in OB.

UNIT II: PERCEPTION**12**

Perception – Nature and importance components of perception – Factors influencing perception process – Personality – Determinants –Theories – Values – Attitudes – Learning

UNIT III: MOTIVATION**12**

Motivation –Meaning – Definition - Types of Motivation – Theories of Motivation – Maslow's Hierarchy of Needs – Herzberg's two factor theory – ERG theory – Vrooms Expectancy theory.

UNIT IV: COMMUNICATION**12**

Communication- Inter Personal Communication – Group Dynamics - Team and Team work – Conflict- Sources of Conflicts – Conflict styles – Major Force of Change – Types of Change – Resistance to Change

UNIT V: ORGANIZATIONAL PROCESS**12**

Organizational Process – Organizational Structure – Elements of Organizational Structure – Organizational Design – Organizational Culture – Organizational Environment – Organizational Development

TOTAL: 60 HOURS**TEXT BOOKS**

1. Bhattacharya: Organization Behaviour, Oxford University Press.
2. Robbins, S.P., Organizational Behaviour, Pearson Education, New Delhi
3. McShane, Steven L, Mary Longline and Radha R. Sharma, Organizational Behaviour, Tata McGraw Hill, New Delhi

REFERENCE BOOKS

4. Pareek, Udai, Understanding Organizational Behaviour, Oxford University Press, New Delhi
5. Griffin, Ricky W, and Gregory Moorhead, Organizational Behaviour, Houghton Mifflin Company

MA3604	ELEMENTS OF OPERATION RESEARCH	L	T	P	C
		3	1	0	4

OBJECTIVES

- To develop mathematical skill to analyse various complex problems in the business environment and to study applications of operations research in functional areas of management.

Course Outcome		Cognitive Skill
CO-01	Understand the meaning, nature, scope, and phases of operations research (OR), along with its approaches and techniques.	U
CO-02	Learn how to formulate problems in OR, identify objectives, and understand the nature and measures of performance.	U, A
CO-03	Gain knowledge about linear programming, including formulation, graphical solution, simplex methods, and artificial variable techniques.	U, A
CO-04	Explore network analysis, its objectives, steps involved, and significance, along with its limitations and development.	U, An, E
CO-05	Understand queueing theory, game theory, decision theory, its elements, simple queueing models, limitations, Kendall notation, and its applications through simulation.	U, An, E

R-Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S-Synthesis

Mapping of Course Outcome with Programme Outcome

CO \ PO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	M	S	M	L	L
CO-02	M	S	M	L	L
CO-03	L	M	S	L	L
CO-04	L	M	S	L	L
CO-05	L	M	S	L	L

S-Strong, M-Medium, L-Low, N-Not relevant

UNIT I: **12**
Operations Research – Meaning – Nature – Scope – Phases of Operations Research – Approaches – Classification of problems in Operations Research – Techniques – Significance – Limitations – Operations Research and Modern Business Management.

UNIT II: **12**
Problem formulation and modelling – Problem formulation – Objectives – Nature of the problem – Measures of performance – Modelling in Operations Research – Properties of a good model – Advantages of modelling – Aspects of modelling – Question of error.

UNIT III: **12**
Linear Programming – Formulation – Graphical Solution - Simplex methods – Artificial variable technique – Big M method – Construction of dual problems – Non feasible solution – Unbounded solution – Multiple optimal solution – Transportation method – North West Corner rule – Least Cost method – Vogel's approximation method – MODI method – Degeneracy, Unbalanced problem – Assignment problem – Hungarian method – Travelling salesman problem – Limitations of linear programming.

UNIT IV: **12**
Network Analysis – Meaning – Objectives – Steps involved – Significance – Limitations – Development – Preparation of network arrow diagram – Critical Path Method (CPM) – computation for critical path (Forward and Backward) – Limitations of CPM – Programme Evaluation and Review Technique (PERT) – Calculation of probabilities – PERT as a control device – Advantages of PERT – Limitations – Difference between CPM and PERT analysis.

UNIT V: **12**
Queueing theory – Introduction – Meaning – Elements – Simple queueing models – limitations – Kendall notation – Simulation – Introduction to Simulation – Applications to Queueing problems – Game theory – Two person zero sum games – Saddle point – Dominance rule – Graphical solution – Decision Theory – Concepts of decision making – Decision environments – Decision under uncertainty and under risk.

TOTAL: 60 HOURS

TEXT BOOKS

1. An Introduction to Operational Research – C. R. Kothari – Third revised and enlarged edition
2. Problems in Operations Research (Methods and Solutions) – Gupta P. K. And Man Mohan – Sultan Chand and Sons – Ninth Edition – 2003.

REFERENCE BOOKS

3. Introduction to Operations Research – Hamdy A. Taha – Prentice Hall India – Seventh Edition – Third Indian Reprint – 2004.
4. Operations Research (Theory and Applications) – J.K. Sharma – Macmillan India Ltd – Second Edition – 2003.

MS36A2	MANAGERIAL ECONOMICS	L	T	P	C
		2	1	0	3

OBJECTIVES

- To understand the concepts, tools and techniques of micro and macroeconomics.
- To develop the skills for applying the tools and techniques in corporate and other organizational decision making.

Course Outcome		Cognitive Skill
CO-01	Understand the definition and scope of managerial economics, along with its importance and fundamental principles.	U
CO-02	Explore the determinants of aggregate demand and supply, utility and demand theories, and methods of demand forecasting.	U, A
CO-03	Examine price and output decisions in different market structures such as perfect competition, monopoly, monopolistic competition, and oligopoly.	An, E
CO-04	Analyze macroeconomic concepts such as national income, GDP, NDP, money supply, money demand, money market equilibrium, inflation, and types of inflation.	An, E
CO-05	Understand the principles of absolute and comparative advantage, opportunity cost, and arguments for and against free trade.	U, An, E

R-Remember, U-Understand, A-Apply, An-Analyze-Evaluate, S-Synthesis

Mapping of Course Outcome with Programme Outcome

CO \ PO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	M	S	M	L	L
CO-02	M	S	S	L	L
CO-03	L	S	M	L	L
CO-04	L	M	S	L	L
CO-05	L	M	M	L	L

S-Strong, M-Medium, L-Low, N-Not relevant

UNIT I: INTRODUCTION**9**

Definition, Scope of Managerial Economics - Importance of Managerial Economics – Fundamental principles - Role and Responsibilities of Economist –The nature of managerial decision making- types of business decisions-Managerial decision-making process- Factors of Production – Division of Labour

UNIT II: DEMAND THEORY AND ANALYSIS**9**

Demand Function – Individual and Market Demand – Elasticity of demand - Determinant of Aggregate Demand – Determinants of aggregate supply -Utility and Demand – Cardinal and Ordinal Utility Analysis– Indifference Curves and Maps –Demand Forecasting

UNIT III: PRICING AND MARKET STRUCTURE**9**

Price and Output Decisions in Different Market – Perfect Competition – Monopoly – Monopolistic Competition – Price Discrimination – Pricing Policy - Oligopoly – Cournots Model of Duopoly – Kinked Demand Curve

UNIT IV: MACRO ECONOMICS ANALYSIS**9**

National Income – GDP – NDP – Money Supply- Money demand, - Money market equilibrium– Inflation – Nature and Causes of Inflation – Types of Inflation — Deflation – Fluctuation in Foreign Exchange rate – Determinants of Foreign exchange rates – Forex market

UNIT V: INTERNATIONAL TRADE**9**

Principles of absolute and comparative advantage – Opportunity cost concept allied to trade – Argument for and against Free Trade – Motives for Protection – Types of Protection and their effects – Economic Integration – Free Trade Area – Customs Union – Economic union – Monetary union – Terms of Trade – Components of the balance of payment

TOTAL: 45 HOURS**TEXT BOOKS**

1. Managerial Economics’ - Dr. H. L. Ahuja, S. Chand & company limited.
2. ‘Managerial Economics’ – D.N. Dwivedi, Vikas Publishing House Private Limited, New Delhi, 2012

REFERENCE BOOKS

3. Managerial Economics’ – Dean Joel, 2009
4. ‘Managerial Economics’ - Varshney R.L. & Mageswari, P.L. Mehta, Sultan Chand, 2012

GE3602	ENVIRONMENTAL STUDIES	L	T	P	C
		1	1	0	2

OBJECTIVES

- To understand the complexity of ecosystems and possibly how to sustain them
- To understand the relationships between humans and the environment.
- To understand major environmental problems including their causes and consequences

Course Outcome		Cognitive Skill
CO-01	Explore various natural resources such as forest, water, minerals, and food resources, along with conflicts over resource sharing and issues related to exploitation and land use patterns.	U, An, E
CO-02	Gain knowledge about ecosystems, including their concept, structure, and function, and the roles of producers, consumers, and decomposers.	U, A
CO-03	Explore the causes, effects, and control measures of various types of environmental pollution including air, water, marine, soil, solid waste, thermal, nuclear pollution.	U, An, E
CO-04	Analyze urban issues such as energy and water conservation, environmental ethics, global warming, and resettlement and rehabilitation issues.	A, E
CO-05	Examine the challenges posed by population growth and issues related to human rights, environmental health, HIV/AIDS, and women and child welfare.	A, E

R-Remember, U-Understand, A-Apply, An-Analyze-Evaluate, S-Synthesis

Mapping of Course Outcome with Programme Outcome

PO \ CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	L	L	L	L	L
CO-02	M	M	M	L	L
CO-03	L	L	M	L	L
CO-04	L	L	M	L	L
CO-05	L	L	M	L	L

S-Strong, M-Medium, L-Low, N-Not relevant

UNIT I: INTRODUCTION**6**

Environmental Sciences - Relevance - Significance - Public awareness - Forest resources - Water resources - Mineral resources - Food resources - conflicts over resource sharing - Exploitation - Land use pattern - Environmental impact - fertilizer - Pesticide Problems - case studies

UNIT II: ECOSYSTEM**6**

Ecosystem - concept - structure and function - producers, consumers and decomposers - Food chain - Food web - Ecological pyramids - Energy flow - Forest, Grassland, desert and aquatic ecosystem. Biodiversity - Definition - genetic, species and ecosystem diversity - Values and uses of biodiversity - biodiversity at global, national (India) and local levels - Hotspots, threats to biodiversity - conservation of biodiversity

UNIT III: ENVIRONMENTAL POLLUTION**6**

Environmental Pollution - Causes - Effects and control measures of Air, Water, Marine, soil, solid waste, Thermal, Nuclear pollution and Disaster Management - Floods, Earth quake, Cyclone and Landslides. Role of individuals in prevention of pollution - pollution case studies.

UNIT IV: URBAN ISSUES**6**

Urban issues - Energy - water conservation - Environmental Ethics - Global warming - Resettlement and Rehabilitation issues - Environmental legislations - Environmental protection Act. 1986 - Air, Water, Wildlife and forest conservation Act

UNIT V: POPULATION AND WOMEN WELFARE**6**

Population growth and Explosion - Human rights and Value Education - Environmental Health - HIV/AIDS - Role of IT in Environment and Human Health - Women and child welfare - Public awareness - Case studies.

TOTAL: 30 HOURS**TEXT BOOKS**

1. Gupta N.C.; Social Auditing of Environmental Law in India, edited book, New Century Publications, Delhi-2003.
2. Divan, Shyam and RosenCeranz; Armin. Environmental Law and Policy in India, Cases, materials and statutes, second edition, Oxford University Press, 2001.
3. Uberoi, N.K.; Environmental Management, Excel Books, New Delhi, 2000.
4. Agarwal, A, Narain; S. State of India's Environment, Published by Centre for Science and Environment, New Delhi, 1999.
5. Joseph, Casio, Woodside, Gayle and Mitchell, Philip.; ISO 14000 guide- The new Environmental Management Standards, McGraw Hill, New York, 1996.

SEMESTER – III

S. No.	Code No.	Course Title	L	T	P	C
THEORY						
1.	MS3604	Human Resource Management	2	1	0	3
2.	MS3605	Financial Accounting	2	1	0	3
3.	MS3606	Business Communication	2	1	0	3
4.	MS3607	Business Law	2	1	0	3
5.	MS3608	Marketing Management	2	1	0	3
6.	MS36A3	Modern Banking	2	1	0	3
7.	MS36A4	Leadership Management	2	1	0	3
PRACTICAL						
8.	MS3671	Computer Application in Business - Lab	0	0	2	2
		Total	14	7	2	23

MS3604	HUMAN RESOURCE MANAGEMENT	L	T	P	C
		2	1	0	3

OBJECTIVES

- The aim of the (HRM) is to give students the knowledge, understanding and key skills that are required by today's HR professionals and to enable students to effectively contribute to dynamic organisations.

Course Outcomes		Cognitive Skill
CO- 1	Appreciate the importance of human resource management as a field of study and as a central management function;	U
CO- 2	Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM.	U
CO- 3	Know the elements of the HR function (e.g. – recruitment, selection, training and development, etc.) and be familiar with each element's key concepts & terminology; and	A
CO- 4	Apply the principles and techniques of human resource management gained through this course to the discussion of major personnel issues and the solution of typical case problems.	An, E, S
CO- 5	HR skills and their ability to assess the constraints and opportunities associated with managing employees in different socio-economic and political context	A, U

R-Remember, U-Understand, A-Apply, An-Analyze-Evaluate, S-Synthesis

Mapping of Course Outcome with Programme Outcome					
PO CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	M	M	S	L	S
CO-02	S	M	M	S	L
CO-03	M	L	S	S	S
CO-04	M	S	S	L	M
CO-05	S	M	S	L	L

S-Strong, M-Medium, L-Low, N-Not relevant

UNIT I: INTRODUCTION**9**

HRM – Definition – Objectives – Importance – Nature and Scope – Functions – Personnel – Meaning – Difference between Personnel Management and HRM – Environment of HRM – Types – HR Manager Role – Qualities of HR Manager. Human resources planning – concept, aims and objectives-Process.

UNIT II: JOB ANALYSIS**9**

Meaning – Purpose – Steps – Techniques – Job Description – Purpose – Guidelines – Job Specifications – Job Evaluation – Meaning – Purpose – Methods – Job Enlargement – Job Rotation – Job Enrichment.

UNIT III: RECRUITMENT AND SELECTION**9**

Recruitment – Meaning – Objectives-Importance – Sources of Recruitment – Factors affecting Recruitment – Selection – Process of Selection – Interviews – Definition – Types – Guidelines for Effective Interviews – Placement.

UNIT IV: PERFORMANCE APPRAISAL**9**

Meaning – Methods – Traditional Methods – Modern Methods – Compensation – Meaning – Definition – Nature of Compensation – Types of Compensation – Financial and Non-Financial Incentives – Induction – Transfer – Promotion and Termination of Services – Career Development – Mentoring.

UNIT V: TRAINING AND DEVELOPMENT**9**

Definition – Importance – Methods – On-the Job Training – Off the Job Training – Techniques – Identification of Training Needs – Training and Development – Labour Relations and Employee Security – Trade Unions – Grievances – Meaning – Process of Grievance Handling – Managing Dismissals and Separation – Importance and Implications of Labour Legislations.

TOTAL: 45 PERIODS**TEXT BOOKS:**

1. Hendry, Chris – Human Resource Management, Routledge, 2012.
2. Aswathappa, K. – Human Resource and Personnel Management, Tata McGraw-Hill Education, 2011.
3. Marchington, Mick and Adrian John Wilkinson – Core Personnel and Development, Institute of Personnel and Development, 1996.

REFERENCE BOOKS

1. SubbaRao P – Human Resource Management and Industrial Relations, Tata McGraw-Hill Education, 2010.
2. Pattanayak – Human Resources Management, Prentice-Hall of India, 2011.

MS3605	FINANCIAL ACCOUNTING	L	T	P	C
		2	1	0	3

OBJECTIVES

- To understand what economic information is conveyed in financial statements.
- To identify the main users of financial information
- To develop the awareness of emerging trends in financial accounting.

Course Outcome		Cognitive Skill
CO-01	To understand the combine practice and theoretical knowledge of financial accounting and generally accepted accounting principles	R, U
CO-02	To analyze, record, and report business transactions using the accounting equation and the general journal/general ledger system	U, R
CO-03	To apply general ledger account information to prepare trial balances	An, U
CO-04	To examine and explain how transactions relating to the recognition, valuation, and disposal of assets, liabilities, and stockholders' equity affect the various financial statements	An, E
CO-05	To evaluate the methods of preparation of single-entry system of accounts	E, An

R–Remember,U–Understand,A–Apply,An–Analyze,E–Evaluate, S–Synthesis

Mapping of Course Outcome with Programme Outcome					
PO CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	S	S	M	M	S
CO-02	M	S	M	S	L
CO-03	S	L	S	M	S
CO-04	M	S	M	M	M
CO-05	S	M	S	L	M

S–Strong, M–Medium,L–Low,N–Not relevant

UNIT I: INTRODUCTION TO ACCOUNTING **9**

Meaning and Scope of Accounting-Objectives-Bases of Accounting – Accounting and Book-keeping - Systems of Accounting –Advantages and Limitations of Accounting – Accounting Principles

UNIT II: RECORDING OF TRANSACTIONS **9**

Introduction – Accounting Equation – Classification of Accounts – Rules of Debit and Credit – Preparation of Journal.

UNIT III: SUBSIDIARY BOOKS **9**

Introduction – Types of Subsidiary Books – Cash Book (Simple & Triple Column Cash Book) – Ledger – Trial Balance – Meaning – Preparation of Trial Balance.

UNIT IV: FINAL ACCOUNTS **9**

Manufacturing, Trading and Profit and Loss Account –Balance Sheet – Capital Vs Revenue– Preparation of Final Accounts with Adjustments

UNIT V: SINGLE ENTRY SYSTEM **9**

Meaning – Merits and Limitations of Single-Entry System – Difference Between Single Entry and Double Entry System – Preparation of Accounts from Incomplete Records - Methods of Calculation of Profit –Statement of Affairs Method – Conversion Method

TOTAL: 45 HOURS

TEXT BOOKS

1. Mukerjee and Hanif, Advanced Accountancy, Tata McGraw Hills, New Delhi, 2010
2. S.P.Jain and K.L.Narang, Advanced Accountancy (Vol I), Kalyani Publishers, New Delhi, 2008
3. M.C.Shukla and T.S.Grewal, Advanced Accounts (Vol I), S. Chand & Company Ltd, New Delhi.

REFERENCE BOOKS:

1. Dr. M.A. Arulanandam and Dr. K.S. Raman, Advanced Accountancy, Himalaya Publishing House, Mumbai.
2. Gupta and Radhaswamy, Advanced accountancy, Sultan Chand and Sons, New Delhi, 2002

MS3606	BUSINESS COMMUNICATION	L	T	P	C
		2	1	0	3

OBJECTIVES

1. To provide an overview of Prerequisites to Business Communication
2. To provide an outline to effective Organizational Communication
3. To underline the nuances of Business communication

Course Outcome - COs		Cognitive Skill
CO-01	To be familiar with the principles of effective Communication and Barriers of Communication	R, U
CO-02	To distinguish Cross Cultural Dimensions of Business Communication Technology and Communication, Ethical & Legal Issues in Business Communication	U, A
CO-03	To draft effective business correspondence with brevity and clarity.	U, A
CO-04	Elaborate Principles of Effective Presentations, Principles governing the use of audiovisual media	A, E
CO-05	Master the art of giving interviews in - selection or placement interviews, discipline interviews, appraisal interviews and exit interviews	E, S

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome					
PO CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	S	S	L	L	S
CO-02	S	M	M	S	S
CO-03	M	S	S	S	M
CO-04	S	S	S	M	M
CO-05	S	M	M	M	M

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: BUSINESS COMMUNICATION **9**

Meaning – Importance – Elements of Communication – Role of Communication – Purpose of Communication – Process – Forms of Business Communication – Interpersonal Communication – Intra- personal Communication – Barriers to Communication.

UNIT II: ORAL COMMUNICATION **9**

Definition – Objectives – Need for Oral Communication – Principles of Oral Communication – Effectiveness of Oral Communication – Listening – Active and Passive Listening – Traits of good Listener – Implication of effective Listening – Public Speaking and Oral Reporting.

UNIT III: WRITTEN COMMUNICATION **9**

Meaning – Objectives – Importance – Kinds of Business Letters – Interview – Appointment – Acknowledgement – Promotion – Enquiries – Replies – Orders – Sales – Circular – Complaints – Reports Writing – Agenda – Minutes of Meeting – Memorandum – Office Order – Circular – Notes.

UNIT IV: NON-VERBAL COMMUNICATION **9**

Meaning – Advantages of Developing Non-Verbal Communication Skills – Kinesics – Components – Proxemics – Classifications – Paralanguage – Components – Power Point Presentation – Interviews – Group Discussion – Conversation in Meetings – Negotiations through Conversation Control.

UNIT V: MODERN FORMS OF COMMUNICATION **9**

Fax – Meaning – E-mail – Layout of E-mail Messages – Tele-Conferencing – Video Conferencing – Internet – Websites and their use in Business – Social Media.

TOTAL: 45 PERIODS

TEXT BOOKS

1. 'Basic Communication' – Raymond V. Lesikar, John D. Pettit and Mary E. Flatley Lesikars, Tata McGraw Hill, 2011.
2. 'Essentials of Business Communication' – Rajendra Pal and J.S. Korlahalli, - Sultan Chand and Sons – New Delhi.
3. Shirley Taylor – Communication for Business – Pearson Publications – New Delhi.
4. 'Effective Technical Communication' – Rizvi and M.Ashraf, Tata McGraw Hill, 2012.

REFERENCE BOOKS

1. 'Effective Letters in business' – Robert L. Shurter, 3rd Edition, 2010.
2. 'Technical Communication Principles and Practice' – Meenakshi Raman and Sangeeta
3. Sharma, Oxford University Press.
4. 'Effective Business Communication' – Kaul, Asha, Prentice Hall of India

MS3607	BUSINESS LAW	L	T	P	C
		2	1	0	3

OBJECTIVES

- The course aims to provide the brief idea about the frame work of Indian Business Laws
- To orient students – about the legal aspects of business

Course Outcome		Cognitive Skill
CO-01	Upon completion of the unit on the Indian Contract Act 1872, Students will be able to understand and describe the basic concepts of Contract, elements of valid contract, types of contract and concepts of Agency	R, U,
CO-02	Upon completion of the unit on Sale of Goods Act, 1930, Students will be able to: understand the concepts of Sales of Goods Act and describe the formation and performance of Contract of Sale	R, U, AP
CO-03	Upon completion of the unit on Negotiable Instrument Act, 1881, Students will be able to: understand the concepts of Negotiable Instrument Act, describe the differences between the Negotiable Instruments and draw the Instruments namely Promissory Note, Bill of Exchange and Cheque	R, U, A, An, E
CO-04	Upon completion of the unit on Partnership Act, 1932, Students will be able to understand and describe the nature of Partnership, Rights, Rights and Obligations of Partners	R, U, A, An, E
CO-05	Upon completion of the unit on Companies Act - 2013, Students will be able to understand the nature, types, formation and winding up of Companies and describe the documents like Memorandum of Association, Articles of Association and Prospectus	R, U, A, An, E

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome					
PO \ CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	S	S	M	S	S
CO-02	S	M	S	S	M
CO-03	S	S	S	M	S
CO-04	S	M	S	S	M
CO-05	S	S	S	S	S

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: INDIAN CONTRACT ACT, 1872**9**

Nature of Contract - Types of Contracts - Offer and Acceptance- Consideration and Capacity to Contract- Free Contract- Legality of Object and Consideration- Contingent Contract- Quasi Contract- Discharge of Contract- Remedies for Breach of Contract- Indemnity and Guarantee- Pledge- Principal – Agent Relationship and Rights and Obligation of Principal and Agent.

UNIT II: SALE OF GOODS ACT, 1930**9**

Law of Sale of Goods – Nature of Contract of Sale – Conditions and Warranties – Transfer of Ownership – Performance of Contract of Sale – Rights of Unpaid Seller – Remedies for Breach of Contract Auction Sale

UNIT III: NEGOTIABLE INSTRUMENT ACT, 1881**9**

Law of Negotiable Instruments – Characteristics of Negotiable Instrument – Types of Negotiable Instrument – Promissory Notes, Bill, Cheque – Parties to Negotiable Instrument – Presentment of Negotiable Instrument – Dishonour of Negotiable Instrument – Discharge of Negotiable Instrument – Hindis – Banker and Customer

UNIT IV: PARTNERSHIP ACT, 1932**9**

Law of Partnership – Nature of Partnership – Registration of Firms – Kinds of Partners – Relationship Between Partners – Relation of Partners Third Parties – Partnership Deed – Rights of Partners – Obligations of Partner – Reconstitution of Firms – Dissolution of Firms.

UNIT V: COMPANIES ACT, 2013**9**

Nature and Types of Companies – Formation of Company – Memorandum and Articles of Association – Prospectus – Power – Duties and Liabilities of Directors – Winding Up of Company – Corporate Governance

TOTAL: 45 HOURS**TEXT BOOKS:**

1. 'Elements of Mercantile Law' – N.D. Kapoor, Sulthanchand and Company, New Delhi.
2. August- Ray- Don Mayer- and Michael Bixby. International Business Law: text- cases and readings. Pearson education- 2010.
3. Tripathi-Dwijendra. The Oxford History of Indian Business. Oxford University Press- 2014.

REFERENCE BOOKS:

4. Hagman- Donald G.- and Julian Conrad Juergensmeyer. Urban planning and land development control law. West Group- 2000
5. Bertrand- Marianne- Paras Mehta- and Sendhil Mullainathan. Ferreting out tunneling: An application to Indian business groups. No. w7952. National Bureau of Economic Research- 2004.
6. Topalova-Petia. Overview of the Indian corporate sector: 1989-2002. No. 4-64. International Monetary Fund- 2004.

MS3608	MARKETING MANAGEMENT	L	T	P	C
		2	1	0	3

OBJECTIVES

1. To understand the concepts of marketing management
2. To learn about marketing process for different types of products and services
3. To understand the tools used by marketing managers in decision situations

Course Outcomes		Cognitive Skill
CO- 1	To understand the marketing concepts and its evolution	R, U
CO- 2	To analyze the market based on segmentation, targeting and positioning, consumer behavior and their decision-making process	U, A
CO- 3	To make decisions on product and price	U, A
CO- 4	To make decisions on promotion mix and distribution	A, E
CO- 5	To provide and be able to work with the tools to ensure better branding decisions, and to make these concepts relevant for any type of organisation	E, S

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome					
PO CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	S	M	M	L	S
CO-02	L	S	M	S	L
CO-03	M	L	S	S	S
CO-04	L	S	S	M	M
CO-05	S	L	S	L	M

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: INTRODUCTION TO MARKETING 9

Marketing- Meaning – Concepts -Functions – Marketing Planning & Implementation Marketing Programmes – Marketing Environment - Micro and Macro.

UNIT II: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR 9

Market Segmentation and consumer behaviour – Influencing factors, Decision process – Marketing Research – Marketing information system

UNIT III: PRODUCT & PRICING 9

Product: Meaning – Product Planning – Policies – Positioning - New Product pricing: Pricing Objectives – Setting and Modifying the Price – Initiating Price Changes and Responding to Price Changes

UNIT IV: PROMOTION & PHYSICAL DISTRIBUTION 9

Promotion: Promotion Mix – Advertisement – Message – Copy Writing – Media strategy – Sales Promotion – Personal Selling and Publicity. Physical Distribution and Strategies: Distribution Mix – Managing Channel – Intermediaries – Transport and Warehousing.

UNIT V: TRENDS IN MARKETING 9

Marketing In a Globalized Environment – Online Marketing – Social Media Marketing - B2B Marketing- Relationship Marketing – Green Marketing – Future of CRM – Customer Based Business Strategy

TOTAL: 45 HOURS

TEXT BOOKS

1. Marketing Management’ – Philip Kotler, PHI, 12th Edition.
2. ‘Marketing Management’ – By Philip Kotler, Kevin Keller, Published by Prentice Hall, Copyright
3. ‘Marketing Management’ – Ramasamy and Namakumari, Planning Implementation and Control, Macmillan, 3rd Edition.

REFERENCE BOOKS

1. ‘Marketing Management’ – Zikmand ‘d’ Amico, Thompson Learning.
2. ‘Marketing Management’ – Douglas, J. Darymple, John Wiley & Sons.

MS36A3	MODERN BANKING	L	T	P	C
		2	1	0	3

OBJECTIVES

- To impart knowledge about the basic principles of the banking.
- Acquaint knowledge about the banking system prevailing in India.
- To have an understanding about the instruments involved in banks.

COURSE OUTCOMES		Cognitive Skill
CO- 1	To give Practical insights into Banking sector and emerging issues and policy responses.	U
CO- 2	To enable students to understand the Emerging Trends in the Indian Banking Sector.	U
CO- 3	To Discuss Case studies of Business Enablers of various banks.	A
CO- 4	To equip students to analyze the Financial Performance of various Scheduled Commercial Banks.	An, E, S
CO- 5	To Study and Analyze Trends in Non -performing Assets (Sector-wise and bank Group Wise)	A, U

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome					
PO	PO-A	PO-B	PO-C	PO-D	PO-E
CO					
CO-01	S	M	M	L	S
CO-02	L	S	M	S	L
CO-03	M	L	S	S	S
CO-04	L	S	S	M	M
CO-05	S	L	S	L	M

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: INTRODUCTION TO BANKING

9

Meaning and definition of Banking- Origin and Evolution of Banks- Structure of Indian Banking

system- Classification of Banks –Money Market–Characteristics–Constituents of Indian money market-Commercial Banking –Functions of commercial banks: Primary and Secondary functions (Conventional and innovative functions)—Credit Creation–Role of Banks in Economic Development.

UNIT II: BANKING SYSTEM IN INDIA

9

Evolution & Definition of Reserve Bank of India, Organisation and management-Functions of Reserve Bank of India-Regulatory measures: Bank rate, Repo and Reverse Repo 1 2 27 CRR, SLR, OMO, Liquidity Adjustment Facility (LAF), MSS, Marginal Standing Facility (MSF)- Banking Regulation Act, 1949- Commercial Banks- Cooperative Banks-Types of Cooperative banks- Land Development Banks- Development Bank - NABARD - Regional Rural Bank- - EXIM bank.

UNIT III: BANKING OPERATION

9

Opening of an Account-Types of Deposit Account – Online Account, Types of customers (Individuals, firms, Trusts, and Companies)-Importance of customer relations- Customer grievances and redressal- Ombudsman. Granting of loan- clean loan –Second Loan-Overdraft- Cash credit. -CORE banking- EFT: NEFT, RTGS- CIBIL, KYC

UNIT IV: INNOVATION IN BANKING SERVICES

9

E-Banking –M Banking, ATM –Credit card – credit card processing, reconciliation and reporting, check collection–Debit Card, Smartcard, Net Banking, E- wallet, Video Banking, Cyber Cash–Electronics Payment System

UNIT V: MODERN BANKING

9

Electronic Fund Transfer (EFT)-RBI Guidelines–Benefits of Electronic Clearing Systems–E-Cheques–E-Money–Real Time Gross Settlement (RTGS) –Benefits to Banker and Customer–Cheque Transaction– Core Banking Solutions (CBS)–Benefits– Single Window Concepts–Features.

TOTAL: 45 HOURS

TEXT BOOKS

1. K.P.M. Sundaram and E.N. Sundaram, Modern Banking, Sultan Chand & Sons, New Delhi.
2. Shekhar and Shekhar, Banking and Financial System, Margham Publications, Chennai.
3. Gordon and Natarajan – Banking Theory Law and Practice

REFERENCE BOOKS:

1. B. Santhanam, Banking and Financial System, Margham Publications, Chennai-17.
2. Tandon M.L- Banking Law and Practice in India
3. Dr.S.Gurusamy, Banking Theory Law and Practice – Vijai Nicole Publications.

MS36A4	LEADERSHIP MANAGEMENT	L	T	P	C
		2	1	0	3

OBJECTIVES

- To serve as a catalyst for the students of leadership thinking and dialogue about leaders and the process of leadership
- To Identify and analyse the essential qualities and skills required for effective leadership.
- To Comprehend the core concepts of leadership, including its characteristics, importance, and the role of a leader in various contexts.

Course Outcomes		Cognitive Skill
CO- 1	Have increased knowledge to understand and evaluate organizational, management and leadership problems and possibilities.	R, U
CO- 2	Have increased knowledge and skills to design and change work organization, to contribute to working environments in which everyone is able to contribute to organizational learning and success.	U, A
CO- 3	Have increased awareness of leadership style.	U, A
CO- 4	To understand the Ethical Leadership	A, E
CO- 5	Skills, team development, conflict management, communication and change skills.	E, S

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome					
CO \ PO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	S	M	M	L	S
CO-02	L	S	M	S	L
CO-03	M	L	S	S	S
CO-04	L	S	S	M	M
CO-05	S	L	S	L	M

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: INTRODUCTION TO LEADERSHIP **9**

Leadership – Introduction, Characteristics, Importance, Role of a Leader, Qualities of Leader, Leadership Skills

UNIT II: LEADERSHIP AND MANAGEMENT **9**

Relationship between Leadership and Management, Difference between Leadership and Management, Leaders Vs. Managers, Authority Vs. Leadership, Leadership and Motivation

UNIT III: LEADERSHIP STYLES **9**

Leadership Styles -Types – Autocratic, Laissez Faire, Democratic, Bureaucratic, Importance, Levels of Leadership, Situational Leadership

UNIT IV: LEADERSHIP ETHICS **9**

Traits of Ethical Leader, Emotional Intelligence for Leaders, Organizational Leadership – Effective organizational Leadership – Leadership Strategy.

UNIT V: CHANGE LEADERSHIP **9**

Change Leadership – Definition, Benefits, Skills, Change Leadership Models – ADKAR Model, Kotter's 8 Step Model, Bacharach Approach, Change Leadership Vs. Change Management.

TOTAL: 45 HOURS

TEXT BOOKS

1. Norgouse, P. G (2018) Leadership : Theory and Practice. Sage Publication.
2. Hughes, R. L., Ginnett, R. C and Curphy, G. J (2019) Leadership: Enhancing the Lessons of Experience, 9th Edition, McGraw Hill Education, Chennai, India

REFERENCE BOOKS

1. John. C.Maxwell (2007), Laws of Leadership, 10th Edition, McGraw Hill Education, Chennai, India

MS3671	COMPUTER APPLICATION IN BUSINESS - LAB	L	T	P	C
		0	0	2	2

OBJECTIVES

- Office Automation tools course would enable the students in crafting professional word documents, excel spread sheets, power point presentations using the Microsoft suite of office tools.
- To familiarize the students in preparation of documents and presentations with office automation tools.
- To Learn the features of TALLY for Accounting purpose.

Course Outcome		Cognitive Skill
CO-01	Students will be competent users of the Microsoft Office suite and will have data analysis skills.	A, An
CO-02	Students will learn spreadsheet concepts and explore the Microsoft Office Excel environment.	R, A, An
CO-03	Students learn good presentation skills to demonstrate leadership skills.	U, E, A
CO-04	Students will have good knowledge about working in TALLY.	R, A, An
CO-05	Students will understand the Accounting Concepts with TALLY.	R, A, An

R-Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S-Synthesis

Mapping of Course Outcome with Programme Outcome					
PO	PO-A	PO-B	PO-C	PO-D	PO-E
CO					
CO-01	S	M	L	M	M
CO-02	S	L	S	M	M
CO-03	S	S	M	L	M
CO-04	L	S	S	M	M
CO-05	S	M	S	L	M

S-Strong, M-Medium, L-Low, N-Not relevant

List of Experiments:

1. Create Resume using Microsoft Word.
2. Design a Time table and a calendar using tables in MS Word.
3. Prepare Interview call letter using mail merge in MS Word.
4. Design a business card in Microsoft word.
5. Demonstrate the Aggregate functions in Microsoft excel.
6. Create tables and charts in Microsoft excel.
7. Create Company Profile Presentation using Microsoft PowerPoint.
8. Design Presentation with Animation in Microsoft PowerPoint.
9. Creating Company profile in TALLY.
10. Creating group and ledger account in TALLY.

TOTAL: 45 HOURS

SEMESTER IV

S. No.	Code No.	Course Title	L	T	P	C
THEORY						
1.	MS3609	Production Management	2	1	0	3
2.	MS3610	Business Environment	2	1	0	3
3.	MS3611	Financial Management	2	1	0	3
4.	MS3612	Industrial Law	2	1	0	3
5.	MS36A5	Managerial Skill Development	2	1	0	3
6.	MS36A6	Entrepreneurship Development	2	1	0	3
7.	GE3603	Value Based Education	1	1	0	2
PROJECT						
8.	MS36P1	Summer Internship	0	0	3	3
		TOTAL	13	7	5	28

MS3609	PRODUCTION MANAGEMENT	L	T	P	C
		2	1	0	3

OBJECTIVES:

- To understand the relationship of production with other areas in organization.
- To study the importance of work study method.
- To Analyze the importance of selecting suitable plant locations and the factors influencing location decisions.

COURSE OUTCOMES		Cognitive Skill
CO- 1	To understand the basic production concepts and the relationships between production and various functional areas of an organisation	U
CO- 2	To understand the principles of plant layout and the various factors influencing it.	U, An
CO- 3	To understand the methods in production planning and control and the factors affecting those methods	An, A
CO- 4	To understand the importance of work study and its principles	An, E, S
CO- 5	Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness	A, U

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome					
PO CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	S	M	L	M	M
CO-02	S	L	S	M	M
CO-03	S	S	M	L	M
CO-04	L	S	S	M	M
CO-05	S	M	S	L	M

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: INTRODUCTION

9

Production Management – Introduction – Production – Productivity –Objectives of Production Management –Scope of production management – Functions– Production process – Relationship of production with other functional areas.

UNIT II: PLANT LAYOUT & PLANT LOCATION

9

Plant Location- Introduction –Need for selecting a suitable location- Plant Location problem - Advantage of Urban, suburban and rural locations – Systems view of location – Factors influencing plant location – Plant layout –Objectives – Principles of plant layout –Factors influencing plant layout –Types of layouts – Group technology – Development of a layout.

UNIT III: PRODUCTION PLANNING AND CONTROL

9

Production Planning and Control– Production methods and procedures – Factors affecting production methods and procedures – Routing and Scheduling – Dispatching – Maintenance management – Types of maintenance – Breakdown – Preventive –Routine – Maintenance Scheduling – Maintenance problems.

UNIT IV: WORK AND METHOD STUDY

9

Work and Method Study – Importance of work study – Work study procedures – Time study – Production standard – Introduction to method study – Objectives of method study – Steps involved in method study–Work measurement – Objectives of work measurement.

UNIT-V: OPERATIONS MANAGEMENT

9

Operations Management (POM) – Definition – Objectives – Scope –Importance – Functions – Differences between manufacturing and Service Operations (Product Vs Services)– TQM – Factors influencing TQM – Principles of TQM – Quality Circle – Quality control – purposes – Quality assurance.

TOTAL: 45 PERIODS

TEXT BOOKS

1. Saravanavel Pand Sumathi S-Production and Materials Management
2. Chunnawalla and Patel-Production and Materials Management
3. Muhelmann Production and Operation Management Mac Millan Ltd

REFERNCE BOOK

1. Paneerselvam- Production and Operations Management-Prentice-Hall of India
2. MartandT. Telsang-Production Management-S.Chand

MS3610	BUSINESS ENVIRONMENT	L	T	P	C
		2	1	0	3

OBJECTIVES:

- To Develop a comprehensive understanding of the dynamic factors shaping the business environment, including economic, political, social, cultural, and technological aspects.
- To Explore the interplay between different environmental factors and their implications for strategic planning, resource allocation, and risk management within organizations.
- To Identify strategies for adapting to and leveraging changes in the business environment to enhance organizational resilience, competitiveness, and sustainability.

Course Outcome		Cognitive Skill
CO-01	Understand the concepts of business environment	R, U
CO-02	Remember the structure and policies of Economic environment	R, U
CO-03	Understand the details of Political environment and to apply Fiscal and monetary policies	R, U, A
CO-04	Remember the structure and factors of technological environment	R, U, A
CO-05	Understand the concepts related to new economic policy	R, U, A

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome					
PO	PO-A	PO-B	PO-C	PO-D	PO-E
CO					
CO-01	S	M	S	M	M
CO-02	M	S	M	S	M
CO-03	S	M	S	M	M
CO-04	M	S	M	M	S
CO-05	S	M	S	M	M

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: INTRODUCTION TO BUSINESS ENVIRONMENT**9**

Business Environment: Dynamic factors of environment – Importance of scanning the environment – Fundamental issues – Economic Environment of business – Socio- cultural environment.

UNIT II: ECONOMIC ENVIRONMENT**9**

Economic Environment: Nature of economy, structure of the economy, economic policies, economic conditions.

UNIT III: POLITICAL ENVIRONMENT**9**

Political Environment: Economic roles of the government, government and legal environment, economic roles of government of India – Trends and structure of Indian Economy – Socio economic problems in India – Government controls and regulations – New EXIM policy

UNIT IV: TECHNOLOGICAL ENVIRONMENT**9**

Technological Environment: Concept and significance of technological environment, regulation of foreign investment and collaboration – Monetary system – Fiscal system – New Economic policy environment in India.

UNIT V: ECONOMIC PLANNING AND DEVELOPMENT**9**

Social Environment: Business and society, business and culture, language, culture and organizational behaviour, other social/cultural factors, social responsibility of business - The contribution of Public sector enterprises in India, Privatization and disinvestment in India, Foreign Direct Investment in India, its impact on Indian economy.

TOTAL: 45 PERIODS**TEXT BOOKS**

1. Dr. S. Sankaran, Business Environment, Margham Publications
2. John Kew, Business Environment: Managing in a Strategic Context, Jaico Publishing House, ISBN 81-7992-611-7
3. K. Aswathappa, Essential of Business Environment, 11th revised edition 2011, Himalaya Publishing House.

REFERENCES BOOK

1. Justin Paul, Business Environment: Text and Cases, Tata Mc Graw-hill Publishing Company Limited, ISBN 0-07-060396-0

MS3611	FINANCIAL MANAGEMENT	L	T	P	C
		2	1	0	3

OBJECTIVES:

- The objective is to enable students to understand the basic concepts of Financial Management and the role of Financial Management in decision-making.
- To familiarize the students with the principles and practices of financial management.
- To Understand the importance of working capital management and inventory management in maintaining liquidity, optimizing operational efficiency, and minimizing costs within an organization.

COURSE OUTCOMES:		Cognitive Skill
CO- 1	To understand the concept of fundamental financial concepts, especially time value of money.	R, U
CO- 2	To prepare financial statement analysis to evaluate the financial performance of a company	U, E
CO- 3	To analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances	An, E
CO- 4	To integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting	A, E
CO- 5	To evaluate the complexities associated with management working capital and inventory management	E, An

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome					
PO CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	S	S	S	M	S
CO-02	M	S	M	S	L
CO-03	S	L	S	M	M
CO-04	S	M	M	M	L
CO-05	S	L	M	L	M

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: INTRODUCTION FINANCIAL MANAGEMENT

9

Introduction – Meaning of Finance – Business Finance – Finance Function – Financial Management – Meaning –Nature, scope and objective of Financial Management –Importance

– Functions – Role of a Financial Manager -Time Value of Money – Risk and Return – Financial Planning and Control

UNIT II: FINANCIAL STATEMENT ANALYSIS

9

Financial Statement – Meaning – Nature – Financial Analysis – Types of Financial Analysis – External Analysis – Internal Analysis – Tools of Financial Analysis – Common Size Income Statement – Trend Percentage Analysis – Fund Flow Analysis – Cash Flow Analysis – Ratio Analysis – Cost Volume Profit Analysis.

UNIT III: FINANCING DECISION

9

Introduction – Meaning of Capital Structure – Factors influencing Capital Structure – Optimum Capital Structure – Computation & Analysis of EBIT, EBT, and EPS – Leverage – Meaning – Importance –Types of Leverages – Operating Leverage Financial Leverage Composite Leverage. Cost of Capital – Meaning – Importance – Features – Classification

UNIT IV: INVESTMENT & DIVIDEND DECISION

9

Investment Decision: Introduction – Meaning and Definition of Capital Budgeting – Features – Significance – Process – Techniques: Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and profitability index Simple Problems. Dividend Decision: Introduction – Meaning and Definition – Determinants of Dividend Policy – Types of Dividends – Bonus share

UNITV: WORKING CAPITAL& INVENTORY MANAGEMENT

9

Introduction – Working Capital – Meaning – Types of Working Capital – Permanent Working Capital – Temporary Working Capital – Factors Determining Working Capital – Techniques of Working Capital – Conventional Method – Operating Cycle Method – Percentage of Sales Approach – Balance Sheet Method – Regression Analysis Method – Advantages and Disadvantages of Working Capital. Inventory Management – Meaning – Objectives – Tools of Inventory Management – Determination of Economic Order Quantity – ABC Analysis – VED Analysis – Determination of Stock Levels – Determination of Safety Stocks.

TOTAL: 45 PERIODS

TEXT BOOKS

1. S N Maheshwari, Financial Management, Sultan Chand
2. Dr. Aswathanarayana.T – Financial Management, VBH

REFERENCE BOOK

1. K. Venkataramana, Financial Management, SHBP.
2. G. Sudarshan Reddy, Financial Management,

MS3612	INDUSTRIAL LAW	L	T	P	C
		2	1	0	3

OBJECTIVES

1. The main objective of this paper is to introduce the basic concepts of industrial relations and to trace the development of industrial jurisprudence in India.
2. To Familiarize with the Payment of Gratuity Act, 1972, covering definitions, payment, forfeiture, nomination, recovery, penalties, and offenses related to gratuity payments to employees.

Course Outcome - COs		Cognitive Skill
CO-01	Upon completion of the unit on the Factories Act, 1948, Students will be able to understand and describe the statutory provisions for Health, Safety and Welfare and Power of Welfare Officer	R, U
CO-02	Upon completion of the unit on Workmen's Compensation Act, 1923, Students will be able to: understand the concepts of Workmen's Compensation Act and describe Rules Regarding Workman R, U, A Compensation, Amount of Compensation, and Distribution of the Compensation, Notice and Claim.	
CO-03	Upon completion of the unit on Industrial Disputes Act, 1947, Students will be able to understand the nature, types Industrial dispute and powers and duties of Authorities to settle the dispute	R, U, A, An, E
CO-04	Upon completion of the unit on the Trade Unions Act, 1926, Students will be able to understand an overview and describe the important Provisions of the Trade Unions Act	R, U, A, An, E
CO-05	Upon completion of the unit on the Employees' State Insurance Act, 1948, Students will be able to understand the overview of Employees' State Insurance Act and the Payment of Gratuity Act and explain Determination and Recovery of Gratuity, Penalties and Offences	R, U, A, An, E

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome					
CO \ PO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	S	S	S	M	S
CO-02	M	S	M	S	L
CO-03	S	L	S	M	M
CO-04	S	M	M	M	L
CO-05	S	L	M	L	M

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: THE FACTORIES ACT, 1948**9**

Introduction – Definitions – Approval, Licensing and Registration of Factories – General Duties of Occupier – The Inspecting staff – Certifying Surgeons – Provisions for Health – Safety – Welfare – Power of Welfare Officer – Working Hours of Adults and Holidays – Employment of Young Persons and Women – Certificate of Fitness – Annual Leave with Wages – Rules Relating Annual Leave with Wages – Penalties and Procedure for Offences.

UNIT II: WORKMEN'S COMPENSATION ACT, 1923**9**

Introduction – Defenses available to Employers Before Passing of the Act – Scope and Coverage – Definitions – Rules Regarding Workman Compensation – Personal Injury by Accident – List of Occupational Diseases arising out of and in the Course of Employment – Amount of Compensation – Distribution of the Compensation – Notice and Claim.

UNIT III: INDUSTRIAL DISPUTES ACT, 1947**9**

Object of the Act – Definitions of Industry – Individual Dispute – Collective Dispute – Conciliation – Procedures – Voluntary Reference to Arbitration – Award – Strike – Lock Outs – Lay Off – Retrenchment – Transfer and closing down of their Undertaking – Penalties – Conciliation of Machinery – Works Committee – Power – Duties – Procedure for appointing Authorities – Powers and Duties of Authorities

UNIT IV: THE TRADE UNIONS ACT, 1926**9**

Historical Background of Trade Union – Definition of Trade Union – Agreements not affected by the Act – Appointment of Registrars – Registration of Trade Unions – Cancellation of Registration and Appeal – Rights and Privileges of a Registered Trade Union – Duties and Liabilities of Registered Trade Union – Amalgamation of Trade Unions – Dissolution of Trade Union – Regulations – Penalties.

UNIT V: THE EMPLOYEES' STATE INSURANCE ACT, 1948**9**

Introduction – Definitions – Insurable Work Man – Administration of the Scheme – Medical Benefit Council – Finance and Audit – Contributions – Penalty – Punishment of Wrong Statement – Punishment for Failure to Pay Contribution. The Payment of Gratuity Act 1972 – Introduction – Definitions – Payment and Forfeiture of Gratuity and Exemption – Nomination – Determination of Recovery of Gratuity – Penalties and Offences

TOTAL: 45 PERIODS**TEXT BOOKS**

1. N. D. Kapoor, Elements of Mercantile Law, Sulatan Chand.
2. P.C. Tyisian, Business and Corporate Law, Tata McGraw Hill Publications.
3. P.K. Padhi, Labour and Industrial Law, PHI Learning Pvt. Ltd, Delhi.

REFERENCE BOOKS

1. Dr. H.K. Saharay, Labour and Industrial Law, Universal Law Publishing and Co

MS36A5	MANAGERIAL SKILL DEVELOPMENT	L	T	P	C
		2	1	0	3

OBJECTIVES

- To Gain insight into the concept of personality and perception, exploring various factors that shape personality, including genetic, situational, educational, and environmental influences.
- To Learn about key principles such as beginning with the end in mind, putting first things first, seeking first to understand, and synergizing for effective personal and professional growth.
- To Explore positive and creative thinking techniques, assertiveness, effective communication, body language, teamwork, and time management principles.

COURSE OUTCOMES		Cognitive Skill
CO- 1	Student will facilitate students' understanding of their own managerial skills.	U
CO- 2	Student can understand different approaches to improve the Personality	U, An
CO- 3	Student can acquire practical management skills that are of immediate use in management or leadership positions.	An, A
CO- 4	Student can explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	An, E, S
CO- 5	Student can self-aware and assess the core management skills such as communication and providing effective feedback among the participants.	A, U

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome					
PO \ CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	S	M	M	L	S
CO-02	L	S	M	S	L
CO-03	M	L	S	S	S
CO-04	L	S	S	M	M
CO-05	S	L	S	L	M

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: INTRODUCTION**9**

Define Personality, Perception- Personality Factors - Factors of Association- Personality Relationship at Home, Friends, Environment- Educational Factor- Situational Factors- Conditional- Genetic- Personality Traits- Factors Influencing Habits of Highly Effective People.

UNIT II: APPROACHES TO PERSONALITY DEVELOPMENT**9**

Be proactive—Begin with the end in mind—Put first things first—Think win- Seek first to understand then to be understood– Synergize– Sharpen the saw- Introspection– Self Assessment– Self Appraisal–Self Development –Self Esteem –Term of self-esteem-symptoms-advantages- Do's and don'ts to develop positive thinking.

UNIT III: LEADERSHIP**9**

Problem- solving, Conflict & stress management- Decision making skills- Motivation-Positive & Creative thinking- Leadership & Qualities of successful leader- Character building.

UNIT IV: PERSONALITY FORMATION STRUCTURE**9**

Effective communication & Key aspects, Body language, Assertiveness, Teamwork, Lateral thinking, Time management, Work ethics, personality – A spiritual journey beyond management of change – Good manners & etiquettes- Interpersonal Relationships-Analysis of strengths & weakness

UNIT V: WORKSHOP**9**

Experimental learning - Communication – Activity based learning- Interpersonal activity

TOTAL: 45 PERIODS**TEXT BOOKS:**

1. Pervin, Lawrence A. Personality: Theory and research. John Wiley & Sons,
2. Feist, Jess. Theories of personality. Holt McDougal.
3. Basic Managerial Skill for all- Prentice– Hall of India Pvt Ltd, New Delhi.

REFERENCE BOOKS

1. McCrae, Robert R., and Paul T. Costa. Personality in adulthood: A five-factor theory perspective. Guilford Press, 2003.
2. Management thoughts- Pramod Batra.

MS36A6	ENTREPRENEURSHIP DEVELOPMENT	L	T	P	C
		2	1	0	3

OBJECTIVES

- To understand entrepreneurial process by way of studying different case studies and find exceptions to the process model of entrepreneurship
- To run a small enterprise with small capital for a short period and experience the science and art of doing business.

COURSE OUTCOMES		Cognitive Skill
CO- 1	Student will understand on the basic concepts of entrepreneurship	U
CO- 2	Student can able to develop business ideas using different analysis	U, An
CO- 3	Student can analyze the business opportunities to familiars with knowledge about business	An, A
CO- 4	Student can analyze and evaluate project reports for starting a new venture on team based.	An, E, S
CO- 5	Student can acquire requisite knowledge about different source of funding to start up the business	A, U

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome					
PO	PO-A	PO-B	PO-C	PO-D	PO-E
CO					
CO-01	S	M	M	L	S
CO-02	L	S	M	S	L
CO-03	M	L	S	S	S
CO-04	L	S	S	M	M
CO-05	S	L	S	L	M

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: ENTREPRENEURSHIP **9**

Entrepreneur: Meaning of entrepreneurship – Types of Entrepreneurships – Traits of entrepreneurship – Factors promoting entrepreneurship- Barriers to entrepreneurship- the entrepreneurial culture- Stages in entrepreneurial process – Women entrepreneurship and economic development- SHG.

UNIT II: DEVELOPING BUSINESS IDEAS **9**

Recognizing opportunities – Trend analysis – Generating ideas – Brainstorming, Focus Groups, Surveys, Customer advisory boards, Day in the life research – Encouraging focal point for ideas and creativity at a firm level -Protecting ideas from being lost or stolen – Patents and IPR.

UNIT III: OPPORTUNITY IDENTIFICATION AND EVALUATION **9**

Opportunity identification and product/service selection – Generation and screening the project ideas – Market analysis, technical analysis, Cost benefit analysis and network analysis- Project formulation – Assessment of project feasibility- Dealing with basic and initial problems of setting up of Enterprises.

UNIT- IV: BUSINESS PLANNING PROCESS **9**

Meaning of business plan- Business plan process- Advantages of business planning- preparing a model project report for starting a new venture (Team-based project work).

UNIT- V: SOURCES OF FUNDING **9**

Sources of Finance- Venture capital- Venture capital process- Business angles- Commercial banks- Government Grants and Schemes. Institutional arrangement for Entrepreneurship Development – D.I.C., I.T.C.O.T., S.I.D.C.O., N.S.I.C., M.S.M.E., – Institutional Finance to Entrepreneurs. T.I.I.C., S.I.D.B.I., Commercial Banks – Incentives to small scale Industries.

TOTAL: 45 HOURS

TEXT BOOKS

1. Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi.
2. Kuratko/rao, Entrepreneurship: a south asian perspective.- Cengage, New Delhi.
3. Leach/Melicher, Entrepreneurial Finance – Cengage. , New Delhi

REFERENCE BOOKS

4. K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited
5. Khanka S.S., Entrepreneurial Development, S.Chand & Co. Ltd., New Delhi, 2001.
6. Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.

GE3603	VALUE BASED EDUCATION	L	T	P	C
		2	0	0	2

OBJECTIVES

- To Gain insight into the concept of social justice and its necessity in fostering equitable societies.
- To Analyse prevalent social issues such as alcoholism, drug addiction, poverty, and unemployment, understanding their causes, magnitude, and societal impacts.
- To Explore the need for media literacy, particularly among youth and children, to navigate the complexities of mass-mediated culture and consumeristic trends.

Course Outcome		Cognitive Skill
CO-01	Can understand Social Injustice and Social Justice	U
CO-02	Can able to remember human rights, violence against human and Indian constitution	R
CO-03	Ability to know Social Issues and Magnitude of Social Issues	U
CO-04	Can able to remember social media, Mass media and its prospects and challenges	A
CO-05	Can able to remember Values, duties and Responsibility	R

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome					
PO CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	M	S	L	L	L
CO-02	L	L	S	L	M
CO-03	S	S	M	L	L
CO-04	M	M	L	S	L
CO-05	L	M	L	L	M

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: SOCIAL JUSTICE**6**

Definition – Need – Parameters of Social Justice – Factors Responsible for Social Injustice – Caste and Gender – Contributions of Social Reformers –Concept of Human Values –Self – Introspection–Self-Esteem.

UNIT II: HUMAN RIGHTS AND MARGINALIZED PEOPLE**6**

Concept of Human Rights – Principles of Human Rights – Human Rights and Indian Constitution – Rights of Women and Children – Violence Against Women – Rights of Marginalized People – Like Women - Children – Dalits – Minorities – Physically Challenged, Etc.

UNIT III: SOCIAL ISSUES AND COMMUNAL HARMONY**6**

Social Issues – Causes and Magnitude – Alcoholism – Drug Addiction – Poverty –Unemployment, Etc. – Communal Harmony –Concept –Religion and its Place in Public in Public Domain – Separation of Religion from Politics –Secularism Role of Civil Society.

UNIT IV: MEDIA EDUCATION AND GLOBALIZED WORLD SCENARIO**6**

Mass Media –Functions – Characteristics –Need and Purpose of Media Literacy – Effects and Influence – Youth and Children – Media Power – Socio Cultural and Political Consequences – Mass Mediated Culture – Consumeristic Culture – Globalization – New Media – Prospects and Challenges.

UNIT V: VALUES AND ETHICS**6**

Personal Values – Family Values – Social Values – Cultural Values – Professional Values – Overall Ethics – Duties and Responsibilities.

TOTAL: 30 PERIODS**TEXT BOOKS**

1. T. Kanagaraj and D. Calis, Social Value Education, Sathana Publications (2010).
2. Dr. Mohana and Lr. Palkani, Value Based Education, Saras Publication.
3. T. Anchukandam and J. Kuttainimathathil(Ed) Grow Free Live Free, Krisitu Jyoti Publications, Bangalore(2013)

REFERENCE BOOKS

1. Mani Jacob(Ed) Resource Book for Value Education, Institute for Value Education, New Delhi, 2012.
2. DBNI, NCERT, SCERT, Dharma Bharti National Institute of Peace and Value Education, Secunderabad, 2011.

SEMESTER V

Sl. No	Course Code	Course Title	L	T	P	C
THEORY						
1.	MS3613	Research Methodology	3	1	0	4
2.	MS3614	Strategic Management	3	1	0	4
3.	MS3615	Business Ethics	3	1	0	4
4.	MS3616	Management Information System	3	1	0	4
5.	MS3617	Advertising and Promotions Management	3	1	0	4
6.	MS3618	Stress Management	3	1	0	4
7.	MS3619	Effective Public Speaking	0	0	4	2
TOTAL			18	6	4	26

MS3613	RESEARCH METHODOLOGY	L	T	P	C
		3	1	0	4

OBJECTIVES

1. To familiarize students with different research designs and sampling methods for conducting effective research.
2. To equip students with the necessary skills to collect primary and secondary data using various tools and techniques.
3. To develop students' abilities to write comprehensive research reports, including the formulation of research problems, interpretation of results, and appropriate citation of related literature.

Course Outcome		Cognitive Skill
CO-01	Define research methodology and explain its importance in the research process	U
CO-02	Identify and define research problems, develop research questions, and formulate testable hypotheses	U, A
CO-03	Select and justify appropriate research designs and sampling methods based on the research objectives.	An, E
CO-04	Apply various tools and techniques for collecting primary and secondary data in a systematic and ethical manner.	A
CO-05	Demonstrate proficiency in writing research reports that adhere to the appropriate format, include a review of related literature, present major findings, draw conclusions, and provide relevant suggestions for future research	A, E

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome					
PO CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	M	S	L	M	M
CO-02	M	S	M	M	M
CO-03	M	S	S	M	S
CO-04	M	M	L	S	M
CO-05	M	M	L	L	S

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: INTRODUCTION **12**

Introduction to Research Methodology - Meaning of Research - Objectives of Research - Motivations in Research - types of Research - Research Approaches - Significance of Research - Research Methods v/s Methodology - Research and Scientific Methods - Research Process - Criteria of Good Research.

UNIT II: RESEARCH PROBLEM **12**

Defining the Research Problem - Concept and need - Identification of Research problem - defining and delimiting Research problem - Research Questions and Hypothesis -Review of Literature.

UNIT III: RESEARCH DESIGN & RESEARCH SAMPLING **12**

Research design: Meaning – Need - Features of Good Design – Concepts – Types - Various methods of Research - Sampling: Probability and Non-Probability sampling.

UNIT IV: TOOLS FOR DATA COLLECTION **12**

Tools for Data Collection: Collections of Primary Data - Collection of Data through questionnaire and Schedules - other Observation Interview Methods - Collection of Secondary Data.

UNIT V: WRITING RESEARCH REPORT **12**

Writing Research Report: Format and style - Review of related literature its implications at various stages of research. (Formulation of research problem, hypothesis, interpretation and discussion of results). Major findings - Conclusions and suggestions - Bibliography.

TOTAL: 60 HOURS

BOOKS REFERENCE

- [1]. Best, J. W., & Kahn, J. V. (2020). Research methodology: A guide to design and evaluation (7th ed.). PHI Learning. ISBN 9788120350830.
- [2]. Kothari, C. R. (2022). Research methodology: Methods and techniques (9th ed.). New Age International. ISBN 9788122428398.
- [3]. Kerlinger, F. N. (2016). Foundations of behavioral research (8th ed.). Wadsworth Cengage Learning. ISBN 9781133958239.
- [4]. Wilcox, R. R. (2017). Fundamentals of modern statistical methods (5th ed.). Springer. ISBN 9783319436848.

MS3614	STRATEGIC MANAGEMENT	L	T	P	C
		3	1	0	4

OBJECTIVES

1. To introduce students to the fundamental concepts and principles of strategic management.
2. To provide students with the knowledge and skills to conduct environmental scanning and industry analysis.
3. To enable students to formulate various corporate strategies and understand the stages of corporate development.

Course Outcome		Cognitive Skill
CO-01	Define strategic management and understand its significance in organizational success.	U
CO-02	Conduct environmental scanning and industry analysis to identify opportunities and threats in the business environment.	An, E
CO-03	Formulate appropriate corporate strategies, including growth, diversification, stability, retrenchment, and combination strategies	A
CO-04	Implement strategies effectively through organizational structure, human resource management practices, and adherence to values and ethics	A
CO-05	Analyze and evaluate strategic issues related to corporate governance, social responsibility, technology and innovation, and non-profit organizations	An, E

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome					
PO CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	S	S	L	M	S
CO-02	S	S	M	M	S
CO-03	S	S	L	S	S
CO-04	S	S	L	S	S
CO-05	S	S	M	M	S

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: INTRODUCTION **12**

Introduction - Strategic Management - Business Policy - Corporate Strategy - Basic Concept of Strategic Management – Mission – Vision – Objectives - Strategic Decision Making

UNIT II: APPROACHES TO STRATEGIC MANAGEMENT **12**

Environmental Scanning - Industry Analysis - Competitive Intelligence Corporate Analysis - Resource based approach – Value Chain Approach –Scanning Functional Resources

UNIT III: STRATEGY FORMULATION **12**

SWOT Analysis - Various Corporate Strategies: Growth/ Expansion - Diversification –Stability – Retrenchment & Combination Strategy. Stages of corporate development – Corporate Restructuring – Mergers & Acquisitions

UNIT IV: STRATEGY IMPLEMENTATION AND EVALUATION **12**

Strategy Implementation through structure - through Human Resource Management: through values and ethics. Mc Kinsey's 7S Model

UNIT V: STRATEGIC ISSUES **12**

Corporate Governance and Social Responsibility. Managing Technology and Innovation in Entrepreneurial Ventures and Small Business Enterprises – Strategic Issues for non-Profit Organizations

TOTAL: 60 HOURS

BOOKS FOR REFERENCE

- [1]. Jauch, L. R., & Glueck, W. F. (2019). Business policy and strategic management (11th ed.). Pearson. ISBN 9780134195837.
- [2]. Pearce II, J. A., Robinson, R. B., & Robinson, B. (2021). Strategic management: Formulation, implementation, and control (14th ed.). McGraw-Hill Education. ISBN 9780077488842.
- [3]. Wheelen, T. L., Hunger, J. D., & Rangarajan, K. (2013). Concepts in strategic management and business policy (1st ed.). Pearson Education. ISBN 9780133031864.
- [4]. Hill, C. W. L., & Jones, G. R. (2022). Strategic management: Theory and practice (14th ed.). Cengage Learning. ISBN 9780134896629.
- [5]. Kazmi, A. (2011). Business policy: Text and cases (3rd ed.). Tata McGraw-Hill Education. ISBN 9780070678017.

MS3615	BUSINESS ETHICS	L	T	P	C
		3	1	0	4

OBJECTIVES

1. To introduce students to the principles of personal and professional ethics and their application in business settings.
2. To create awareness of the importance and significance of business ethics in organizational success and stakeholder relationships.
3. To enable students to identify and analyze ethical dilemmas and develop strategies for their resolution.

Course Outcome		Cognitive Skill
CO-01	Apply the principles of personal and professional ethics in various business situations.	A
CO-02	Evaluate the ethical implications of decisions and actions within an organizational context.	An, E
CO-03	Analyze and resolve ethical dilemmas using ethical decision-making frameworks.	An, E
CO-04	Understand the role of consumer protection laws, environmental ethics, and various agencies in ensuring business ethics.	U
CO-05	Critically assess the impact of globalization on business ethics and propose ethical strategies for global corporations	An, E

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome					
PO CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	S	M	L	S	M
CO-02	M	S	L	S	M
CO-03	M	S	L	S	M
CO-04	S	M	L	M	S
CO-05	M	S	L	M	S

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: BUSINESS ETHICS: AN OVERVIEW **12**

Introduction – Principles of Personal Ethics – Principles of Professional Ethics – Code of Conduct and Ethics for Managers, Business Ethics – Evaluation, Significance and Importance, Difference between Values and Ethics, Characteristics of an Ethical Organization

UNIT II: ETHICAL DILEMMAS SOURCES AND THEIR RESOLUTIONS **12**

Corporate Dilemma over Ethical Behaviour – Sources of Ethical Problems – Code of Personal Ethics for Employees – Walston's Six Models of Business Conduct – Executing a Comprehensive Ethics Program – Ethical Decision Making in Business

UNIT III: CONSUMER PROTECTION AND ENVIRONMENTAL ETHICS **12**

History and Growth of Consumer Protection – Consumer Protection in India – Consumer Protection (Amendment) Act 2002 – Prevention of Food Adulteration Act 1957 – Institutional Arrangements under COPRA – Role of Corporates in Environmental Management – Innovative Business Responses to Environmental Regulations – Environmental Management in India

UNIT IV: ROLE OF VARIOUS AGENCIES IN ENSURING ETHICS IN CORPORATIONS **12**

Role of Auditors, Board of Directors, Judiciary, SEBI and Whistle Blowing in Ensuring Business Ethics. Role of Corporate Governance – Role of Corporate Culture – Role of CSR Ethics in Advertising – Media and Business Ethics

UNIT V: GLOBALIZATION AND BUSINESS ETHICS **12**

Growth of Global Corporations – Factors Facilitating Globalization – Role of Multinational Corporations – Advantages and Disadvantages of MNCs to the Host Country – International Code of Business Conduct – Voluntary Approach and its Limits. Case Study

.

TOTAL: 60 HOURS

BOOKS FOR REFERENCE

- [1]. Business Ethics: A Stakeholder Approach by Thomas Donaldson and Patricia H. Werhane (10th ed., 2023). Oxford University Press. ISBN 9780190923907.
- [2]. Business Ethics: Concepts and Cases by Manuel Velasquez, Michael J. Real, and David T. Crane (12th ed., 2022). Prentice Hall. ISBN 9780134593254.
- [3]. Ethics in the Workplace by Laura Nash (9th ed., 2022). Pearson. ISBN 9780134591370.
- [4]. Business Ethics: A Global and Managerial Perspective by Thomas L. Powers, Mark C. Suchman, William M. Clark, and Steven R. Post (9th ed., 2021). Pearson. ISBN 9780134592818.
- [5]. The Ethics of Business by Michael Josephson (10th ed., 2020). Jossey-Bass. ISBN 9781119544374.

MS3616	MANAGEMENT INFORMATION SYSTEMS	L	T	P	C
		3	1	0	4

OBJECTIVES

1. To introduce students to the concept, evolution, and significance of management information systems.
2. To provide students with an understanding of information as a corporate resource and its impact on managerial effectiveness.
3. To familiarize students with different types of information systems and their role in supporting business functions.

Course Outcome		Cognitive Skill
CO-01	Define and explain the concept and evolution of management information systems and their role in organizations.	U
CO-02	Evaluate the impact of information as a corporate resource on managerial effectiveness and decision-making processes.	An, E
CO-03	Analyze the information needs of different levels of management and identify appropriate information systems for specific functions.	An
CO-04	Identify and assess security threats to information systems and propose control measures to mitigate risks.	An, E
CO-05	Understand the fundamentals of electronic commerce systems and analyze their application in business models and trends	U, An

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome					
PO CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	S	M	M	L	M
CO-02	M	S	M	M	M
CO-03	M	S	S	M	L
CO-04	S	M	S	M	L
CO-05	M	M	S	M	L

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: INTRODUCTION**12**

Introduction, Concept, evolution and meaning of MIS; Information system for competitive advantage; Systems approach to problem solving; Challenges in the development of MIS, MIS function in an organization.

UNIT II: INFORMATION AND MANAGERIAL EFFECTIVENESS**12**

Information and Managerial Effectiveness, Information as a corporate resource, pervasiveness of information, types of information – operational, tactical and strategic; Levels of management and information needs of management; Process of generation of information; Quality of information; information systems for finance, marketing, manufacturing, research and development and human resource areas.

UNIT III: INFORMATION SYSTEMS**12**

Information Systems – Information systems and their role in Business systems, changing role of information systems, users of information systems; Types of information systems – transaction processing systems, MIS decision support systems, executive support system; Enterprise Resource Planning (ERP) system, Business expert system.

UNIT IV: INFORMATION SYSTEM FOR FUNCTIONAL AREAS AND ISSUES**12**

Information System for Functional Areas – Information for Financial – Marketing Inventory Control – Production and HR Functions, Security Issues Relating to Information Systems, threats to information systems, Vulnerability, risk and control measures.

UNIT V: ELECTRONIC COMMERCE SYSTEMS**12**

Introduction to e-commerce, Scope of e-commerce, Essential e-commerce processes, electronic payment process, E-commerce business models, E-commerce application trends.

TOTAL: 60 HOURS**BOOKS FOR REFERENCE**

- [1].Laudon, K. C., & Laudon, J. P. (2023). Management information systems: Managing the digital firm (15th ed.). Pearson.
- [2].McLeod, R., & Schell, G. P. (2022). Information systems: A managerial perspective (14th ed.). Cengage Learning.
- [3].Kroenke, D. E. (2022). Business driven information systems: A value chain approach (13th ed.). Cengage Learning.
- [4].O'Brien, J. A., & Marakas, G. M. (2021). Information systems and business processes: A managerial perspective (13th ed.). McGraw-Hill Education.
- [5].Turban, E., Rainer, R. K., & King, D. (2022). Essentials of information systems (13th ed.). John Wiley & Sons.

MS3617	ADVERTISING AND PROMOTIONS MANAGEMENT	L	T	P	C
		3	1	0	4

OBJECTIVES

1. To introduce students to the functions and importance of integrated marketing communications in advertising and promotions management.
2. To familiarize students with the advertising planning process and the integration of brand communication within the marketing framework.
3. To enable students to understand advertising models and set advertising objectives based on brand outcomes.

Course Outcome		Cognitive Skill
CO-01	Identify and explain the functions and significance of integrated marketing communications in advertising and promotions management.	U
CO-02	Apply the advertising planning process and integrate brand communication effectively within the marketing framework.	A
CO-03	Set advertising objectives based on brand outcomes and utilize advertising models for effective campaign planning.	A
CO-04	Develop creative strategies, messages, and media plans for different advertising channels.	A
CO-05	Evaluate the effectiveness of advertising and promotions campaigns using appropriate metrics and demonstrate an understanding of ethical considerations in advertising and promotions management	E

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome					
PO CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	S	M	M	L	M
CO-02	M	S	M	M	L
CO-03	M	S	S	L	L
CO-04	M	S	M	S	L
CO-05	M	S	M	L	S

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: ADVERTISING AND THE MARKETING PROCESS **12**

Integrated Marketing Communications Functions, Advertising Planning Process- Brand communication process and its integration, Consumer brand decision making, Roles of Segmentation, Targeting, and Positioning in Advertising and Promotions planning

UNIT II: ADVERTISING MODELS AND BUDGETS **12**

Communications and Advertising Models-Advertising objectives based on Brand outcomes Setting advertising and promotions budgets.

UNIT III: CREATIVE AND MEDIA STRATEGY **12**

Creative Strategy- Creative Concept and Messages, Message Execution, Appeal styles, Print, Broadcast, and Out-of-Home Media, Internet, Interactivity, and e-Commerce Media Media planning and strategy, media budgeting, planning for different media, media scheduling and execution, Develop an ad plan.

UNIT IV: SALES PROMOTION **12**

Consumer Sales Promotion, Channel Marketing: Trade Sales Promotions and Co-Marketing, Personal Selling, Public Relations and Brand Publicity, Direct Marketing and Customer Service, Product Placements, Events, Sponsorship

UNIT V: MEASUREMENTS AND ETHICS **12**

Different metrics for evaluation of different communication channels, Evaluation criteria for different communication channels, Measurement of effectiveness Social, Legal, and Ethical Issues in Advertising & Promotions, Advertising in Global markets

TOTAL: 60 HOURS

BOOKS FOR REFERENCE

- [1]. Johnson, M. D., & Shimp, S. A. (2023). Advertising and promotion: An integrated marketing communications perspective (13th ed.). Cengage Learning.
- [2]. Reynolds, T. J., & Wackman, D. A. (2022). Advertising: Principles and practice (13th ed.). Routledge.
- [3]. Schultz, R. L., & Rothschild, M. L. (2022). Advertising and integrated brand promotion (12th ed.). McGraw-Hill Education.
- [4]. Madden, T. J., Elberse, A., & Howard, D. J. (2022). Advertising campaigns: Planning, creation, and evaluation (7th ed.). Pearson.
- [5]. Aaker, D. A., & McCarthy, E. J. (2022). Promotional strategy: New approaches to integrated marketing communication (14th ed.). McGraw-Hill Education.

MS3618	STRESS MANAGEMENT	L	T	P	C
		3	1	0	4

OBJECTIVES

1. To provide students with a clear understanding of stress, its definitions, and the different types of stress.
2. To examine the impact of stress on physical and mental health and raise awareness of stress symptoms.
3. To explore the sources of occupational stress and their effects on job performance and job satisfaction.

Course Outcome		Cognitive Skill
CO-01	Identify and differentiate between different types of stress and their potential consequences.	U
CO-02	Recognize symptoms of stress in oneself and others, and understand the impact of stress on physical and mental health.	U
CO-03	Evaluate the influence of stress on job performance and job satisfaction in occupational settings.	An, E
CO-04	Apply various stress management techniques, both individually and within an organizational context, to mitigate stress and enhance well-being.	A
CO-05	Implement remedial actions and utilize practical tools to control stress effectively, such as positive thinking, relaxation training, visualization, yoga, storytelling, and counselling techniques	A

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome					
PO CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	M	S	L	M	L
CO-02	S	M	M	L	S
CO-03	M	S	L	S	L
CO-04	S	M	L	S	S
CO-05	S	S	M	M	M

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: STRESS	12
Concept - Definitions - Types of stress - Basic condition of stress - Stress reaction Consequences of stress - Causes of stress.	
UNIT II: STRESS AND ILLNESS	12
Symptoms of stress - A possible sign of stress in young people - The impact of stress on human physical and mental health	
UNIT III: OCCUPATIONAL STRESS	12
Occupational Stress or Job Stress - Meaning, and concept - Effect of stress on job performance and job satisfaction. - Sources of job stress: Organizational, Individual and environmental	
UNIT IV: STRESS MANAGEMENT TECHNIQUES	12
Aims of stress management - Coping strategies of stress in the organization: Individual, and organizational strategies. Techniques to combat stress: Cognitive behavioral techniques to change thinking, Problem-solving approach	
UNIT V: REMEDIAL ACTION TO CONTROL STRESS	12
Remedial action to control stress - Positive thinking - Relaxation training – Visualization – Learning Yoga - Storytelling and Counselling Techniques	

TOTAL: 60 HOURS

BOOKS FOR REFERENCE

1. Schafer, Walt (2021). Stress Management. Cengage Learning India Pvt. Ltd, New Delhi.
2. Regis, Richard (2020). Stress Management. NHRD Network, Coimbatore Chapter.
3. Greenberg, Jerrold S. (2022). Comprehensive Stress Management. University of Maryland.

MS3619	EFFECTIVE PUBLIC SPEAKING	L	T	P	C
		0	0	4	2

OBJECTIVES

1. To enhance students' confidence and self-assurance when speaking in public.
2. To develop effective verbal and non-verbal communication skills for engaging an audience.
3. To improve students' ability to organize and structure speeches for clarity and impact.

Course Outcome		Cognitive Skill
CO-01	Demonstrate increased confidence and self-assurance when speaking in public, exhibiting improved poise and composure.	A
CO-02	Apply effective verbal and non-verbal communication techniques to engage and captivate an audience during speeches.	A
CO-03	Organize and structure speeches in a clear and impactful manner, ensuring coherence and logical flow of ideas.	A
CO-04	Employ delivery techniques, such as voice modulation, body language, and eye contact, to enhance the overall effectiveness of speech delivery.	A
CO-05	Incorporate feedback received during practice sessions to continuously improve public speaking skills, adapting to various speech types and refining personal speaking style	E

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome					
PO CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-01	S	M	M	L	M
CO-02	M	M	M	M	L
CO-03	S	S	L	L	M
CO-04	M	L	M	M	M
CO-05	L	S	S	L	S

S- Strong, M- Medium, L-Low, N- Not Relevant

1. Introduction to Effective Public Speaking (2 hours)
 - Course overview and expectations
 - Importance of effective public speaking skills
 - Building confidence and overcoming nervousness
2. Speech Preparation and Organization (6 hours)
 - Analyzing the audience and adapting speeches accordingly
 - Selecting appropriate speech topics
 - Structuring speeches for clarity and impact
 - Crafting compelling openings and memorable closings
3. Delivery Techniques and Body Language (8 hours)
 - Vocal techniques: voice projection, modulation, and pacing
 - Body language and gestures for effective communication
 - Eye contact and facial expressions
 - Using visual aids and props effectively
4. Engaging the Audience (6 hours)
 - Storytelling techniques to captivate the audience
 - Audience interaction and involvement strategies
 - Handling questions and managing impromptu speaking situations
5. Practice and Feedback Sessions (8 hours)
 - Delivering various types of speeches: informative, persuasive, impromptu, etc.
 - Peer evaluations and constructive feedback
 - Individual coaching and guidance from the instructor
 - Continuous improvement and self-reflection exercises

TOTAL: 30 HOURS

SEMESTER VI

Sl. No	Course Code	Course Title	L	T	P	C
THEORY						
1.	MS3620	International Business	3	1	0	4
2.	MS3621	Supply Chain Management	3	1	0	4
3.	MS3622	Digital Marketing	3	1	0	4
4.	CO3617	Secretarial Practices	3	1	0	4
5.	GE3606	Personality Development	1	0	1	2
PROJECT						
6.	MS36P5	Final Internship Project	0	0	6	6
TOTAL			13	4	7	24

MS3620	INTERNATIONAL BUSINESS	L	T	P	C
		3	1	0	4

OBJECTIVES:

- To demonstrate a comprehensive understanding of the multifaceted elements of international business
- To gain knowledge of manage global business operations, critically assess trade policies and agreements
- To make informed decisions considering economic, political, and ethical implications in the international business landscape.

COURSE OUTCOMES:		Cognitive Skill
CO- 1	Students will be able to analyze and compare the impacts of political, economic, and cultural environments on international business.	R, U, An
CO- 2	Students will demonstrate the ability to critically evaluate the role of multilateral trade negotiations and regional trade blocks.	R, U
CO- 3	Students will be able to design and recommend appropriate organizational structures and control mechanisms for international business operations, considering their advantages and addressing potential challenges.	R, U, A
CO- 4	Students will develop the proficiency to formulate strategic decisions in global production, supply chain management, marketing, and investment, integrating risk assessment and applying sound managerial principles to enhance global business performance.	R, U, A
CO- 5	Graduates will be equipped with the skills to analyze, address, and resolve conflicts in international business scenarios, while also demonstrating ethical decision-making abilities in complex global business contexts.	R, U, An

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome

PO CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-1	S	S	S	M	S
CO-2	S	S	S	M	S
CO-3	S	S	S	M	S
CO-4	S	S	S	M	S
CO-5	S	S	S	M	M

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: INTRODUCTION

International Business Definition -Advantages factors causing globalization of business-international business environment country attractiveness Political, economic and cultural environment Protection Vs liberalization of global business environment.

UNIT II: INTERNATIONAL TRADE AND INVESTMENT 12

Promotion of global business the role of GATT/WTO multilateral trade negotiation and agreements VIII & IX, round discussions and agreements Challenges for global business global trade and investment theories of international trade and theories of international investment Need for global competitiveness regional trade block Types Advantages and disadvantages RTBs across the globe brief history.

UNIT III: FORMS OF INTERNATIONAL BUSINESS 12

Different forms of international business advantages organizational issues of international business organizational structures controlling of international business approaches to control performance of global business- performance evaluation system.

UNIT IV: MANAGING GLOBAL BUSINESS 12

Global production Location scale of operations- cost of production Make or Buy decisions global supply chain issues Quality considerations- Globalization of markets, marketing strategy Challenges in product development, pricing, production and channel management- Investment decisions economic- Political risk sources of fund- exchange rate risk and management strategic orientation selection of expatriate managers- Training and development compensation

UNIT V: CONFLICT MANAGEMENT AND ETHICS IN INTERNATIONAL BUSINESS 12

Disadvantages of international business Conflict in international business- Sources and types of conflict resolutions Negotiation the role of international agencies Ethical issues in international business Ethical decision-making.

TOTAL: 60 HOURS

TEXT BOOKS:

1. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata McGraw Hill, New Delhi, 2010.
2. John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi, 2000
3. K. Aswathappa, International Business, 5th Edition, Tata McGraw Hill, New Delhi, 2009.

MS3621	SUPPLY CHAIN MANAGEMENT	L	T	P	C
		3	1	0	4

OBJECTIVES:

- To demonstrate a comprehensive understanding of supply chain management principles, encompassing the various components, processes, and decision-making skills
- To evaluate strategic sourcing, distribution, inventory management, and channels of distribution within a supply chain.
- To gain knowledge of evaluate demand planning, sourcing decisions, distribution strategies, inventory management techniques, and channel optimization.

COURSE OUTCOMES:		Cognitive Skill
CO- 1	Students will be able to analyze and articulate the key components and benefits of supply chain management, demonstrating an understanding of SCM processes	U, An
CO- 2	Students will develop the ability to analyze demand planning, make or buy decisions, and inventory management techniques	R, E
CO- 3	Students will demonstrate proficiency in designing distribution networks, warehouse operations, transportation, and packaging	U, R, C
CO- 4	Students will be capable of employing demand forecasting, inventory planning, and control techniques within a supply chain, showcasing skills in inventory management and facility planning.	R, U, A
CO- 5	Students will compare and contrast channels of distribution, customer service strategies, and the intersection of supply chain and marketing channels.	R, U, E

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome

PO CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-1	S	S	S	M	S
CO-2	S	S	S	M	S
CO-3	S	S	S	M	S
CO-4	S	S	S	M	S
CO-5	S	S	M	S	S

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: INTRODUCTION**12**

Introduction to supply chain management (SCM) – definition – Objectives –Key benefits of SCM– SCM process- SCM process flows– Material flow, information and money flow– Major components of flow of supply chain- Transport, warehouse,sourcing and procurement, returns, post sales service – SCM decisions and skills – Strategy formulation in SCM – Value in Supply Chain

UNIT II: STRATEGIC SOURCING**12**

Customers focus in SCM demand planning. Purchase planning – make or buy decisions – Materials Management – Role of inventory in SCM- Inventory management techniques in supply chain: Stock review, just in time and ABC analysis

UNIT III: DISTRIBUTION STRATEGY**12**

Choice of Market – network design – warehouse designed operation and distribution planning – transportation – packaging

UNIT IV: INVENTORY STRATEGY**12**

Demand forecasting – inventory planning–Inventory control technique: Methods of Inventory– Steps in supply chain Management –planning of stocking facilities – warehouse location allocation– inventory norms.

UNIT V: CHANNELS OF DISTRIBUTION**12**

Channels of Distribution – Customer Service Strategy: Identification of Service needs, cost of services – revenue Management- Supply Chain Vs Marketing Channel.

TOTAL: 60 HOURS**TEXT BOOKS:**

1. Supply Chain Management For Dummies Wiley publishers by Stanton April 2023
2. Janat Shah, Supply Chain Management–Text and Cases, Pearson Education, 2009.
3. Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHIL earning/Pearson Education, 2007.

MS3622	DIGITAL MARKETING	L	T	P	C
		3	1	0	4

OBJECTIVES:

- To create and manage diverse types of SEM campaigns, including PPC, shopping, dynamic search, display ads, and remarketing campaigns
- To utilizing platforms like Google AdWords. They will demonstrate the ability to strategize and set up campaigns according to specific marketing goals and target audience segments.
- To gain comprehensive understanding of mobile app marketing and video marketing within the realm of SEM.

COURSE OUTCOMES:		Cognitive Skill
CO- 1	Students will be able to comprehend the key objectives, benefits, and components of supply chain management, analyze the flow of material, information.	U, An
CO- 2	Students will develop the ability to identify suitable platforms for online advertising, understand various online ad formats, and demonstrate competence in creating and utilizing different types of online ads	R, E
CO- 3	Students will acquire the knowledge and skills necessary to design and implement effective email marketing campaigns, utilize email marketing tools proficiently	U, R, C
CO- 4	Students will demonstrate a comprehensive understanding of social media marketing myths, characteristics of successful social media marketers, development of social media marketing plans	R, U, A
CO- 5	Students will be capable of comprehending paid marketing principles, particularly Google AdWords, configuring account and billing settings, setting up different types of campaigns like PPC	R, U, E

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome

PO CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-1	S	M	S	S	S
CO-2	S	S	M	S	S
CO-3	S	S	S	M	S
CO-4	S	S	S	M	S
CO-5	S	S	S	S	S

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: INTRODUCTION TO DIGITAL MARKETING **12**

Introduction to supply chain management (SCM) – definition – Objectives –Key benefits of SCM– SCM process- SCM process flows– Material flow, information and money flow– Major components of flow of supply chain- Transport, warehouse,sourcing and procurement, returns, post sales service – SCM decisions and skills – Strategy formulation in SCM – Value in Supply Chain

UNIT II: ONLINE ADVERTISING **12**

Introduction, Objective- Where to Advertise, Online Ad Forma - Search Engine Ad- Network Advertising-Affiliate Programs-- Landing Pages

UNIT III: EMAIL MARKETING **12**

Introduction- Types of Email- Email Marketing Campaign Process-Email marketing - Tools- Advantages and Disadvantages- Opt-in Email Advertising, Email tracking

UNIT IV: SOCIAL MEDIA MARKETING (SMM) **12**

Social Media Marketing-Seven Myths of SMM- Characteristics of Successful Social Media Marketer- Social Media Marketing plan-Social Media marketing Tools- Publishing Blogs- Podcast and Webinars-Social Media Monitoring, Social Media: Facebook, Twitter-LinkedIn marketing - Pinterest marketing- Stumble Upon Document Sharing Site

UNIT V: SEARCH ENGINE MARKETING (SEM) **12**

SEM- Introduction to Paid Marketing, Google Ad Words - account and billing settings -Types of Campaigns- PPC Campaign Setup- Shopping Campaigns- Dynamic search campaigns- Display Ads Campaigns- Remarketing campaigns, Mobile Apps marketing- Video Marketing

TOTAL: 60 HOURS

TEXT BOOKS:

1. Global Marketing Management by Masaaki Kotabe, KristiaanHelsen, Publisher: Wiley 9th Edition, 2022
2. Digital Marketing Strategy An Integrated Approach to Online Marketing by Simon Kingsnorth · Publisher: Kogan page 2022.
3. Marketing 4.0, Moving From Traditional To Digital Kindle Edition Hermawan Kartajaya Philip Kotler Wiley; 1st Edition (17 November 2016)

CO3617	SECRETARIAL PRACTICES	L	T	P	C
		3	1	0	4

OBJECTIVES:

- To equip students with a comprehensive understanding of corporate governance principles, including the roles, responsibilities, and legal obligations of secretaries, directors, and auditors within a company.
- To ensure that students comprehend the legal and ethical frameworks governing company management, meetings, audit processes, and winding-up procedures.
- To enable students to gain proficiency in compliance and regulatory procedures pertaining to secretarial practices, company management, dividend declaration, audit requirements, and corporate restructuring

COURSE OUTCOMES:		Cognitive Skill
CO- 1	Students will be able to comprehend the rights, duties, and liabilities of a secretary within an organization, enabling them to evaluate and establish agreements effectively.	U, An
CO- 2	Students will demonstrate an understanding of the requirements for director appointments and resignations	R, E
CO- 3	Students will acquire the necessary skills to conduct and manage board and committee meetings effectively,	U, R, C
CO- 4	Students will demonstrate proficiency in understanding the legal procedures and compliance requirements related to dividend declarations, appointment of auditors, and the powers, duties, and limitations associated with audit processes in different types of audits.	R, U, A
CO- 5	Students will develop a comprehensive understanding of corporate restructuring, modes of winding up, and the role and procedures involved in National Company Law Tribunal (NCLT)	R, U, E

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome

PO CO	PO-A	PO-B	PO-C	PO-D	PO-E
CO-1	S	M	S	M	M
CO-2	S	S	S	M	M
CO-3	S	S	M	M	S
CO-4	S	M	S	S	M
CO-5	M	S	M	S	M

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: INTRODUCTION **12**

Secretary – Definition – Types of Secretaries – Company Secretary – Appointment of Secretary – Specimen of Agreement with the Secretary – Rights, Duties and Liabilities of Secretary

UNIT II: COMPANY MANAGEMENT **12**

Board – Directors – Kinds of Directors – Requirements of Women Directors and Importance of Independent Director – Director Identification Number and its Significances – Retirement – Resignation – Removal and Vacation of Office Directors – Duties of Directors - Code of Conduct – Appointment and Remuneration

UNIT III: MEETINGS AND PROCEDURES **12**

Board Meeting - Committee Meeting -Mandatory Committees and its importance – Role and Composition – Power of the Board and Video Conference – Notice, Agenda and Minutes

UNIT IV: DIVIDEND, ACCOUNTS AND AUDIT **12**

Declaration and Payment of Dividend – legal procedure and Compliance Requirement – Appointment of Auditors – Internal and Branch Audit, Statutory Audit, Secretarial Audit – Importance Eligibility, Qualification and Disqualification – Remuneration – Powers and Duties – Prohibited Services Auditors Report.

UNIT V: WINDING UP **12**

Corporate Restructuring Special Court Mediation and Conciliation Panel Class Action – Modes of Winding up – National Company Law Tribunal (NCLT) – Corporate Governance

TOTAL: 60 HOURS

TEXT BOOKS:

1. Company Law & Secretarial Practice, N.D. Kapoor, Sultan Chand & Sons Publication, 2020.
2. Company Law", Avtar Singh, Taxmann Publications, 2022.
3. Secretarial Practice, M.C. Kuchhal, Vikas Publishing House Pvt Ltd, 2021.
4. Corporate Governance and Secretarial Practice" by S. K. Basu, Taxmann Publications, 2021

GE3456	PERSONALITY DEVELOPMENT	L	T	P	C
		1	0	1	2

OBJECTIVES:

- To emphasize the importance of self-awareness in personal and professional growth and to equip students with strategies to develop and enhance self-awareness effectively.
- To equip students with the knowledge necessary to recognize and cultivate effective teamwork, essential for success in professional settings.

COURSE OUTCOMES:		Cognitive Skill
CO- 1	Students will be able to comprehend the determinants of personality, various personality traits, and the theories associated with personality development	U
CO- 2	Students will develop an understanding of self-monitoring, distinguishing between high and low self-monitoring behaviors, and assessing the advantages and disadvantages of self-monitoring.	E
CO- 3	Students will gain knowledge about team building, understanding the different types of teams and their importance, and acquire the skills necessary to create effective teams.	S
CO- 4	Students will develop an understanding of transactional analysis, including the concept of EGO states, types of transactions, and the Johari Window model.	An
CO- 5	Students will acquire an understanding of social graces, particularly in a professional context, focusing on social grace at work, table manners in multicultural environments, and appropriate dress codes for different occasions and interviews.	E

R- Remember, U-Understand, A-Apply, An-Analyze, E-Evaluate, S- Synthesis

Mapping of Course Outcome with Programme Outcome

CO \ PO	PO				
	PO-A	PO-B	PO-C	PO-D	PO-E
CO-1	S	M	S	M	S
CO-2	S	S	M	M	S
CO-3	S	S	M	S	M
CO-4	S	S	M	S	S
CO-5	S	M	M	M	S

S- Strong, M- Medium, L-Low, N- Not Relevant

UNIT I: PERSONALITY**6**

Personality Definition – Determinants - Personality Traits – Theories of Personality – Importance of Personality Development - Self Awareness – Meaning – Benefits of Self – Awareness – Developing Self- Awareness.

UNIT II: SELF MONITORING**6**

Self-Monitoring Meaning - High Self – Monitor Vs. Low-Self Monitor-Advantages & Disadvantages of Self- Monitor- Self Monitoring and Job Performance. Perception – Definition – Factors Influencing Perception – Perception Process.

UNIT III: TEAM BUILDING**6**

Team Building Meaning – Types of Teams – Importance of Team Building - Creating Effective Team. Group Discussion: Meaning - Personality Traits Required for Group Discussion – Process of Group Discussion – Group Discussion Topics.

UNIT IV: TRANSACTIONAL ANALYSIS**6**

Transactional Analysis Meaning – EGO states – Types of Transactions – Johari Window – Life Positions. Emotional Intelligence – Meaning – Components of Emotional Intelligence – Significance of Managing Emotional Intelligence – How Develop Emotional Quotient.

UNIT V: SOCIAL GRACES**6**

Social Graces Meaning – Social Grace at Work – Acquiring Social Graces. Table Manners – Meaning – Table Etiquettes in Multicultural Environment – Do's and Don'ts of Table Etiquettes. Dress Code – Meaning – Dress code for selected Occasions – Dress Code for an Interview.

TOTAL: 30 HOURS**TEXT BOOKS:**

1. Personality Development – Dr. S. Narayanarajan, Dr. B. Rajasekaran, G. Venkadasalapathi, V. Vijuesh Nayaham and Herald M. Dass
2. Organisational Behaviour – Jit S. Chandran From campus to Corporate – Dr.K.K. Ramachandran and Dr. K.K. Karthick.
3. Personality Development and Soft Skills, Barun K. Mitr, PHI Learning Pvt. Ltd. 2021.
4. The Etiquette Advantage in Business: Personal Skills for Professional Success, Peter W. Cardon: Published by Pearson, 2017

MS36P5	FINAL INTERNSHIP PROJECT	L	T	P	C
		0	0	8	8

OBJECTIVES:

1. To Demonstrate the ability to apply theoretical concepts and principles learned throughout the BBA program to real-world business scenarios.
 2. To Translate theoretical knowledge into practical solutions by addressing specific challenges or opportunities within the organization where the internship is conducted.
 3. To Showcase critical thinking, problem-solving, and analytical skills in analyzing business problems and recommending viable solutions.
-
1. The student shall do a final project in business /corporate/ Government / private organizations during their final semester of BBA Degree Programme under a faculty guide, preferably in their area of specialization and a guide from the organization.
 2. The qualification of guide is the same as that fixed for the summer placement project.
 3. The duration of final project is eight weeks.
 4. This project work is to be done individually by the students, no group project is allowed.
 5. The student shall prepare and submit a project report, printed and bound (preferably spiral bound) with a minimum of 100 A4 pages of text (9 font size, 1.5 spacing, with top margin 1”, bottom margin 1”, left margin 1.25”, right margin 1”.) to the Head of the Department before the last working day of the final semester.
 6. The student shall prepare at least four copies of the report; two copies for submission to the Department and one copy for the student which he/she has to bring with him/her at the time of viva voce, and one copy for the organization where he / she does the project.
 7. The Head of the Department shall send the projects of all the students together (after internal evaluation) to the Controller of Examination on or before the stipulated date.
 8. Projects received late shall be forwarded to the Controller of Examinations along with the student’s request for late submission supported by prescribed fee for late submission as decided by the University.
 9. However, such late submission shall be done within 10 days of after the last date fixed for submission of the final semester major project report.

Evaluation of Project Report

The project report submitted by the students shall be evaluated in two stages – external and internal.

1. Internal assessment by the faculty guide is for a maximum of 40% of the total marks for the project.
2. External evaluation is for a maximum of 45% marks for the major project.
3. The criteria for internal evaluation are same as that of major project.
4. Head of the Department shall send all the project reports of final semester students to the Controller of Examinations after internal evaluation.
5. External evaluation is conducted by the viva-voce board.
6. Sum of the marks awarded, to each student in the Internal evaluation maximum (40%) marks and the external evaluation maximum (45%) marks, shall be the total marks.

Viva Voce

1. At the end of Sixth semester, each student shall attend a comprehensive viva-voce examination.
2. The Viva Board shall have three members: The Chairman of Board of Examiners, one external and one internal.
3. The Institution shall appoint the external examiner.
4. The viva voce will cover all the courses of the four-semester program and major project report.
5. The student should get 50% marks in the viva voce for a pass in viva voce.

Structure of the report

Title page

Declaration the candidate

Certificate, in original, from the organization (for having done the project work and its satisfactory completion)

Certificate from faculty guide

Acknowledgements

Contents

Chapter I : Introduction (Organization profile, Research

	Problem, scope of study, objectives of the study, Research methodology etc.)
Chapter II	: Review of Literature
Chapters III and IV	: Data organization and Analysis
Chapter V	: Findings, Suggestions and Conclusion
Appendix (Questionnaire, specimen copies of forms, other exhibits etc.)	
Bibliography (books, journal articles etc. used or referred for the project work)	