



Criterion 1 – Curricular Aspects

| | | |
|----------------------|-------|--|
| Key Indicator | 1.1 | Curriculum Design and Development |
| Metric | 1.1.3 | Average percentage of courses having focus on employability/ entrepreneurship/ skill Development offered by the Department of Management Studies |

DEPARTMENT OF MANAGEMENT STUDIES

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

1. List of courses for the programmes in order of

| S. No. | Programme Name |
|---------------|---|
| 1. | Bachelor of Business Administration (BBA) |
| 2. | BBA (Hospitality Management)(|
| 3. | BBA (Logistics & Supply Chain Management) |
| 4. | Master of Business Administration – MBA |
| 5. | BBA (Digital Marketing) |

2. Syllabus of the courses as per the list.

| | | | |
|----------|---|---|-------------------|
| Legend : | Words highlighted with Blue Color | - | Entrepreneurship |
| | Words highlighted with Red Color | - | Employability |
| | Words highlighted with Green Color | - | Skill Development |

1.LIST OF COURSES

| Name of the Course | Course Code | Year of Introduction | Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development |
|---|-------------|----------------------|--|
| M.B.A (Full Time) 2023 -24 ACADEMIC YEAR | | | |
| Principles of Management | YBA101 | 2018-19 | Employability |
| Organizational Behaviour | YBA102 | 2018-19 | Employability |
| Economic Analysis and Business Environment | YBA103 | 2018-19 | Employability & Skill Development |
| Accounting for Managers | YBA104 | 2018-19 | Employability |
| Business Mathematics and Statistics | YBA105 | 2018-19 | Employability |
| Business Legislation for Management | YBA106 | 2018-19 | Employability, Skill Development & Entrepreneurship |
| Business Ethics And Corporate Governance | YBA107 | 2018-19 | Employability |
| Business Communication | YBA108 | 2018-19 | Employability & Skill Development |
| Financial Management | YBA201 | 2018-19 | Employability & Skill Development |
| Human Resource Management | YBA202 | 2018-19 | Employability |
| Marketing Management | YBA203 | 2018-19 | Employability & Skill Development |
| Production and Operations Management | YBA204 | 2018-19 | Employability |
| Information Management | YBA205 | 2018-19 | Employability & Skill Development |
| Business Research Methods | YBA206 | 2018-19 | Employability |
| Operations Research | YBA207 | 2018-19 | Employability & Skill Development |
| Entrepreneurship Development | YBA208 | 2018-19 | Entrepreneurship |
| Strategic Management | YBA301 | 2018-19 | Employability |
| Supply Chain and Logistics Management | YBAE01 | 2018-19 | Employability |
| Product Design and Development | YBAE02 | 2018-19 | Entrepreneurship |
| Quality Management | YBAE03 | 2018-19 | Employability & Skill Development |
| Investment Management | YBAE04 | 2018-19 | Employability & Skill Development |
| Mergers and Acquisitions | YBAE05 | 2018-19 | Entrepreneurship |
| Banking and Insurance Management | YBAE06 | 2018-19 | Employability |
| Training and Development | YBAE07 | 2018-19 | Employability |
| Industrial Relations and Labour | YBAE08 | 2018-19 | Employability |

| | | | |
|---|--------|---------|-----------------------------------|
| Law | | | |
| Compensation Management | YBAE09 | 2018-19 | Employability |
| Retail Management | YBAE10 | 2018-19 | Employability |
| Consumer Behaviour | YBAE11 | 2018-19 | Employability |
| Integrated Marketing Communication | YBAE12 | 2018-19 | Employability |
| Rural Marketing Environment | YBA401 | 2018-19 | Entrepreneurship |
| International Business | YBA402 | 2018-19 | Employability |
| Project Management | YBA403 | 2018-19 | Employability |
| Strategic Sourcing & Vendor Management | YBAE19 | 2018-19 | Entrepreneurship |
| Supply Chain Analytics | YBAE20 | 2018-19 | Employability |
| Financial markets & services | YBAE21 | 2018-19 | Entrepreneurship |
| Behavioural finance | YBAE22 | 2018-19 | Employability |
| HR Metrics and Analytics | YBAE23 | 2018-19 | Employability |
| International human resources management | YBAE24 | 2018-19 | Employability |
| Services marketing | YBAE25 | 2018-19 | Employability |
| Digital and social media marketing | YBAE26 | 2018-19 | Skill Development |
| B.B.A General (Full Time) 2023 -24 ACADEMIC YEAR | | | |
| English - I | XGE102 | 2018-19 | ***** |
| Principles of Management | XBA103 | 2018-19 | Entrepreneurship |
| Accounting for managers- I | XBA104 | 2018-19 | Employability |
| Basics of event management | XBA105 | 2018-19 | Entrepreneurship |
| Managerial communication | XBA106 | 2018-19 | Employability |
| Managerial economics | XBAE01 | 2018-19 | Employability & Skill Development |
| Human ethics, values, rights and gender equality | XUM001 | 2018-19 | Employability |
| English II | XGE202 | 2022-23 | ***** |
| International Business | XBAE02 | 2022-23 | Entrepreneurship |
| Marketing Management | XBA203 | 2022-23 | Employability |
| Accounting for managers II | XBA204 | 2022-23 | Employability |
| Managerial Skill Development | XBA205 | 2022-23 | Employability |
| Business Etiquette and Corporate Grooming | XBA206 | 2022-23 | Employability & Skill Development |
| Environmental Studies | XUM002 | 2022-23 | Employability |
| Production and Operations Management | XBA301 | 2018-19 | Employability |
| Marketing Management | XBA302 | 2018-19 | Employability |
| Fundamentals of Financial and Management Accounting | XBA303 | 2018-19 | Employability |
| Business Statistics | XBA304 | 2018-19 | Employability |
| Commercial Correspondence | XBA305 | 2018-19 | Employability |
| Disaster Management | XUM003 | 2018-19 | ***** |
| Financial Management | XBA401 | 2018-19 | Employability |
| Human Resource Management | XBA402 | 2018-19 | Employability |

| | | | |
|--|---------|---------|---|
| E-Commerce | XBA403 | 2018-19 | Employability, Skill Development & Entrepreneurship |
| Customer Relationship Management | XBA404 | 2018-19 | Employability |
| Insurance Management | XBA405 | 2018-19 | Employability |
| Introduction to Entrepreneurship Development | XUM004 | 2018-19 | Entrepreneurship |
| Animation and Imaging | XCAOE4 | 2018-19 | Employability |
| Communication for managers | XBA501 | 2018-19 | Employability |
| Business research techniques | XBA502 | 2018-19 | Employability |
| Business organization and environment | XBA503 | 2018-19 | Employability |
| Entrepreneurship Development | XBA504 | 2018-19 | Entrepreneurship |
| Retail marketing | XBA505B | 2018-19 | Employability |
| Intellectual Property Rights | XBTOE1 | 2018-19 | Employability |
| Interpersonal effectiveness | XBA507 | 2018-19 | Employability & Skill Development |
| Employability and Corporate Skills | XBA601 | 2018-19 | Employability, Skill Development & Entrepreneurship |
| Business Plan | XBA602 | 2018-19 | Employability |
| Behavioral Finance | XBA603B | 2018-19 | Employability |
| Advertisement & Sales Promotion | XBA604A | 2018-19 | Employability, Skill Development & Entrepreneurship |
| Business Research Project | XBA605 | 2018-19 | Employability |
| Life Skills for Managers | XBA606 | 2018-19 | Employability, Skill Development & Entrepreneurship |
| B.B.A LSCM (Full Time) 2023 -24 ACADEMIC YEAR | | | |
| English | XGE102 | 2022-23 | ***** |
| Principles of Management | XLS103 | 2022-23 | Entrepreneurship |
| Accounting for managers | XLS104 | 2022-23 | Employability |
| Basics of event management | XLS105 | 2022-23 | Employability & Skill Development |
| Managerial communication | XLS106 | 2022-23 | Employability |
| Introduction to Logistics Management And Shipping | XLSE01 | 2022-23 | Entrepreneurship |
| Human ethics, values, rights and gender equality | XUM001 | 2022-23 | Employability |
| English II | XGE202 | 2022-23 | ***** |
| Marketing Management | XLS203 | 2022-23 | Employability |
| Export and Import Management | XLSE03 | 2022-23 | Entrepreneurship |
| Transportation and distribution management | XLS204 | 2022-23 | Skill Development |
| Managerial Skill Development | XLS205 | 2022-23 | Employability |
| Business Etiquette and Corporate Grooming | XLS206 | 2022-23 | Employability & Skill Development |

| | | | |
|--|---------|---------|-----------------------------------|
| Environmental Studies | XUM002 | 2022-23 | Employability |
| Production and Operations Management | XBA301 | 2023-24 | Employability |
| Marketing Management | XBA302 | 2023-24 | Employability |
| Cyber Law | XBAL303 | 2023-24 | Employability |
| Business Statistics | XBA304 | 2023-24 | Employability |
| Commercial Correspondence | XBA305 | 2023-24 | Employability |
| Disaster Management | XUM003 | 2023-24 | ***** |
| Business Project Development | XBAL401 | 2023-24 | Employability |
| Human Resource Management | XBA402 | 2023-24 | Employability |
| Cost Accounting | XBAL403 | 2023-24 | Employability & Skill Development |
| Operations Research | XBAL404 | 2023-24 | Employability |
| Enterprise Resource Planning | XBAL405 | 2023-24 | Entrepreneurship |
| Introduction to Entrepreneurship Development | XUM004 | 2023-24 | Entrepreneurship |
| Animation and Imaging | XCAOE4 | 2023-24 | Employability |
| B.B.A Hospitality Management (Full Time) 2023 -24 ACADEMIC YEAR | | | |
| English - I | XGE102 | 2022-23 | ***** |
| Principles of Management | XHM103 | 2022-23 | Entrepreneurship |
| Accounting for managers - I | XHM104 | 2022-23 | Employability |
| Basics of event management | XHM105 | 2022-23 | Employability & Skill Development |
| Managerial communication | XHM106 | 2022-23 | Employability |
| Managerial Economics | XHME01 | 2022-23 | Entrepreneurship |
| Human ethics, values, rights and gender equality | XUM001 | 2022-23 | Employability |
| English II | XGE202 | 2022-23 | ***** |
| International Business | XHME02 | 2022-23 | Entrepreneurship |
| Marketing Management | XHM203 | 2022-23 | Employability |
| Accounting for managers II | XHM204 | 2022-23 | Employability & Skill Development |
| Managerial Skill Development | XHM205 | 2022-23 | Employability |
| Business Etiquette and Corporate Grooming | XHM206 | 2022-23 | Employability & Skill Development |
| Environmental Studies | XUM002 | 2023-24 | Employability |
| Contemporary Issues in Hospitality | XBAH301 | 2023-24 | Employability |
| Marketing Management | XBA302 | 2023-24 | Employability |
| Fundamentals of Financial and Management Accounting | XBA303 | 2023-24 | Employability |
| Business Statistics | XBA304 | 2023-24 | Employability |
| Commercial Correspondence | XBA305 | 2023-24 | Employability |
| Disaster Management | XUM003 | 2023-24 | ***** |
| Financial Management | XBA401 | 2023-24 | Employability |
| Human Resource Management | XBA402 | 2023-24 | Employability |
| Hospitality Law | XBAH403 | 2023-24 | Employability |
| Customer Relationship | XBA404 | 2023-24 | Employability |

| | | | |
|--|---------|---------|----------------------------------|
| Management | | | |
| Event Management | XBAH406 | 2023-24 | Employability |
| Introduction to Entrepreneurship Development | XUM004 | 2023-24 | Entrepreneurship |
| Animation and Imaging | XCAOE4 | 2023-24 | Employability |
| B.B.A Digital Marketing(Full Time) 2023 -24 ACADEMIC YEAR | | | |
| English - I | XGE102 | 2023-24 | ***** |
| Principles of Management | XDM103 | 2023-24 | Entrepreneurship |
| Accounting for managers- I | XDM104 | 2023-24 | Employability &Skill Development |
| Basics of event management | XDM105 | 2023-24 | Entrepreneurship |
| Managerial communication | XDM106 | 2023-24 | Employability |
| Managerial economics | XDME01 | 2023-24 | Entrepreneurship |
| Human ethics, values, rights and gender equality | XUM001 | 2023-24 | Employability |
| English II | XGE202 | 2022-23 | ***** |
| International Business | XDME02 | 2023-24 | Entrepreneurship |
| Marketing Management | XDM203 | 2023-24 | Employability |
| Accounting for managers II | XDM204 | 2023-24 | Employability &Skill Development |
| Managerial Skill Development | XDM205 | 2023-24 | Employability |
| Business Etiquette and Corporate Grooming | XDM206 | 2023-24 | Employability &Skill Development |
| Environmental Studies | XUM002 | 2023-24 | Employability |

2. SYLLABUS

MBA (FT) ACADEMIC YEAR 2023-24

SEMESTER I

| | | | | | |
|--|--|------------------|----------|---------------|----------|
| COURSE CODE | YBA101 | L | T | P | C |
| COURSE NAME | PRINCIPLES OF MANAGEMENT | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| COURSE OUTCOMES | | Domain | | Level | |
| CO1 | Illustrate the management concepts and integrate the management principles into management practices. | Cognitive | | Understanding | |
| CO2 | Explain the role of Planning and its importance in an organization. | Cognitive | | Understanding | |
| CO3 | Explain the nature of organizing and staffing in an organization. | Cognitive | | Understanding | |
| CO4 | Interpret the ways to direct and managing people in an organization. | Cognitive | | Understanding | |
| CO5 | Explain the process of controlling in an organization. | Cognitive | | Understanding | |
| UNIT I INTRODUCTION TO MANAGEMENT | | | | | 9 |
| Organization- Management- Role of managers- Evolution of management thought- Organization and the environmental factors- Managing globally- Organization, Global, Social and ethical environment | | | | | |
| UNIT II PLANNING | | | | | 9 |
| Nature and purpose of planning- Planning process- Types of plans- Objectives- Managing by Objective (MBO) strategies- Strategies – Policies – Decision Making- Types of decision-Decision making process- Rational decision making process- Decision making under different conditions. | | | | | |
| UNIT III ORGANIZING | | | | | 9 |
| Nature and purpose of organizing- Organization structure- Formal and informal groups/organization- Line and staff authority- Departmentation- Span of control- Centralization and decentralization- Delegation of authority- Staffing- Selection and Recruitment- Orientation- Career development- Career stages- Training- Performance appraisal | | | | | |
| UNIT IV DIRECTING | | | | | 9 |
| Managing people- Communication- Hurdles to effective communication-Leadership qualities & styles- Organization culture-Motivation and Theories of Motivation-Elements and types of culture- Managing cultural diversity. | | | | | |
| UNIT V CONTROLLING | | | | | 9 |
| Process of controlling- Types of control- Budgetary and non-budgetary control techniques-Managing productivity- Cost control- Purchase control- Maintenance control- Quality control-Planning operations. | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | TOTAL | |
| 45 | 0 | 0 | | 45 | |
| TEXT BOOK | | | | | |
| Harold Koontz and Heinz Weihrich,(2012),“Essentials of management: An International &Leadership Perspective”, 9th edition, Tata McGraw-Hill Education. | | | | | |
| REFERENCE BOOK | | | | | |
| P C Tripathi P N Reddy (2006), “Principles of Management”, 4th edition, Tata McGraw Hill. | | | | | |
| J S Chandan (1997), “Management Concepts and Strategies”, 2nd edition, Vikas Publishing House Pvt Ltd. | | | | | |
| Stephen P Robbins, David A. De Cenzo and Mary Coulter, Fundamentals of Management, Prentice Hall of India, 2012 | | | | | |

Table1: Mapping of POs with COs

| | | | | | | | | | | | |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|

| | | | | | | | | | | | |
|---------------|----|---|----|----|---|----|----|----|---|---|---|
| CO 1 | 2 | 0 | 2 | 2 | 0 | 3 | 2 | 2 | 2 | 0 | 0 |
| CO 2 | 2 | 0 | 2 | 2 | 0 | 3 | 2 | 2 | 2 | 0 | 0 |
| CO 3 | 2 | 0 | 2 | 2 | 0 | 3 | 2 | 2 | 2 | 0 | 0 |
| CO 4 | 2 | 0 | 2 | 2 | 0 | 3 | 2 | 2 | 2 | 0 | 0 |
| CO 5 | 2 | 0 | 2 | 2 | 0 | 3 | 2 | 2 | 2 | 0 | 0 |
| Total | 10 | 0 | 10 | 10 | 0 | 15 | 10 | 10 | 8 | 0 | 0 |
| Scaled | 2 | 0 | 2 | 2 | 0 | 3 | 2 | 2 | 2 | 0 | 0 |

1-5 → 1 6-10 → 2 11-15 → 3

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

| | | | | | |
|---------------------|---------------------------------|----------|----------|----------|----------|
| COURSE CODE | YBA102 | L | T | P | C |
| COURSE NAME | ORGANIZATIONAL BEHAVIOUR | 3 | 0 | 0 | 3 |
| PREREQUISITE | NIL | L | T | P | H |
| C:P:A | 3:0:0 | 3 | 0 | 0 | 3 |

LEARNING OBJECTIVES

1. To learn the challenges and opportunities for OB and OB Model
2. To learn various concepts of individual behavior
3. To learn various leadership styles
4. To learn the concepts in group behavior
5. To learn organizational climate, culture and change

| COURSE OUTCOMES | | Domain | Level |
|-----------------|--|-----------|---------------|
| CO1 | Explain the challenges and opportunities for OB and OB Model | Cognitive | Understanding |
| CO2 | Explain the concept of Personality, Learning, Attitude, Value, Perception and Motivation | Cognitive | Understanding |
| CO3 | Explain the styles and theories of leadership and difference between a manager and a leader | Cognitive | Understanding |
| CO4 | Explain the group formation, team building and communication | Cognitive | Understanding |
| CO5 | Outline the organizational climate, culture, Job Satisfaction, Organizational Change, Stress and Work Life Balance. | Cognitive | Understanding |

| | |
|---|----------|
| UNIT I INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR | 5 |
| Definition of Organizational Behavior - Disciplines contributing to the OB Field: Psychology, Social Psychology, Sociology, Anthropology - Challenges and Opportunities for OB: Managing Workforce Diversity, Improving Quality and Productivity, Outsourcing - Developing of OB Model - Contingency OB Model | |

| | |
|---|-----------|
| UNIT II THE INDIVIDUAL BEHAVIOUR | 12 |
| Personality – types – Factors influencing personality – Theories; Learning - The learning process, Learning theories; Emotional Intelligence; Attitudes – Characteristics – Components – Formation – Measurement – Theories; Values; Perceptions – Importance - Factors influencing perception - Interpersonal perception; Motivation Concepts and Theories | |

| | |
|---|----------|
| UNIT III LEADERSHIP AND POWER | 8 |
| Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers; Sources of power – Power centers – Power and Politics; Conflict and Negotiation. | |

| | |
|--|----------|
| UNIT IV GROUP BEHAVIOUR | 8 |
| Defining and Classifying Groups - Stages of Group Development – Group Decision making - Groups and Teams - Types of Teams - Creating Effective Teams; Function of Communication-Communication Process - Direction of Communication - Barriers to effective Communication | |

| | |
|--|-----------|
| UNIT V DYNAMICS OF ORGANIZATIONAL BEHAVIOUR | 12 |
| Organizational culture and climate – Factors affecting organizational climate – Importance; Job satisfaction Determinants – Measurements – Influence on behaviour; Organizational change – Importance – the change process – Resistance to change – Managing change; Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life; Organizational development – Characteristics – objectives – Organizational effectiveness - Developing Gender sensitive workplace | |

| | LECTURE | TUTORIAL | TOTAL |
|--|---------|----------|-------|
| | 45 | 0 | 45 |

TEXT BOOKS

1. Stephen P. Robbins, Timothy A .Judge and SeemaSanghi, Organizational Behaviour,

- 13th edition, Pearson Education, New Delhi, 2008
 2. Sathyapriya J, Guru.P and Srividhya P K, Organizational Behaviour, 1st Edition, SARA Book House, Ahmedabad, 2019

REFERENCES

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

Table 1: Mapping of COs with POs

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

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|---|--|---------------|---------------|----------|----------|
| COURSE CODE | YBA103 | L | T | P | C |
| COURSE NAME | ECONOMIC ANALYSIS AND BUSINESS ENVIRONMENT | 3 | 0 | 0 | 3 |
| PREREQUISITE | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| LEARNING OBJECTIVES | | | | | |
| <ol style="list-style-type: none"> 1. To learn the principles of economics. 2. To learn the laws of supply and demand. 3. To learn the economies and diseconomies of scale. 4. To learn the various market structures. 5. To learn macroeconomics concepts, fiscal and monetary policy concepts. | | | | | |
| COURSE OUTCOMES | | | | | |
| | | Domain | Level | | |
| CO1 | Explain the principles of economics | Cognitive | Understanding | | |
| CO2 | Explain the laws of supply and demand | Cognitive | Understanding | | |
| CO3 | Explain production costs and the economies and diseconomies of scale. | Cognitive | Understanding | | |
| CO4 | Explain various market structures. | Cognitive | Understanding | | |
| CO5 | Explain the macroeconomics concepts, inflation fiscal and monetary policies, Sourcing options and coordination in supply chains | Cognitive | Understanding | | |
| UNIT I – INTRODUCTION | | | | | 9 |
| Fundamentals of economics, principles of economics, circular flow diagram, production possibilities frontier, Economics Nobel laureates. | | | | | |
| UNIT II – SUPPLY AND DEMAND | | | | | 9 |
| Supply and Demand – Demand, Law of demand, factors that affect demand, supply, law of supply, factors that affect supply, elasticity, elastic demand, inelastic demand, elastic supply, inelastic supply. | | | | | |
| UNIT III – ECONOMIES OF SCALE | | | | | 9 |
| Production Cost Curves, short run cost, Long run cost economies of scale, Diseconomies of scale. | | | | | |
| UNIT IV – COMPETITIVE MARKETS | | | | | 9 |

| | | | |
|--|-----------------|------------------|--------------|
| Markets – competitive markets, decision to shut down, decision to exit, profit, monopoly, causes for monopoly, monopoly profit, price discrimination, oligopoly, monopolistic competition. | | | |
| UNIT V –GROSS DOMESTIC PRODUCT | | | 9 |
| Nations Income – Gross domestic product, components of GDP, Cost of living, calculation of CPI, WPI, PMI. Fiscal policy, monetary policy, inflation, balance of payment, game theory, prisoners dilemma, oligopolies as prisoners dilemma, bargaining. | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 45 | 0 | 0 | 45 |
| TEXT BOOKS | | | |
| 1. N. Gregory Mankiw – Principles of economics, 6 th Ed, Cengage Learning, 2016. | | | |
| 2. S.Sankaran – Business Economics – Margham Publications, Chennai, 2014 | | | |
| REFERENCES | | | |
| 1. Gregory Mankiw, Economics – Principles and Applications, Cengage learning. | | | |
| 2. Dutt, Sundaram, Indian Economic Development – S.chand Publications, 2014 | | | |

Table:1 Mapping of POs with Cos

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

1-5 →1 6-10 → 11-15 →

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

| | | | | | |
|--|--|---------------|---------------------------|----------|-----------|
| COURSE CODE | YBA104 | L | T | P | C |
| COURSE NAME | ACCOUNTING FOR MANAGERS | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4 : 0 : 0 | 4 | 0 | 0 | 4 |
| LEARNING OBJECTIVES | | | | | |
| 1. To learn how to prepare financial statements | | | | | |
| 2. To learn application of various ratios in balance sheet | | | | | |
| 3. To learn cost and variance concepts | | | | | |
| 4. To learn costing concepts | | | | | |
| 5. To learn contemporary concepts of accounting in business | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain the methodology of preparing Financial Statements | Cognitive | Understanding Applying | | |
| CO2 | Explain the Ratio Analysis and the Cash Flow statements | Cognitive | Understanding Applying | | |
| CO3 | Build Cost Sheet and marginal costing | Cognitive | Applying | | |
| CO4 | Analyze Standard costing and variances | Cognitive | Analysing | | |
| CO5 | Explain contemporary concepts of accounting in business | Cognitive | Understanding | | |
| UNIT I FINANCIAL ACCOUNTING | | | | | 20 |
| Concepts and Conventions of Accounting, Preparation of Balance sheet- Journal, Ledger, Trial Balance, Trading Accounting, Profit and Loss Account and Balance sheet with Adjustments. IFRS and Indian Accounting Standards | | | | | |
| UNIT II FINANCIAL STATEMENT ANALYSIS | | | | | 12 |
| Ratio Analysis: Classification of Ratios, Preparation of Common Size Statements, Preparation of Cash Flow Statement, Fund Flow Statement, Forensic Accounting, ICAI, ESG Metrics, ESG Analysis. | | | | | |
| UNIT III COSTING | | | | | 12 |

Introduction to Costing, Preparation of Cost Sheet, Break Even Analysis, Cost Volume Profit Analysis and Decision making, Define Marginal Costing and its advantages and disadvantages, **Financial reporting analysis, Costing for Managers.**

UNIT IV STANDARD COSTING, VARIANCE, BUDGETARY **8**

Introduction to Standard Costing, Advantages and Disadvantages of Standard Costing, Variances: Prepare the Material Variances, Labour Variances and Overhead Variances, **Budgetary Control.**

UNIT V CONTEMPORARY CONCEPTS **8**

Kaizen Costing, Total Cost Management, Activity Based Costing, Target costing and Life cycle Costing and Pricing Methods

| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
|-----------|----------|-----------|-----------|
| 60 | 0 | 0 | 60 |

TEXT BOOKS

1. T.S. Reddy & Y. Hari Prasad Reddy, Fifth Revised Edition, Financial Accounting, Margham Publications, 2012.

REFERENCES

1. T.S. Reddy & Y. Hari Prasad Reddy, Fifth Revised Edition, Management Accounting, Margham Publications, 2014.
2. N.P. Srinivasan and M. Sakthivel Murugan, Revised Edition, Accounting for Management, S Chand & Co., Ltd 2010
3. Narayanasamy, Financial Accounting, PHI Publisher New Delhi, 2010

Table 1: Mapping of COs with POs

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

1-5 → 1, 6-10 → 2, 11-15 → 3

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

| | | | | | |
|------------------------|---|---------------|----------|--------------|----------|
| COURSE CODE | YBA 105 | L | T | P | C |
| COURSE NAME | BUSINESS MATHEMATICS AND STATISTICS | 3 | 1 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4: 0: 0 | 3 | 1 | 0 | 4 |
| COURSE OUTCOMES | | Domain | | Level | |
| CO1 | Solve problems in functions, differentiation, maxima and minima and progressions | Cognitive | | Apply | |
| CO2 | Apply matrix algebra to solve linear equations | Cognitive | | Apply | |
| CO3 | Apply correlation and regression analysis to data | Cognitive | | Apply | |
| CO4 | Solve problems using discrete and continuous probability | Cognitive | | Apply | |
| CO5 | Apply hypothesis testing to data | Cognitive | | Apply | |

| | | | |
|--|-----------------|------------------|--------------|
| UNIT I-BUSINESS MATHEMATICS | | | 9+3 |
| Basic Mathematics for Management – Functions, Progressions – Arithmetic Progression, Geometric Progression, Basic Calculus and application – Limit and Continuity– Differentiation – Maxima and Minima, Matrix algebra. | | | |
| UNIT II-INTRODUCTION TO STATISTICS | | | 9+3 |
| Introduction to Statistics - Data Collections and Analysis – Collection of Data – Classification and Tabulation – Charting of Data – Measures of Central Tendency – Measures of Dispersion. | | | |
| UNIT III- PROBABILITY DISTRIBUTION | | | 9+3 |
| Introduction to Probability- Basic Concepts of Probability – Discrete Probability Distribution – Binomial, Poisson, Continuous Probability Distributions –Normal. | | | |
| UNIT IV – HYPOTHESIS TESTING | | | 9+3 |
| Introduction to Sampling, Testing Hypotheses – Chi Square Test, F – Test, ANOVA. | | | |
| UNIT V- BUSINESS FORECASTING | | | 9+3 |
| Business Forecasting – Correlation – Simple Linear Regression. | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 45 | 15 | 0 | 60 |
| TEXT BOOKS | | | |
| 1. Richard I. Levin, Sanjay Rastogi, Masood Husain Siddiqui & David S. Rubin, (2014), Statistics for Management, 7 th Edition, Pearson. 2. Raghawachari M, (2004), Mathematics for Management, Tata McGraw Hill. | | | |
| REFERENCES | | | |
| 1. Gupta, S.P and M.P.Gupta, (2007), Business Statistics, 5 th edition, Sultan Chand & Sons. 2. Monga C.S, (2008), Mathematics and Statistics for Economics, VikasPublication.. | | | |

Table 1: COs vs POs Mapping

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|---------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CO1 | 3 | 3 | 3 | 2 | 3 | 1 | 1 | 1 | 1 |
| CO2 | 3 | 3 | 3 | 2 | 3 | 1 | 1 | 1 | 1 |
| CO3 | 3 | 3 | 3 | 2 | 3 | 1 | 1 | 1 | 1 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 1 | 2 | 1 | 1 |
| CO5 | 3 | 3 | 3 | 2 | 3 | 1 | 1 | 1 | 1 |
| TOTAL | 15 | 15 | 15 | 11 | 15 | 5 | 6 | 5 | 5 |
| SCALED VALUE | 3 | 3 | 3 | 3 | 3 | 1 | 2 | 1 | 1 |

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

1-5→1, 6-10→2, 11-15→3

| | | | | | |
|---------------------|--|----------|----------|----------|----------|
| COURSE CODE | YBA106 | L | T | P | C |
| COURSE NAME | BUSINESS LEGISLATION FOR MANAGEMENT | 3 | 0 | 0 | 3 |
| PREREQUISITE | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |

LEARNING OBJECTIVES

1. To understand legal concepts of contract
2. To learn about companies act
3. To learn contract of sales and negotiable instruments in business
4. To understand concepts of IPR
5. To learn about IT act and competition act for business

COURSE OUTCOMES

| | | Domain | Level |
|-----|--|---------------|---------------|
| CO1 | Explain the different legal terms in a contract | Cognitive | Understanding |
| CO2 | Outline the formation and legal part in company | Cognitive | Understanding |
| CO3 | Explain the sales contract and negotiable instruments | Cognitive | Understanding |
| CO4 | Explain the concepts of IPR, Patent, Copyrights and Trademark | Cognitive | Understanding |
| CO5 | Explain IT and Competition act | Cognitive | Understanding |

UNIT I LAW OF CONTRACT

9

Meaning and Essentials of a valid contract - Offer, Acceptance and Agreement - Formation of Agreement - Consideration and Contracts - Performance of the contract - Void Contract - Contingent Contract - Breach, Damages and compensation.

UNIT II COMPANIES ACT

9

Introduction-Types of Business Entities- Legal nature of companies- Company identifiers-Registration of Companies- Memorandum of Association- Article of Association- Prospectus- Types of companies- Joint stock- Limited Liability Company –Partnership- Concept and formation of partnership - kinds of Partners

UNIT III SALES CONTRACT & NEGOTIABLE INSTRUMENTS

10

Definition And Characteristics of a Sales Contract- Contract Conclusion-Essential Elements of a Sales Contract - Nonessential Elements of a Sales Contract- Seller's Obligations- Buyer's Obligations- Objections- Seller's Liability- Buyer's Liability- Concept of Negotiable Instruments and its importance - Promissory note - cheque and bill of exchange

UNIT IV - IPR

11

Concept Of **Intellectual Property** - **Patents**-Product/Process Patents-Duration of Patents - Patentable Subject Matter - Non Patentable Subject Matter - Object of Trade Marks Law-Important Definitions In The Trade Marks Act, 1999-Registration of Trade Marks - Meaning of **Copyright And The Rights Conferred** - Works In Which

Copyright Subsists copyright Pertaining To Software - Authorship And Ownership - Concept Of Design - Geographical Indication concept.

UNIT V - INFORMATION TECHNOLOGY ACT & COMPETITION ACT **6**

Introduction – IT Act- Digital Signature- Electronic Governance-Attribution, Acknowledgment and Despatch of Electronic Records-Cyber crime- Introduction to Competition law- Role of CCI- Abti Competitive agreement- Abuse of Dominance- Regulations of combinations- Remedies

| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
|-----------|----------|-----------|-----------|
| 45 | 0 | 0 | 45 |

TEXT BOOKS

1. N.D. Kapoor, Elements of Mercantile Law, Sultan Chand & Sons, 2003.
2. Dr G K Kapoor and Dr Sanjay Dhamija - Company Law - A Comprehensive Text Book on Companies Act 2013 As amended by Companies (Amdt) Act 2019" 22nd Edition - August 2019, Published by Taxmann

REFERENCES

1. M.C.Kuchhal& Deepa Prakash, 1st edition, Vikas Publishing, 2009.
- 2.Pathak, Legal Aspects of Business, 2nd edition, Tata McGraw Hill, 2005.
- 3.P C Tulsian, Business and Corporate Law, TMH 2007.
- 4.C L Bansal, Business and Corporate Laws, Excel Books, 2006.
- 5.Veljko Trivun,VedadSilajdzic, Fatima Mahmutcehajic, Mia Mrgud, Business Law, School of Economics and Business University of Sarajevo

Table 1: Mapping of COs with POs

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

1-5 →1, 6 – 10 →2, 11-15 →3

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

| | | | | | |
|--------------------|---------------|----------|----------|----------|----------|
| COURSE CODE | YBA107 | L | T | P | C |
|--------------------|---------------|----------|----------|----------|----------|

| | | | | | |
|--|---|------------------|---------------|----------|--------------|
| COURSE NAME | BUSINESS ETHICS AND CORPORATE GOVERNANCE | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3:0:0 | 3 | 0 | 0 | 3 |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain the Ethical Theories and various types of Approaches | Cognitive | Understanding | | |
| CO2 | Outline the Ethics and Governance | Cognitive | Understanding | | |
| CO3 | Summarize Business Ethics in Management | Cognitive | Understanding | | |
| CO4 | Interpret Organization Culture and Ethics | Cognitive | Understanding | | |
| CO5 | Explain Corporate Governance and its Principles | Cognitive | Understanding | | |
| UNIT I INTRODUCTION TO THEORY OF ETHICS | | | | | 10 |
| Introduction-Definition and Ontology of Ethics-Beliefs Values Attitude and Virtue Theory of ethics-Theory of Entitlement and Property Right-Theory of Justices- Ethics and Market structure-Monopoly-Oligopoly and Case Studies | | | | | |
| UNIT II ETHICS AND GOVERNANCE | | | | | 12 |
| Introduction- Ethics and Law, Governance, Bureaucracy and Ethics, Globalization, Global Governance and Ethical Issues, Ethics of care and compassion-Care, cost and Conflict - care and relationship | | | | | |
| UNIT III BUSINESS ETHICS AND MANAGEMENT | | | | | 8 |
| Introduction-Relation between Ethics and Business Ethics, Business Codes Dilemmas and Dialectics, Ethical Issues in Marketing and Advertisement, Finance and Accounting Human Resource Management, Production and Operation Management and Information Technology-Professional Ethics and Human Values | | | | | |
| UNIT IV ORGANISATION CULTURE AND ETHICS | | | | | 8 |
| Introduction-Organisation Structure, Leadership and Ethical culture- Employee rights and Conflict of Interest-Social Audit-Whistle Blowing-Business Ethics: A cross Country Perspective-Japan, America India, China and Arab World-Ethical decision Making | | | | | |
| UNIT V CORPORATE GOVERNANCE | | | | | 7 |
| Introduction-Corporate Governance: Principles Issues and Trend, Corporate Social Responsibility, Corporate Governance in India-History and Evolution of Corporate Governance in India, Major Defects and Improvement in Corporate Governance in India-Models of Corporate Governance-Ethics and International Business | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | | TOTAL |
| 45 | 0 | 0 | | | 45 |
| TEXT BOOKS | | | | | |
| Rajandran KVR, (2022), “ Business Ethics and Corporate Governance with case studies” Duraico Publication, Chennai, | | | | | |
| B.N. Ghosh (2012) “Business Ethics and Corporate Governance” McGraw Hill Education New Delhi | | | | | |
| REFERENCE | | | | | |
| Laura P H and Abha C. (2007) “Perspectives in Business Ethics” The McGraw-Hill Companies, New Delhi | | | | | |

Table1 1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|--------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CO 1 | 2 | 1 | 1 | 1 | 0 | 0 | 3 | 1 | 1 | 0 | 0 |
| CO 2 | 2 | 1 | 1 | 1 | 0 | 0 | 3 | 1 | 1 | 0 | 0 |
| CO 3 | 2 | 1 | 1 | 1 | 0 | 0 | 3 | 1 | 1 | 0 | 0 |
| CO 4 | 2 | 1 | 1 | 1 | 0 | 0 | 3 | 1 | 1 | 0 | 0 |
| CO 5 | 2 | 1 | 1 | 1 | 0 | 0 | 3 | 1 | 1 | 0 | 0 |
| Total | 10 | 5 | 5 | 5 | 0 | 0 | 15 | 5 | 5 | 0 | 0 |
| Scaled to 0,1,2,3 | 2 | 1 | 1 | 1 | 0 | 0 | 3 | 1 | 1 | 0 | 0 |

1-5 →1, 6 – 10 →2, 11-15 →3

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

| | | | | | |
|--|--|------------------|----------|---------------|-----------|
| COURSE CODE | YBA108 | L | T | P | C |
| COURSE NAME | BUSINESS COMMUNICATION | 3 | 1 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4 : 0 : 0 | 3 | 1 | 0 | 4 |
| COURSE OUTCOMES | | Domain | | Level | |
| CO1 | Explain the communication process. | Cognitive | | Understanding | |
| CO2 | Explain parts of a report. | Cognitive | | Understanding | |
| CO3 | Explain the procedure for conducting meetings. | Cognitive | | Understanding | |
| CO4 | Explain how to search job, build own resume and job application letter. | Cognitive | | Understanding | |
| CO5 | Explain various group discussion techniques; acquire interview skills and negotiating skills. . | Cognitive | | Understanding | |
| UNIT I BUSINESS COMMUNICATION | | | | | 10 |
| Business Communication Foundations – Benefits of effective communication, Goals of business communication, Internal communication, External communication, Communication process, Communication barriers - Body Language | | | | | |
| UNIT II Report Writing | | | | | 11 |
| Report Writing – Types of reports, Parts of reports - Oral communication – Presentation, Public speaking. | | | | | |
| UNIT III CONDUCTING MEETING | | | | | 11 |
| Conducting Meetings: Procedure – Preparing Agenda, Minutes and Resolutions Conducting Seminars & Conferences: Procedure of Regulating Speech | | | | | |
| UNIT IV JOB SEARCH | | | | | 13 |
| Job search and Resume – Chronological resume, Functional resume and Job Application letter | | | | | |
| UNIT V GROUP DISCUSSION | | | | | 15 |
| Group Discussion and Interview Skills - Negotiation Skills. | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | TOTAL | |
| 45 | 15 | 0 | | 60 | |
| TEXT BOOKS | | | | | |
| R K Madhukar, Business Communication, Vikas Publishing House. | | | | | |
| REFERENCES | | | | | |
| 1. Meenakshi Raman and Sangeetha Sharma, Technical Communication - Principles and Practice, Oxford University Press. | | | | | |
| 2. Krishna Mohan and Meera Banerji, Developing Communication Skills, Macmillan. | | | | | |
| 3. Williams K., Krizan A.C.B., Logan J. & Merrier P, Communicating In Business, Cengage Learning India Pvt. Ltd., New Delhi. | | | | | |

Table1: Mapping of POs with COs

| | | | | | | | | | | | |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|

| | | | | | | | | | | | |
|---------------------|---|----|---|----|---|---|---|---|---|---|---|
| CO 1 | 0 | 2 | 0 | 3 | 0 | 0 | 0 | 0 | 2 | 0 | 0 |
| CO 2 | 0 | 2 | 0 | 3 | 0 | 0 | 0 | 0 | 2 | 0 | 0 |
| CO 3 | 0 | 2 | 0 | 3 | 0 | 0 | 0 | 0 | 2 | 0 | 0 |
| CO 4 | 0 | 2 | 0 | 3 | 0 | 0 | 0 | 0 | 2 | 0 | 0 |
| CO 5 | 0 | 2 | 0 | 3 | 0 | 0 | 0 | 0 | 2 | 0 | 0 |
| Total | 0 | 10 | 0 | 15 | 0 | 0 | 0 | 0 | 8 | 0 | 0 |
| Scaled Value | 0 | 2 | 0 | 3 | 0 | 0 | 0 | 0 | 2 | 0 | 0 |

1-5 → 1 6-10 → 2 11-15 → 3 →

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

SEMESTER II

| | | | | | |
|--|---|---------------|---------------|----------|-----------|
| COURSE CODE | YBA 201 | L | T | P | C |
| COURSE NAME | FINANCIAL MANAGEMENT | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| LEARNING OBJECTIVES | | | | | |
| <ol style="list-style-type: none"> To learn overview of Financial Management and Time Value of Money To learn Capital Budgeting Techniques To learn the Capital Structure and Dividend Policy To learn basics of Inventory Management To learn basics of Mergers and Takeovers | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Understanding the overview of Financial Management and Time value of Money. | Cognitive | Understanding | | |
| CO2 | Understanding capital budgeting techniques. | Cognitive | Understanding | | |
| CO3 | Understanding the capital structure and dividend policy | Cognitive | Understanding | | |
| CO4 | Understanding the sources of long term finance and basics of inventory management. | Cognitive | Understanding | | |
| CO5 | Understanding the sources of short term finance and basics of mergers and takeovers | Cognitive | Understanding | | |
| UNIT I-NATURE AND SCOPE OF FINANCIAL MANAGEMENT, TIME VALUE OF MONEY | | | | | 6 |
| Meaning-Definition-Objectives and Functions of Financial Management-Role of Finance Manager-Scope of Financial Management. Meaning for Time preference for Money-Techniques of Time value of Money-Time Value of Money Problems using any one of the basic software. | | | | | |
| UNIT II-RISK AND RETURN, COST OF CAPITAL, CAPITAL BUDGETING | | | | | 12 |
| Meaning of Risk-Systematic Risk and Unsystematic Risk-Relationship between Risk and Return- Capital Asset Pricing Model (CAPM). Meaning and Definition of Cost of Capital-Computation of Cost of Capital-Meaning and Definitions of Capital Budgeting- Methods-Payback period Method-Accounting Rate of Return Method- Discounted Cash Flow Method. | | | | | |
| UNIT III- CAPITAL STRUCTURE AND LEVERAGES, WORKING CAPITAL MANAGEMENT, DIVIDEND POLICY | | | | | 12 |
| Meaning and Definition of Capital Structure- Theories of Capital Structure-Define Leverage – Types of Leverage. Working Capital Management-Working capital policy-Cash and Liquidity Management. Meaning of Dividend-Models of Dividend policy-Walter’s Models-Gordon’s Model-Modigliani Miller Model-Forms of Dividend | | | | | |
| UNIT IV-SOURCES OF FINANCE | | | | | 6 |
| Sources of Long term Finance, Equity Shares-Preference Shares-Debentures or Bonds-Term Loans-Retained Earnings, Sources of Short term Finance -Factoring-Trade credit -Merits and Demerits. | | | | | |
| UNIT V-CORPORATE RISK MANAGEMENT, MERGER AND ACQUISITION | | | | | 9 |

Bond Valuation, Measuring and Managing Credit Risk, Market Risk, Derivative Risk, Commodity Risk, Enterprise Risk Management

| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
|---------|----------|-----------|-------|
| 45 | 0 | 0 | 45 |

TEXT BOOKS

Chandra, Prasanna, Financial Management–Theory and Practice, Eighth edition, TMH Publishing Company Ltd., New Delhi,

REFERENCES

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

Table 1: Mapping of COs with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO 1 | PSO 2 |
|------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-------|
| CO 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | |
| CO 2 | 3 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 0 | | |
| CO 3 | 3 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | | |
| CO 4 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | |
| CO 5 | 3 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | | |
| Total | 15 | 2 | 2 | 1 | 2 | 0 | 0 | 0 | 1 | | |
| Scaled to 0,1,2,3 | 3 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | | |

1-5→1, 6-10 →2, 11-15→3

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

| | | | | | |
|----------------------|----------------------------------|----------|----------|----------|----------|
| COURSE CODE | YBA202 | L | T | P | C |
| COURSE NAME | HUMAN RESOURCE MANAGEMENT | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |

LEARNING OBJECTIVES

1. To learn the evolution of human resource management
2. To learn how to forecast manpower need
3. To learn the recruitment practices and selection procedure
4. To learn the new perspectives in Training
5. To learn application of grievance handling mechanism

COURSE OUTCOMES

| | | Domain | Level |
|------------|--|---------------|---------------|
| CO1 | Learn the evolution of human resource management | Cognitive | Understanding |
| CO2 | Identify the demand forecasting of human resource required and hire right person for right place at right time | Cognitive | Understanding |
| CO3 | Identify the various recruitment practices and selection procedure | Cognitive | Understanding |
| CO4 | Analyze new perspectives in Training and executive development | Cognitive | Understanding |
| CO5 | Recognize the performance evaluation and learn how to handle grievance. | Cognitive | Understanding |

UNIT I INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

05

Evolution of Human Resource Management –Functions of HRM – Techniques in HRM - Role of Human Resource Manager – Qualities of Human Resource Manager

UNIT II HUMAN RESOURCE PLANNING, JOB ANALYSIS AND DESIGN

10

Human Resource Planning - Objectives of HRP - Factors affecting HRP - Process of HRP; Job Analysis - Objectives of Job Analysis – Process of Job Analysis - Job Description - Job Specifications - Job Evaluation – Objectives – Process of Job Evaluation - Methods .

UNIT III EMPLOYEE RECRUITMENT, SELECTION & SOCIALIZATION

10

Recruitment - Factors affecting recruitment, Constraints and Challenges in Recruitment Process, Process of Recruitment, Sources of Recruitment and Recruitment Practices in India; Selection - Steps in Selection Procedure, Socialization process.

UNIT IV TRAINING& EXECUTIVE DEVELOPMENT

10

Concept of Training, Training Methods, New Training Techniques, Evaluation of Training, Emerging Issues in Training, Training Need Analysis – Neuro Linguistic Programme (NLP)-Executive Development – Objectives – Methods.

UNIT V PERFORMANCE APPRAISAL AND GREIVANCE REDRESSAL

10

Performance Appraisal, Methods of Performance Appraisal, Potential Appraisal, Possible Errors in the Appraisal Process; Work From Home (WHF) vs Performance Appraisal, Employee Diversity and Performance Appraisal; Grievance – Causes – Implications - Redressal Procedure.

| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
|----------------|-----------------|------------------|--------------|
| 45 | 0 | 0 | 45 |

TEXT BOOKS

C.B.Gupta, Human Resource Management - Text and Cases, Sultan Chand & Sons, New Delhi.

REFERENCES

1. Gary Dessler and BijuVarkkey, Human Resource Management, Pearson Education, New Delhi.
2. R. Wayne Mondy, Human Resource Management, Prentice Hall, 2011.
3. Venkataraman&Srivastava, Personnel Management & Human Resources
4. Edwin B. Flippo, Personnel Management , McGraw-Hill, 1984

WEB REFERENCE

1. <http://www.nitc.ac.in/app/webroot/img/upload/546896605.pdf>
2. <https://www.assessteam.com/managing-work-from-home-employee-performance>
3. <https://www.small-improvements.com/blog/performance-management-diversity-and-inclusion/>

Table 1: Mapping of COs with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CO 1 | 3 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 0 |
| CO 2 | 2 | 2 | 2 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 0 |
| CO 3 | 2 | 2 | 2 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 0 |
| CO 4 | 3 | 2 | 2 | 2 | 0 | 2 | 0 | 0 | 2 | 0 | 0 |
| CO 5 | 2 | 2 | 2 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 0 |
| Total | 12 | 10 | 10 | 2 | 0 | 10 | 0 | 0 | 10 | 0 | 0 |
| Scaled Value | 3 | 2 | 0 | 1 | 0 | 2 | 0 | 0 | 2 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|--|---|------------------|----------|---------------|--------------|
| COURSE CODE | YBA203 | L | T | P | C |
| COURSE NAME | MARKETING MANAGEMENT | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| COURSE OUTCOMES | | Domain | | Level | |
| CO1 | Understand the concept of Marketing Management. | Cognitive | | Understanding | |
| CO2 | Understand the Customer value & Market segment. | Cognitive | | Understanding | |
| CO3 | Understand the Product strategy. | Cognitive | | Understanding | |
| CO4 | Understand the Communicating value. | Cognitive | | Understanding | |
| CO5 | Understand the concept of Competitive dynamics. | Cognitive | | Understanding | |
| UNIT I UNDERSTANDING MARKETING MANAGEMENT | | | | | 7 |
| Defining Marketing for the 21 st Century – The Importance of Marketing – The scope of Marketing – Core Marketing Concepts – The New Marketing Realities – Company Orientation toward the Marketplace – Marketing Management Tasks | | | | | |
| UNIT II CONNECTING WITH CUSTOMERS | | | | | 10 |
| Creating Customer Value, Satisfaction and Loyalty – Maximizing Customer Lifetime Value – Cultivating Customer Relationships. IDENTIFYING MARKET SEGMENTS AND TARGETS Bases for Segmenting Consumer Markets – Bases for Segmenting Business Markets – Market Targeting. | | | | | |
| UNIT III SETTING PRODUCT & SERVICES STRATEGY | | | | | 10 |
| Product Characteristics and Classifications – Product and Service Differentiation – Product and Brand Relationships – Packaging, Labeling, Warranties and Guarantees. DEVELOPING PRICING STRATEGIES AND PROGRAMS & DELIVERING VALUE Understanding Pricing – A changing Pricing Environment – How Companies Price? – Marketing Channels and Value Networks. | | | | | |
| UNIT IV COMMUNICATING VALUE & MASS COMMUNICATIONS | | | | | 8 |
| Marketing Channels and Value Network-The Role of Marketing Channels-Channel Design Decisions-Channel Management Decisions. The Role of Marketing Communications – Developing and Managing an Advertising Program - Introducing New Market Offerings – New Product Options | | | | | |
| UNIT V COMPETITIVE DYNAMICS | | | | | 10 |
| Competitive Strategies for Market Leaders – Other Competitive Strategies – Product Life Cycle Marketing Strategies. CRAFTING THE BRAND POSITIONING Developing and Establishing a Brand Positioning – Differentiation Strategies. What is Brand Equity? – Role of Brands – The Scope of Branding – Defining Brand Equity. | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | | TOTAL |
| 45 | 0 | 0 | | | 45 |
| TEXT BOOKS | | | | | |
| V.S.Ramasamy ,S.Namakumari, Marketing Management Global Perspective Indian Context 5 th Edition, McGraw Hill Education(India) Pvt., Ltd., New Delhi | | | | | |
| REFERENCES | | | | | |
| Philip Kotler, Kevin Lane Keller, Abraham Koshy and MithileshwarJha, Marketing Management – A South Asian Perspective, Pearson Education Inc., New Delhi. | | | | | |

Table 1: Mapping of COs with POs

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

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|--|---|------------------|---------------|--------------|-----------|
| COURSE CODE | YBA204 | L | T | P | C |
| COURSE NAME | PRODUCTION AND OPERATIONS MANAGEMENT | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4 : 0 : 0 | 4 | 0 | 0 | 4 |
| LEARNING OUTCOMES | | | | | |
| <ol style="list-style-type: none"> To learn productivity and product design To learn the different types of processes and layouts To learn how to forecast To learn aggregate planning and inventory control To learn MRP and lean production | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain operations, productivity and the various steps in product design. | Cognitive | Understanding | | |
| CO2 | Explain the types of processes, process selection, capacity planning and facility layout. | Cognitive | Understanding | | |
| CO3 | Solve forecasting problems. | Cognitive | Apply | | |
| CO4 | Explain supply chain management, aggregate planning and inventory control. | Cognitive | Understanding | | |
| CO5 | Explain material requirements planning, scheduling and lean production. | Cognitive | Understanding | | |
| UNIT I - INTRODUCTION TO OPERATIONS, PRODUCT DESIGN | | | | | 12 |
| Operations, Transformation process, Operations management, Productivity, Product design - Product design process | | | | | |
| UNIT II - PROCESS SELECTION, CAPACITY PLANNING | | | | | 12 |
| Process selection and design - Classification, Product-process matrix, Process flow chart, Capacity management - Capacity planning | | | | | |
| UNIT III - FACILITY LAYOUT, FORECASTING | | | | | 12 |
| Facility Layout – Types of layouts, Product layout, Process layout, Forecasting – Components of demand, Forecasting techniques, Qualitative techniques, Time series analysis, Forecast errors | | | | | |
| UNIT IV - AGGREGATE PLANNING, INVENTORY CONTROL | | | | | 12 |
| Supply Chain Management, Aggregate Sales and Operations Planning - Planning Strategies Inventory Control - Inventory costs, Inventory systems, Fixed order quantity model | | | | | |
| UNIT V - MATERIAL REQUIREMENTS PLANNING, SCHEDULING, LEAN PRODUCTION | | | | | 12 |
| Material Requirement Planning - Master production schedule, Bill of materials, Operations Scheduling, Theory of constraints, Lean Production | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | TOTAL | |
| 60 | 0 | 0 | | 60 | |
| TEXT BOOKS | | | | | |
| 1. Roberta S Russell, Bernard W Taylor (2012), Operations Management, 7 th Edition, Wiley. | | | | | |
| REFERENCES | | | | | |
| 1. Richard B Chase, F Robert Jacobs, Nicholas J Aquilano, Nitin K Agarwal (2013), Operations Management for Competitive Advantage, Tata McGraw-Hill. | | | | | |
| 2. Mahadevan B (2010), Operations Management: Theory and Practice, Pearson. | | | | | |

Table 1: Mapping of COs with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|------------------|-----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 2 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 3 | 3 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 4 | 3 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 5 | 3 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 15 | 2 | 0 | 0 | 6 | 0 | 0 | 0 | 0 | 0 | 0 |
| Scaled to | 3 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|--|--|------------------|----------|---------------|-----------|
| COURSE CODE | YBA205 | L | T | P | C |
| COURSE NAME | INFORMATION MANAGEMENT | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| COURSE OUTCOMES | | Domain | | Level | |
| CO1 | Understand the basic concept of Information system | Cognitive | | Understanding | |
| CO2 | Understand the system flow | Cognitive | | Understanding | |
| CO3 | Understand the concept of Data Base Management System. | Cognitive | | Understanding | |
| CO4 | Understand the security system concept | Cognitive | | Understanding | |
| CO5 | Understand the new advancements in IT | Cognitive | | Understanding | |
| UNIT I INTRODUCTION | | | | | 10 |
| Data, Information, Information Technology, Role of IT in Business , Information System, evolution, types based on functions and hierarchy, Role of Technology in Manufacturing- PLC, Automation, CNC, Robotics, Industry 4.0, 3D printing, MRP | | | | | 9 |
| Role of Technology in Business Operations - HRMS, CRM, Digital Marketing, Sales Planning, Forecasting, Financial Systems, Block chains, Bitcoins | | | | | |
| UNIT III DBMS, DATA WAREHOUSING, DATA MINING | | | | | 10 |
| DBMS, Data warehousing, Data warehouse Architecture, Data Mart, Data Mining- Data Mining Techniques, Applications of Data Mining, Market Basket Analysis. | | | | | |
| UNIT IV SECURITY CONTROL AND REPORTING | | | | | 8 |
| Security, Testing, Error detection, Controls, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web, Intranets and Wireless Networks, Software Audit, Ethics in IT, User Interface and reporting. | | | | | |
| UNIT V NEW IT INITIATIVES | | | | | 8 |
| Role of information management in ERP, e-business, e-governance, Data Mining, Business Intelligence, Pervasive Computing, Cloud computing, CMM, Big data, IOT, SMAC, Machine learning | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | TOTAL | |
| 45 | 0 | 0 | | 45 | |
| TEXT BOOKS | | | | | |
| 1. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008. | | | | | |
| 2. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2012. | | | | | |
| 3. Text Book(s) Information Technology for Management: Advancing Sustainable, Profitable Business Growth - Efraim Turban, Linda Volonino, Gregory R Wood | | | | | |
| REFERENCES | | | | | |
| 1. Rahul de, MIS in Business, Government and Society, Wiley India Pvt Ltd, 2012 | | | | | |
| 2. Gordon Davis, Management Information System : Conceptual Foundations, Structure and Development, Tata McGraw Hill, 21st Reprint 2008. | | | | | |
| 3. Haag, Cummings and Mc Cubbrey, Management Information Systems for the Information Age, McGraw Hill, 2005. 9th edition, 2013. | | | | | |
| 4. Turban, McLean and Wetherbe, Information Technology for Management –Transforming Organisations in the Digital Economy, John Wiley, 6th Edition, 2008. | | | | | |
| 5. Raymond McLeod and Jr. George P. Schell, Management Information Systems, Pearson Education, 2007. | | | | | |
| 6. James O Brien, Management Information Systems – Managing Information Technology in the E-business enterprise, Tata McGraw Hill, 2004. | | | | | |
| 7. Raplh Stair and George Reynolds, Information Systems, Cengage Learning, 10th Edition, 2012 | | | | | |
| 8. Corey Schou and Dan Shoemaker, Information Assurance for the Enterprise – ARoadmap to Information Security, Tata McGraw Hill, 2007. | | | | | |
| 9. Frederick Gallegor, Sandra Senft, Daniel P. Manson and Carol Gonzales, Information Technology Control and Audit, Auerbach Publications, 4th Edition, 2013. | | | | | |
| 10. Adriaans P. and Zantinge. (2007). Data Warehousing in the Real World, I/e Pearson Education | | | | | |

Table 1: Mapping of COs with Pos

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

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | | | | | | | |
|--|---|-----------------|------------|------------------|---------------|------------|---------------------|------------|------------|-------------|-------------|
| COURSE CODE | YBA 206 | | | | L | T | P | C | | | |
| COURSE NAME | BUSINESS RESEARCH METHODS | | | | 3 | 1 | 0 | 4 | | | |
| PREREQUISITE: | Nil | | | | L | T | P | H | | | |
| C:P:A | 3 :1 : 0 | | | | 3 | 1 | 0 | 4 | | | |
| COURSE OUTCOMES | | | | | Domain | | Level | | | | |
| CO1 | Understand the process in business research projects | | | | Cognitive | | Understanding&Apply | | | | |
| CO2 | Define business problem | | | | Cognitive | | Understanding&Apply | | | | |
| CO3 | Analyzing of collected data to investigate the research problem | | | | Cognitive | | Understanding&Apply | | | | |
| CO4 | Designing of questionnaires for data collection | | | | Cognitive | | Understanding&Apply | | | | |
| CO5 | Interpret of data using statistical techniques | | | | Cognitive | | Understanding&Apply | | | | |
| UNIT I INTRODUCTION | | | | | | | | 10 | | | |
| Meaning of Research, Objective of Research, Motivation in Research, Types of Research Approaches, Significance of Research, research process, criteria of good Research, Problems Encountered by Researchers in India | | | | | | | | | | | |
| UNIT II PROBLEM DEFINITION | | | | | | | | 10 | | | |
| Research Problems, Selecting the problem, Necessity of defining the Problem, technique involved in defining a problem, Research Design, meaning, need for research design, features of a good design, important concepts relating to research design, different research designs | | | | | | | | | | | |
| UNIT III SAMPLING, MEASUREMENT & SCALING | | | | | | | | 12 | | | |
| Sampling Need for Sampling, Definitions, Important Sampling Distributions, Method of Sampling Measurement in Research, Measurement Scales, Sources of Errors in Measurement, Tests of Sound Measurement, Techniques of developing Measurement Tools, Meaning of Scaling, Scale Classification Bases, Important Scaling Techniques, Scale Construction Techniques | | | | | | | | | | | |
| UNIT IV DATA COLLECTION | | | | | | | | 13 | | | |
| Collection of Primary Data, Observation Method, Interview Method, Collection of Data through Questionnaires, Collection of Data through Schedules, Difference between Questionnaires and Schedules, Other methods of data collection, collection of Secondary Data, Selection of appropriate method for data collection, Case Study method | | | | | | | | | | | |
| UNIT V DATA ANALYSIS & REPORT PREPARATION | | | | | | | | 15 | | | |
| Introduction to Uni-variate, Bi-variate and Multi-variate techniques, Report Writing. Techniques of interpretation, writing report with statistical output using Excel Spreadsheet or SPSS Package | | | | | | | | | | | |
| LECTURE | | TUTORIAL | | PRACTICAL | | | TOTAL | | | | |
| 45 | | 15 | | 0 | | | 60 | | | | |
| TEXT BOOKS | | | | | | | | | | | |
| Rajandran KVR and Guru P (2022), “Business Research Methods for MBA & BBA Students” Duraigo Publications, Chennai, Tamil Nadu Kothari C R, Research Methodology, New Age International Publishers | | | | | | | | | | | |
| REFERENCES | | | | | | | | | | | |
| Cooper D.R. & Schindler P.S., Business Research Methods, McGraw Hills, New Delhi | | | | | | | | | | | |
| Table1: Mapping of Cos with POs | | | | | | | | | | | |
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |

| | | | | | | | | | | | |
|------|----|---|---|---|----|----|---|---|---|---|---|
| CO 1 | 2 | 1 | 1 | 1 | 3 | 2 | 1 | 1 | 1 | 0 | 0 |
| CO 2 | 2 | 1 | 1 | 1 | 3 | 2 | 1 | 1 | 1 | 0 | 0 |
| CO 3 | 2 | 1 | 1 | 1 | 3 | 2 | 1 | 1 | 1 | 0 | 0 |
| CO 4 | 2 | 1 | 1 | 1 | 3 | 2 | 1 | 1 | 1 | 0 | 0 |
| CO 5 | 2 | 1 | 1 | 1 | 3 | 2 | 1 | 1 | 1 | 0 | 0 |
| | 10 | 5 | 5 | 5 | 15 | 10 | 5 | 5 | 5 | 0 | 0 |

1-5 →1, 6 – 10 →2, 11-15 →3

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

| | | | | | |
|---------------|---------------------|---|---|---|---|
| COURSE CODE | YBA207 | L | T | P | C |
| COURSE NAME | OPERATIONS RESEARCH | 3 | 1 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4 : 0 : 0 | 3 | 1 | 0 | 4 |

LEARNING OUTCOMES

- To learn how to solve linear programming problems
- To learn how to solve transportation and assignment problems
- To learn how to solve replacement problems
- To learn how to solve queuing and machine sequencing problems and simulation
- To learn how to solve CPM and PERT problems

COURSE OUTCOMES

| | | Domain | Level |
|-----|---|-----------|-------|
| CO1 | Solve linear programming problems. | Cognitive | Apply |
| CO2 | Solve transportation and assignment problems. | Cognitive | Apply |
| CO3 | Solve replacement problems. | Cognitive | Apply |
| CO4 | Solve queuing, machine sequencing, simulation and decision analysis problems. | Cognitive | Apply |
| CO5 | Solve CPM and PERT problems. | Cognitive | Apply |

UNIT I - Operations RESEARCH & LINEAR PROGRAMMING

15

Introduction to Operations Research, Linear Programming, Application of LP in Management, Graphical method, Simplex method

UNIT II - TRANSPORTATION MODELS AND ASSIGNMENT MODELS

13

Introduction to Transportation Model, North-West Corner Method, Matrix – Minima method, Vogel's Approximation Method, Optimal Solutions by MODI Method. Assignment Problem, Travelling Salesman Problem.

UNIT III - REPLACEMENT MODEL

7

Introduction to Replacement model, Replacement policy for items which deteriorate with time gradually.

UNIT IV - QUEUEING MODELS, SEQUENCING & GAME THEORY

12

Introduction to Queuing model - Single server model.
Introduction to sequencing problem, Sequencing of 'n' jobs and '2' machines.
Introduction to Game theory, Two person zero sum games, Simulation, Decision analysis

UNIT V - SCHEDULING BY CPM AND PERT

13

Introduction to Project, Rules for constructing a Project Network Diagram, Critical Path Method, and Program Evaluation and Review Technique (PERT)

| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
|---------|----------|-----------|-------|
| 45 | 15 | 0 | 60 |

TEXT BOOKS

Anderson D.R., Sweeney D.J., Williams T.A. & Martin K. An Introduction to Management Science – Quantitative Approaches to Decision Making, Cengage Learning India Pvt. Ltd., New Delhi.

REFERENCES

- Prem Kumar Gupta, Hira D.S, Operations Research, S. Chand Company Ltd, New Delhi.
- S. Kalavathy, Operations Research, Vikas Publishing House Pvt Ltd.
- Sharma J.K, Operations Research, Theory & Applications, Macmillan Publishers India Ltd, New Delhi.

Table 1: COs vs POs Mapping

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|

| | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|----------|----------|----------|----------|
| CO1 | 3 | 3 | 3 | 2 | 3 | 1 | 1 | 1 | 1 |
| CO2 | 3 | 3 | 3 | 2 | 3 | 1 | 1 | 1 | 1 |
| CO3 | 3 | 3 | 3 | 2 | 3 | 1 | 1 | 1 | 1 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 1 | 2 | 1 | 1 |
| CO5 | 3 | 3 | 3 | 2 | 3 | 1 | 1 | 1 | 1 |
| TOTAL | 15 | 15 | 15 | 11 | 15 | 5 | 6 | 5 | 5 |
| SCALED VALUE | 3 | 3 | 3 | 3 | 3 | 1 | 2 | 1 | 1 |
| 0 - No Relation, 1 – Low Relation, 2- Medium Relation, 3- High Relation | | | | | | | | | |
| 1-5→1, 6-10→2, 11-15→3 | | | | | | | | | |

| | | | | | | |
|--|---|--|------------------|----------|---------------|--------------|
| COURSE CODE | YBA208 | | L | T | P | C |
| COURSE NAME | ENTREPRENEURSHIP DEVELOPMENT | | 3 | 0 | 0 | 3 |
| PREREQUISITE | Nil | | L | T | P | H |
| C:P:A | 3: 0 : 0 | | 3 | 0 | 0 | 3 |
| COURSE OUTCOMES | | | Domain | | Level | |
| CO1 | Explain the personal traits of an entrepreneur | | Cognitive | | Understanding | |
| CO2 | Interpret the environment that support entrepreneurial development | | Cognitive | | Understanding | |
| CO3 | Develop the business plan based on feasibility | | Cognitive | | Applying | |
| CO4 | Discover the steps in establishing a small business | | Cognitive | | Analyzing | |
| CO5 | Determine the factors responsible for success/failure of a business | | Cognitive | | Evaluating | |
| UNIT I ENTREPRENEURIAL COMPETENCE | | | | | | 8 |
| Entrepreneurship concept– Entrepreneurial Personality –traits and competencies of a Successful Entrepreneur – Role of Family and Society - Entrepreneurship as a Career- Entrepreneurship for National Development. | | | | | | |
| UNIT II ENTREPRENEURIAL ENVIRONMENT& ENTREPRENEURIAL TECHNOLOGY | | | | | | 11 |
| Business Environment - Entrepreneurship Development Training and Other Support services from Central and State Government -Micro, Small Medium Enterprises (MSME). Industrial Policies and Regulations, Electronic Commerce, Digital Marketing, IOT, challenges and Opportunities of Digital Entrepreneurship. | | | | | | |
| UNIT III BUSINESS PLAN PREPARATION | | | | | | 9 |
| Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital Budgeting - Project Profile Preparation - Feasibility Report Preparation and Evaluation Criteria | | | | | | |
| UNIT IV LAUNCHING OF SMALL BUSINESS | | | | | | 9 |
| Finance and Human Resource Mobilization-Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital- startups. | | | | | | |
| UNIT V MANAGEMENT OF SMALL BUSINESS | | | | | | 8 |
| Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of Small Business. | | | | | | |
| LECTURE | TUTORIAL | | PRACTICAL | | | TOTAL |
| 45 | 0 | | 0 | | | 45 |
| TEXT BOOKS | | | | | | |
| 1. Hisrich, 2016, Entrepreneurship, Tata McGraw Hill, New Delhi. | | | | | | |
| 2. S.S.Khanka, 2013, Entrepreneurial Development, S.Chand and Company Limited, New Delhi. | | | | | | |
| REFERENCE BOOKS | | | | | | |
| 1. Mathew Manimala, 2005, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra ,2nd Edition. | | | | | | |
| 2. Prasanna Chandra, 2009, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill. | | | | | | |

3. P.Saravanavel, 1997, Entrepreneurial Development, Ess Pee kay Publishing House, Chennai.
 4. Arya Kumar, 2012, Entrepreneurship: Creating and Leading an Entrepreneurial Organisation, Pearson Education India.
 5. Donald F Kuratko, T.V Rao, 2012, Entrepreneurship: A South Asian perspective, Cengage Learning India.
 6. Dinesh Awasthi, Raman Jaggi, V.Padmanand, Suggested Reading / Reference Material for Entrepreneurship Development Programmes (EDP/WEDP/TEDP), EDI Publication, Entrepreneurship Development Institute of India, Ahmedabad. Available from: <http://www.ediindia.org/doc/EDP-TEDP.pdf>

WEB SITES AND WEB RESOURCES:

1. Jeff Hawkins, “Characteristics of a successful entrepreneur”, ALISON Online entrepreneurship courses, “<https://alison.com/learn/entrepreneurial-skills>
 2. Jeff Cornwall, “Entrepreneurship -- From Idea to Launch”, Udemy online Education, <https://www.udemy.com/entrepreneurship-from-idea-to-launch/>

Table1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CO 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| CO 2 | 1 | 0 | 2 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 |
| CO 3 | 0 | 1 | 2 | 0 | 2 | 1 | 0 | 0 | 1 | 0 | 0 |
| CO 4 | 0 | 2 | 1 | 0 | 2 | 1 | 0 | 0 | 1 | 0 | 0 |
| CO 5 | 0 | 0 | 0 | 0 | 2 | 0 | 1 | 0 | 1 | 0 | 0 |
| | 1 | 3 | 5 | 1 | 7 | 3 | 1 | 0 | 5 | 0 | 0 |

1-5 →1, 6 – 10 →2, 11-15 →3

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

SEMESTER III

| | | | | | |
|---|---|---------------|----------------------------|----------|-----------|
| COURSE CODE | YBA 301 | L | T | P | C |
| COURSE NAME | STRATEGIC MANAGEMENT | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4 : 0 : 0 | 4 | 0 | 0 | 4 |
| LEARNING OBJECTIVES | | | | | |
| 1. To learn the steps in the process of strategic management. 2. To learn the process of analyzing internal and external environment of businesses. 3. To learn different types of strategies adopted by firms to overcome competition in the business level. 4. To learn different types of strategies adopted by firms to overcome competition in the corporate level. 5. To learn different types of strategies adopted by firms to overcome competition in the international level. | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain the steps in the strategic management process. | Cognitive | Understanding | | |
| CO2 | Analyze the external and internal environment of businesses. | Cognitive | Understanding Analysing | | |
| CO3 | Compare various business level strategies. | Cognitive | Understanding Analysing | | |
| CO4 | Compare various corporate level strategies. | Cognitive | Understanding Analysing | | |
| CO5 | Compare various international strategies. | Cognitive | Understanding Analysing | | |
| UNIT I – INTRODUCTION | | | | | 10 |
| Strategy, Strategic management, Strategic management process, Mission statement, Stakeholders, Corporate governance. | | | | | |
| UNIT II - SITUATION ANALYSIS | | | | | 20 |
| External environment: Macro environment, Industry environment, Industry analysis – Five forces model. Internal environment: Resources and capabilities - Value chain model, SWOT analysis . | | | | | |
| UNIT III - BUSINESS LEVEL STRATEGY | | | | | 10 |

| | | | |
|--|-----------------|------------------|--------------|
| Business level strategies: Cost leadership, Differentiation, Focus. | | | |
| UNIT IV - CORPORATE LEVEL STRATEGY | | | 10 |
| Corporate level strategies: Concentration, Vertical integration, Diversification, Divestment, Portfolio analysis – BCG Matrix. | | | |
| UNIT V - INTERNATIONAL STRATEGY | | | 10 |
| International strategy: Global, Multidomestic, Transnational strategy, Modes of entering international markets. | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 60 | 0 | 0 | 60 |
| TEXT BOOKS | | | |
| 1. Michael A. Hitt, R. Duane Ireland & Robert E. Hoskisson, Strategic Management: Competitiveness & Globalization – Concepts and Cases, 12 th Edition, Cengage Learning, 2017 | | | |
| 2. Raghavan Parthasarathy, Fundamentals of Strategic Management, Biztantra, 2008. | | | |
| REFERENCES | | | |
| 1. John A. Pearce II, Richard B Robinson, Jr & Amita Mital, Strategic Management: Formulation, Implementation and Control, 12 th Edition, McGraw Hill Education, 2017. | | | |
| 2. Charles W.L. Hill & Gareth R. Jones, Strategic Management: An Integrated approach, 9 th Edition, Cengage, 2012. | | | |

Table 1: Mapping of COs with POs

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

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|---|---|------------------|-----------|---------------|--------------|
| COURSE CODE | YBAE01 | L | T | P | C |
| COURSE NAME | SUPPLY CHAIN AND LOGISTICS MANAGEMENT | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| LEARNING OBJECTIVES | | | | | |
| <ol style="list-style-type: none"> To learn the processes in supply chain management. To learn the drivers of supply chain performance. To learn how to design a distribution network. To learn how to design a transportation network. To learn the various sourcing options in a supply chain. | | | | | |
| COURSE OUTCOMES | | | | Domain | Level |
| CO1 | Explain supply chain management and the process view of supply chain | | Cognitive | Understanding | |
| CO2 | Explain supply chain strategy and the drivers of supply chain performance | | Cognitive | Understanding | |
| CO3 | Explain the various distribution network designs | | Cognitive | Understanding | |
| CO4 | Explain the various modes of transportation and transportation network designs | | Cognitive | Understanding | |
| CO5 | Explain the sourcing options and coordination in supply chains | | Cognitive | Understanding | |
| UNIT I – INTRODUCTION | | | | | 7 |
| Supply chain, Decision phases in a supply chain, Process view of supply chain, Supply chain macro processes | | | | | |
| UNIT II - STRATEGY AND DRIVERS | | | | | 9 |
| Supply chain strategy, Strategic fit, Drivers of supply chain performance: Facilities, Inventory, Transportation, Information, Sourcing, Pricing | | | | | |
| UNIT III - DISTRIBUTION NETWORK | | | | | 10 |
| Distribution, Factors influencing distribution network design, Design options for a distribution network, Online sales and distribution | | | | | |
| UNIT IV – TRANSPORTATION | | | | | 10 |
| Transportation, Modes of transportation and their performance characteristics, Design options for a transportation network, Trade-Offs in Transportation Design | | | | | |
| UNIT V - SOURCING AND COORDINATION | | | | | 9 |
| Sourcing, Inhouse or Outsource, Third- Party Suppliers, Supply chain coordination, Bullwhip effect, Continuous replenishment and Vendor-Managed Inventories | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | | TOTAL |
| 45 | 0 | 0 | | | 45 |
| TEXT BOOKS | | | | | |
| 1. Sunil Chopra, Peter Meindl & Dharam Vir Kalra, Supply Chain Management: Strategy, Planning and Operation, 6 th Edition, Pearson, 2016. | | | | | |
| REFERENCES | | | | | |
| 1. John J Koyle, C. John Langley Jr., Robert A. Novack & Brian J. Gibson, Managing Supply Chains: A Logistics Approach, 9 th Edition, Cengage Learning, 2014. | | | | | |

Table:1 Mapping of POs with Cos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|
| CO 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 2 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 3 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 4 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

| | | | | | | | | | | | |
|---------------|----|---|---|---|---|---|---|---|---|---|---|
| CO 5 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 15 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Scaled | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

1-5 →1 6-10 → 11-15 →

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

| | | | | | |
|----------------------|-----------------------|----------|----------|----------|----------|
| COURSE CODE | YBAE02 | L | T | P | C |
| COURSE NAME | PRODUCT DESIGN | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |

LEARNING OBJECTIVES

1. To learn the steps in the development of products.
2. To learn the steps in the development of concepts.
3. To learn how to generate and select concepts.
4. To learn how to test concepts.
5. To learn how to protect intellectual property.

COURSE OUTCOMES

| | | Domain | Level |
|-----|---|---------------|---------------|
| CO1 | Explain the product development process. | Cognitive | Understanding |
| CO2 | Explain the concept development process. | Cognitive | Understanding |
| CO3 | Explain the methods used for concept generation and selection. | Cognitive | Understanding |
| CO4 | Illustrate concept testing and prototyping methods. | Cognitive | Understanding |
| CO5 | Illustrate various types of intellectual property. | Cognitive | Understanding |

UNIT I – INTRODUCTION

9

Product, types of products, product development process.

UNIT II - CONCEPT DEVELOPMENT

9

Concept development process, identifying customer needs.

UNIT III - CONCEPT GENERATION AND SELECTION

9

Concept generation method, concept screening, concept scoring.

UNIT IV - CONCEPT TESTING AND PROTOTYPING

9

Concept testing method, types of prototypes.

UNIT V - PATENTS AND INTELLECTUAL PROPERTY

9

Patent, trademark, trade secret, copyright, design thinking

| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
|----------------|-----------------|------------------|--------------|
| 45 | 0 | 0 | 45 |

TEXT BOOKS

1. Karl T Ulrich and Steven D Eppinger, Product Design and Development, 5th Edition, McGraw Hill Education, 2017.

REFERENCES

1. Kevin Otto and Kristin Wood, Product Design: Techniques in Reverse Engineering and New Product Development, 1st Edition, Pearson, 2014.

Table 1: Mapping of COs with POs

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

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|--|---|------------------|---------------|--------------|-----------|
| COURSE CODE | YBAE03 | L | T | P | C |
| COURSE NAME | QUALITY MANAGEMENT | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| LEARNING OBJECTIVES | | | | | |
| <ol style="list-style-type: none"> To introduce the principles and practice of quality management to students who are going to play a major role in development and management of organizations. To learn about the different alternatives for continuous improvement. To familiarize with benchmarking and its benefits To learn about QMS. To familiarize with different statistical tools. | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Summarize the principles and practices of Quality Management | Cognitive | Understanding | | |
| CO2 | Explain the continuous process of improvement | Cognitive | Understanding | | |
| CO3 | Summarize benchmarking | Cognitive | Understanding | | |
| CO4 | Outline the quality management systems | Cognitive | Understanding | | |
| CO5 | Explain statistical process control | Cognitive | Understanding | | |
| UNIT I INTRODUCTION TO QUALITY MANAGEMENT | | | | | 7 |
| Basic Approach, Gurus of QM, Defining Quality, Obstacles in Implementing Quality Management, benefits of QM | | | | | |
| UNIT II CONTINUOUS PROCESS IMPROVEMENT | | | | | 14 |
| Process of CPI, Juran Trilogy, Improvement Strategies, Types of Problems, PDSA Cycle, Problem Solving Method, Kaizen, Reengineering, Six Sigma | | | | | |
| UNIT IIBENCHMARKING | | | | | 7 |
| Define Benchmarking, Process of benchmarking, deciding what to benchmark, understanding current performance, planning of benchmarking, learning from data, using the findings, pitfalls and criticism of benchmarking | | | | | |
| UNIT IV QUALITY MANAGEMENT SYSTEMS | | | | | 8 |
| Benefits of ISO Registration, ISO 9000 series of Standards, IOS 9001 requirements, Implementation of QMS, Documentation, writing Documents, Internal Audits, Registration | | | | | |
| UNIT V STATISTICAL PROCESS CONTROL | | | | | 9 |
| Pareto Diagram, Process Flow Diagram, Cause and Effect Diagram, Check Sheets, Histogram, Statistical Fundamentals, Control Charts, Variable Control Charts, Process Performance, Measurement System Analysis (MSA) Scatter Diagram | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | TOTAL | |
| 45 | 0 | 0 | | 45 | |
| TEXT BOOKS | | | | | |
| Dale H Besterfield, Mary Besterfield, Carol Besterfield, Glen H. Besterfield, HermantUrdhwarsire and Rashmi Urdhwarsire, (2014), “ Total Quality Management” Pearson Education, New Delhi | | | | | |
| REFERENCE | | | | | |
| <ol style="list-style-type: none"> James R.Evans, William M.Lindsay(2012) “The Management and Control of Quality” Cengage Learning Kanishka Bedi(2006) “Quality Management” Oxford Higher Education. | | | | | |

Table 1: Mapping of COs with POs

| | | | | | | | | | | | |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|

| | | | | | | | | | | | |
|---------------------|---|----|---|----|---|---|---|---|----|---|---|
| CO 1 | 1 | 2 | 2 | 3 | 0 | 2 | 1 | 0 | 0 | 0 | 0 |
| CO 2 | 2 | 2 | 2 | 3 | 0 | 2 | 1 | 0 | 0 | 0 | 0 |
| CO 3 | 2 | 2 | 2 | 3 | 0 | 2 | 1 | 0 | 0 | 0 | 0 |
| CO 4 | 1 | 2 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 |
| CO 5 | 1 | 2 | 2 | 1 | 0 | 2 | 1 | 0 | 0 | 0 | 0 |
| Total | 7 | 10 | 9 | 11 | 0 | 9 | 5 | 5 | 10 | 0 | 0 |
| Scaled Value | 2 | 2 | 2 | 3 | 0 | 2 | 1 | 1 | 2 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | | | |
|--|--|-----------------|--|------------------|----------------------------|--------------|-----------|
| COURSE CODE | YBAE04 | | | L | T | P | C |
| COURSE NAME | INVESTMENT MANAGEMENT | | | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | | | L | T | P | H |
| C:P:A | 3 : 0 : 0 | | | 3 | 0 | 0 | 3 |
| LEARNING OBJECTIVES | | | | | | | |
| <ol style="list-style-type: none"> 1. To introduce the various investment alternatives. 2. To disseminate the ideas on expected return & risk of a security. 3. To give exposure to students in analyzing the Valuation of Debentures/ Bonds 4. To learn how to analysis the portfolio and how to select it. 5. To learn how to evaluate the performance of portfolio. | | | | | | | |
| COURSE OUTCOMES | | | | Domain | Level | | |
| CO1 | Explain the overview of Capital Markets. | | | Cognitive | Understanding | | |
| CO2 | Define and Apply valuation Models for equity. | | | Cognitive | Understanding Applying | | |
| CO3 | Analyse the nature of Bonds and Derivatives. | | | Cognitive | Analysing | | |
| CO4 | Explain and analyse the portfolio. | | | Cognitive | Understanding Analysing | | |
| CO5 | Explain the management of portfolio and analyse the performance. | | | Cognitive | Understanding Analysing | | |
| UNIT I-OVERVIEW OF CAPITAL MARKET | | | | | | | 9 |
| Market of securities, Stock Exchange and New Issue Markets - their nature, structure, functioning and limitations; Trading of securities: equity and debentures/ bonds. Regulatory Mechanism: SEBI and its guidelines; Investor Protection. | | | | | | | |
| UNIT II-RISK & RETURN | | | | | | | 6 |
| Concept of Risk, Measures of risk and return, calculation, trade off, systematic and unsystematic risk components. Nature of Stock Markets: EMH (Efficient Market Hypothesis) and its implications for investment decision. Valuation of Equity: Nature of equity instruments, Equity Valuation Models. Approaches to Equity Valuation: Technical Approach – overview of concept & tools used and Fundamental Approach – economy, industry and company analysis. | | | | | | | |
| UNIT III- VALUATION OF DEBENTURES/ BONDS AND DERIVATIVES | | | | | | | 6 |
| Valuation of Debentures/ Bonds: nature of bonds, valuation, Bond theorem, Term structure of interest rates, Duration. Valuation of Derivatives (Options and futures): concept, trading, valuation. | | | | | | | |
| UNIT IV-PORTFOLIO ANALYSIS AND SELECTION | | | | | | | 12 |
| Portfolio concept, Portfolio risk and return, Beta as a measure of risk, calculation of beta, Selection of Portfolio: Markowitz's Theory, Single Index Model, Capital market theorem, CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory. | | | | | | | |
| UNIT V-PORTFOLIO MANAGEMENT AND PERFORMANCE EVALUATION | | | | | | | 12 |
| Performance evaluation of existing portfolio, Sharpe and Treynor measures; Finding alternatives and revision of portfolio; Portfolio Management and Mutual Fund Industry | | | | | | | |
| LECTURE | | TUTORIAL | | PRACTICAL | | TOTAL | |
| 45 | | 0 | | 0 | | 45 | |

| |
|---|
| TEXT BOOKS |
| 1. Chandra P, Investment Analysis and Portfolio Management, Tata Mc Graw Hill, 2010. |
| REFERENCES |
| 1. Fischer and Jordan, Security Analysis and Portfolio Management, Prentice-Hall, 1996, 6th edition. |
| 2. Ranganatham , Investment Analysis and Portfolio Management Pearson Education,2015, 1 st Ed. |
| 3. Pandian P, Security Analysis and Portfolio Management, Vikas Publishing, 2012, 1 st Ed. |
| 4. Bodie, Kane, Marcus & Mohanti , Investment and Indian Perspective TMH, 2009, 6 th Ed |

Table 1: Mapping of COs with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO | PSO |
|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 2 | 3 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 3 | 3 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 4 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 5 | 3 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Total | 15 | 2 | 2 | 1 | 2 | 0 | 0 | 0 | 1 | 0 | 0 |
| Scaled | 3 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|----------------------|---------------------------------|----------|----------|----------|----------|
| COURSE CODE | YBAE05 | L | T | P | C |
| COURSE NAME | MERGERS AND ACQUISITIONS | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |

LEARNING OBJECTIVES

- To develop a comprehensive understanding of mergers and acquisitions (M&A) from the perspective of the corporate executive.
- To learn the main concepts related to managing mergers and acquisitions.
- To learn the concepts and principles of financial valuation and negotiation in relation to managerial decision-making.
- To facilitate understanding of corporate merger and acquisition activity and restructurings.
- To examine the role that M&A plays in the contemporary corporate world, and its use as a strategic tool to provide growth, enhance competitive position, transform a company or industry, and create shareholder value.

| COURSE OUTCOMES | | Domain | Level |
|------------------------|---|---------------|----------------------------|
| CO1 | Outline the objectives and types of Merger. | Cognitive | Understanding |
| CO2 | Explain and generalize the de-merger. | Cognitive | Understanding |
| CO3 | Apply and Analyze the valuation models. | Cognitive | Applying Analysing |
| CO4 | Compare the ratios related to valuation | Cognitive | Understanding Analysing |
| CO5 | Interpret the Taxation aspects in Merger and Acquisition | Cognitive | Understanding |

UNIT I-BASICS OF MERGERS AND ACQUISITIONS **9**

Corporate Restructuring-objectives of merger, demerger, acquisition, types of merger - Horizontal, Vertical, Conglomerate, Case studies.

UNIT II-DE-MERGERS AND REVERSE MERGERS & ROLE OF SEBI **9**

De-merger, spin off, split up, tax advantages of demerger, Reverse Merger (L & T-Grasim).
SEBI regulations on Merger & Acquisition, Takeover Code.

UNIT III- DEFENSIVE STRATEGIES & M&A MODELS AND THEORIES **9**

(Problems to be discussed under this topic)

Defensive actions on takeover bids. Valuation Models on Merger & Acquisition: (a) DCF Model, (b) Public

| | | | |
|---|-----------------|------------------|--------------|
| Enterprises, (c) Book Value, (d) Adjusted Book value (e) Three Stage growth model | | | |
| UNIT IV-RATIO ANALYSIS AND VALUATION STRATEGIES | | | 7 |
| Swap Ratio, Valuation Practices in India, LBO, MBO, Case Study-Tata Tetley | | | |
| UNIT V-TAXATION ASPECTS IN M&A AND POST MERGER ANALYSIS | | | 11 |
| Treatment of goodwill, premium & Taxation aspects 72A, 2(140), Tax Benefit of Merger & Acquisition. Success and failure of Merger & Acquisition , International Cases: AOL & Time Warner. | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 45 | 0 | 0 | 45 |
| TEXT BOOKS | | | |
| 1. Prasanna Chandra, (2008), "Financial Management: Theory and Practice" 7 th Edition, Tata McGraw- Hill Publishing Company Limited New Delhi. | | | |
| REFERENCES | | | |
| 1. Chandrashekar Krishnamurti, S.R.Vishwanath, (2008), "Mergers, Acquisitions And Corporate Restructuring, First Edition, Sage Publications Pvt. Ltd, New Delhi. | | | |
| 2. Kamal Ghosh Ray, (2010), "Mergers And Acquisitions: Strategy, Valuation And Integration", Phi Learning Pvt. Ltd-New Delhi. | | | |
| 3. Kavita Shetty, Sharad Kale, Rajinder S Aurora, (2011), Mergers And Acquisitions Oxford University Press-New Delhi. | | | |

Table 1: Mapping of COs with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO | PSO 2 |
|------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| CO 1 | 3 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 2 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 3 | 3 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 |
| CO 4 | 3 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| CO 5 | 3 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 0 |
| Total | 15 | 2 | 3 | 2 | 1 | 0 | 2 | 1 | 2 | 0 | 0 |
| Scaled to | 3 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|----------------------------|---|---------------|----------------------|----------|----------|
| COURSE CODE | YBAE06 | L | T | P | C |
| COURSE NAME | BANKING AND INSURANCE MANAGEMENT | 3 | 0 | 0 | 3 |
| PREREQUISITE | Nil | L | T | P | H |
| C:P:A | 3: 0 : 0 | 3 | 0 | 0 | 3 |
| LEARNING OBJECTIVES | | | | | |
| LO1 | To describe the general banking operations | | | | |
| LO2 | To interpret the lending and credit appraisal process | | | | |
| LO3 | To learn and use the advance recovery and credit appraisal system. | | | | |
| LO4 | To learn the concepts of risk management. | | | | |
| LO5 | To explain the insurance concept. | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Able to describe the Indian banking system evolution, its operations and E-banking system. | Cognitive | Understanding | | |
| CO2 | Able to summarize the concept of lending approaches and credit appraisal process. | Cognitive | Understanding | | |
| CO3 | Ability to use advances recovery methods& NPA management system with Government regulations. | Cognitive | Apply | | |
| CO4 | Able to explain the various risks, and apply methods to handle risk. | Cognitive | Understanding, Apply | | |
| CO5 | Able to express the principles of Insurance and various types of insurance and in addition to Government regulatory bodies | Cognitive | Understanding | | |

| | | | |
|---|-----------------|------------------|--------------|
| UNIT I - OVERVIEW OF BANKING | | | 8 |
| Indian Financial system-Commercial Banking – Classification of Banks – Functions — Banking Structure - Central Banking – Evolution –Role and Functions of RBI - Banking Operations: Acceptance of Deposits, Lending of Funds- E Banking/Online banking- Electronic Funds transfer systems, Clearing House operations- Foreign Exchange operations-Wealth Management/Private Banking operations. | | | |
| UNIT II - OVERVIEW OF LENDING PRODUCTS AND CREDIT APPRAISAL PROCESS | | | 9 |
| Principles of Lending-Secured and Unsecured loans- Lending approach to Individuals, Industry, Trade, Agriculture, MSME- Security aspects and Documentation-Loan processing, Sanctioning and Monitoring of Trade advances, Industrial advances, Agricultural advances , Home Loans and Unsecured personal loans. | | | |
| UNIT III - RECOVERY OF ADVANCES, NPA AND RESOLUTION | | | 10 |
| Recovery of Advances- Methods –Classification of assets as Standard, Non Performing Assets, Doubtful debts – Causes and Remedial Measures – Management of NPA’s – Debt Recovery Tribunals – Lok Adalats-Asset Reconstruction Fund-SARFAESI ACT. | | | |
| UNIT IV - RISK MANAGEMENT | | | 6 |
| Definition of Risk- Classification of Risks; Methods of handling risk –Risk management-Objectives-Personal risk management process. | | | |
| UNIT V - BASICS OF INSURANCE | | | 12 |
| Principles of Insurance -Types of Insurance: Life Insurance, General Insurance, Health & Medical Insurance, Property related Insurance, Liability Insurance, Reinsurance. Insurance pricing , Underwriting. Principles governing marketing of insurance products. IRDA- Role. | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 45 | 0 | 0 | 45 |
| TEXT BOOKS | | | |
| 1. Management of Banking and Financial Services, Padmalatha Suresh and Justin Paul, Second edition, Pearson, 2011 | | | |
| 2. Banking and Financial System – B.Santhanam, Margham Publications; 5th edition (2012) | | | |
| REFERENCES | | | |
| 1. Elements of Banking & Insurance – Jyothsna Sethi &Nishwan Bhatia, PHI, 2009. | | | |
| 2. Banking Theory and Practice, K.C. Shekhar and Lekshmy Shekhar, Vikas Publishing House,2011 | | | |
| 3. Banking Theory, Law and practice - Sunderaram and Varshney, Sultan Chand & Sons, New Delhi. | | | |
| 4. Banking and Financial System - Prasad K, Nirmala, Chandradas J. Himalaya Publishing House, Mumbai. | | | |
| 5. Risk Management & Insurance, Trieschmann, Hoyt, Sommer, Cengage | | | |

Table 1: Mapping of COs with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|--------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CO 1 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 |
| CO 2 | 3 | 1 | 2 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 |
| CO 3 | 3 | 1 | 2 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 |
| CO 4 | 3 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 |
| CO 5 | 2 | 1 | 0 | 0 | 0 | 0 | 2 | 1 | 1 | 0 | 0 |
| Total | 12 | 7 | 4 | 0 | 0 | 0 | 4 | 5 | 5 | 0 | 0 |
| Scaled to 0,1,2,3 | 3 | 2 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|--|---------------------------------|----------|----------|----------|----------|
| COURSE CODE | YBAE07 | L | T | P | C |
| COURSE NAME | TRAINING AND DEVELOPMENT | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| LEARNING OBJECTIVES | | | | | |
| Able to understand the importance of T & D | | | | | |

| | | | |
|--|--|------------------|---------------|
| Able to understand different types of trainings | | | |
| Able to know the purpose of training program | | | |
| Able to evaluate the effectiveness of training | | | |
| Able to design a training programme | | | |
| COURSE OUTCOMES | | Domain | Level |
| CO1 | Know the importance of Training and Development. | Cog(Und) | Understanding |
| CO2 | Know different types of trainings | Cog(Und) | Understanding |
| CO3 | Understand the purpose of training program | Cog(Und) | Understanding |
| CO4 | Describe the training effectiveness and evaluation | Cog(Und) | Understanding |
| CO5 | Know to design a training program | Cog(Und) | Understanding |
| UNIT I INTRODUCTION | | | 8 |
| Concept of Training-Need for Training-Importance of Training-Types of Training-Identifying Training Needs, Objectives of Training. | | | |
| UNIT II TYPES OF TRAINING | | | 10 |
| On-the Job Training (OJT)- Off-the Job Training- Apprenticeship Training- Google Meet/Google Classroom Training- Internship Training-E-Learning, Computer Aided Training, Simulation Training Lecture Method, Conference Leadership, The Case Method, Role Plays, Games and Simulations. | | | |
| UNIT III THE PURPOSE OF TRAINING PROGRAMME | | | 9 |
| Responsibility for Training- Selecting and Motivating the target Group-Preparing the Trainers-Developing Training Package-Presentation of training programme-Performance Tryout- Follow up actions after a Training Programme | | | |
| UNIT IV EVALUATING TRAINING EFFECTIVENESS | | | 9 |
| Need for Evaluation-concept of Training Effectiveness-Evaluation Criteria, Reactions, Learning, Behaviour, Results-Methods of Evaluation, Types of Feedback- On-line assessment, Evaluation through social media. | | | |
| UNIT V DESIGNING A TRAINING PROGRAM | | | 9 |
| American Society for Training and Development (ASTD)-Assess Organisational Training & Development Needs- Define Your Training Objective- Training Program Design- Adopt Training Principles- Training Program Development- Training Program Implementation- Evaluate Your Training Program | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 45 | 0 | 0 | 45 |
| TEXT BOOKS | | | |
| 1. Rajandran KVR, (2021), "Training and Development for Competitive and Dynamic Teams" Duraico Publication, Chennai | | | |
| 2.P.Jyothi and D N Venkatesh, (2012), "Human Resource Management", Oxford University Press, New Delhi. | | | |
| 3. P Nick Blanchand, James W. Thacker and V Anand Ram,(2012), " Effective Training Systems Strategies and Practices" 4 th Edition, Pearson Education | | | |
| REFERENCES | | | |
| 11. Gupta C.B., (2011), "Human Resource Management", Sultan Chand and Sons, New Delhi | | | |
| 2. Gupta C.B. (2014), " A textbook of Organisational Behaviour with Text and Cases", S. Chand Publishing, New Delhi | | | |

Table 1: Mapping of Cos with POs

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

1-5 →1, 6 – 10 →2, 11-15 →3

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

| | | | | | |
|--------------------|--|----------|----------|----------|----------|
| COURSE CODE | YBAE08 | L | T | P | C |
| COURSE NAME | INDUSTRIAL RELATIONS AND LABOUR LAW | 3 | 0 | 0 | 3 |

| | | | | | |
|--|--|----------------|------------------------------|--------------|-----------|
| PREREQUISITE | Nil | L | T | P | H |
| C:P:A | 3:0:0 | 3 | 0 | 0 | 3 |
| LEARNING OBJECTIVES | | | | | |
| LO1 | To understand the need for developing sound industrial relations | | | | |
| LO2 | To know about types of industrial disputes | | | | |
| LO3 | To understand the collective bargaining process | | | | |
| LO4 | To discuss about how to manage promotions, transfers and demotion | | | | |
| LO5 | To learn the concept of quality circle | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Define the role of trade union in industrial relations | Cognitive | Remembering Understanding | | |
| CO2 | Define the various measures to prevent industrial disputes and Illustrate the settlement of Industrial disputes. | Cognitive | Remembering Understanding | | |
| CO3 | Illustrate Collective Bargaining in India | Cognitive | Remembering Understanding | | |
| CO4 | List the concept of Career Planning, need and importance for Quality of Work life and Summarise the Work-life Balancing initiatives of various companies in India. | Cognitive | Remembering Understanding | | |
| CO5 | Relate the concept of Quality Circle | Cognitive | Remembering Understanding | | |
| UNIT I INDUSTRIAL RELATIONS & TRADE UNION | | | | | 10 |
| Meaning & Objectives, Importance, Role of Three Actors to Industrial Relations, Causes for poor IR, Developing sound IR, Trade Union - Meaning, Why do workers join unions, Types of trade unions, Problems of trade unions, Functions of trade unions, Measures to strengthen trade unions - The Trade Union Act, 1926 | | | | | |
| UNIT II INDUSTRIAL DISPUTES | | | | | 5 |
| Definition, Causes of Industrial disputes, Types of Industrial disputes, Prevention of Industrial disputes, Settlement of Industrial disputes - Strikes, Lock-outs, Lay-off & Retrenchment, The Industrial Disputes Act, 1947 - The Industrial Employment (Standing Orders) Act, 1946. | | | | | |
| UNIT III COLLECTIVE BARGAINING | | | | | 5 |
| Definition, Importance, Prerequisites of collective bargaining – Union bargaining process – Types of bargaining– Collective bargaining in India. | | | | | |
| UNIT IV CAREER PLANNING, QUALITY OF WORK LIFE AND WORK LIFE BALANCING | | | | | 13 |
| Career Planning, Factors affecting Career Choices; Career Stages, Career anchors, Need for Career Planning, Managing Promotions, Transfers & Demotions. QWL - Concept and Definition, Elements of QWL, Importance and conceptual factors influencing QWL, QWL Index, Tips for improving the Quality of Work life. Work life Balance - Concept, Factors influencing work life balancing, Need for Work life balance, Benefits to corporate and employees, Work life balance initiatives: strategies and programmes, Work life balance practices. | | | | | |
| UNIT V QUALITY CIRCLES | | | | | 12 |
| Quality Circle - Concept, objectives, features, process in initiating Quality Circles, Training for Quality Circles, Structure of Quality Circle, self managed teams. | | | | | |
| | | LECTURE | TUTORIAL | TOTAL | |
| | | 45 | 0 | 45 | |
| TEXT BOOKS | | | | | |
| 1. Human Resource Management - C.B.Gupta (S.Chand Publications). | | | | | |
| REFERENCES | | | | | |
| 1. Employee Relationship Management - R.K.Saxena, Zabiulla and Aruna Rani (Kalyani Publishers). | | | | | |

Table 1: Mapping of COs with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CO 1 | 1 | 2 | 2 | 3 | 0 | 2 | 1 | 0 | 0 | 0 | 0 |
| CO 2 | 2 | 2 | 2 | 3 | 0 | 2 | 1 | 0 | 0 | 0 | 0 |

| | | | | | | | | | | | |
|---------------------|---|----|---|----|---|---|---|---|----|---|---|
| CO 3 | 2 | 2 | 2 | 3 | 0 | 2 | 1 | 0 | 0 | 0 | 0 |
| CO 4 | 1 | 2 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 |
| CO 5 | 1 | 2 | 2 | 1 | 0 | 2 | 1 | 0 | 0 | 0 | 0 |
| Total | 7 | 10 | 9 | 11 | 0 | 9 | 5 | 5 | 10 | 0 | 0 |
| Scaled Value | 2 | 2 | 2 | 3 | 0 | 2 | 1 | 1 | 2 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|---------------------|--------------------------------|----------|----------|----------|----------|
| COURSE CODE | YBAE09 | L | T | P | C |
| COURSE NAME | COMPENSATION MANAGEMENT | 3 | 0 | 0 | 3 |
| PREREQUISITE | NIL | L | T | P | H |
| C:P:A | 3:0:0 | 3 | 0 | 0 | 3 |

LEARNING OBJECTIVES

- To learn basic compensation concepts and the context of compensation practice.
- To increase student knowledge and comprehension about the compensation function.
- To learn the various dimensions of Compensation Management.
- To familiarize the role of various bodies involved in Compensation Management.
- To learn how to manage international compensation.

| COURSE OUTCOMES | | Domain | Level |
|-----------------|--|-----------|---------------|
| CO1 | Explain the concept of Compensation Management, its issues, components and Framework. | Cognitive | Understanding |
| CO2 | Outline the essentials of a sound wage and salary structure, methods of wage payment and Wage Policy in India | Cognitive | Understanding |
| CO3 | Classify job evaluation methods, advantage and its limitations. | Cognitive | Understanding |
| CO4 | Summarize wage incentive plan, its types and profit sharing. | Cognitive | Understanding |
| CO5 | Explain tax planning and emerging trends in compensation. | Cognitive | Understanding |

UNIT I COMPENSATION MANAGEMENT

5

Compensation Management - Issues in Compensation Management - Components of Compensation - Framework of Compensation - Factors affecting Compensation.

UNIT II WAGE AND SALARY ADMINISTRATION

14

Wage Concepts - Introduction to Wage and Salary Administration - Objectives of Wage and Salary - Principles - Essentials of a sound wage and salary structure - Methods of wage payment - The process of wage determination - Wage Policy in India - Supplementary Compensation - Executive Compensation.

UNIT III JOB EVALUATION

6

Concept of Job Evaluation - Objectives of job Evaluation - Process of Job Evaluation - Advantages of Job Evaluation - Limitations of Job Evaluation - Essentials of successful Job Evaluation - Methods of Job Evaluation.

UNIT IV INCENTIVE COMPENSATION

12

Meaning of Wage Incentives - Essentials of Sound Incentive Plan - Wage Incentives in India - Types of Wage Incentive Plans - Concept of Profit Sharing - Labour Co-Partnership - Fringe Benefits - Employee Stock Option Plans - Moonlighting.

UNIT V EMERGING ISSUES AND TRENDS IN COMPENSATION

8

Tax planning – Comparative International compensation – Overview of Future Trends in Compensation Management

| LECTURE | TUTORIAL | TOTAL |
|---------|----------|-------|
| 45 | 0 | 45 |

TEXT

1. Luthans F (1998) OB, Boston, Massachusetts: Mcgraw – hill, International students edition.

REFERENCES

1. G.L Kothari, Wages, Dearness Allowance and Bonus, N.H. Tripal (Pvt) Ltd.

2. Human Resource Management by VSP Rao.
3. Human Resource Management by Dessler.
4. Human Resource Management by K. Aswathappa

Table1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CO 1 | 2 | 1 | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 0 | 0 |
| CO 2 | 3 | 2 | 2 | 3 | 0 | 2 | 2 | 1 | 3 | 0 | 0 |
| CO 3 | 3 | 2 | 2 | 3 | 0 | 2 | 2 | 1 | 3 | 0 | 0 |
| CO 4 | 3 | 2 | 2 | 3 | 0 | 2 | 2 | 2 | 3 | 0 | 0 |
| CO 5 | 1 | 2 | 2 | 1 | 0 | 2 | 2 | 1 | 2 | 0 | 0 |
| Total | 12 | 9 | 9 | 12 | 0 | 9 | 9 | 6 | 12 | 0 | 0 |
| Scaled | 3 | 2 | 2 | 3 | 0 | 2 | 2 | 2 | 3 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|---------------------|--------------------------|----------|----------|----------|----------|
| COURSE CODE | YBAE10 | L | T | P | C |
| COURSE NAME | RETAIL MANAGEMENT | 3 | 0 | 0 | 3 |
| PREREQUISITE | Nil | L | T | P | C |
| C:P:A | 3: 0 : 0 | 3 | 0 | 0 | 3 |

Learning Objectives

LO 1 To impart knowledge about the retail trends in India & Global level.

LO 2 To provide application skills towards retail format

LO 3 To analyze retailing decisions.

LO 4 To manage the retail business process

LO 5 To infer about retail shoppers behavior.

| COURSE OUTCOMES | | Domain | Level |
|------------------------|--|---------------|---------------|
| CO1 | Ability to discuss the challenges and opportunities of retailing and explain the trends in global and Indian retailing | Cognitive | Understanding |
| CO2 | Ability to apply the knowledge of organized and unorganized formats, Emerging trends in retail formats and MNC's role in organized retail formats. | Cognitive | Apply |
| CO3 | Ability to analyze the Choice of retail locations, Positioning of retail shops, Building retail store Image , Merchandizing and category management | Cognitive | Analyse |
| CO4 | Ability to engage in self-study to formulate, design, implement, analyze and demonstrate an Retail advertising and promotions, Online retail Emerging trends | Cognitive | Analyse |
| CO5 | Evaluate real and complex Understanding of Retail shopper behaviour and Shopper Profile Analysis | Cognitive | Evaluate |

UNIT I-INTRODUCTION **10**

An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retails.

UNIT II-RETAIL FORMATS **8**

Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC's role in organized retail formats.

UNIT III- RETAILING DECISIONS **10**

Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions. Merchandising and category management – buying.

UNIT IV-RETAIL SHOP MANAGEMENT **9**

Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail Management Information Systems - Online retail – Emerging trends .

UNIT V-RETAIL SHOPPER BEHAVIOUR **8**

Understanding of Retail shopper behaviour – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behaviour – Complaints Management - Retail sales force Management – Challenges in Retailing in India.

| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
|---------|----------|-----------|-------|
| 45 | 0 | 0 | 45 |

TEXT BOOKS

Ramkrishnan and Y.R.Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008

REFERENCES

1. Michael Havy ,Baston, Aweitz and Ajay Pandit, Retail Management, Tata Mcgraw Hill, Sixth Edition, 2007
2. J K Nayak, Prakash C.Dash, Retail Management, Cengage, 2017
3. Dr.Harjit Singh, Retail Management A Global Perspective, S.Chand Publishing, 3rd Edition,2014
4. Patrick M. Dunne and Robert F Lusch, Retailing, Cengage, 8th edition, 2013.
5. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 3rd Edition 2016.
6. Swapna Pradhan, Retail Management -Text and Cases, Tata McGraw Hill, 4th Edition, 2012.

Table 1: Mapping of COs with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|--------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CO 1 | 1 | 0 | 3 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 |
| CO 2 | 1 | 0 | 3 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 |
| CO 3 | 3 | 2 | 3 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 |
| CO 4 | 3 | 3 | 3 | 3 | 0 | 2 | 1 | 1 | 1 | 0 | 0 |
| CO 5 | 2 | 3 | 3 | 3 | 0 | 0 | 1 | 1 | 1 | 0 | 0 |
| Total | 10 | 8 | 15 | 6 | 0 | 2 | 3 | 5 | 5 | 0 | 0 |
| Scaled to 0,1,2,3 | 2 | 2 | 3 | 2 | 0 | 1 | 1 | 1 | 1 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|----------------------|---------------------------|----------|----------|----------|----------|
| COURSE CODE | YBAE11 | L | T | P | C |
| COURSE NAME | CONSUMER BEHAVIOUR | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |

LEARNING OBJECTIVES

- To introduce students to consumers, consumer behaviour in the market place and their impact on marketing strategy.
- To learn the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process.
- To familiarize with research in consumer behavior with special focus on social psychology to help appreciate some of key psychological processes that potentially influence consumer behavior.
- To gain a strong foundation for critical thinking in the area of consumer behavior.
- To learn the various aspects of consumer behavior and its applications in marketing.

| COURSE OUTCOMES | | Domain | Level |
|------------------------|--|---------------|---------------|
| CO1 | Explain the concept of consumer behavior. | Cognitive | Understanding |
| CO2 | Identify the internal influencing factor. | Cognitive | Analyzing |
| CO3 | Identify the external influencing factor. | Cognitive | Analyzing |

| | | | |
|---|--|------------------|---------------|
| CO4 | Analyze the purchase decision process. | Cognitive | Understanding |
| CO5 | Explain the concept of consumerism. | Cognitive | Understanding |
| UNIT I | | | 7 |
| Introduction Concept of Consumer Behavior - Need, Importance - Inter disciplinary approach - Buying roles and Motives - Characteristics of Indian Consumer - challenges in predicting consumer behavior. | | | |
| UNIT II | | | 11 |
| Internal Influences Foundation of Individual Behavior - Psychological factors: Motivation and Personality Perception, Consumer learning, Attitudes. | | | |
| UNIT III | | | 8 |
| External Influences Culture and Consumer Behavior - Role of Family – References group: Role of Celebrities – Word of Mouth- Opinion leadership. | | | |
| UNIT IV | | | 11 |
| Purchase Decision Process Consumer Decision Making - Models of consumer behavior - Consumer involvement Purchase and Post Purchase Processes - Organizational Consumer Behaviour. | | | |
| UNIT V | | | 8 |
| Consumerism - Diffusion of Innovation - Managing Dissonance - Online purchase decision process - Emerging Issues –Ethical issues. | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 45 | 0 | 0 | 45 |
| TEXT BOOKS | | | |
| 1. Leon Schiffman and Leslie Kanuk, Consumer Behaviour, Prentice Hall, New Delhi. | | | |
| REFERENCES | | | |
| 1. Del, Roger, Kenneth and Amit, Consumer Behaviour, Tata McGraw Hill, New Delhi. 2. Ramesh Kumar, Consumer Behaviour, Pearson, New Delhi. 3. Satish K Batara and Kazmi, Consumer Behaviour, Excel Books, New Delhi. 4. Ramanuj Majumdar, Consumer Behaviour, Prentice Hall, New Delhi. 5. Della and Bitta, Consumer Behaviour: Concepts & Applications, Tata McGraw Hill. 6. Wayne Hoyer and Deborah Macinnis, Consumer Behavior, Houghton Mifflin Company, Newyork. 8. Henry Assael, Consumer behaviour strategic approach Biztantra, New Delhi. | | | |

Table:1 Mapping of POs with Cos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CO 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 2 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 |
| CO 3 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 0 |
| CO 4 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 |
| CO 5 | 3 | 2 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 |
| Total | 15 | 8 | 0 | 0 | 0 | 0 | 3 | 0 | 6 | 2 | 0 |
| Scaled to | 3 | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 2 | 1 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|---|---|---------------|--------------|----------|----------|
| COURSE CODE | YBAE12 | L | T | P | C |
| COURSE NAME | INTEGRATED MARKETING COMMUNICATION | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| Learning Objectives Able to know the principle of advertisement Able to visualize the media plan and advertisement Able to distinguish different types of sales promotion Able to relate the PR functions Able to know the types of publicity | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |

| | | | |
|--|---|------------------|---------------|
| CO1 | Principle of Advertisement | Cog(Und) | Understanding |
| CO2 | Media Plan and advertisement. | Cog(Und) | Understanding |
| CO3 | Types of Sales Promotion. | Cog(Und) | Analysing |
| CO4 | Public Relation and its function | Cog(Und) | Understanding |
| CO5 | Types of Publicity. | Cog(Und) | Understanding |
| UNIT I INTRODUCTION | | | 9 |
| Concept–definition–scope–Objectives–functions–principles of advertisement – Social, Economic and Legal Implications of advertisements – setting advertisement objectives – Advertisement Agencies – Selection and remuneration – Advertisement campaigns – case studies. | | | |
| UNIT II ADVERTISEMENT MEDIA | | | 9 |
| Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - related to sales – Media strategy and scheduling, design and execution of advertisements -Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio. T.V. and Web advertisements – Media Research – Testing validity and Reliability of ads – Measuring impact of advertisements –case studies | | | |
| UNIT III SALES PROMOTION | | | 9 |
| Scope and role of sales promotion – Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented. Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Out sourcing sales promotion, national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions- case studies. | | | |
| UNIT IV PUBLIC RELATIONS | | | 9 |
| Introduction – Meaning – Objectives –Scope-Functions-integrating PR in to Promotional Mix- Marketing Public Relation function- Process of Public Relations-advantages and disadvantages of PR-Measuring the Effectiveness of PR- PR tools and techniques. PR and Media Relations, - PR consultancy: Pros and Cons. - Discussion on opinion survey of PR in Public and Private Enterprises. PR- Research, Evaluation, Counselling-Marketing Public Relations (MPR)-Structure of Public Relations Department, Budgeting of PR, PR Agencies | | | |
| UNIT V PUBLICITY | | | 9 |
| Introduction – Meaning – Objectives - Tools – Goals of Publicity – Scope of Publicity – Importance of Publicity – Difference between Marketing, PR and Publicity - Social publicity – Web Publicity and Social media – Publicity Campaigns | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 45 | 0 | 0 | 45 |
| TEXT BOOKS | | | |
| 1. George E Belch and Michel A Belch, Advertising & Promotion, Tata McGraw Hill, 7th edition, 2010. | | | |
| REFERENCES | | | |
| 1. Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education 7th Edition, 2007. | | | |
| 2. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi, 2003. | | | |

Table1 1: Mapping of Cos with POs

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

1-5 →1, 6– 10 →2, 11-15 →3

SEMESTER IV

| | | | | | | |
|--|---|----------|------------------|---------------|---------------|--------------|
| COURSE CODE | YBA401 | L | T | P | C | |
| COURSE NAME | RURAL MARKETING ENVIRONMENT | 3 | 0 | 0 | 3 | |
| PREREQUISITE: | Nil | L | T | P | H | |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 | |
| LEARNING OBJECTIVES | | | | | | |
| <ol style="list-style-type: none"> 1. Able to state the physical structure of rural area 2. Able to list out the behaviour of rural consumers 3. Able to explain the resources available in rural area 4. Able to list out the product produce in rural area 5. Able to carry out the marketing research in rural area | | | | | | |
| COURSE OUTCOMES | | | | Domain | Level | |
| CO1 | State the physical structure of rural area. | | | Cognitive | Understanding | |
| CO2 | List the behavior of rural consumers | | | Cognitive | Understanding | |
| CO3 | Recall the resources of rural area. | | | Cognitive | Understanding | |
| CO4 | Label the product produce in rural area. | | | Cognitive | Understanding | |
| CO5 | Outline the marketing research in rural area. | | | Cognitive | Understanding | |
| UNIT I INTRODUCTION | | | | | 9 | |
| Introduction to Rural Management, Importance, Market Size and Physical Structure of Rural Society, Corporate-Interest in Rural Market, Classification of Rural Product and Rural Market. Socio-Economic Reforms, Use of Durable and Non-Durables by Indian Rural folk, Marketing of Consumer-Durables. Rural Communication-Challenges and Strategies, Types of Rural Communication | | | | | | |
| UNIT II RURAL CONSUMERS IN INDIA | | | | | 9 | |
| Rural Consumer's in India –Geographical Spread and Differentiation, Behaviour of Rural consumers, Rural-Market Segmentation- Occupational Segmentation, Sociological Segmentation, Thomson Rule of Market Index-Lin-Quest and MICA Rating, Targeting, Selection of Segments, Product, Pricing and Promotion Strategies. | | | | | | |
| UNIT III MARKETING OF RURAL PRODUCTS | | | | | 9 | |
| Marketing of Rural Products – Rural Inputs and their Types, Government Efforts, Challenges -Rural Marketing, Marketing Rural Non-Farm Products , Marketing Network , Social Structure of Rural - Society, Different Marketing Agencies and Institutions, Various Types of Distribution Channels in Rural Marketing. | | | | | | |
| UNIT IV MARKETING RESEARCH | | | | | 9 | |
| Marketing Research, Major techniques of Market Research, Methods of Collection of Information- Dissemination of Market Information, Advantages of Market Report and Market Report- Introduction to Rural Financing, Sources of Finance, Requisites of a Good Finance System, National Level- Credit Agency- NABARD, Functions of NABARD, Schemes and Patterns of NABARD. | | | | | | |
| UNIT V RURAL SEGMENTATION | | | | | 9 | |
| Maas Market Strategy, Market segmentation strategy , Levels of market segmentation , useful of segmentation, Bases of segmentation, Behaviour Segmentation, Segmentation of markets, variable of segmentation. | | | | | | |
| LECTURE | TUTORIAL | | PRACTICAL | | | TOTAL |
| 45 | 0 | | 0 | | | 45 |
| TEXT BOOKS | | | | | | |
| 1. Gopaldaswamy T.P (2014), “Rural Marketing Environment, Problems and Strategies, Vikas Publication-New Delhi. | | | | | | |
| 2. PredeepKashyap, (2012), “Rural Marketing” Pearson Education, 2 nd Edition, New Delhi | | | | | | |
| REFERENCES | | | | | | |
| 1. Katar Singh, (2009), “Rural Development: Principles Policies and Management, 3 rd Edition, SAGE Publications Pvt. Ltd, New Delhi | | | | | | |

Table1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|
| CO 1 | 3 | 1 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

| | | | | | | | | | | | |
|---------------------|-----------|----------|-----------|-----------|----------|----------|----------|----------|----------|----------|----------|
| CO 2 | 3 | 1 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 3 | 3 | 1 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 4 | 3 | 1 | 3 | 2 | 3 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 5 | 3 | 1 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 15 | 5 | 15 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Scaled Value | 3 | 1 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

1-5 →1, 6 – 10 →2, 11-15 →3

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

| | | | | | |
|--|---|---------------|----------|---------------|-----------|
| COURSE CODE | YBA402 | L | T | P | C |
| COURSE NAME | INTERNATIONAL BUSINESS | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| LEARNING OBJECTIVE | | | | | |
| <ol style="list-style-type: none"> To familiarize the students to the basic concepts, of international business management To disseminate knowledge about WTO/GATT in terms of international trade. To learn about the different forms of International business. To disseminate knowledge about different managerial functions with respect to International Business To learn about the conflicts and ethical issues faced by Global managers. | | | | | |
| COURSE OUTCOMES | | Domain | | Level | |
| CO1 | Summarize an overview of International Business | Cognitive | | Understanding | |
| CO2 | Explain the role of WTO/GATT on International trade | Cognitive | | Understanding | |
| CO3 | Outline different forms of International business, its advantages and issues faced | Cognitive | | Understanding | |
| CO4 | Summarize production, marketing, financial and human resource management of global business | Cognitive | | Understanding | |
| CO5 | Explain the conflicts and ethical issues in International business | Cognitive | | Understanding | |
| UNIT I INTRODUCTION | | | | | 6 |
| International Business –Definition – Internationalizing business-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 | | | | | 11 |
| 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 INTERNATIONAL STRATEGIC MANAGEMENT | | | | | 11 |
| Strategic compulsions-Standardization Vs Differentiation – Strategic options – Global portfolio management- global entry strategy – 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 PRODUCTION, MARKETING, FINANCIAL AND HUMAN RESOURCE MANAGEMENT OF GLOBAL BUSINESS | | | | | 11 |
| 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 | | | | | 8 |

| MANAGEMENT | | | |
|---|-----------------|------------------|--------------|
| Disadvantages of international business – Conflict in international business- Sources and types of conflict – Conflict resolutions – Negotiation – the role of international agencies –Ethical issues in international business – Ethical decision-making. | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 45 | 0 | 0 | 45 |
| TEXT BOOKS | | | |
| 1. Rajandran KVR, (2022), “International Business Management” Duraigo Publications, Chennai 2. K. Aswathappa, International Business, 5th Edition, Tata Mc Graw Hill, New Delhi, 2012. 3. Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi, 2009. 4. Vyuptakesh Sharan, International Business, 3rd Edition, Pearson Education in South Asia, New Delhi, 2011. | | | |
| REFERENCE BOOKS | | | |
| 1. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata Mc Graw Hill, New Delhi, 2010. 2. John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi, 2000 | | | |

Table1 1: Mapping of Cos with POs

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

1-5 →1, 6 – 10 →2, 11-15 →3

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

| COURSE CODE | YBA403 | L | T | P | C |
|--|--|---------------|----------|---------------|----------|
| COURSE NAME | PROJECT MANAGEMENT | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| COURSE OUTCOMES | | Domain | | Level | |
| CO1 | Explain Project selection methods and role of project manager. | Cognitive | | Understanding | |
| CO2 | Describe Work break down structure and budgeting. | Cognitive | | Understanding | |
| CO3 | Explain Network diagram. | Cognitive | | Understanding | |
| CO4 | Describe the control and completion of project. | Cognitive | | Understanding | |
| CO5 | Explain the types of project organization and conflict management. | Cognitive | | Understanding | |
| UNIT I INTRODUCTION TO PROJECT MANAGEMENT | | | | | 9 |
| Project Management – Definition –Goal - Lifecycles. Project Selection Methods. Project Portfolio Process – Project Formulation. Project Manager – Roles, Responsibilities and Selection – Project Teams. | | | | | |
| UNIT II PLANNING AND BUDGETING | | | | | 9 |
| The Planning Process – Work Break down Structure – Role of Multidisciplinary teams. Budgeting the Project – Methods, Cost Estimating and Improvement, Budget uncertainty and risk management. | | | | | |
| UNIT III SCHEDULING & RESOURCE ALLOCATION | | | | | 9 |

| | | | |
|--|-----------------|------------------|--------------|
| PERT & CPM Networks - Crashing – Project Uncertainty and Risk Management – Simulation – Gantt Charts – Expediting a project – Resource loading and leveling, Allocating scarce resources – Goldratt’s Critical Chain. | | | |
| UNIT IV CONTROL AND COMPLETION | | | 9 |
| The Plan-Monitor-Control cycle – Data Collecting and reporting – Project Control – Designing the control system, Project Evaluation, Auditing and Termination. | | | |
| UNIT V PROJECT ORGANISATION & CONFLICT MANAGEMENT | | | 9 |
| Formal Organisation Structure – Organisation Design – Types of project organizations. Conflict – Origin & Consequences. Managing conflict – Team methods for resolving conflict. | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 45 | 0 | 0 | 45 |
| TEXT BOOKS | | | |
| Clifford Gray, Erik Larson and Gautam Desai (2015), Project Management: The Managerial Process, McGraw Hill Education. | | | |
| REFERENCES | | | |
| 1. Jack Meredith and Samuel Mantel (2014), Project Management: A Managerial Approach, Wiley. | | | |
| 2. Gido and Clements (2003), Successful Project Management, Thomson Learning. | | | |
| 3. Harvey Maylor (2006), Project Management, Pearson Education. | | | |

Table 1: Mapping of COs with POs

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

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|----------------------|---|----------|----------|----------|----------|
| COURSE CODE | YBAE19 | L | T | P | C |
| COURSE NAME | STRATEGIC SOURCING AND VENDOR MANAGEMENT | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |

LEARNING OUTCOMES

1. To obtain the knowledge on principles and practices of global sourcing
2. To know the risk management of sourcing
3. To understand the supplier rating and selection
4. To understand the strategies of sourcing.
5. To evaluate the sourcing case studies.

| COURSE OUTCOMES | | Domain | Level |
|------------------------|--|---------------|---------------|
| CO1 | Understanding knowledge on global sourcing principles and practices | Cognitive | Understanding |
| CO2 | Understanding the habit of Negotiation, Risk analysis, Market Research and Evaluation of suppliers before selecting them | Cognitive | Understanding |
| CO3 | Understanding various methods and analytical tools for Supplier | Cognitive | Understanding |

| | | | |
|--|--|------------------|---------------|
| | Rating and Selection | | |
| CO4 | Understanding on Electronic Sourcing and Sustainable Sourcing Strategies | Cognitive | Understanding |
| CO5 | Apply and Analyze the case study | Cognitive | Apply |
| UNIT I - INTRODUCTION TO GLOBAL SOURCING | | | 9 |
| Introduction to Global Sourcing – Objectives, Process and Trends in Global Sourcing – Supply Management – Strategic Sourcing Plan, Strategy and Model– Environmental and Opportunity Analysis – Global Operational Sourcing Strategy | | | |
| UNIT II – RISK MANAGEMENT | | | 9 |
| Negotiation – Nature, Strategy and Planning– Performance Measurement and Evaluation (Concepts and Metal craft Case) – Risk Management in Sourcing (Concepts) – Nature and Principles of Risk Management | | | |
| UNIT III - SUPPLIER RATING AND SELECTION | | | 9 |
| Supplier Research and Market Analysis– Vendor Rating – Objectives, Criteria and Methods of Vendor rating(numerical) – Supplier Evaluation and Selection (Concepts) – Solicitation of Bids and Proposals – Planning and Methods | | | |
| UNIT IV - SOURCING STRATEGY | | | 9 |
| Analytical Tools in Sourcing (Total Cost of Ownership (Wire Harness case) – Pricing Analyses (Plastic Shield case) (numerical) – Analytical Tools in Sourcing (Foreign Exchange Currency Management, Learning Curve, Quantity Discount Models) (numerical) | | | |
| UNIT V – CASE STUDIES | | | 9 |
| Integrative Pacific Systems Case (Supplier Scorecard, Sourcing Risk, Supplier Financial Analysis) – Electronic Sourcing – Sustainability and Sourcing (Green Sourcing; Walmart–China Case) | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 45 | 0 | 0 | 45 |
| TEXT BOOKS | | | |
| Olivier Bruel (2017), Strategic Sourcing Management: Structural and Operational Decision-making, Koganpage Publications. | | | |
| SathitParniangtong (2016), Supply Management: Strategic Sourcing, Springer Publications. | | | |
| REFERENCES | | | |
| 1. Fred Sollish, John Semanik, (2011), Strategic Global Sourcing Best Practices, John Wiley and Sons Inc., Publications. | | | |
| 2. Robert W., Turner (2011), Supply Management and Procurement: From the Basics to Best-in-class, J.Ross Publishing | | | |

Table 1: Mapping of COs with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|------------------|-----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 2 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 3 | 3 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 4 | 3 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 5 | 3 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 15 | 2 | 0 | 0 | 6 | 0 | 0 | 0 | 0 | 0 | 0 |
| Scaled to | 3 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|----------------------|-------------------------------|----------|----------|----------|----------|
| COURSE CODE | YBAE20 | L | T | P | C |
| COURSE NAME | SUPPLY CHAIN ANALYTICS | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |

LEARNING OBJECTIVE

1. To provide foundational knowledge associated with the supply chain analytics
2. To describe the various tools and techniques for implementation of analytics based on the supply chain drivers such as location, logistics and inventory
3. To learn the implementation of analytics in inventory models

| | | | |
|--|---|------------------|---------------|
| 4. To describe the various techniques for analytics based on the Multi Attribute Decision Making (MADM) and risk | | | |
| 5. To provide the applications of analytics in supply chain | | | |
| COURSE OUTCOMES | | | |
| | | Domain | Level |
| CO1 | Explain the fundamental concepts of Optimization | Cognitive | Understanding |
| CO2 | Identify the different quality models. | Cognitive | Understanding |
| CO3 | Understand on the implementation of analytics in inventory models | Cognitive | Understanding |
| CO4 | Explain the different dimensions for Aggregate quality planning control | Cognitive | Understanding |
| CO5 | Identify the type of analytics for Simulation in supply chain | Cognitive | Understanding |
| UNIT I-INTRODUCTION | | | 9 |
| Introduction – Overview on Supply Chain, Analytics and Supply Chain Analytics-Importance of supply chain analytics in the flows involving material, money, information and ownership-Classification of optimization problems – Optimization for Analytics. | | | |
| UNIT II- FOUNDATION OF BUSINESS ANALYTICS | | | 9 |
| Introduction to Modeling, Approaches for Optimization and Simulation, Modeling software, Supply Chain (SC) Decisions that requires mathematical or interpretative modeling Understanding of Data and its role in Analytics- Analytics of a Transportation problem in a Supply Chain. | | | |
| UNIT III-RESOURCE PLANNING MODELS | | | 9 |
| Cycle Inventory Models–Continuous Demand Instantaneous Replenishment Model, Backordering, Inventory Model with Discount, Multiple Item Inventory Models, Production Consumption Model, Lot Sizing Time Varying Demands, Numerical Examples | | | |
| UNIT IV- QUALITY PLANNING AND CONTROL | | | 9 |
| Overview on application of SQC, SPC, TQM and TPM for quality planning and control, application of experimental design and analysis. Numerical Examples | | | |
| UNIT V- SIMULATION & DOE | | | 9 |
| Introduction to simulation – Type: Discrete and Continuous simulation – Simulation models –Steps in Simulation study – Simulation for Analytics – Experimental Designs (Taguchi, RSD, Mixture Design) | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 45 | 0 | 0 | 45 |
| TEXT BOOKS | | | |
| 1. James R. Evans., Business Analytics – Methods, Models and Decisions, Pearson Publications, 1st Edition, 2012. | | | |
| 2. G.V.Shenoy, U.K.Srivastava, S.C.Sharma, Operations Research for Management, New Age International, Revised 2nd Ed, 2005 | | | |
| REFERENCES | | | |
| 1. Gerad Feigin, Supply Chain planning and analytics – The right product in the right place at the right time, Business Expert Press, 2011. | | | |
| 2. A Ravi Ravindran, Donald P. Warshing, —Supply Chain Engineering, Models and Application, CRC Press, Taylor and Francis Group, New York, 2013 | | | |
| 3. Peter Bolstorff, Robert G. Rosenbaum, Supply Chain Excellence: A Handbook for Dramatic Improvement Using the SCOR Model, AMACOM Div American Mgmt Assn, 2007 | | | |
| 4. Robert Penn Burrows, Lora Cecere, Gregory P. Hackett, The Market-Driven Supply Chain: A Revolutionary Model for Sales and Operations Planning in the New On-Demand Economy, AMACOM Div American Mgmt Assn, 2011. | | | |
| 5. Supply chain management by Sunil Chopra, and Peter Meindl, Pearson | | | |
| 6. Jeremy F. Shapiro. Modeling the Supply Chain. Duxbury Thomson Learning | | | |
| 7. D. Simchi-Levi, P. Kaminsky, E. Simchi-Levi, and Ravi Shankar, Designing and Managing the Supply Chain concepts, Strategies and Case studies, Third Edition, Tata McGraw Hill, New Delhi, 2008. | | | |
| 8. Rahul Saxena, Anand Srinivasan, Business Analytics | | | |

Table 1: Mapping of COs with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO 1 | PSO 2 |
|--------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-------|
| CO 1 | 3 | 1 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 2 |
| CO 2 | 3 | 1 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 2 |
| CO 3 | 3 | 1 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 1 |
| CO 4 | 3 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| CO 5 | 3 | 0 | 0 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 3 |
| Total | 15 | 5 | 0 | 0 | 10 | 5 | 0 | 0 | 0 | 0 | 10 |
| Scaled to 0,1,2,3 | 3 | 1 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 2 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|---|---|----------|-----------|---------------|--------------|
| COURSE CODE | YBAE21 | L | T | P | C |
| COURSE NAME | FINANCIAL MARKETS& SERVICES | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| LEARNING OBJECTIVES | | | | | |
| 1. To understand the structure of Indian financial systems and the financial institution 2. To know the various financial markets and its services 3. To understand the concepts of merchant banking and its functions 4. To know the concepts of leasing and hire purchasing 5. To know the concepts and the function of various financial institution | | | | | |
| COURSE OUTCOMES | | | | Domain | Level |
| CO1 | Understanding the structure of financial system and the financial institution | | Cognitive | Understanding | |
| CO2 | Understanding the various financial markets | | Cognitive | Understanding | |
| CO3 | Understanding the nature of merchant banking | | Cognitive | Understanding | |
| CO4 | Understanding the concepts of leasing and hire purchasing | | Cognitive | Understanding | |
| CO5 | Understanding the concepts of various financial instruments. | | Cognitive | Understanding | |
| UNIT I STRUCTURE OF FINANCIAL SYSTEM & INSTITUTIONS | | | | | 9 |
| Role of Financial System in Economic Development – Indian Financial System – Financial Market Regulation Department (FMRD) - Reserve Bank of India (RBI), Monetary Policy of RBI – Commercial Banks –e-Banking – NBFC – Sectorial Financial Institution – NABARD – EXIM Bank – Power Finance Corporation (PFC). | | | | | |
| UNIT II FINANCIAL MARKETS | | | | | 9 |
| Capital Market: Primary Market – Secondary Market – New Issue Market - Government Securities Market, Money Market – Money market Instruments – Recent trade in Indian Money Market – SEBI: Objectives – Functions – Guidelines. | | | | | |
| UNIT III WEALTH MANAGEMENT | | | | | 9 |
| Meaning – Scope – Components – Needs and Expectation of Clients – Investment Planning – Insurance Planning – Tax and estate Planning – Retirement Planning – Income and Tax Saving Schemes - Code of Ethics for Wealth Manager. | | | | | |
| UNIT IV MUTUAL FUNDS | | | | | 9 |

| | | | |
|--|-----------------|------------------|--------------|
| Definition – Features of Mutual Funds – Types of Mutual Funds – Advantages of Mutual Funds – Risk of Mutual Funds – Operations of Mutual Funds – Facilities Available to Investors - Investor's Rights - Mutual Funds in India – Growth of Mutual Funds. | | | |
| UNIT V OTHER FINANCIAL INSTRUMENTS | | | |
| Venture Capital – Micro Finance - Chit Funds – Derivatives – Discounting – Factoring – Forfeiting – Securitization of Debt - Credit Rating – Credit Cards | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 45 | 0 | 0 | 45 |
| TEXT BOOK | | | |
| 1. M.Y.Khan, Financial Services, Tata McGraw-Hill, 11th Edition, 2008 | | | |
| 2. NaliniPravaTripathy, Financial Services, PHI Learning, 2008. | | | |
| 3. E.Gordon and K.Natarajan, 2001, Financial Markets and Services, 2 nd Edition, Himalaya Publishing House. | | | |
| 4. Khan, M.Y, 1998 Financial Services,7th Edition, Tata McGraw Hill. | | | |
| 5. PawanJhabak, 2016, Wealth Management, 1 st Edition, Himalaya Publishing House. | | | |
| REFERENCE BOOK | | | |
| 1. J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi, | | | |
| 2. Varshney P.N. & Mittal D.K., Indian Financial System, Sultan Chand & Sons, New Delhi. | | | |
| 3. Website of SEBI | | | |

Table 1: Mapping of COs with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO 1 | PSO 2 |
|--------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-------|
| CO 1 | 3 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 2 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 3 | 3 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 |
| CO 4 | 3 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| CO 5 | 3 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 0 |
| Total | 15 | 2 | 3 | 2 | 1 | 0 | 2 | 1 | 2 | 0 | 0 |
| Scaled to 0,1,2,3 | 3 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|--|---|---------------|---------------|----------|----------|
| COURSE CODE | YBAE22 | L | T | P | C |
| COURSE NAME | BEHAVIOURAL FINANCE | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| LEARNING OBJECTIVES | | | | | |
| <ol style="list-style-type: none"> To learn the difference between Traditional Finance Vs. Behavioural Finance To learn the investor biases To learn challenges to the efficient market hypothesis To learn Capital Structure and Dividend Policy To learn behavioural and psychological characteristics of investors | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Understand the Traditional Finance Vs. Behavioural Finance | Cognitive | Understanding | | |
| CO2 | Identify the investor biases defined and illustrated | Cognitive | Identifying | | |
| CO3 | Examine theoretical and empirical foundations and challenges to the efficient market hypothesis | Cognitive | Analyzing | | |
| CO4 | Understand behavioural factors and Corporate Decisions on | Cognitive | Understanding | | |

| | | | |
|---|--|------------------|--------------|
| | Capital Structure and Dividend Policy | | |
| CO5 | Evaluate the behavioural and psychological characteristics of investors. | Cognitive | Evaluating |
| UNIT I-Introduction to Behavioural Finance | | | 6 |
| Introduction to Behavioural finance – Nature, scope, objectives and application-Building blocks of Behavioural finance- Traditional Finance Vs. Behavioural Finance | | | |
| UNIT II-Investor Biases | | | 9 |
| Investor Biases: Overconfidence Bias-Representativeness Bias-Anchoring and Adjustment Bias-Cognitive Dissonance Bias-Availability Bias-Self-Attribution Bias-Conservatism Bias-Ambiguity Aversion Bias-Endowment Bias. | | | |
| UNIT III- Behavioral Factors and Financial Markets | | | 12 |
| Behavioural Factors and Financial Markets: The Efficient Markets Hypothesis – Fundamental Information and Financial Markets - Information available for Market Participants and Market Efficiency -Market Predictability – The Concept of limits of Arbitrage Model - Asset management and Behavioural factors. | | | |
| UNIT IV- Behavioural Corporate Finance | | | 9 |
| Behavioural Corporate Finance: Behavioral factors and Corporate Decisions on Capital Structure and Dividend Policy - Capital Structure dependence on Market Timing -. Systematic approach to using behavioral factors in corporate decision-making. | | | |
| UNIT V-Emotions and Decision – Making | | | 9 |
| Emotions and Decision – Making: Experimental measurement of risk-related - Measuring Risk - Emotional mechanisms in modulating risk-taking attitude - Neurophysiology of risk taking. Personality traits and risk attitudes in different domains. | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 45 | 0 | 0 | 45 |
| TEXT BOOKS | | | |
| 1. Prasanna Chandra, “Behavioural Finance”, McGraw Hill 2016 / I Edition | | | |
| REFERENCES | | | |
| 1. Michael M. Pompian, “Behavioural finance and wealth management”, John Wiley & Sons, Inc. | | | |
| 2.Ackert and Deaves. “Behavioural Finance: Psychology, Decision-Making, and Markets”, South-western Cengage Learning. | | | |
| 3.M. M. SulpheyBehavioural Finance PHI 2014 / 1 st | | | |
| 4.SujataKapoor, Jaya MamtaProsad, “Behavioural Finance”, Sage 2019 | | | |

Table 1: Mapping of COs with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO 1 | PSO 2 |
|--------------------------|-----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO 1 | 3 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 | 0 | 0 |
| CO 2 | 3 | 1 | 0 | 0 | 2 | 0 | 1 | 1 | 1 | 0 | 0 |
| CO 3 | 3 | 2 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 |
| CO 4 | 3 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 |
| CO 5 | 3 | 2 | 0 | 0 | 2 | 0 | 1 | 1 | 1 | 0 | 0 |
| Total | 15 | 5 | 1 | 0 | 5 | 0 | 5 | 5 | 5 | 0 | 0 |
| Scaled to 0,1,2,3 | 3 | 1 | 0 | 0 | 1 | 0 | 1 | 5 | 1 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|----------------------|---------------------------------|----------|----------|----------|----------|
| COURSE CODE | YBAE23 | L | T | P | C |
| COURSE NAME | HR METRICS AND ANALYTICS | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |

| | | | |
|--|--|------------------|---------------|
| LEARNING OBJECTIVE: | | | |
| Able to understand the concept and meaning HR Metrics and analysis | | | |
| Able to know the issues and changes HRMA | | | |
| Able to understand the methods of implementation of HRMA | | | |
| Able to know the social and human aspects issues in HRMA | | | |
| Able to know the methods of sustaining the technology in HRMA | | | |
| COURSE OUTCOMES | | | Domain |
| Level | | | |
| CO1 | States the concept and meaning of HR Analytic | | Cognitive |
| CO2 | List the issues HR Information system and data | | Cognitive |
| CO3 | Outline the Strategies of HR Analytics | | Cognitive |
| CO4 | Examine the Diversity Analytics of HR | | Cognitive |
| CO5 | Discuss the case study outcomes | | Cognitive |
| UNIT I UNDERSTANDING HR ANALYTICS | | | 10 |
| Predictive HR analytics defined --Understanding the need (and business case) for mastering and utilizing predictive HR analytic techniques - Human capital data storage and ‘big (HR) data’ manipulation - Predictors, prediction and predictive modelling - Current state of HR analytic professional and academic training - Business applications of modelling - HR analytics and HR people strategy | | | |
| UNIT II HR INFORMATION SYSTEMS AND DATA | | | 9 |
| Information sources - Analysis software options - Using SPSS - Preparing the data - Big data From descriptive reports to predictive analytics - Statistical significance - Data integrity - | | | |
| UNIT III ANALYSIS STRATEGIES OF HR METRICS | | | 8 |
| Types of data - Categorical variable types - Continuous variable types - Using group/team-level or individual-level data - Dependent variables and independent variables - Your toolkit: types of statistical tests - Statistical tests for categorical data (binary, nominal, ordinal) - Statistical tests for continuous/interval-level data - Factor analysis and reliability analysis | | | |
| UNIT IV DIVERSITY ANALYTICS OF HR | | | 8 |
| Equality, diversity and inclusion - Approaches to measuring and managing D&I - gender and job grade analysis using frequency tables and chi square -: exploring ethnic diversity across teams using descriptive statistics -: comparing ethnicity and gender across two functions in an organization using the independent samples t-test -: using multiple linear regression to model and predict ethnic diversity variation across teams - Testing the impact of diversity: interacting diversity categories in predictive modelling | | | |
| UNIT V CASE STUDIES | | | 10 |
| Case study 1: Employee attitude surveys – engagement and workforce perceptions, Case study 2: Predicting employee turnover, Case study 3 Predicting employee performance, Case study 4: Recruitment and selection analytics | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 45 | 0 | 0 | 45 |
| TEXT BOOKS | | | |
| Martin R Edwards and Kirsten Edwards (2016), “Predictive HR analytics : mastering the HR Metric” Kogan Page, New Delhi | | | |
| REFERENCES | | | |
| Jac Fitzenz (2010), “The new HR analytics : predicting the economic value of your company’s human capital investments” AMACOM, USA | | | |

Table1 1: Mapping of Cos with POs

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

1-5 →1, 6 – 10 →2, 11-15 →3

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

| | | | | | |
|----------------------|---|----------|----------|----------|----------|
| COURSE CODE | YBAE24 | L | T | P | C |
| COURSE NAME | INTERNATIONAL HUMAN RESOURCES MANAGEMENT | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 3 | 3 | 0 | 0 | 3 |

LEARNING OBJECTIVES

1. To explain the importance of cultural sensitivity in an international assignment.
2. To learn the challenges of international business and IHRM
3. To critically appraise the impact of cultural and contextual factors in shaping human resource practices in MNCs.
4. To study HRM in a broader, comparative and international perspective to deal with complex issues.
5. To understand the international approaches to dealing with people in MNCs.

COURSE OUTCOMES

| | | Domain | Level |
|-----|---|---------------|---------------|
| CO1 | Learn the Basics of international human resource management | Cognitive | Understanding |
| CO2 | Identify the challenges of international business and IHRM | Cognitive | Understanding |
| CO3 | Identify the various recruitment practices and selection, training, and performance management. | Cognitive | Understanding |
| CO4 | Analyze the concept of international compensation management | Cognitive | Understanding |
| CO5 | Recognize the cross cultural dynamics of IHRM | Cognitive | Understanding |

UNIT I: INTRODUCTION TO INTERNATIONAL HUMAN RESOURCES MANAGEMENT 05

Approaches, Challenges in global labour market–Linking HR to International expansion strategies, Socio–cultural context– Human Resources in a Comparative Perspective

UNIT II: CHALLENGES OF IHRM

10

Culture and employee management issues, responding to diversity, challenges of localization, global integration, differentiation, Cultural Factors/Issues in Performance Management

UNIT III: INTERNATIONAL RECRUITMENT, TRAINING & PERFORMANCE MANAGEMENT 10

International Labour Market, Sources, Recruitment and Selection of International Managers, Training, Types of Cross-cultural Training. Multinational Performance Management, Developing International Staff and Multinational Team.

UNIT IV: INTERNATIONAL COMPENSATION SYSTEM

10

International Compensation, International Compensation System, Objectives, Approaches and Practice, Expatriation and Repatriation Process, Managing People in International Firms

UNIT V: CROSS CULTURAL HRM

10

Domestic Vs International HRM - Cultural Dynamics - Culture Assessment - Cross Cultural Education and Training Programs. Leadership and Strategic HR Issues in International Assignments - Current challenges in Outsourcing, - Building Multicultural Organisation

| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
|----------------|-----------------|------------------|--------------|
| 45 | 0 | 0 | 45 |

TEXT BOOK

C.B.Gupta, Human Resource Management - Text and Cases, Sultan Chand & Sons, New Delhi.

REFERENCE

1. Tony Edwards and Chris Rees, International Human Resource Management , Pearson, 2007
2. International Human Resource Management by K. Aswathappa
3. International Human Resource Management–Peter J. Dowling–Cengage Learning India Private Limited
4. International Human Resource Management–Anne–WilHarzing, Ashly Pinnington

Table1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|
| CO 1 | 2 | 1 | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 0 | 0 |

| | | | | | | | | | | | |
|---------------------|-----------|----------|----------|-----------|----------|----------|----------|----------|-----------|----------|----------|
| CO 2 | 3 | 2 | 2 | 3 | 0 | 2 | 2 | 1 | 3 | 0 | 0 |
| CO 3 | 3 | 2 | 2 | 3 | 0 | 2 | 2 | 1 | 3 | 0 | 0 |
| CO 4 | 3 | 2 | 2 | 3 | 0 | 2 | 2 | 2 | 3 | 0 | 0 |
| CO 5 | 1 | 2 | 2 | 1 | 0 | 2 | 2 | 1 | 2 | 0 | 0 |
| Total | 12 | 9 | 9 | 12 | 0 | 9 | 9 | 6 | 12 | 0 | 0 |
| Scaled Value | 3 | 2 | 2 | 3 | 0 | 2 | 2 | 2 | 3 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|--|---|-----------|---------------|----------|-----------|
| COURSE CODE | YBAE25 | L | T | P | C |
| COURSE NAME | SERVICES MARKETING | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| LEARNING OBJECTIVES | | | | | |
| 1.To Understanding The Concept Of Marketing Of Service 2. To Use Service Quality Models And Theories 3. To Study Customer Expectations 4. To Assess The Suitable Service Design 5. To Design Strategies For Achieving Service Delivery And Quality | | | | | |
| COURSE OUTCOMES | | | | | |
| | | Domain | Level | | |
| CO1 | Comprehend the nature of service and distinguish between products and service. | Cognitive | Understanding | | |
| CO2 | Understanding the service quality theories and models to create value to satisfy and delight customers. | Cognitive | Understanding | | |
| CO3 | Understanding changing customer expectation trends and patterns to adjust service offering. | Cognitive | Understanding | | |
| CO4 | Understanding the different service quality models to adopt in a given service setting based on relative relevance in that setting. | Cognitive | Understanding | | |
| CO5 | Understanding the strategies to enhance the level of service quality and service delivery | Cognitive | Understanding | | |
| UNIT I: Fundamentals Of Service Marketing | | | | | 9 |
| Introduction: Meaning And Nature Of Service Growing Importance Of Service Sector, Classification Of Service And Marketing Implications. Service Marketing Management Process. | | | | | |
| UNIT II: Application Of Service Marketing | | | | | 10 |
| E – Service, Categories, Electronic Service Delivery ,Electronic Service Quality, Marketing In Tourism , Hospitality, Airlines, Telecom ,IT & ITES, Sports & Entertainment , Logistics , Healthcare Sector | | | | | |
| UNIT III: Consumer Behavior In Service | | | | | 10 |
| Understanding Consumer Behavior In Service, Consumer Decision Making In Services, Customer Expectations And Perception. Defining And Measuring Service Quality And Customer Satisfaction, SERVQUAL, E-SERVQUAL, House Of Quality, Gaps Model. | | | | | |
| UNIT IV: Service Design & Development | | | | | 9 |
| Service Marketing Mix: Service Positioning Service Design And Development, Service Blueprinting, Service Process, Pricing Of Services, Services Distribution Management, Managing The Integrated Services Communication Mix, Physical Evidence And Service – Scape. | | | | | |
| UNIT V: Managing Service Personnel | | | | | 7 |
| Managing Service Personnel, Employee And Customer Role In Service Delivery In Physical & Virtual (Online) Marketing Place. | | | | | |

| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
|---|----------|-----------|-------|
| 45 | 0 | 0 | 45 |
| TEXT BOOK | | | |
| Jechen.W. Christopher, L. And Chatterjee, J. 2117 , Service Marketing , 8 th Ed .,Pearson Education India, India, ISBN: 9789332587687. | | | |
| Zeithaml, V., Bitner, M., Gremler, D., And Pandit A, 2118, 7 th Ed, Mcgraw Hill Education, Indian , ISBN : 9789353160777. | | | |
| REFERENCE BOOKS | | | |
| Verma, H.2112 Services Marketing Text And Cases. 2 nd Ed. Pearson Education India, India , ISBN: 8131754472 | | | |

Table 1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3 | | | | | | | 3 | |
| CO2 | 3 | 2 | 1 | | | | | | |
| CO3 | 3 | 1 | 2 | | | | | | |
| CO4 | 3 | | | 2 | | | | | |
| CO5 | 3 | | | | | 2 | | | |
| Total | 15 | 4 | 4 | 2 | | 2 | | 3 | |
| Scaled to 0,1,2,3 | 3 | 1 | 1 | 1 | | 1 | | 1 | |

1-5 □1, 6-10 □2, 11-15 □3

0–NoRelation,1-Low Relation,2-MediumRelation,3-HighRelation

| | | | | | |
|--|---|---------------|---------------|----------|-----------|
| COURSE CODE | YBAE26 | L | T | P | C |
| COURSE NAME | DIGITAL AND SOCIAL MEDIA MARKETING | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| LEARNING OBJECTIVES | | | | | |
| 1. To understanding the social media 2. To know the issues of social media and customer engagement 3. To understand the digital marketing 4. To know evolution of digital marketing 5. To know the online PR and reputation management | | | | | |
| COURSE OUTCOMES | | | | | |
| | | Domain | Level | | |
| CO1 | List The Concept And Meaning Of Social Media | Cognitive | Understanding | | |
| CO2 | List The Issue Social Media And Customer Engagement | Cognitive | Understanding | | |
| CO3 | Describe The Digital Marketing | Cognitive | Understanding | | |
| CO4 | Recall The Diversity Analytics Of HR | Cognitive | Understanding | | |
| CO5 | Define The Case Study Outcomes | Cognitive | Understanding | | |
| UNIT I: SOCIAL MEDIA AND CUSTOMER | | | | | 9 |
| What Is Social? – Different Forms Of Social Media – Social Media Dashboards – All Your Updates In One Place – The Rules Of Engagement – Adding Social Media To Your Own Site – Case Study | | | | | |
| UNIT II: SOCIAL MEDIA BUSINESS | | | | | 10 |
| The Social Feedback Cycle – Open Access To Information – Social Business: The Logical Extension – Social Business Is Holistic - The Connected Customer – The Social Web And Engagement - The Engagement Process | | | | | |
| UNIT III: CONCEPTS OF DIGITAL MARKETING | | | | | 10 |
| E- Mail Marketing , The New Direct Mail – What Exactly Is E-Mail Marketing ? – Planning Your | | | | | |

Campaign – Measuring Your Success – E-Mail- A Vital Component Of Digital Marketing – Mobile Marketing, Mobile – Market Size And Rate Of Growth – Mobile Marketing- A Game – Changing Channel, Or Just Another – Case Study: Accord Hotels – Location – Mobile Gaming – Mobile Applications – Measuring Mobile – Mobile Privacy – Mobile Data – Online Public Relations – Google Search

UNIT IV: DIGITAL MARKETING **9**

The Changing Face Of Advertising – The Technology Behind Digital Marketing – Why You Need A Digital Marketing Strategy – Your Business And Digital Marketing – Define Your Digital Marketing Strategy Understanding The Digital Consumer – Building An Effective Website – The Main Steps Of Building Website – The Different Forms Of Social Media

UNIT V: PUBLIC RELATION AND BUSINESS MANAGEMENT **7**

Fostering A Positive Online Image – Promoting Your Business Through Online Channels – Monitoring The Conversation – Reputation Management – Creative Application Of Digital Media – Digital Creative : What Works And What Doesn't

| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
|---------|----------|-----------|-------|
| 45 | 0 | 0 | 45 |

TEXT BOOK
 Damian Ryan (2014) , “Understanding Digital Marketing” Third Edition , Kogan Page Limited, New Delhi
 Dave Evans And Jake McKee (2010), “Social Media Marketing : The Next Generation Of Business Engagement ” Wiley Publication USA

REFERENCE BOOK
 Demian Ryan & Calvin Jones (2009), “Digital Marketing : Marketing Strategies For Engaging The Digital Generation” Kogan Page Limited USA

Table 1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO 1 | PSO 2 |
|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-------|
| CO1 | 3 | | | | | | 1 | 1 | 2 | | |
| CO2 | 3 | 1 | | | 2 | | 1 | 1 | 1 | | |
| CO3 | 3 | 2 | | | 1 | | 1 | 1 | | | |
| CO4 | 3 | | | | | | 1 | 1 | 1 | | |
| CO5 | 3 | 2 | | | 2 | | 1 | 1 | 1 | | |
| Total | 15 | 5 | 1 | | 5 | | 5 | 5 | 5 | | |
| Scaled to 0,1,2,3 | 3 | 1 | | | 1 | | 1 | 5 | 1 | | |

1-5 □1, 6-10 □2, 11-15 □3

0–NoRelation,1-Low Relation,2-MediumRelation,3-HighRelation

**SYLLABUS FOR BBA (FT)
ACADEMIC YEAR 2023-24**

SEMESTER I

| | | | | | |
|--|--|------------------|---------------|---------------|--------------|
| COURSE CODE | XBA103 | L | T | P | C |
| COURSE NAME | PRINCIPLES OF MANAGEMENT | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4 : 0 : 0 | 4 | 0 | 0 | 4 |
| LEARNING OBJECTIVE | | | | | |
| 1.To impart knowledge about evolution of management 2.To provide understanding on planning process and importance of decision making in organization 3.To learn the application of principles in organization 4.To study the process of effective controlling in organization 5.To familiarize students about significance of ethics in business and its implications. | | | | | |
| COURSE OUTCOMES | | | | Domain | Level |
| CO1 | Explain the nature, scope, role, levels, functions and approaches of management | Cognitive | Understanding | | |
| CO2 | Explain planning and decision making in management | Cognitive | Understanding | | |
| CO3 | Explain organization structure and various organizing techniques | Cognitive | Understanding | | |
| CO4 | Demonstrate the Direction, Co-ordination & Control mechanisms | Cognitive | Understanding | | |
| CO5 | Illustrate the ethical practices of organisation. | Cognitive | Understanding | | |
| UNIT I-INTRODUCTION | | | | | 12 |
| Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches. | | | | | |
| UNIT II – PLANNING | | | | | 12 |
| Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision. | | | | | |
| UNIT III – ORGANIZING | | | | | 12 |
| Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility. | | | | | |
| UNIT IV-DIRECTION | | | | | 12 |
| Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process. | | | | | |
| UNIT V – BUSINESS ETHICS | | | | | 12 |
| Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL | | |
| 60 | 0 | 0 | 60 | | |
| TEXT BOOKS | | | | | |
| 3. James A.F. Stoner, Edward Freeman R. and Daniel R. Gilbert, Management, 6 th Edition, Pearson Education, 2018. | | | | | |
| 4. Ricky W. Griffin, Management, Cengage India, 2017. | | | | | |
| 5. Stephen P. Robbins, Mary Coulter and David De Decenzo, Fundamentals of Management, 9 th Edition, Pearson Education India, 2016. | | | | | |
| 6. Stephen P. Robbins, Mary Coulter, Yusuf Sidani and Dima Jamali S, Management, Arab World 2 nd Edition, Pearson Education, 2015. | | | | | |

| REFERENCES |
|--|
| 9. P.C. Tripathi and P.N Reddy, Principles of Management, 7 th Edition, McGraw Hill, 2021 |
| 10. L.M. Prasad, Principles and Practice of Management, Sultan Chand & Sons, 2021 |
| 11. C.B.Gupta and Shruthi Mathur, Management Principles and Applications, 8 th Edition, Scholar Tech Press, 2022 |
| 12. Harold Koontz, Hienz Wehrich and Mark V. Cannice, Essentials of Management, McGraw Hill, 11 th Edition, 2020. |
| WEB RESOURCES |
| 1. https://www.toolshero.com/management/14-principles-of-management/ |
| 2. https://open.umn.edu/opentextbooks/textbooks/693 |
| 3. https://open.umn.edu/opentextbooks/textbooks/34 |
| 4. https://openstax.org/subjects/business |
| 5. https://blog.hubspot.com/marketing/management-principles |

Table 1: Mapping of COs with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO 1 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 2 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 |
| CO 3 | 3 | 0 | 2 | 0 | 2 | 2 | 0 | 0 | 0 |
| CO 4 | 3 | 0 | 2 | 0 | 2 | 2 | 0 | 0 | 0 |
| CO 5 | 3 | 0 | 2 | 0 | 0 | 0 | 3 | 0 | 0 |
| Total | 15 | 0 | 10 | 0 | 6 | 4 | 3 | 0 | 0 |
| Scaled to 0,1,2,3 | 3 | 0 | 2 | 0 | 2 | 1 | 1 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|---|---|---------------|---------------|----------|-----------|
| COURSE CODE | XBA104 | L | T | P | C |
| COURSE NAME | ACCOUNTING FOR MANAGERS I | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4: 0 : 0 | 4 | 0 | 0 | 4 |
| LEARNING OBJECTIVE | | | | | |
| 1. To impart knowledge about basic concepts of accounting and its applications 2. To analyze and interpret financial reports of a company 3. To understand the gross profit and net profit earned by organization 4. To foster knowledge on Hire Purchase system 5. To understand the procedures of Accounting under Single entry system. | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Apply knowledge about basic concepts of accounting and its applications | Cognitive | Applying | | |
| CO2 | Identify subsidiary book, statement and error rectification of a company | Cognitive | Applying | | |
| CO3 | Construct final report of an organisation | Cognitive | Applying | | |
| CO4 | Explain Hire Purchase system | Cognitive | Understanding | | |
| CO5 | Compare the procedures of accounting under single entry system | Cognitive | Understanding | | |
| UNIT I-INTRODUCTION | | | | | 12 |
| Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance | | | | | |
| UNIT II – BOOKS | | | | | 12 |
| Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account | | | | | |
| UNIT III – FINAL ACCOUNTS | | | | | 12 |
| Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital. | | | | | |

| | | | | |
|--|-----------------|------------------|--------------|-----------|
| UNIT IV- HIRE PURCHASE SYSTEM | | | | 12 |
| Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System. | | | | |
| UNIT V – ENTRY SYSTEM | | | | 12 |
| Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method | | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL | |
| 60 | 0 | 0 | 60 | |
| TEXT BOOKS | | | | |
| 1. D.K. Goel, Rajesh Goel and Shelly Goel, Fundamentals of Financial Accounting, 8 th Edition, Arya Publications, 2018 | | | | |
| 2. S.P. Jain, K.L. Narang, Simmi Agrawal and Monika Sehgal, Financial Accounting, Kalyani Publishers, 2020 | | | | |
| 3. R. Rakesh Shankar and S. Manikandan, Financial Accounting, SCITECH, 3 rd Edition. | | | | |
| 4. S.M. Shukla and K.L. Gupta, Advanced Accounting, Sahitya Bhawan Publications, 2022 | | | | |
| 5. P.C. Tulsian, Bharat Tulsian and Tushar Tulsian, Financial Accounting, S. Chand Publishing, 2023 | | | | |
| REFERENCES | | | | |
| 1. TS Reddy and A.Murthy, Financial Accounting, Margham Publications, 2019 | | | | |
| 2. David Kolitz, Financial Accounting, Taylor and Francis, 2017 | | | | |
| 3. M.N. Arora, Accounting for Management, Himalaya Publications House, 2019 | | | | |
| 4. S.N. Maheswari, Financial Accounting, Vikas Publishing House, 2018 | | | | |
| 5. T. Horngren Charles, L. Sundern Gary and A. Elliott John, Introduction to Financial Accounting, Pearson Publications, 2017 | | | | |
| WEB RESOURCES | | | | |
| 1. https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf | | | | |
| 2. https://www.drnishikantjha.com/booksCollection/AccountingforManagementforMBA.pdf | | | | |
| 3. https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles | | | | |
| 4. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system | | | | |
| 5. https://www.profitbooks.net/what-is-depreciation | | | | |

Table1 1: Mapping of Cos with POs

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

1-5 →1, 6 – 10 →2, 11-15 →3

| | | | | | |
|---|---|----------|----------|---------------|---------------|
| COURSE CODE | XBA105 | L | T | P | C |
| COURSE NAME | BASICS OF EVENT MANAGEMENT | 2 | 0 | 0 | 2 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 2 : 0 : 0 | 2 | 0 | 0 | 2 |
| LEARNING OBJECTIVE | | | | | |
| 1. To know the basic of event management its concepts | | | | | |
| 2. To make an event design | | | | | |
| 3. To make feasibility analysis for event. | | | | | |
| 4. To understand the 5 Ps of Event Marketing | | | | | |
| 5. To know the financial aspects of event management and its Promotion. | | | | | |
| COURSE OUTCOMES | | | | Domain | Level |
| CO1 | Explain basics of event management | | | Cognitive | Understanding |

| | | | |
|---|---|------------------|---------------|
| CO2 | Explain designing of events | Cognitive | Understanding |
| CO3 | Explain feasibility of organising an event | Cognitive | Understanding |
| CO4 | Explain marketing & promotion of event | Cognitive | Understanding |
| CO5 | Explain event budgeting | Cognitive | Understanding |
| UNIT I-INTRODUCTION | | | 6 |
| Introduction: Event Management – Definition, Need, Importance, Activities. | | | |
| UNIT II – EVENT DESIGN | | | 6 |
| Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design | | | |
| UNIT III – EVENT FEASIBILITY | | | 6 |
| Event Feasibility: Resources – Feasibility, SWOT Analysis | | | |
| UNIT IV- EVENT PLANNING AND PROMOTION | | | 6 |
| Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations | | | |
| UNIT V – EVENT BUDGET | | | 6 |
| Event Budget – Financial Analysis – Event Cost – Event Sponsorship | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 30 | 0 | 0 | 30 |
| TEXT BOOKS | | | |
| <ol style="list-style-type: none"> 1. Devesh Kishore and Ganga Sagar Singh, Event Management: A Booming Industry and an Eventful Career, Har-Anand Publications, 2019 2. Swarup K. Goyal, Event Management, Adhyayan Publisher, 2013 3. Savita Mohan, Event Management Public Relations, Enkay Publishers, 2011 4. Lynn Van Der Wagen and Lauren White, Event Management, Cengage, 2018 | | | |
| REFERENCES | | | |
| <ol style="list-style-type: none"> 1. Krishna Chaudhary, Event Management, Bio-Green Publishers, 2023 2. Anton Shone and Bryn Parry, Successful Event Management, 5th Edition, Cengage, 2019 3. Razaq Raj, Paul Walters and Tahir Rashid, Event management: Principles and Practice, 3rd Edition, Sage Publications, 2017 4. Judy Allen, Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management, Wiley Publishers, 2003 | | | |
| WEB RESOURCES | | | |
| <ol style="list-style-type: none"> 1. https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf 2. https://www.inderscience.com/jhome.php?jcode=ijhem 3. International Journal of Hospitality & Event Management 4. https://www.emeraldgrouppublishing.com/journal/ijefm 5. International Journal of Event and Festival Management 6. https://www.eventbrite.com/blog/?s=roundup 7. https://www.eventindustrynews.com/ | | | |

Table 1: Mapping of COs with Pos

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

| | | | | | | | | | |
|--------------------------|----|---|---|---|---|---|---|---|---|
| Total | 15 | 0 | 6 | 0 | 8 | 2 | 0 | 0 | 0 |
| Scaled to 0.1.2.3 | 3 | 0 | 2 | 0 | 2 | 1 | 0 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|--|---|------------------|---------------|----------|--------------|
| COURSE CODE | XBA106 | L | T | P | C |
| COURSE NAME | MANAGERIAL COMMUNICATION | 2 | 0 | 0 | 2 |
| PREREQUISITE | Nil | L | T | P | H |
| C:P:A | 2:0:0 | 2 | 0 | 0 | 2 |
| LEARNING OBJECTIVE | | | | | |
| 1.To educate students role & importance of communication skills 2. To build their listening, reading. Writing &speaking communication skills 3.To introduce the modern communication for managers 4.To understand these skills required for facing interview 5.To facilitate the students to understand the concept to Communication | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain communication process and its barriers | Cognitive | Understanding | | |
| CO2 | Explain business letter in different scenarios | Cognitive | Understanding | | |
| CO2 | Explain oral communications skills & conducting interviews | Cognitive | Understanding | | |
| CO4 | Explain the managerial writing for business communication | Cognitive | Understanding | | |
| CO5 | Explain the usage of modern communication tools and its significance for managers | Cognitive | Understanding | | |
| UNIT I- INTRODUCTION | | | | | 6 |
| Definition –Methods –Types–Principles of effective Communication –Barriers to Communication - Communication etiquette | | | | | |
| UNIT II – LETTER | | | | | 6 |
| Business letters- Layout- Kinds of Business Letters: application.offer,acceptance/acknowledgementandpromotionletters.BusinessDevelopmentLetters- Enquiry,replies,Order,Sales,circulars,Grievances. | | | | | |
| UNIT III – INTERVIEW | | | | | 6 |
| Interviews- Direct, telephonic & virtual interviews- Group discussion- Presentation skills- body language | | | | | |
| UNIT IV- REPORT | | | | | 6 |
| Communication through reports – Agenda- Minutes of Meeting – Resume writing | | | | | |
| UNIT V – TRENDS | | | | | 6 |
| Modern Forms of communication: podcast, E-mail, Virtual meetings- Websites and their use in Business- Social media – Professional Networking sites | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | | TOTAL |
| 30 | 0 | 0 | | | 30 |
| TEXTBOOKS | | | | | |

I. Krishan Mohan and Meena Banerji, Developing Communication Skills, 2nd Edition, Trinity Press, 2017
 2. Mallika Nawal, Business Communication, 2nd Edition, Cengage India 2019
 3. Courtland L. Bovee, John Yr. Thill, Roshan Lal Raina, Business Communication Today

Table 1: Mapping of COs with Pos

| | PO 1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|
| CO 1 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| CO 2 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| CO 3 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| CO 4 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| CO 5 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| Total | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 | 0 |
| Scaled to | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |

1 – 5 → 1, 6-10 → 2, 11 – 15 → 3

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

| | | | | | |
|---|---|---------------|---------------|----------|-----------|
| COURSE CODE | XBAE01 | L | T | P | C |
| COURSE NAME | MANAGERIAL ECONOMICS | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| LEARNING OBJECTIVE | | | | | |
| 1. To familiarize students with concepts of economics and its relevance in business scenario 2. To understand the applications & implications of economics in decision-making and problem solving. 3. To Understand the optimal point of cost analysis and production factors of the firm. 4. To describe the pricing strategies that are consistent with evolving marketing needs 5. To Provide insights to the various market structures in an economy. | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain the various economic concepts in individual & business decisions. | Cognitive | Understanding | | |
| CO2 | Explain demand concepts, underlying theories and identify demand forecasting techniques. | Cognitive | Understanding | | |
| CO3 | Explain production, cost and supply analysis for business decision making | Cognitive | Understanding | | |
| CO4 | Explain pricing strategies | Cognitive | Understanding | | |
| CO5 | Explain market under competitive scenarios. | Cognitive | Understanding | | |
| UNIT I-INTRODUCTION | | | | | 09 |
| Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm. | | | | | |
| UNIT II – DEMAND ANALYSIS | | | | | 09 |
| Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand – Demand forecasting. | | | | | |
| UNIT III – PRODUCTION AND COST ANALYSIS | | | | | 09 |
| Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis. | | | | | |
| UNIT IV- PRICING METHODS | | | | | 09 |
| Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination | | | | | |

| UNIT V – MARKET CLASSIFICATION | | | | 09 |
|--|----------|-----------|-------|----|
| Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly | | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL | |
| 45 | 0 | 0 | 45 | |
| TEXT BOOKS | | | | |
| 1. ShagaNarayanabharathiArjun Kumar and Gaddam Jimmy Corton, Managerial Economics, Notion Press, 2020 2. Michael R. Baye, Jeffrey T. Prince, Managerial Economics and Business Strategy, 8 th Edition, McGraw Hill Education, 2017 3. D.M. Mithani, Managerial Economics Theory and Applications, Himalaya Publishing House, 2017 4. P.L. Mehta, Managerial Economics, Sultan Chand & Sons, 2016 | | | | |
| REFERENCES | | | | |
| 1. S. Sankaran, Managerial Economics, Margham Publication, 2019 2. Thomas and Maurice, Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 2017 3. D.N. Dwivedi, Managerial Economics, Vikas Publishing House, 2015 4. H.L. Ahuja, Managerial Economics, S. Chand, 2017 5. Dominick Salvatore, Managerial Economics: Principles and Worldwide Applications, Oxford University Press, 2016 | | | | |
| WEB RESOURCES | | | | |
| 1. https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597 2. http://www.simplynotes.in/e-notes/mbabba/managerial-economics/ 3. https://businessjargons.com/determinants-of-elasticity-of-demand.html 4. http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134 5. https://www.intelligenteconomist.com/profit-maximization-rule/ | | | | |

Table 1: Mapping COs with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO2 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO3 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO4 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO5 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 15 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 |
| Scaled | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |

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

| | | | | | | |
|------------------------|---|-----------------------|----------|----------------------|-----------|----------|
| COURSE CODE | XUM001 | L | T | P | SS | C |
| COURSE NAME | HUMAN ETHICS, VALUES, RIGHTS AND GENDER EQUALITY | 1 | 0 | 0 | 1 | 1 |
| PREREQUISITES | Not Required | L | T | P | SS | H |
| C:P:A | 0.8:0.1:0.1 | 1 | 0 | 0 | 1 | 2 |
| COURSE OUTCOMES | | Domain | | Level | | |
| CO1 | Relate and Interpret the human ethics and human relationships | Cognitive | | Remember, Understand | | |
| CO2 | Explain and Apply gender issues, equality and violence against women | Cognitive | | Understand, Apply | | |
| CO3 | Classify and Develop the identify of women issues and challenges | Cognitive & Affective | | Analyze Receive | | |
| CO4 | Classify and Dissect human rights and report on violations. | Cognitive | | Understand, Analyze | | |
| CO5 | List and respond to family values, universal brotherhood, fight | Cognitive | | Remember, | | |

| | | | |
|--|---|-------------------|--------------|
| | against corruption by common man and good governance. | & Affective | Respond |
| UNIT I | HUMAN ETHICS AND VALUES | | 3+3 |
| HUMAN ETHICS AND VALUES | | | |
| Human Ethics and values - Family and Society, Social service, Social Justice, Integrity, Caring and Sharing, Honesty and Courage, Time Management , Co-operation, Commitment, Sympathy and Empathy, Self respect, Self-Confidence, Personality Development | | | |
| UNIT II | GENDER EQUALITY | | 3+3 |
| Gender Discrimination in society and in family, Gender equity, equality, and empowerment. Social and Economic Status of Women in India in Education, Health, Employment, Definition of HDI, GDI and GEM. Contributions of Dr.B.R. Ambedkar, ThanthaiPeriyar and Phule to Women Empowerment. | | | |
| UNIT III | WOMEN ISSUES AND CHALLENGES | | 3+3 |
| Women Issues and Challenges- Female Infanticide and Feticide, Violence against women, Domestic violence, Sexual Harassment, Trafficking, Remedial Measures – Acts related to women: Political Right, Property Rights, and Rights to Education, Dowry Prohibition Act. | | | |
| UNIT IV | HUMAN RIGHTS | | 3+3 |
| Human Rights and Duties, Universal Declaration of Human Rights (UDHR), Civil, Political, Economical, Social and Cultural Rights, Rights against torture, Forced Labour, Child helpline- Intellectual Property Rights (IPR) and its types. National Policy on occupational safety and health. | | | |
| UNIT V | GOOD GOVERNANCE | | 3+3 |
| Good Governance - Democracy, People's Participation, Transparency in governance and audit, Corruption, Impact of corruption on society and Remedial measures, Government system of Redressal. Creation of People friendly environment and universal brotherhood. | | | |
| | LECTURE | SELF STUDY | TOTAL |
| | 15 | 15 | 30 |
| REFERENCES | | | |
| <ol style="list-style-type: none"> 1. Aftab A, (Ed.), Human Rights in India: Issues and Challenges, (New Delhi: Raj Publications, 2012). 2. Bajwa, G.S. and Bajwa, D.K. Human Rights in India: Implementation and Violations (New Delhi: D.K. Publications, 1996). 3. Chatrath, K. J. S., (ed.), Education for Human Rights and Democracy (Shimala: Indian Institute of Advanced Studies, 1998). 4. Jagadeesan. P. Marriage and Social legislations in Tamil Nadu, Chennai: Elachiapen Publications, 1990). 5. Kaushal, Rachna, Women and Human Rights in India (New Delhi: Kaveri Books, 2000) 6. Mani. V. S., Human Rights in India: An Overview (New Delhi: Institute for the World Congress on Human Rights, 1998). 7. Singh, B. P. Sehgal, (ed) Human Rights in India: Problems and Perspectives (New Delhi: Deep and Deep, 1999). 8. Veeramani, K. (ed) Periyar on Women Right, (Chennai: Emerald Publishers, 1996) 9. Veeramani, K. (ed) Periyar Feminism, (Periyar Maniammai University, Vallam, Thanjavur: 2010). 10.Planning Commission report on Occupational Health and Safety http://planningcommission.nic.in/aboutus/committee/wrkgrp12/wg_occup_safety.p 11. Central Vigilance Commission (Gov. of India) website: http://cvc.nic.in/welcome.html. 12. Weblink of Transparency International: https://www.transparency.org/ 13. Weblink Status report: https://www.hrw.org/world-report/2015/country-chapters/india | | | |

Table 1 : Mapping of COs with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| CO1 | | | | | | | | 2 | | | | | | |
| CO2 | | | | | | | | 3 | 1 | | | | | |
| CO3 | | | | | | | | 2 | | | | | | |
| CO4 | | | | | | | | 3 | | 2 | | | | |
| CO5 | | | | | | | | 3 | 2 | 2 | | 2 | | |
| Total | | 2 | | | | | | 13 | 3 | 4 | | 2 | | |

| | | | | | | | | | | | | |
|--------|--|---|--|--|--|--|---|---|---|--|---|--|
| Scaled | | 1 | | | | | 3 | 1 | 1 | | 1 | |
|--------|--|---|--|--|--|--|---|---|---|--|---|--|

1 – 5 → 1, 6-10 → 2, 11 – 15 → 3

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

| | | | | | |
|--|---|-----------------|---------------|------------------|----------|
| COURSE CODE | XBAE02 | L | T | P | C |
| COURSE NAME | INTERNATIONAL BUSINESS | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| LEARNING OBJECTIVE: | | | | | |
| <ol style="list-style-type: none"> To familiarize students with basic concepts of International Business To impart knowledge about theories of international trade. To know the concepts of foreign exchange market and foreign direct investment To understand the global environment To gain knowledge on the Contemporary Issues of International Business | | | | | |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain the modes of entry to International Business | Cognitive | Understanding | | |
| CO2 | Explain international trade theories | Cognitive | Understanding | | |
| CO3 | Explain Foreign exchange market and FDI | Cognitive | Understanding | | |
| CO4 | Outline the Global Business Environment | Cognitive | Understanding | | |
| CO5 | Identify the relevance of international institutions and trading blocs | Cognitive | Understanding | | |
| UNIT I – INTRODUCTION | | | | | 9 |
| Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs | | | | | |
| UNIT II – THEORIES – FOREIGN TRADE | | | | | 9 |
| Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory. | | | | | |
| UNIT III – FOREIGN INVESTMENTS | | | | | 9 |
| Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries. | | | | | |
| UNIT IV- DRIVERS | | | | | 9 |
| Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers | | | | | |
| UNIT V – REGIONAL GROUPS | | | | | 9 |
| Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO | | | | | |
| LECTURE | | TUTORIAL | | PRACTICAL | |
| 45 | | 0 | | 0 | |
| | | | | TOTAL | |
| | | | | 45 | |
| TEXTBOOK | | | | | |
| <ol style="list-style-type: none"> C.B. Gupta, International Business, S Chand, 2020 Charles W.L. Hill, International Business: Competing in the Global Marketplace, 13th Edition, McGraw Hill, 2023 Francis Cherunilam, International Business: Text and Cases, 6th Edition, PHI Learning, 2020 | | | | | |

SEMESTER II

Table 1: Mapping of Cos with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO2 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO3 | 3 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 1 |
| CO4 | 3 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 1 |
| CO5 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Total | 15 | 8 | 0 | 0 | 4 | 0 | 0 | 0 | 5 |
| | 3 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |

1-5 →1, 6 – 10 →2, 11-15 →30 – No relation, 1 – Low relation, 2 – Medium relation, 3- High relation

| | | | | | | | |
|--|---|-----------------|--|------------------|---------------|--------------|-----------|
| COURSE CODE | XBA203 | | | L | T | P | C |
| COURSE NAME | MARKETING MANAGEMENT | | | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | | | L | T | P | H |
| C:P:A | 4 : 0 : 0 | | | 4 | 0 | 0 | 4 |
| LEARNING OBJECTIVE | | | | | | | |
| <ol style="list-style-type: none"> To understand the marketplace. To identify the market segmentation and the Product mix. To select the different pricing methods and channels of distribution To know the communication mix and sales promotion tools To prepare according to the latest trends in market | | | | | | | |
| COURSE OUTCOMES | | | | Domain | Level | | |
| CO1 | Explain the core concepts of Marketing and its mix. | | | Cognitive | Understanding | | |
| CO2 | Outline market segmentation, nature of product and PLC | | | Cognitive | Understanding | | |
| CO3 | Explain pricing methods | | | Cognitive | Understanding | | |
| CO4 | Explain the importance of various media | | | Cognitive | Understanding | | |
| CO5 | Explain sales force and applications of digital marketing. | | | Cognitive | Understanding | | |
| UNIT I-INTRODUCTION | | | | | | | 12 |
| Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions | | | | | | | |
| UNIT II – SEGMENTATION & PRODUCT | | | | | | | 12 |
| Segmentation – Need And Basis of Segmentation -Targeting – Positioning Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. New Product Development Process - Product Life Cycle. Branding – Packaging. | | | | | | | |
| UNIT III – PRICING & DISTRIBUTION | | | | | | | 12 |
| Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems. | | | | | | | |
| UNIT IV- PROMOTION | | | | | | | 12 |
| A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance. | | | | | | | |
| UNIT V – SALES | | | | | | | 12 |
| Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force– Digital Marketing: Introduction- Applications & Benefits | | | | | | | |
| LECTURE | | TUTORIAL | | PRACTICAL | | TOTAL | |
| 60 | | 0 | | 0 | | 60 | |
| TEXT BOOKS | | | | | | | |
| <ol style="list-style-type: none"> Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri and Ehsan ul Haque, Principles of Marketing: A South Asian Perspective, 13th Edition, Pearson Education, 2017 Rajan Saxena, Marketing Management, 6th Edition, McGraw Hill, 2019 L. Natarajan, Marketing Management, Margham Publications, 2017 | | | | | | | |

4. J. P. Mahajan and Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2016
 5. K. Karunakaran, Marketing Management, Himalaya Publishing House, 2023

REFERENCES

1. Philip Kotler, Marketing Management, 11th edition, Pearson Education, 2003
 2. V.S. Ramaswamy and S. Namakumari, Principles of Marketing, Macmillan India, 1994
 3. Harsh V Verma and Ekta Duggal, Marketing, Oxford University Press, 2015
 4. C. N. Sontakki, Marketing Management, 7th Edition, Kalyani Publishers, 2016

WEB RESOURCES

1. http://eprints.stiperdharmawacana.ac.id/24/1/Phillip_Kotler_Marketing_Management_14th_Edition_Book.pdf
 2. https://mrcet.com/downloads/MBA/digitalnotes/Marketing_Management.pdf
 3. <https://www.enotesmba.com/2013/01/marketing-management-notes.html>
 4. Industrial Marketing Management | Journal | ScienceDirect.com by Elsevier
 5. Journal of Marketing Management | Taylor & Francis Online (tandfonline.com)

Table1 1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO 1 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO 2 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO 3 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO 4 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 1 |
| CO 5 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 1 |
| Total | 15 | 0 | 10 | 0 | 4 | 0 | 0 | 0 | 5 |
| | 3 | 0 | 2 | 0 | 1 | 0 | 0 | 0 | 1 |

1-5 □ 1, 6– 10 □ 2, 11-15 □ 3

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

| | | | | | |
|---|--|---------------|---------------|----------|-----------|
| COURSE CODE | XBA204 | L | T | P | C |
| COURSE NAME | ACCOUNTING FOR MANAGERS II | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4 : 0 : 0 | 4 | 0 | 0 | 4 |
| LEARNING OBJECTIVE | | | | | |
| 1. To provide basic understanding of cost concepts and classification. 2. To develop skills in tools & techniques and critically evaluate decision making in business. 3. To understand various ratios and cash flow related to finance 4. To recognize the role of budgets and variance as a tool of planning and control. 5. To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain cost sheet & write comments. | Cognitive | Understanding | | |
| CO2 | Compare cost, management & financial accounting | Cognitive | Understanding | | |
| CO3 | Choose various ratios and compare with standards to assess deviations | Cognitive | Applying | | |
| CO4 | Develop budget and use budgetary control | Cognitive | Applying | | |
| CO5 | Identify marginal costing and its components | Cognitive | Applying | | |
| UNIT I-COST ACCOUNTING | | | | | 12 |
| Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and | | | | | |

| | | | |
|--|-----------------|------------------|--------------|
| classification – cost sheets – Tenders & Quotation | | | |
| UNIT II – MANAGEMENT ACCOUNTING | | | 12 |
| Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis. | | | |
| UNIT III – RATIO ANALYSIS | | | 12 |
| Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement. | | | |
| UNIT IV- BUDGETS | | | 12 |
| Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget | | | |
| UNIT V – MARGINAL COSTING | | | 12 |
| Marginal Costing – CVP analysis – Break even analysis | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 60 | 0 | 0 | 60 |
| TEXT BOOKS | | | |
| <ol style="list-style-type: none"> 1. R.L. Gupta and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2013 2. A. Murthy and S. Gurusamy, Management Accounting. 2nd Edition, McGraw Hill, 2009 3. S.P. Jain and K.L. Narang, Advanced Accountancy (Vol 2). Kalyani, 2007 4. S.N. Maheshwari, Suneel K. Maheswari and Sharad K. Maheswari, Advanced Accountancy (Vol 2), 11th Edition, Vikas Publishing, 2018 | | | |
| REFERENCES | | | |
| <ol style="list-style-type: none"> 1. T. S. Reddy and Hari Prasad Reddy, Management Accounting, Margham Publication, 2016 2. Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications, 2015. 3. Horngren Sunderu Stratton, Introduction to Management Accounting, Pearson Education,2013. 4. Rajiv Kumar Goel and Ishaan Goel, Concept Building Approach to Management Accounting, 2019 5. Colin Drury, Management and Cost Accounting, Cengage, 2015 | | | |
| WEB RESOURCES | | | |
| <ol style="list-style-type: none"> 1. https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/ 2. https://efinancemanagement.com/financial-accounting/management-accounting 3. http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859 4. https://www.wallstreetmojo.com/ratio-analysis/ 5. http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656 | | | |

Table1 1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CO1 | 3 | 0 | 2 | 0 | 3 | 0 | 0 | 0 | 1 |
| CO2 | 3 | 2 | 2 | 0 | 3 | 0 | 0 | 0 | 1 |
| CO3 | 3 | 2 | 2 | 0 | 3 | 0 | 0 | 0 | 1 |
| CO4 | 3 | 0 | 2 | 0 | 3 | 0 | 0 | 0 | 1 |
| CO5 | 3 | 0 | 2 | 0 | 3 | 0 | 0 | 0 | 1 |
| Total | 15 | 4 | 10 | 0 | 15 | 0 | 0 | 0 | 5 |
| | 3 | 1 | 2 | 0 | 3 | 0 | 0 | 0 | 1 |

1-5 →1, 6 – 10 →2, 11-15 →3

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

Relation, 2 – Medium relation, 3- High relation

| | | | | | |
|--------------------|---------------|----------|----------|----------|----------|
| COURSE CODE | XBA205 | L | T | P | C |
|--------------------|---------------|----------|----------|----------|----------|

| | | | | | |
|---|--|------------------|---------------|--------------|----------|
| COURSE NAME | MANAGERIAL SKILL DEVELOPMENT | 2 | 0 | 0 | 2 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 2: 0 : 0 | 2 | 0 | 0 | 2 |
| LEARNING OBJECTIVE | | | | | |
| <ol style="list-style-type: none"> To improve the self-confidence, groom the personality and build emotional competence To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change. To assess the Emotional intelligence To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions To improve professional etiquettes | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Classify the personal qualities that are needed to sustain in the world of work. | Cognitive | Understanding | | |
| CO2 | Explain advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change. | Cognitive | Understanding | | |
| CO3 | Explain practical management skills that are of immediate use in management or leadership positions. | Cognitive | Understanding | | |
| CO4 | Summarize critical-thinking and analytical skills to investigate complex business problems to propose viable solutions. | Cognitive | Understanding | | |
| CO5 | Outline persuasive presentations that reveal strong written and oral communication skills needed in the workplace. | Cognitive | Understanding | | |
| UNIT I-INTRODUCTION | | | | | 6 |
| Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills | | | | | |
| UNIT II – SELF ESTEEM | | | | | 6 |
| Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence. | | | | | |
| UNIT III – EMOTIONAL INTELLIGENCE | | | | | 6 |
| Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model. | | | | | |
| UNIT IV- THINKING SKILLS | | | | | 6 |
| Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation. | | | | | |
| UNIT V – COMMUNICATION | | | | | 6 |
| Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes. | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | TOTAL | |
| 30 | 0 | 0 | | 30 | |
| TEXT BOOKS | | | | | |
| <ol style="list-style-type: none"> Arora Abhishek, Managerial Skill Development, Kalyani Publishers, 2010 Mukta Goyal, Managerial Skill Development, Notion Press, 2022 K. Alex, Managerial Skills, S.Chand, 2015 Cynthia Menezes Prabhu, Managerial Skills 2, Pen to Print Publishing, 2022 Kevin Gallagher, Skills Development for Business and Management Students, Oxford University Press, 2013 | | | | | |
| REFERENCES | | | | | |

1. G. Joshi, Campus to Corporate: Your Roadmap to Employability, Sage Publication, 2015
2. E.H. McGrath, Basic Managerial Skills, 9th Edition, Prentice Hall India, 2011
3. D. Whetten, Developing Management Skills, Prentice Hall India, 2011
4. P. Varshney and A. Dutta, Managerial Skill Development, Alfa Publications, 2012
5. Sumeet Suseelan, EQ- Soft skills for Corporate Career, Penman Books, 2022

Table1 1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO 1 | 3 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 1 |
| CO 2 | 3 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 1 |
| CO 3 | 3 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 1 |
| CO 4 | 3 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 1 |
| CO 5 | 3 | 0 | 2 | 3 | 0 | 0 | 0 | 0 | 1 |
| Total | 15 | 0 | 10 | 11 | 0 | 0 | 0 | 0 | 5 |
| | 3 | 0 | 2 | 3 | 0 | 0 | 0 | 0 | 1 |

1-5 →1, 6 – 10 →2, 11-15 →3

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

| | | | | | |
|---|--|---------------|---------------|----------|----------|
| COURSE CODE | XBA206 | L | T | P | C |
| COURSE NAME | BUSINESS ETIQUETTE AND CORPORATE GROOMING | 2 | 0 | 0 | 2 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 2 : 0 : 0 | 2 | 0 | 0 | 2 |
| LEARNING OBJECTIVE | | | | | |
| <ol style="list-style-type: none"> 1. To impart knowledge about basic etiquettes in professional conduct 2. To provide understanding about the workplace courtesy and ethical issues involved 3. To suggest on guidelines in managing rude and impatient clients 4. To familiarize students about significance of cultural sensitivity and the relative business attire 5. To stress on the importance of attire | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Describe basic concepts of business etiquette and corporate grooming. | Cognitive | Understanding | | |
| CO2 | Outline the etiquette and grooming standards followed in business environment and the significance of communication | Cognitive | Understanding | | |
| CO3 | Explain cultural awareness and moral practices in real life workplace scenarios | Cognitive | Understanding | | |
| CO4 | Explain workplace courtesy and resolving ethical issues with respect to etiquette and grooming for success | Cognitive | Understanding | | |
| CO5 | Explain professionalism in the workplace considering diversity and courtesy | Cognitive | Understanding | | |
| UNIT I-INTRODUCTION | | | | | 6 |
| Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting and greeting scenarios-principles of exceptional work behavior- role of good manners in business - professional conduct and personal spacing. | | | | | |
| UNIT II – WORKPLACE COURTESY | | | | | 6 |
| Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer’s perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment- conflict resolution strategies - Choosing appropriate gift in the business environment - real lifeworkplace scenarios - company policy for business etiquette | | | | | |
| UNIT III – TELEPHONE ETIQUETTE | | | | | 6 |

| | | | |
|--|-----------------|------------------|--------------|
| Telephone Etiquette, email etiquette and Disability Etiquette | | | |
| Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices | | | |
| UNIT IV- DIVERSITY | | | 6 |
| Diversity and Cultural Awareness at Workplace Impact of diversity - Cultural Sensitivity - Taboos and Practices - Inter - Cultural Communication | | | |
| UNIT V – BUSINESS ATTIRE | | | 6 |
| Business Attire and Professionalism Business style and professional image- dress code- guidelines for appropriate business attire- grooming for success. | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 30 | 0 | 0 | 30 |
| TEXT BOOKS | | | |
| <ol style="list-style-type: none"> 1. Sarvesh Gulati, Corporate Grooming and Etiquette, Rupa, 2010 2. John Chibaya Mbuya and Bulelwa Monica Maphela, Grooming and Etiquette for Corporate Men and Women, Lambert Academic Publishing, 2010 3. Myka Meier, Business Etiquette Made Easy: The Essential Guide to Professional Success, Skyhorse, 2020 4. Peggy Post and Peter Post, Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success, William Morrow, 2005 5. Shital Kakkar Mehra, Business Etiquette: A Guide for the Indian Professional, Harper Collins Publisher, 2012 | | | |
| REFERENCES | | | |
| <ol style="list-style-type: none"> 1. Raghu Palat, Indian Business Etiquette, Jaico Publishers, 2008 2. Nina Kochhar, At Ease with Etiquette, Health Harmony, 2011 3. Nimeran Sahukar and Prem P. Bhalla, The Book of Etiquette and Manners, Pustak Mahi Publishers, 2004 4. Sarvesh Gulati, Corporate Grooming and Etiquette, Rupa Publications, 2012 5. Barbara Pachter, The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success, McGraw Hill Education, 2013 | | | |
| WEB RESOURCES | | | |
| <ol style="list-style-type: none"> 1. http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf 2. https://www.columbustech.edu/skins/userfiles/files/Training Manual - Business Etiquette (1).pdf 3. https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf 4. https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm 5. https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm 6. https://wikieducator.org/Business_etiquette_and_grooming | | | |

Table1 1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CO 1 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 1 |
| CO 2 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 1 |
| CO 3 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 1 |
| CO 4 | 3 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 1 |
| CO 5 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Total | 15 | 0 | 0 | 9 | 0 | 2 | 0 | 0 | 5 |
| | 3 | 0 | 0 | 2 | 0 | 1 | 0 | 0 | 1 |

1-5 □1, 6 – 10 □2, 11-15 □3

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

| | | | | | | |
|---|---|------------------------|------------------|------------------|--------------|----------|
| COURSECODE | XUM002 | L | T | SS | P | C |
| COURSENAME | ENVIRONMENTALSTUDIES | 1 | 0 | 1 | 0 | 1 |
| C:P:A | 0.8:0 :0.2 | L | T | SS | P | H |
| | | 1 | 0 | 1 | 0 | 2 |
| COURSEOUTCOMES | | | | DOMAIN | LEVEL | |
| CO1 | Describe the significance of natural resources and explain anthropogenic impacts. | Cognitive | | Understand | | |
| CO2 | Illustrate the significance of ecosystem, biodiversity and natural biogeochemical cycles for maintaining ecological balance. | Cognitive | | Understand | | |
| CO3 | Identify the facts, consequences, preventive measures of major pollutions and recognize the disaster phenomenon. | Cognitive Affective | | Apply Receive | | |
| CO4 | Explain the socio-economic, policy dynamics and practice the Control measures of global issues for sustainable development. | Cognitive | | Understand | | |
| CO5 | Recognize the impact of population and the concept of various welfare programs, and apply the modern technology towards Environmental protection. | Cognitive | | Understand | | |
| UNIT-I-INTRODUCTION TO ENVIRONMENTAL STUDIES AND ENERGY | | | | | | 6 |
| World Environment Day and its need- Forest resources: Use, Deforestation– Water resources: over-utilization of surface and ground water- Mineral resources: Environmental effects of mining– Food resources: Modern agriculture, Fertilizer-Pesticide problems, Water logging, Salinity-Energy resources: Renewable and Non-renewable energy sources; Alternate energy resources Land resources: Land as a resource, land degradation, soil erosion and Desertification -Role Of individual in Conservation of Resources. | | | | | | |
| UNIT-II-ECOSYSTEMS AND BIODIVERSITY | | | | | | 6 |
| Components of an ecosystem – Producers, consumers and decomposers –Biogeochemical cycles- Food chains, Food webs, Structure and Function of the Forest ecosystem and Aquatic ecosystem– Introduction to Biodiversity- Endemic, Extinct and Endangered species- Conservation of Biodiversity: In-situ and Ex-situ conservation. | | | | | | |
| UNIT-III-ENVIRONMENTAL POLLUTION | | | | | | 6 |
| Definition – Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution and Nuclear hazards – Solid waste management: Causes, effects and control measures of industrial wastes – Role of an individual in prevention of pollution – Pollution case studies.. | | | | | | |
| UNIT-IV-SOCIAL ISSUES AND THE ENVIRONMENT | | | | | | 6 |
| Rain water harvesting– Resettlement and Rehabilitation of people, Climate change, Global warming, Acid rain, Ozone layer depletion, Nuclear accidents and Holocaust – Environment Protection Act – Water Act – Wildlife Protection Act – Forest Conservation Act. | | | | | | |
| UNIT-V-HUMAN POPULATION AND THE ENVIRONMENT | | | | | | 6 |
| Population growth, Variation among nations - Population explosion - Environment and Human health- HIV / AIDS – Role of Information Technology (GIS) in Environment and human health – Case studies. | | | | | | |
| | LECTURE | TUTORIAL | PRACTICAL | SELFSTUDY | TOTAL | |
| HOURS | 15 | 0 | 0 | 15 | 30 | |
| TEXTBOOKS | | | | | | |

1. Miller T.G.Jr., Environmental Science, Wadsworth Publishing Co, USA, 2000.
1. Townsend C., Harper J and Michael Begon, Essentials of Ecology, Blackwell Science, UK, 2003.
2. Trivedi R.K and P.K. Goel, Introduction to Air Pollution, Techno Science Publications, India, 2003.
3. Disaster mitigation, Preparedness, Recovery and Response, SBS Publishers & Distributors Pvt. Ltd, New Delhi, 2006.
4. Introduction to International Disaster Management, Butterworth Heinemann, 2006.
5. Gilbert M. Masters,
Introduction to Environmental Engineering and Science, Pearson Education Pvt., Ltd.,
Second Edition, New Delhi, 2004.

REFERENCE BOOKS

1. Trivedi R.K., Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, Vol. I and II, Enviro Media, India, 2009.
2. Cunningham, W.P. Cooper, T.H. Gorhani, Environmental Encyclopedia, Jaico Publ., House, Mumbai, 2001.
3. S.K. Dhameja, Environmental Engineering and Management, S.K. Kataria and Sons, New Delhi, 2012.
4. Sahni, Disaster Risk Reduction in South Asia, PHI Learning, New Delhi, 2003.
5. Sundar, Disaster Management, Sarup & Sons, New Delhi, 2007.
6. G.K. Ghosh, Disaster Management, A.P.H. Publishers, New Delhi, 2006.

ERESOURCES

1. <http://www.e-booksdirectory.com/details.php?ebook=10526>

Table:1 Mapping of COs with POs:

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|---------------------|-----------|----------|----------|----------|----------|----------|----------|----------|-----------|----------|----------|
| CO1 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 0 |
| CO2 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 0 |
| CO3 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 0 |
| CO4 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 0 |
| CO5 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 2 | 2 | 0 | 0 |
| Total | 10 | 0 | 0 | 5 | 0 | 5 | 0 | 2 | 10 | 0 | 0 |
| Scaled Value | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 2 | 0 | 0 |

1 – 5 → 1, 6 – 10 → 2, 11 – 15 → 3

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

SEMESTER III

CODE XBA301 L T P C

| | | | | | |
|----------------------|---|----------|----------|----------|----------|
| COURSE NAME | PRODUCTION AND OPERATIONS MANAGEMENT | 4 | 0 | 0 | |
| PREREQUISITE: | NIL | L | T | P | H |
| C:P:A | 3:0:0 | 4 | 0 | 0 | 4 |

COURSE OUTCOMES

Domain

Level

| | | | |
|-----|---|-----------|---------------|
| CO1 | Explain&describe thescopeand significanceofprod uction | Cognitive | Understanding |
| CO2 | Summarize & identify the work study and time study | Cognitive | Understanding |
| CO3 | Understand the production planning and control | Cognitive | Understanding |
| CO4 | Understand the quality control measures | Cognitive | Understanding |
| CO5 | Explain,Identify&MakeUse theconceptofJustin Time. | Cognitive | Understanding |

UNIT I INTRODUCTION TO PRODUCTION SYSTEM 12

Production Management – Scope and Significance – Production System – Functions and Types – Factors influencing Plant Location – Plant Layout and its kinds.

UNIT II WORK STUDY AND TIME STUDY 12

Work Study - Time Study - Motion Study – Work Measurement – Principles and factors - Maintenance of Plant – Types.

UNIT III PRODUCTION PLANNING AND CONTROL 12

Definition – Objectives and Importance – Elements of Production Planning – Routing and Scheduling.

UNIT IV QUALITY CONTROL AND INSPECTION 12

Quality Control and Inspection – Objectives and Significance – SQC – AGMARK, ISI and ISO – Certification Marks.

UNIT V MATERIAL MANAGEMENT 12

Material Management – Objectives and importance – Purchasing – Procedure – Store Keeping – Objectives – Functions – Types - JIT.

| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
|---------|----------|-----------|-------|
| 60 | 0 | 0 | 60 |

TEXT BOOKS

5.P.SaravanelandS.Sumathi,ProductionandMaterialManagement,MarghamPublications, Chennai.

REFERENCES

4ProductionandOperationsManagement–K.ASWATHAPPA,HimalayaPublishing House

Table11:MappingofCoswithPOs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|
| CO 1 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 |
| CO 2 | 1 | 0 | 2 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 0 |
| CO 3 | 1 | 1 | 2 | 0 | 2 | 1 | 0 | 1 | 0 | 0 | 0 |
| CO 4 | 1 | 2 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 |
| CO 5 | 0 | 0 | 0 | 1 | 2 | 1 | 1 | 0 | 0 | 0 | 0 |
| | 4 | 3 | 5 | 3 | 6 | 4 | 3 | 1 | 2 | 2 | 0 |

1-5□1,6-10□2,11-15□3

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

SEMESTER IV

| | | | | | |
|---------------------|-----------------------------|----------|----------|----------|----------|
| COURSE CODE | XBA401 | L | T | P | C |
| COURSE NAME | FINANCIAL MANAGEMENT | 3 | 1 | 0 | 4 |
| PREREQUISITE | NIL | L | T | P | H |
| C:P:A | 4:0:0 | 3 | 1 | 0 | 5 |

COURSE OUTCOMES

- CO1 Explain**theimportanceofFinancialManagementandSourcesof Finance Cognitive Understanding
- CO2 Compute**thecostofcapital,costofequityandcostofPreference Shares Cognitive Applying
- CO3 Explain**thesignificanceofLeveragesanddividendtheoriesand policies CognitiveUnderstanding
- CO4 Explain** the Meaning and scope of Capital StructureCognitive Understanding
- CO5 State** the significance and Importance of Capital Budgeting andCognitive Understanding Appraisal

UNIT I Financial Management15

MeaningandScope-FinanceFunctions–ProfitMaximization andWealthMaximization–SourcesofFinance-Shorttermsources–Longtermsources(Shares- debentures, preferred stock – debt.)

UNIT II Cost of Capital 15

Concept,Importance–Classification–CalculationofCostofDebt–CostofEquity--Costof Preference Shares – Weighted Average cost of capital

UNIT III Leverages15

Meaning and Significance – Types: **Operating Leverage, Financial Leverage and Combined Leverage** – significance of Operating Leverages, Financial Leverages and Combined Leverage—Simple Problems

UNITIV CapitalStructurePlanning15

MeaningandScope–FeaturesofCapitalStructure–factorsdeterminingCapitalstructure–techniqueof planning the capital structure-- Indifference Point – Introduction to all Approaches: –Net Income Approach– Net Operating Income approach

UNIT V Capital Budgeting (Investment Decisions)15

Concept,ObjectivesandImportance-Types–Factorsinfluencingcapitalbudgetingdecisions--**Appraisal Methods: Non Discounted Cash Flow Method– Discounted Cash Flow Method - NPV Method- Present value index - Pay Back Method—ARR Method**

| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
|---------|----------|-----------|-------|
| 60 | 15 | 075 | |

TEXT BOOKS

1. Dr.A.Murthy,FinancialManagement,MarghamPublications

REFERENCES

1. I.M.Pandey,FinancialManagement,VikashPublishingHousePvt.Ltd.
2. PrasannaChandra,FundamentalsofFinancialManagement,TataMcGraw Hills.
3. M. Y. Khan&P.K.Jain,TheoryandProblemsinFinancialManagement,TataMcGrawHills.
4. R.K. Sharma, Shashi and K.Gupta, Financial Management, Kalyani publication

| | | | | | |
|---------------------|----------------------------------|----------|----------|----------|----------|
| COURSE CODE | XBA402 | L | T | P | C |
| COURSE NAME | Human Resource Management | 3 | 1 | 0 | 4 |
| PREREQUISITE | NIL | L | T | P | H |
| C:P:A | 4:0:0 | 3 | 1 | 0 | 5 |

UNIT I-INTRODUCTION TO HRM**12**

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

UNIT II-JOB ANALYSIS AND EVALUATION

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

UNIT III-HUMAN RESOURCE PLANNING

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

UNIT IV-RECRUITMENT & SELECTION

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

UNIT V-TRAINING & PERFORMANCE APPRAISAL**12**

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

| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
|----------------|-----------------|------------------|--------------|
| 60 | 0 | 0 | 60 |

TEXTBOOKS

1. Dr. J. Jayasankar, Human Resources Management, Margham Publications, Chennai.

REFERENCES

1. C. B. Gupta, Human Resource Management, Sultan Chand & Sons, New Delhi

| | | | | |
|---|---|------------------|---------------|-----------|
| COURSECODE | XBA403 | L | T | P |
| COURSENAME | E-COMMERCE | 3 | 0 | 0 |
| PREREQUISITE: | Nil | L | T | P |
| C:P:A | 3:0:0 | 3 | 0 | 0 |
| COURSEOUTCOMES | | Domain | Level | |
| CO1 | Explain the emerging technologies and other concepts related to e- commerce. | Cognitive | Understanding | |
| CO2 | Explain the advantages of electronic way of doing business. | Cognitive | Understanding | |
| CO3 | Explain the major driving forces behind e-commerce. | Cognitive | Understanding | |
| CO4 | Explain the knowledge of setting and operating successful e- business. | Cognitive | Understanding | |
| CO5 | Explain the Regulations and legal aspects of E-commerce | Cognitive | Understanding | |
| UNIT I-INTRODUCTION | | | | 12 |
| Meaning and concept,E-Commerce v/s Traditional Commerce, History of E-Commerce, EDI-Importance , features & benefits, Impacts & Limitations of E- Commerce | | | | |
| UNIT II-E-COMMERCE BUSINESS MODELS | | | | 12 |
| Business to Business, Business to customers, customers to customers ,Business to Government, Business to employee , E – Commerce strategy – Influencing factors of successful E- Commerce.. | | | | |
| UNIT III BUILDING AN E-COMMERCE WEBSITE | | | | 12 |
| Major decision making areas, Stages in System Development Life Cycle, Domain Name Registration, Developing Static WebPages,Integration with Operational Databases, Static website and dynamic websites,Major considerations in choosing web server and e-commerce merchant server software. | | | | |
| UNIT IV ELECTRONIC PAYMENT SYSTEMS | | | | 12 |
| Overview of Electronic Payment Systems, Online payment systems – prepaid and post-paid payment systems–e-cash, e-cheque, Smart Card,Credit Card,Debit Card, Electronic Wallets, Security issues on electronic payment system – Security Protocols such as HTTPS, SSL, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates.. | | | | |
| UNIT V LEGAL ISSUES | | | | 12 |
| Laws for E-Commerce, Regulatory framework of E-commerce, Cyber Laws–Information Technology Act 2000. | | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL | |
| 60 | 0 | 0 | 60 | |
| TEXTBOOKS | | | | |
| 1. Agarwala,Kamlesh N., Amit Lal and Deeksha Agarwala, Business on the Net: An Introduction to the Whats and Hows of E -Commerce, Macmillan India Ltd. | | | | |
| 2. Bajaj, Deobyani Nag, E-Commerce, Tata McGraw Hill Company, New Delhi. | | | | |
| REFERENCEBOOKS | | | | |
| 1. Diwan, Pragand Sunil Sharma, Electronic Commerce-A Manager's Guide to E Business, Vanity Books International, Delhi. | | | | |
| 2. Dietel, Harvey M., Dietel, Paul J., and Kate Steinbuhler., E-business and E-commerce for managers, Pearson Education. | | | | |
| 3. Greenstein, M. and T.M. Feinman, Electronic Commerce: Security, Risk Management and Control, Tata McGraw hill. | | | | |

| | | | | | | | |
|--|--|----------|--|---------------|---------------|-----------|----------|
| Course Name | | | Introduction to Entrepreneurship Development | L | T | P | C |
| Course Code | | | XUM004 | 1 | 0 | 0 | 1 |
| C | P | A | | L | T | SS | H |
| 1 | 0 | 0 | | 1 | 0 | 1 | 1 |
| Prerequisite | | | Basic skills like critical thinking, creativity, risk-taking, problem-solving, networking, leadership. | | | | |
| On successful completion of this course, the students will be able to: | | | | | | | |
| Course Outcomes | | | | Domain | Level | | |
| CO1 | Understand the concept of Entrepreneurship | | | Cognitive | Understanding | | |
| CO2 | Understand about an Entrepreneur | | | Cognitive | Understanding | | |
| CO3 | Understand the characteristics of Entrepreneur | | | Cognitive | Understanding | | |
| CO4 | Understand the ways to acquire skills of Entrepreneur | | | Cognitive | Understanding | | |
| CO5 | Understand the concept of Intrepreneurship | | | Cognitive | Understanding | | |
| UNIT 1 | INTRODUCTION TO ENTREPRENEURSHIP | | | | 3+3 | | |
| Meaning and Concept of Entrepreneurship, History of Entrepreneurship Development, Role of Entrepreneurship in Economic Development, Myths about Entrepreneurs, Agencies in Entrepreneurship Management and Future of Entrepreneurship | | | | | | | |
| UNIT 2 | THE ENTREPRENEUR | | | | 3+3 | | |
| Why to become Entrepreneur, Skills/ Traits required for being an Entrepreneur, Creative and Design Thinking, Entrepreneurial Decision Process, Skill Gap Analysis, Role Models, Mentors and Support System, Entrepreneurial Success Stories. | | | | | | | |
| UNIT 3 | CHARACTERISTICS OF AN ENTREPRENEUR | | | | 3 +3 | | |
| Introduction-Characteristic Features of Successful Indian Entrepreneurs-Differences between an Entrepreneur and a Manager - Difference between an Entrepreneur and an Intrapreneur - Relationship between the terms Entrepreneur, Entrepreneurial and Entrepreneurship - Difference between a Scientist, Inventor and Entrepreneur - Relationship between Entrepreneur and Enterprise - Difference between Entrepreneur and Enterprise - Difference between a Self-employed person and Entrepreneur - Common Myths on Entrepreneur | | | | | | | |
| UNIT 4 | SKILLS FOR AN ENTREPRENEUR | | | | 3 + 3 | | |
| Business Management Skills-Communication and active listening skills-Risk-taking skills-Networking Skills- Critical Thinking Skills - Problem Solving Skills - Creative Thinking Skills - Customer Service Skills - Financial Skills - Leadership Skills - Time Management and Organizational Skills - Technical Skills | | | | | | | |
| UNIT 5 | INTRAPRENEURSHIP | | | | 3 + 3 | | |

What is Intrapreneurship–Understanding Intrapreneurship–Types of Intrapreneurs–Characteristics of Intrapreneurs – Examples of Intrapreneurship

Total 30

TextBook

1.Jayashree Suresh, Entrepreneurial Development,Margham Publications.

References

Essentials of Entrepreneurship and Small Business Management (6thEdition) by Norman M.Scarborough (Paperback - Jan 13, 2010)

2. Entrepreneurship and Small BusinessManagement,Student Edition by Glencoe McGraw-Hill (Hardcover-Feb 24, 2005)

Vasant Desai,Dynamics of Entrepreneurship Development,Star Publication,NewDelhi.

COs vs POs

| | PO 1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|---------------------|-----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO 1 | 2 | 1 | | | | | 1 | 2 | 1 |
| CO 2 | 2 | 1 | | | | | | | 1 |
| CO 3 | 2 | 1 | | | | | 1 | | 1 |
| CO 4 | 2 | 2 | | | | | | | 1 |
| CO 5 | 2 | 2 | | | | | | | 1 |
| TOTAL | 10 | 7 | 0 | 0 | 0 | 0 | 2 | 2 | 5 |
| SCALED VALUE | 2 | 2 | 0 | 0 | 0 | 0 | 1 | 1 | 1 |

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

| | | | | | |
|--|---|---------------|---------------|----------|-----------|
| COURSE CODE | XBA404 | L | T | P | C |
| COURSE NAME | CUSTOMERRELATIONSHIP MANAGEMENT | 3 | 0 | 0 | 3 |
| PREREQUISITE: | NIL | L | T | P | H |
| C:P:A | 3:0:0 | 3 | 0 | 0 | 3 |
| COURSE OUTCOMES | | Domain | Domain | | |
| CO1 | Illustrate the concept of Relationship Marketing | Cognitive | Understanding | | |
| CO2 | Explain the evolution of CRM | Cognitive | Understanding | | |
| CO3 | Explain CRM in India | Cognitive | Understanding | | |
| CO4 | Illustrate the sales force management | Cognitive | Understanding | | |
| CO5 | Summarize the database marketing | Cognitive | Understanding | | |
| UNIT I - INTRODUCTION | | | | | 07 |
| OverviewofRelationshipmarketing–Basisofbuildingrelationship–Typesofrelationshipmarketing – customer life cycle | | | | | |

UNIT II-EVOLUTION OF CRM**08**

CRM-Overview and evolution of CRM-CRM and Relationship marketing-CRM strategy- importance of customer divisibility in CRM

UNIT III – CRM IN INDIA**10**

Sales Force Automation-contact management-concept-Enterprise Marketing Management-core beliefs – CRM in India

UNIT IV-VALUE CHAIN**10**

Value Chain-concept-Integration Business Management-Benchmarks and Metrics-culture change – alignment with customer eco system – Vendor selection

UNIT V-DATABASE MARKETING**10**

Database Marketing-Prospect database-Data warehouse and DataMining-analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

LECTURE**TUTORIAL****PRACTICAL****TOTAL****45****0****0****45****TEXT BOOKS**

1.Dr.P.SheelaRani, CustomerRelationshipManagement, Margham Publications.

REFERENCES

1. S. Shajahan – Relationship Marketing – McGraw Hill, 1997
2. Paul GreenBerg – CRM – Tata McGraw Hill, 2002
3. Philip Kotler, Marketing Management, Prentice Hall, 2005

Table1:MappingofCOswithPos

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
|------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| CO 1 | 2 | | | | | | | 1 | 1 |
| CO 2 | 2 | | | | | | | 1 | 1 |
| CO 3 | 2 | | | | | | | 1 | 1 |
| CO 4 | 2 | | | | | | | 1 | 1 |
| CO 5 | 2 | | | | | | | 1 | 1 |
| Total | 10 | | | | | | | 5 | 5 |
| Scaled to 0,1,2,3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |

1-5□1,6-10□2,11-15□3

0–NoRelation,1-LowRelation,2-MediumRelation,3-HighRelation

SEMESTER V

| | | | | | |
|---|---|------------------|----------|---------------|--------------|
| COURSE CODE | XBA501 | L | T | P | C |
| COURSE NAME | COMMUNICATION FOR MANAGERS | 3 | 1 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4 : 0 : 0 | 3 | 1 | 0 | 4 |
| COURSE OUTCOMES | | Domain | | Domain | |
| CO1 | Explain the communication process | Cognitive | | Understanding | |
| CO2 | Explain the presentation techniques | Cognitive | | Understanding | |
| CO3 | Explain the process of resume building | Cognitive | | Understanding | |
| CO4 | Explain how to attend group discussion | Cognitive | | Understanding | |
| CO5 | Explain various interview skills and practice mock interviews | Cognitive | | Understanding | |
| UNIT I BUSINESS COMMUNICATION | | | | | 12 |
| Business Communication Foundations – Principles of effective communication, Goals of business communication, Types of Communication, Communication process, Communication barriers. | | | | | |
| UNIT II: PRESENTATION | | | | | 12 |
| Presentation – Types of Presentation – Do’s and Don’ts of Presentation - Presentation Etiquettes and Public speaking. | | | | | |
| UNIT III: RESUME BUILDING | | | | | 12 |
| Job search and Resume – Chronological resume, Functional resume and Job Application letter | | | | | |
| UNIT IV : GROUP DISCUSSION | | | | | 12 |
| Group Discussion – What is GD? - Why GD? – Do’s and Don’ts of GD – Mock GD | | | | | |
| UNIT V: INTERVIEW | | | | | 12 |
| Interview – Skills required – Types of Interview – Interview Etiquettes – Mock Interview | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | | TOTAL |
| 45 | 15 | 0 | | | 60 |
| TEXT BOOKS | | | | | |
| 1. Business Communication – R.K.Madhukar, Vikas Publications. | | | | | |
| REFERENCES | | | | | |
| 1. Business Communication – K.K.Ramachandran, K.K.Lakshmi, K.K.Karthick and M.Krishnakumar, Macmillan India Ltd., | | | | | |

Table 1: Mapping of COs with Pos

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

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|--|--|------------------|----------|---------------|--------------|
| COURSE NAME | BUSINESS RESEARCH TECHNIQUES | 4 | 1 | 0 | 5 |
| PREREQUISITE: | NIL | L | T | P | H |
| C:P:A | 5:0:0 | 4 | 1 | 0 | 5 |
| COURSE OUTCOMES | | Domain | | Domain | |
| CO1 | Explain how to define a research problem | Cognitive | | Understanding | |
| CO2 | Explain the concept of research design and sampling design | Cognitive | | Understanding | |
| CO3 | Explain the measurement and scaling techniques | Cognitive | | Understanding | |
| CO4 | Explain the various methods of data collection | Cognitive | | Understanding | |
| CO5 | Explain the techniques in report writing | Cognitive | | Understanding | |
| UNIT - I: INTRODUCTION - DEFINING A RESEARCH PROBLEM | | | | | 15 |
| Meaning of Research - Objectives - Types of Research - Research Process - Criteria for Good Research - What is a research problem? – Selecting the problem - Necessity for defining the problem - Technique involved in defining a problem. | | | | | |
| UNIT - II: RESEARCH DESIGN & SAMPLING DESIGN | | | | | 15 |
| Meaning of Research Design - Need for Research Design - Features of Research Design - Different Research Designs - Census and Sample Survey - Implications of a Sample Design - Steps in Sampling Design - Criteria of Selecting a Sampling procedure - Characteristics of a good sample design - Different types of sample designs. | | | | | |
| UNIT - III: MEASUREMENT AND SCALING TECHNIQUES | | | | | 15 |
| Measurement Scales - Sources of Error in Measurement - Tests of Sound Measurement - Scaling - Meaning - Scale Classification Bases - Important Scaling Techniques - Scale Construction Techniques. | | | | | |
| UNIT - IV: METHODS OF DATA COLLECTION | | | | | 15 |
| Collection of Primary Data - Observation Method - Interview Method - Collection of Data through questionnaire - collection of data through schedule - Difference between Questionnaires and Schedules - Other methods of Data Collection - Collection of Secondary Data - Selection of Appropriate Method for Data Collection. | | | | | |
| UNIT - V: REPORT WRITING | | | | | 15 |
| Meaning - Significance of Report Writing - Steps in Report Writing - Layout of Research Report - Types of Report - Precautions for Writing research report | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | | TOTAL |
| 60 | 15 | 0 | | | 75 |
| TEXT BOOKS | | | | | |
| 1. C.R.Kothari, Research Methodology, New Age International Publishers.. | | | | | |

Table 1: Mapping of COs with Pos

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

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|--|---|------------------|----------|---------------|-----------|
| COURSE NAME | BUSINESS ORGANIZATION AND ENVIRONMENT | 4 | 1 | 0 | 5 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 5 : 0 : 0 | 4 | 1 | 0 | 5 |
| COURSE OUTCOMES | | | | Domain | |
| CO1 | Explain what is business and classifications of business. | Understanding | | | |
| CO2 | Explain preparation of partnership deed. | Understanding | | | |
| CO3 | Explain formation of companies. | Understanding | | | |
| CO4 | Explain the political, economic and legal environment | Understanding | | | |
| CO5 | Explain the concept of LPG | Understanding | | | |
| UNIT I: INTRODUCTION TO BUSINESS ORGANIZATION | | | | | 15 |
| Meaning of Business – Classification of Business Activities – Industry – Types of Industry – Commerce – Trade – Aids to Trade – Meaning – Advantages and Disadvantages. | | | | | |
| UNIT II : FORMS OF BUSINESS ORGANIZATION | | | | | 15 |
| Sole Proprietorship – Meaning – Characteristics – Advantages and Disadvantages. Partnership – Meaning – Characteristics – Advantages and Disadvantages - Types of Partners. Co-operative Society - Meaning – Characteristics – Types – Advantages and Disadvantages. | | | | | |
| UNIT III: JOINT STOCK COMPANY | | | | | 15 |
| Meaning – Definition – Features – Types of Companies – Formation of a Company. | | | | | |
| UNIT IV : BUSINESS ENVIRONMENT | | | | | 15 |
| Meaning and Importance. Dimensions of Business Environment – Political, Economic, Social, Legal, Natural and Technological Environment. | | | | | |
| UNIT V : GOVERNMENT AND BUSINESS | | | | | 15 |
| Meaning and Importance. Impact of Government policy on business and industry with reference to liberalization, privatization, and globalization. | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | TOTAL | |
| 60 | 15 | 0 | | 75 | |
| Text Book | | | | | |
| 1. Dr. Aswathappa: Essentials of Business Environment, HPH. | | | | | |
| REFERENCE | | | | | |
| 1. Francis Cherrunilam : Business Environment, HPH. | | | | | |
| 2. Muniraju S.K. Podder – Business Organisation & Environment , VBH | | | | | |
| 3. Vivek Mittal, – Business Environment, Excel Books, New Delhi. | | | | | |
| 4. Raj Agarwal – Business Environment, Excel Books, New Delhi. | | | | | |
| 5. K. Venkataramana, Business Environment, SHB Publishers. | | | | | |
| 6. Dr. Alice Mani: Business Organization & Environment, SBH. | | | | | |

Table 1: Mapping COs with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CO1 | 3 | 1 | 2 | 2 | | | | | 1 |
| CO2 | 2 | 1 | 2 | 2 | | | | | 1 |
| CO3 | 2 | 1 | 2 | 2 | | | | | 1 |
| CO4 | 2 | 1 | 3 | 2 | | | | 2 | 1 |
| CO5 | 2 | 1 | 2 | 2 | | | | 1 | 1 |
| Total | 12 | 5 | 11 | 10 | 0 | 0 | 0 | 0 | 5 |
| Scaled | 3 | 2 | 2 | 2 | 0 | 0 | 0 | 1 | 1 |

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

| | | | | | |
|----------------------|-------------------------------------|----------|----------|----------|----------|
| COURSE CODE | XBA504 | L | T | P | C |
| COURSENAME | ENTREPRENEURSHIP DEVELOPMENT | 4 | 1 | 0 | 5 |
| PREREQUISITES | NIL | L | T | P | H |
| C:P:A | 5:0:0 | 4 | 1 | 0 | 5 |

COURSEOUTCOMES

| Cos | Outcome | Domain | Level |
|------------|--|---------------|---------------|
| CO1 | Explain the concept of Entrepreneurship | Cognitive | Understanding |
| CO2 | Explain the concept of Small Business | Cognitive | Understanding |
| CO3 | Explain how to establish business idea | Cognitive | Understanding |
| CO4 | Explain the concept to financial analysis | Cognitive | Understanding |
| CO5 | Explain the policy incentive for Entrepreneurial growth, s mall-scale industrial policy | Cognitive | Understanding |

SYLLABUS

| UNIT | CONTENT | Hours Allotted |
|-------------|---|-----------------------|
| I | ENTREPRENEURSHIP-ANINTRODUCTION Meaning-Originoftheterm-Definition-ApplicationofthetermstoBusiness - Characteristics of Entrepreneur - Need, Role and Importance of Entrepreneurship-Scope of Entrepreneurial Development -Limitations. | 07 |
| II | CHARACTERISTICSOFAENTREPRENEUR Introduction-CharacteristicsfeaturesofsuccessfulIndianEntrepreneurs-Differences between an Entrepreneur and a Manager - Difference between anEntrepreneurandanIntrapreneur-Relationshipbetweenthe termsEntrepreneur, Entrepreneurial and Entrepreneurship- Difference between a Scientist, Inventor and Entrepreneur - Relationship between Entrepreneur andEnterprise-DifferencebetweenEntrepreneurandEnterprise-DifferencebetweenaSelf-employedpersonandEntrepreneur-CommonMythsonEntrepreneur | 08 |
| III | CLASSIFICATIONOFENTREPRENEURS Innovative Entrepreneurs - Imitative or Adaptive Entrepreneurs - Fabian Entrepreneurs - Drone Entrepreneurs - Types of Entrepreneurs - Classification according to type of Business - Classification according to Technology -Classification according to Motivation -Classification according to Growth -Classification according to the stages of development – Classification according to the chosen path | 10 |

| | | |
|-----------|---|--|
| IV | FACTORS INFLUENCING ENTREPRENEURSHIP Factors influencing the emergence of Entrepreneurship- Internal Factors - FamilyAtmosphere-CategoriesofInternalfactors-ExternalFactors-PoliticalEnvironment-SocialandCulturalEnvironment-EconomicEnvironment - Legal Environment - Lay Off, Retrenchment and Closure-TechnologicalEnvironment-GovernmentandNonGovernmentPolicies,programmesand incentives- Barriers to Entrepreneurship | |
| V | WOMEN ENTREPRENEURS & RURAL ENTREPRENEURSHIP Women Entrepreneurs-Definition-Problems of Women Entrepreneurs-Steps to encourage women entrepreneurs - Business Opportunities for Women Entrepreneurs - Future of Women Entrepreneurs - Rural Entrepreneurship -Definition - Problems of Rural Entrepreneurship - Overcoming the problems of Rural Entrepreneurship - Relationship between Rural and Urban Markets -Steps to promote Rural Entrepreneurship- Future of Rural Entrepreneurs. | |
| | TextBook JayashreeSuresh,EntrepreneurialDevelopment,MarghamPublications. ReferenceBooks 1.EssentialsofEntrepreneurshipandSmallBusinessManagement(6thEdition)byNorman M.Scarborough(Paperback -Jan13,2010) 2. EntrepreneurshipandSmallBusinessManagement,StudentEditionbyGlencoeMcGraw-Hill(Hardcover-Feb 24, 2005) VasantDesai,DynamicsofEntrepreneurshipDevelopment,StarPublication,NewDelhi. | |

Table1:Mapping Cos withPOs

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

0–No relation

1-Low relation

2-Medium relation

3–High relation

| | | | | | |
|-----------------------|--|---------------|----------|---------------|----------|
| COURSECODE | XBA505B | L | T | P | C |
| COURSENAME | RETAIL MARKETING | 3 | 0 | 0 | 3 |
| PREREQUISITE: | NIL | L | T | P | H |
| C:P:A | 3:0:0 | 3 | 0 | 0 | 3 |
| COURSEOUTCOMES | | Domain | | Level | |
| CO1 | Explain the concept of retail | Cognitive | | Understanding | |
| CO2 | Explain the retail model | Cognitive | | Understanding | |
| CO3 | Explain the strategic planning in retailing | Cognitive | | Understanding | |
| CO4 | Explain the retail in India | Cognitive | | Understanding | |

| | | | |
|--|--|------------------|---------------|
| CO5 | Explain the Global Retail Markets | Cognitive | Understanding |
| UNIT I INTRODUCTION TO RETAIL | | | 7 |
| Meaning – Functions and Characteristics of a Retailer– Reasons for studying. Retailing– Marketing - Retailer Equation – Marketing concepts applied to retailing – Retailing as a career –Trends in Retailing. | | | |
| UNIT II-RETAIL MODEL AND THEORIES OF RETAIL DEVELOPMENT | | | 8 |
| Retail Model and Theories of Retail Development – Life cycle and phases in growth of retail markets –Business models in retail–other Retail models. | | | |
| UNIT III STRATEGIC PLANNING IN RETAILING | | | 10 |
| Strategic Planning in Retailing: Situation Analysis–Objectives Identifying consumer needs– Overall strategy, feedback and control – consumer decision-making process. | | | |
| UNIT IV RETAIL IN INDIA | | | 10 |
| Retail in India: Evolution and Size of retail in India–Drivers of retail change in India–Foreign Direct Investment in retail–Challenges to retail developments in India. | | | |
| UNIT V GLOBAL RETAIL MARKETS | | | 10 |
| Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors influencing the success of a global retailing strategy. | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 45 | 0 | 0 | 45 |
| TEXTBOOKS | | | |
| Dr.L.Natarajan, RetailManagement,MarghamPublication.pdf | | | |
| REFERENCEBOOKS | | | |
| Swapna Pradhan–Retailing Management–Text and Cases, Tata McGraw Hill–2ndedition,2004 | | | |
| Barry Berman and Joel R Evans–Retailing Management– A Strategic Approach, Prentice Hall of India, 8 th Edition, 2002. | | | |
| James R. Ogden, Denise Ogden– Integrated, Retail Management–Biztantra2005 | | | |
| Gibson G Vedamani – Retail Management – Functional Principles and Prectice, Jaico Publishing House, Second edition, 2004 | | | |

Table 1: Mapping of COs with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 2 | 2 | 2 | | | 1 | | 1 | 2 |
| CO2 | 2 | 2 | 2 | | 39 | 1 | | 1 | 2 |
| CO3 | 2 | 2 | 2 | | | 1 | | 1 | 2 |
| CO4 | 2 | 2 | 2 | | | 1 | | 1 | 1 |
| CO5 | 2 | 3 | 2 | | | 1 | | 1 | 3 |
| Total | 10 | 10 | 10 | 0 | 0 | 5 | 0 | 5 | 10 |
| Scaled | 2 | 2 | 2 | 0 | 0 | 1 | 0 | 1 | 2 |

1-5 →1, 6-10 →2, 11-15 →3

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

**SYLLABUS FOR BBA(LOGISTICS & SUPPLY CHAIN MANAGEMENT(FT)
ACADEMIC YEAR 2023-24**

SEMESTER I

| | | | | | |
|--|--|------------------|---------------|--------------|-----------|
| COURSE CODE | XLS103 | L | T | P | C |
| COURSE NAME | PRINCIPLES OF MANAGEMENT | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4 : 0 : 0 | 4 | 0 | 0 | 4 |
| LEARNING OBJECTIVE | | | | | |
| 6. To impart knowledge about evolution of management 7. To provide understanding on planning process and importance of decision making in organization 8. To learn the application of principles in organization 9. To study the process of effective controlling in organization 10. To familiarize students about significance of ethics in business and its implications. | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain the nature, scope, role, levels, functions and approaches of management | Cognitive | Understanding | | |
| CO2 | Explain planning and decision making in management | Cognitive | Understanding | | |
| CO3 | Explain organization structure and various organizing techniques | Cognitive | Understanding | | |
| CO4 | Demonstrate the Direction, Co-ordination & Control mechanisms | Cognitive | Understanding | | |
| CO5 | Illustrate the ethical practices of organisation. | Cognitive | Understanding | | |
| UNIT I-INTRODUCTION | | | | | 12 |
| Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches. | | | | | |
| UNIT II – PLANNING | | | | | 12 |
| Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision. | | | | | |
| UNIT III – ORGANIZING | | | | | 12 |
| Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility. | | | | | |
| UNIT IV-DIRECTION | | | | | 12 |
| Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process. | | | | | |
| UNIT V – BUSINESS ETHICS | | | | | 12 |
| Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | TOTAL | |
| 60 | 0 | 0 | | 60 | |
| TEXT BOOKS | | | | | |
| 7. James A.F. Stoner, Edward Freeman R. and Daniel R. Gilbert, Management, 6 th Edition, Pearson Education, 2018. 8. Ricky W. Griffin, Management, Cengage India, 2017. 9. Stephen P. Robbins, Mary Coulter and David De Decenzo, Fundamentals of Management, 9 th Edition, Pearson Education India, 2016. 10. Stephen P. Robbins, Mary Coulter, Yusuf Sidani and Dima Jamali S, Management, Arab World 2 nd Edition, Pearson Education, 2015. | | | | | |
| REFERENCES | | | | | |
| 13. P.C. Tripathi and P.N Reddy, Principles of Management, 7 th Edition, McGraw Hill, 2021 14. L.M. Prasad, Principles and Practice of Management, Sultan Chand & Sons, 2021 15. C.B.Gupta and Shruthi Mathur, Management Principles and Applications, 8 th Edition, Scholar Tech Press, 2022 16. Harold Koontz, Hienz Weihrich and Mark V. Cannice, Essentials of Management, McGraw Hill, 11 th Edition, 2020. | | | | | |

| WEB RESOURCES | |
|----------------------|---|
| 6. | https://www.toolshero.com/management/14-principles-of-management/ |
| 7. | https://open.umn.edu/opentextbooks/textbooks/693 |
| 8. | https://open.umn.edu/opentextbooks/textbooks/34 |
| 9. | https://openstax.org/subjects/business |
| 10. | https://blog.hubspot.com/marketing/management-principles |

Table 1: Mapping of COs with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CO 1 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 2 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 |
| CO 3 | 3 | 0 | 2 | 0 | 2 | 2 | 0 | 0 | 0 |
| CO 4 | 3 | 0 | 2 | 0 | 2 | 2 | 0 | 0 | 0 |
| CO 5 | 3 | 0 | 2 | 0 | 0 | 0 | 3 | 0 | 0 |
| Total | 15 | 0 | 10 | 0 | 6 | 4 | 3 | 0 | 0 |
| Scaled to 0,1,2,3 | 3 | 0 | 2 | 0 | 2 | 1 | 1 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|---|---|---------------|---------------|----------|-----------|
| COURSE CODE | XLS104 | L | T | P | C |
| COURSE NAME | ACCOUNTING FOR MANAGERS I | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4: 0 : 0 | 4 | 0 | 0 | 4 |
| LEARNING OBJECTIVE | | | | | |
| 6. To impart knowledge about basic concepts of accounting and its applications | | | | | |
| 7. To analyze and interpret financial reports of a company | | | | | |
| 8. To understand the gross profit and net profit earned by organization | | | | | |
| 9. To foster knowledge on Hire Purchase system | | | | | |
| 10. To understand the procedures of Accounting under Single entry system. | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Apply knowledge about basic concepts of accounting and its applications | Cognitive | Applying | | |
| CO2 | Identify subsidiary book, statement and error rectification of a company | Cognitive | Applying | | |
| CO3 | Construct final report of an organisation | Cognitive | Applying | | |
| CO4 | Explain Hire Purchase system | Cognitive | Understanding | | |
| CO5 | Compare the procedures of accounting under single entry system | Cognitive | Understanding | | |
| UNIT I-INTRODUCTION | | | | | 12 |
| Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance | | | | | |
| UNIT II – BOOKS | | | | | 12 |
| Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account | | | | | |
| UNIT III – FINAL ACCOUNTS | | | | | 12 |
| Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital. | | | | | |
| UNIT IV- HIRE PURCHASE SYSTEM | | | | | 12 |
| Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System. | | | | | |

| | | | | |
|--|-----------------|------------------|--------------|-----------|
| UNIT V – ENTRY SYSTEM | | | | 12 |
| Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method | | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL | |
| 60 | 0 | 0 | 60 | |
| TEXT BOOKS | | | | |
| 6. D.K. Goel, Rajesh Goel and Shelly Goel, Fundamentals of Financial Accounting, 8 th Edition, Arya Publications, 2018 | | | | |
| 7. S.P. Jain, K.L. Narang, Simmi Agrawal and Monika Sehgal, Financial Accounting, Kalyani Publishers, 2020 | | | | |
| 8. R. Rakesh Shankar and S. Manikandan, Financial Accounting, SCITECH, 3 rd Edition. | | | | |
| 9. S.M. Shukla and K.L. Gupta, Advanced Accounting, Sahitya Bhawan Publications, 2022 | | | | |
| 10. P.C. Tulsian, Bharat Tulsian and Tushar Tulsian, Financial Accounting, S. Chand Publishing, 2023 | | | | |
| REFERENCES | | | | |
| 6. TS Reddy and A. Murthy, Financial Accounting, Margham Publications, 2019 | | | | |
| 7. David Koltz, Financial Accounting, Taylor and Francis, 2017 | | | | |
| 8. M.N. Arora, Accounting for Management, Himalaya Publications House, 2019 | | | | |
| 9. S.N. Maheswari, Financial Accounting, Vikas Publishing House, 2018 | | | | |
| 10. T. Horngren Charles, L. Sundern Gary and A. Elliott John, Introduction to Financial Accounting, Pearson Publications, 2017 | | | | |
| WEB RESOURCES | | | | |
| 6. https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf | | | | |
| 7. https://www.drnishikantjha.com/booksCollection/AccountingforManagementforMBA.pdf | | | | |
| 8. https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles | | | | |
| 9. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system | | | | |
| 10. https://www.profitbooks.net/what-is-depreciation | | | | |

Table 1: Mapping of Cos with POs

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

1-5 →1, 6 – 10 →2, 11-15 →3

| | | | | | |
|--|---|---------------|---------------|----------|----------|
| COURSE CODE | XLS105 | L | T | P | C |
| COURSE NAME | BASICS OF EVENT MANAGEMENT | 2 | 0 | 0 | 2 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 2 : 0 : 0 | 2 | 0 | 0 | 2 |
| LEARNING OBJECTIVE | | | | | |
| 6. To know the basic of event management its concepts | | | | | |
| 7. To make an event design | | | | | |
| 8. To make feasibility analysis for event. | | | | | |
| 9. To understand the 5 Ps of Event Marketing | | | | | |
| 10. To know the financial aspects of event management and its Promotion. | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain basics of event management | Cognitive | Understanding | | |
| CO2 | Explain designing of events | Cognitive | Understanding | | |
| CO3 | Explain feasibility of organising an event | Cognitive | Understanding | | |
| CO4 | Explain marketing & promotion of event | Cognitive | Understanding | | |

| | | | |
|--|--------------------------------|------------------|---------------|
| CO5 | Explain event budgeting | Cognitive | Understanding |
| UNIT I-INTRODUCTION | | | 6 |
| Introduction: Event Management – Definition, Need, Importance, Activities. | | | |
| UNIT II – EVENT DESIGN | | | 6 |
| Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design | | | |
| UNIT III – EVENT FEASIBILITY | | | 6 |
| Event Feasibility: Resources – Feasibility, SWOT Analysis | | | |
| UNIT IV- EVENT PLANNING AND PROMOTION | | | 6 |
| Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations | | | |
| UNIT V – EVENT BUDGET | | | 6 |
| Event Budget – Financial Analysis – Event Cost – Event Sponsorship | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 30 | 0 | 0 | 30 |
| TEXT BOOKS | | | |
| 5. Devesh Kishore and Ganga Sagar Singh, Event Management: A Booming Industry and an Eventful Career, Har-Anand Publications, 2019 | | | |
| 6. Swarup K. Goyal, Event Management, Adhyayan Publisher, 2013 | | | |
| 7. Savita Mohan, Event Management Public Relations, Enkay Publishers, 2011 | | | |
| 8. Lynn Van Der Wagen and Lauren White, Event Management, Cengage, 2018 | | | |
| REFERENCES | | | |
| 5. Krishna Chaudhary, Event Management, Bio-Green Publishers, 2023 | | | |
| 6. Anton Shone and Bryn Parry, Successful Event Management, 5 th Edition, Cengage, 2019 | | | |
| 7. Razaq Raj, Paul Walters and Tahir Rashid, Event management: Principles and Practice, 3 rd Edition, Sage Publications, 2017 | | | |
| 8. Judy Allen, Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management, Wiley Publishers, 2003 | | | |
| WEB RESOURCES | | | |
| 8. https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf | | | |
| 9. https://www.inderscience.com/jhome.php?jcode=ijhem | | | |
| 10. International Journal of Hospitality & Event Management | | | |
| 11. https://www.emeraldgroupublishing.com/journal/ijefm | | | |
| 12. International Journal of Event and Festival Management | | | |
| 13. https://www.eventbrite.com/blog/?s=roundup | | | |
| 14. https://www.eventindustrynews.com/ | | | |

Table 1: Mapping of COs with Pos

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

| | | | | | | | | | |
|------------------|----|---|---|---|---|---|---|---|---|
| Total | 15 | 0 | 6 | 0 | 8 | 2 | 0 | 0 | 0 |
| Scaled to | 3 | 0 | 2 | 0 | 2 | 1 | 0 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|--|---|------------------|---------------|----------|--------------|
| COURSE CODE | XLS106 | L | T | P | C |
| COURSE NAME | MANAGERIAL COMMUNICATION | 2 | 0 | 0 | 2 |
| PREREQUISITE | Nil | L | T | P | H |
| C:P:A | 2:0:0 | 2 | 0 | 0 | 2 |
| LEARNING OBJECTIVE | | | | | |
| 1.To educate students role & importance of communication skills 2. To build their listening, reading. Writing &speaking communication skills 3.To introduce the modem communication for managers 4.To understand these kills required for facing interview 5.To facilitate the students to understand the concept to Communication | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain communication process and its barriers | Cognitive | Understanding | | |
| CO2 | Explain business letter in different scenarios | Cognitive | Understanding | | |
| CO2 | Explain oral communications skills & conducting interviews | Cognitive | Understanding | | |
| CO4 | Explain the managerial writing for business communication | Cognitive | Understanding | | |
| CO5 | Explain the usage of modern communication tools and its significance for managers | Cognitive | Understanding | | |
| UNIT I- INTRODUCTION | | | | | 6 |
| Definition –Methods –Types–Principles of effective Communication –Barriers to Communication - Communication etiquette | | | | | |
| UNIT II – LETTER | | | | | 6 |
| Business letters- Layout- Kinds of Business Letters: application.offer,acceptance/acknowledgementandpromotionletters.BusinessDevelopmentLetters- Enquiry,replies,Order,Sales,circulars,Grievances. | | | | | |
| UNIT III – INTERVIEW | | | | | 6 |
| Interviews- Direct, telephonic & virtual interviews- Group discussion- Presentation skills- body language | | | | | |
| UNIT IV- REPORT | | | | | 6 |
| Communication through reports – Agenda- Minutes of Meeting – Resume writing | | | | | |
| UNIT V – TRENDS | | | | | 6 |
| Modern Forms of communication: podcast, E-mail, Virtual meetings- Websites and their use in Business- Social media – Professional Networking sites | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | | TOTAL |
| 30 | 0 | 0 | | | 30 |
| TEXTBOOKS | | | | | |

I..KrishanMohanandMeenaBanerji,DevelopingCommunicatinnSkills,2ndEdition,Trinity Press,2017
 2.MallikaNawal,BusinessCommunication,2ndEdition,CengageIndia2019
 3.CourtlandL.Bovee.JohnYr.Thill.RoshanLalRaina,BusinessCom:nunicationTodav

Table 1: Mapping of COs with Pos

| | PO 1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|
| CO 1 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| CO 2 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| CO 3 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| CO 4 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| CO 5 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| Total | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 | 0 |
| Scaled to | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |

1 – 5 → 1, 6-10 → 2, 11 – 15 → 3

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

| | | | | | |
|--|--|---------------|---------------|----------|-----------|
| COURSE CODE | XLSE01 | L | T | P | C |
| COURSE NAME | INTRODUCTION TO LOGISTICS MANAGEMENT AND SHIPPING | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| LEARNING OBJECTIVE | | | | | |
| 1. To learn the logistics theories, models and concepts 2. To learn the techniques of logistics management 3. To learn the logistics strategies 4. To learn the aspects of sea transport 5. To learn the techniques of ship management | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain the importance of logistics & its role in the Economy | Cognitive | Understanding | | |
| CO2 | Summarize various activities of logistics management | Cognitive | Understanding | | |
| CO3 | Explain the logistics strategies | Cognitive | Understanding | | |
| CO4 | Explain sea transport | Cognitive | Understanding | | |
| CO5 | Explain ship management | Cognitive | Understanding | | |
| UNIT I-INTRODUCTION | | | | | 09 |
| Logistics- Definition - History and Evolution- Objectives-Elements-activities importance- The work of logistics-Logistics interface with marketing-retails logistics-Emerging concept in logistics. | | | | | |
| UNIT II – LOGISTICS MANAGEMENT | | | | | 09 |
| Logistics Management-Definition-Achievement of competitive advantage through logistics Framework- Role of Logistics management-Integrated Logistics Management- Evolution of the concept- model - process-activities | | | | | |
| UNIT III – LOGISTICS STRATEGY | | | | | 09 |
| Outsourcing logistics-reasons - Logistics Strategy-Strategic role of logistics-Definition-role of logistics managers in strategic decisions- Designing & implementing logistical strategy | | | | | |
| UNIT IV- SEA TRANSPORT | | | | | 09 |

The reasons for Sea Transport – Introduction – Why Ships – Different Shipping markets – Trades - Conclusion. – Ship Registration – Port State Control – Ship Classification - Types of Ships the Dry Cargo Chartering market – Introduction – Chartering – Chartering Negotiations

UNIT V – SHIP MANAGEMENT **09**

Ship Sale & Purchase – Ship Management. Maritime Geography – Introduction – Ocean & Seas – Ports – Geography of trade - Accounts – Introduction – Accounting – Capital – Credit- management accounting – Cash Flow- Costs - Fundamentals of English Law – Arbitration – The Contract – Remedies for breach of Contract

| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
|---------|----------|-----------|-------|
| 45 | 0 | 0 | 45 |

TEXT BOOKS

1. Reza Z. Farahani, Shabnam Rezapour and LalehKardar, Logistics Operations and Management: Concepts and Models, Elsevier, 2011
2. Donald Waters, Logistics: An Introduction to Supply Chain Management, Palgrave Macmillan, 2002
3. GianpaoloGhiani, Gilbert Laporte and Robert Musmanno, Introduction to Logistics Systems Management, Wiley, 2017
4. F. Robert Jacobs and Richard B. Chase, Operations and Supply Chain Management: The Core, 6th Edition, McGraw Hill Education, 2022
5. Raja G. Kasilingam, Logistics and Transportation: Design and Planning, Chapman and Hall, 1999

REFERENCES

1. Dong-Wook Song, Photis M. Panayides, Maritime Logistics: A Guide to Contemporary Shipping and Port Management. 3rd Edition, Kogan Page, 2021
2. Lalwani, C., Mangan, J., Calatayud, A., Global Logistics and Supply Chain Management, Wiley, 2020
3. M.D. Sarder, Logistics Transportation Systems, Elsevier Science, 2020
4. Rowbotham, M., Introduction to Marine Cargo Management, Taylor & Francis, 2014

WEB RESOURCES

1. <https://uh.edu/~lcr3600/simulation/contents.html>
2. https://link.springer.com/chapter/10.1007/978-1-4615-5277-2_1
3. <https://www.marineinsight.com/maritime-law/what-is-integrated-logistics-management/>
4. <https://resources.coyote.com/source/outsourced-logistics>
5. <https://www.handybulk.com/dry-cargo-chartering-market/>

Table 1: Mapping of COs with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO 1 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 2 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 3 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 4 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 |
| CO 5 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 |
| Total | 15 | 0 | 10 | 0 | 4 | 0 | 0 | 0 | 0 |
| Scaled to | 3 | 0 | 2 | 0 | 1 | 0 | 0 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | | |
|---|--|-----------------------|-------------------|----------------------|--------------|----------|
| COURSE CODE | XUM001 | L | T | P | SS | C |
| COURSE NAME | HUMAN ETHICS, VALUES, RIGHTS AND GENDER EQUALITY | 1 | 0 | 0 | 1 | 1 |
| PREREQUISITES | Not Required | L | T | P | SS | H |
| C:P:A | 0.8:0.1:0.1 | 1 | 0 | 0 | 1 | 2 |
| COURSE OUTCOMES | | Domain | | Level | | |
| CO1 | Relate and Interpret the human ethics and human relationships | Cognitive | | Remember, Understand | | |
| CO2 | Explain and Apply gender issues, equality and violence against women | Cognitive | | Understand, Apply | | |
| CO3 | Classify and Develop the identify of women issues and challenges | Cognitive & Affective | | Analyze Receive | | |
| CO4 | Classify and Dissect human rights and report on violations. | Cognitive | | Understand, Analyze | | |
| CO5 | List and respond to family values, universal brotherhood, fight against corruption by common man and good governance. | Cognitive & Affective | | Remember, Respond | | |
| UNIT I HUMAN ETHICS AND VALUES | | | | | 3+3 | |
| HUMAN ETHICS AND VALUES Human Ethics and values - Family and Society, Social service, Social Justice, Integrity, Caring and Sharing, Honesty and Courage, Time Management , Co-operation, Commitment, Sympathy and Empathy, Self respect, Self-Confidence, Personality Development | | | | | | |
| UNIT IIGENDER EQUALITY | | | | | 3+3 | |
| Gender Discrimination in society and in family, Gender equity, equality, and empowerment. Social and Economic Status of Women in India in Education, Health, Employment, Definition of HDI, GDI and GEM. Contributions of Dr.B.R. Ambedkar, ThanthaiPeriyar and Phule to Women Empowerment. | | | | | | |
| UNIT IIIWOMEN ISSUES AND CHALLENGES | | | | | 3+3 | |
| Women Issues and Challenges- Female Infanticide and Feticide, Violence against women, Domestic violence, Sexual Harassment, Trafficking, Remedial Measures – Acts related to women: Political Right, Property Rights, and Rights to Education, Dowry Prohibition Act. | | | | | | |
| UNIT IV HUMAN RIGHTS | | | | | 3+3 | |
| Human Rights and Duties, Universal Declaration of Human Rights (UDHR), Civil, Political, Economical, Social and Cultural Rights, Rights against torture, Forced Labour, Child helpline- Intellectual Property Rights (IPR) and its types. National Policy on occupational safety and health. | | | | | | |
| UNIT V GOOD GOVERNANCE | | | | | 3+3 | |
| Good Governance - Democracy, People's Participation, Transparency in governance and audit, Corruption, Impact of corruption on society and Remedial measures, Government system of Redressal. Creation of People friendly environment and universal brotherhood. | | | | | | |
| | | LECTURE | SELF STUDY | | TOTAL | |
| | | 15 | 15 | | 30 | |
| REFERENCES | | | | | | |
| 1.Aftab A, (Ed.), Human Rights in India: Issues and Challenges, (New Delhi: Raj Publications, 2012). 2.Bajwa, G.S. and Bajwa, D.K. Human Rights in India: Implementation and Violations (New Delhi: D.K. Publications, 1996). 3.Chatrath, K. J. S., (ed.), Education for Human Rights and Democracy (Shimala: Indian Institute of Advanced Studies, 1998). 4.Jagadeesan. P. Marriage and Social legislations in Tamil Nadu, Chennai: Elachiapen Publications, 1990). 5.Kaushal, Rachna, Women and Human Rights in India (New Delhi: Kaveri Books, 2000) 6.Mani. V. S., Human Rights in India: An Overview (New Delhi: Institute for the World Congress on Human Rights, 1998). 7.Singh, B. P. Sehgal, (ed) Human Rights in India: Problems and Perspectives (New Delhi: Deep and Deep, 1999). | | | | | | |

- 8.Veeramani, K. (ed) Periyar on Women Right, (Chennai: Emerald Publishers, 1996)
 9.Veeramani, K. (ed) Periyar Feminism, (Periyar Maniammai University, Vallam, Thanjavur: 2010).
 10.Planning Commission report on Occupational Health and Safety
http://planningcommission.nic.in/aboutus/committee/wrkgrp12/wg_occup_safety.p
 11.Central Vigilance Commission (Gov. of India) website: <http://cvc.nic.in/welcome.html>.
 12.Weblink of Transparency International: <https://www.transparency.org/>
 13.Weblink Status report: <https://www.hrw.org/world-report/2015/country-chapters/india>

Table 1 : Mapping of COs with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| CO1 | | | | | | | | 2 | | | | | | |
| CO2 | | | | | | | | 3 | 1 | | | | | |
| CO3 | | | | | | | | 2 | | | | | | |
| CO4 | | | | | | | | 3 | | 2 | | | | |
| CO5 | | | | | | | | 3 | 2 | 2 | | 2 | | |
| Total | | 2 | | | | | | 13 | 3 | 4 | | 2 | | |
| Scaled | | 1 | | | | | | 3 | 1 | 1 | | 1 | | |

1 – 5 → 1, 6-10 → 2, 11 – 15 → 3

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

SEMESTER-II

| | | | | | |
|--|--|---------------|---------------|----------|-----------|
| COURSE CODE | XLS203 | L | T | P | C |
| COURSE NAME | MARKETING MANAGEMENT | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4 : 0 : 0 | 4 | 0 | 0 | 4 |
| LEARNING OBJECTIVE | | | | | |
| 1.To understand the marketplace. 2.To identify the market segmentation and the Product mix. 3.To select the different pricing methods and channels of distribution 4.To know the communication mix and sales promotion tools 5.To prepare according to the latest trends in market | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain the core concepts of Marketing and its mix. | Cognitive | Understanding | | |
| CO2 | Outline market segmentation, nature of product and PLC | Cognitive | Understanding | | |
| CO3 | Explain pricing methods | Cognitive | Understanding | | |
| CO4 | Explain the importance of various media | Cognitive | Understanding | | |
| CO5 | Explain sales force and applications of digital marketing. | Cognitive | Understanding | | |
| UNIT I-INTRODUCTION | | | | | 12 |
| Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions | | | | | |
| UNIT II – SEGMENTATION & PRODUCT | | | | | 12 |
| Segmentation – Need And Basis of Segmentation -Targeting – Positioning Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. New Product Development Process - Product Life Cycle. Branding – Packaging. | | | | | |
| UNIT III – PRICING & DISTRIBUTION | | | | | 12 |
| Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems. | | | | | |

| | | | | |
|--|-----------------|------------------|--------------|-----------|
| UNIT IV- PROMOTION | | | | 12 |
| A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance. | | | | |
| UNIT V – SALES | | | | 12 |
| Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force– Digital Marketing: Introduction- Applications & Benefits | | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL | |
| 60 | 0 | 0 | 60 | |
| TEXT BOOKS | | | | |
| 1.Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri and Ehsan ul Haque, Principles of Marketing: A South Asian Perspective, 13 th Edition, Pearson Education, 2017 | | | | |
| 2.Rajan Saxena, Marketing Management, 6 th Edition, McGraw Hill, 2019 | | | | |
| 3.L. Natarajan, Marketing Management, Margham Publications, 2017 | | | | |
| 4.J. P. Mahajan and Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2016 | | | | |
| 5.K. Karunakaran, Marketing Management, Himalaya Publishing House, 2023 | | | | |
| REFERENCES | | | | |
| 5. Philip Kotler, Marketing Management, 11th edition, Pearson Education, 2003 | | | | |
| 6. V.S. Ramaswamy and S. Namakumari, Principles of Marketing, Macmillan India, 1994 | | | | |
| 7. Harsh V Verma and Ekta Duggal, Marketing, Oxford University Press, 2015 | | | | |
| 8. C. N. Sontakki, Marketing Management, 7 th Edition, Kalyani Publishers, 2016 | | | | |
| WEB RESOURCES | | | | |
| 1. http://eprints.stiperdharma.wacana.ac.id/24/1/Phillip_Kotler_Marketing_Management_14th_Edition Book.pdf | | | | |
| 2. https://mrcet.com/downloads/MBA/digitalnotes/Marketing_Management.pdf | | | | |
| 3. https://www.enotesmba.com/2013/01/marketing-management-notes.html | | | | |
| 4.Industrial Marketing Management Journal ScienceDirect.com by Elsevier | | | | |
| 5.Journal of Marketing Management Taylor & Francis Online (tandfonline.com) | | | | |

Table1 1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CO 1 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO 2 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO 3 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO 4 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 1 |
| CO 5 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 1 |
| Total | 15 | 0 | 10 | 0 | 4 | 0 | 0 | 0 | 5 |
| | 3 | 0 | 2 | 0 | 1 | 0 | 0 | 0 | 1 |

1-5 □1, 6 – 10 □2, 11-15 □3

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

| | | | | | |
|---|---|---------------|---------------|----------|----------|
| COURSE CODE | XLSE03 | L | T | P | C |
| COURSE NAME | EXPORT IMPORT MANAGEMENT | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| LEARNING OBJECTIVE | | | | | |
| 1. To understand the nature and registration procedures of export- import business. | | | | | |
| 2. To enlighten on the documentation system of export-import business. | | | | | |
| 3. To comprehend the steps in export procedure and important documentation. | | | | | |
| 4. To apprehend the steps in import procedure and important documentation | | | | | |
| 5. To familiarize with the global trends for Indian Business | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain the nature and registration procedures of export- import business | Cognitive | Understanding | | |

| | | | |
|---|--|------------------|---------------|
| CO2 | Explain the documentation system of export-import business | Cognitive | Understanding |
| CO3 | Explain the details on Export Procedure and Documentation | Cognitive | Understanding |
| CO4 | Explain the details on Import Procedure and Documentation | Cognitive | Understanding |
| CO5 | Explain the global trends for Indian Business | Cognitive | Understanding |
| UNIT I-INTRODUCTION | | | 09 |
| Meaning and Definition of Export – Classification – Strategy and Preparation for Export Marketing – Registration Formalities – Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Payment Terms – Letter of Credit – Liberalization of Imports – Negative List for Imports – Categories of Importers . | | | |
| UNIT II – DOCUMENTATION | | | 09 |
| Aligned Documentation system – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate’s Receipt – Bill of Lading – GR Form – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies – Import Documents – Transport Documents – Bill of Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration . | | | |
| UNIT III – EXPORT | | | 09 |
| Export Contract - Steps in Export Procedure – Export Contract – Forward Cover – Export – Finance Institutional Frame worked for export Finance – Excise Clearance – Pre-shipment Inspection – Methods of Pre-shipment Inspection Marine – Insurance – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities. | | | |
| UNIT IV- IMPORT | | | 09 |
| Pre-Import Procedure - Realization of Exports Proceeds – Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents – Town of Export Excellence. | | | |
| UNIT V –GLOBALIZATION | | | 09 |
| GLOBALISATION OF INDIAN BUSINESS - India’s competitive advantage in Industries like IT, Textiles, Gems and jewelry- India’s strength and weakness in International Business | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 45 | 0 | 0 | 45 |
| TEXT BOOKS | | | |
| <ol style="list-style-type: none"> 1. Aseem Kumar, Export and Import Management, Excel Books, 2008 2. Virendra K. Pamecha, A Guide to International Trade and Export Management, XcessInfostore, 2015 3. Director General of Foreign Trade, Foreign Trade Policy and Handbook of Procedures, 2015 4. Rama Gopal, Export Import Procedures - Documentation and Logistics, 2nd Edition, New Age International, 2022 | | | |
| REFERENCES | | | |
| <ol style="list-style-type: none"> 1. Justin Paul and Rajiv Aserkar, Export Import Management, 2nd Edition, Oxford University Press, 2013 2. Usha Kiran Rai, Export - Import and Logistics Management, 2nd Edition, PHI Learning, 2010 3. Donna L. Bade, Export Import Procedures and Documentation, 5th Edition, Amacom, 2022 4. Coyle, Novack, Gibson and Bardi, Management of Transportation, 7th Edition, Cengage Learning, 2010 5. Thomas A. Cook and Kelly Raia, Mastering Import and Export Management, 3rd Edition, Harper Collins, 2004 | | | |
| WEB RESOURCES | | | |
| <ol style="list-style-type: none"> 1. http://www.eiilmuniversity.co.in/downloads/Import-Export-Management.pdf 2. https://www.mlsu.ac.in/econtents/1198_e-book on export import procedure.pdf 3. https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001406/M022359/ET/1504613221m22Q1.pdf 4. https://archive.mu.ac.in/myweb_test/TYBA_study_material/T.Y.B.A. PAPER -VI EXPORT MANAGMENT.pdf 5. https://egyankosh.ac.in/bitstream/123456789/10292/1/Unit-8.pdf | | | |

Table1 1: Mapping of Cos with POs

| | | | | | | | | | |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|

| | | | | | | | | | |
|--------------|-----------|----------|-----------|----------|----------|----------|----------|----------|----------|
| CO 1 | 3 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO 2 | 3 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO 3 | 3 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO 4 | 3 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO 5 | 3 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 1 |
| Total | 15 | 0 | 15 | 0 | 0 | 0 | 0 | 0 | 5 |
| | 3 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 1 |

1-5 →1, 6 – 10 →2, 11-15 →3

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

| | | | | | |
|--|---|------------------|---------------|--------------|-----------|
| COURSE CODE | XLS204 | L | T | P | C |
| COURSE NAME | TRANSPORTATION AND DISTRIBUTION MANAGEMENT | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4 : 0 : 0 | 4 | 0 | 0 | 4 |
| LEARNING OBJECTIVE | | | | | |
| <ol style="list-style-type: none"> 1. To explore the fundamental concepts of transportation and distribution management 2. To gain knowledge in network planning 3. To learn the various modes of transportation 4. To learn the factors driving transportation performance 5. To learn the application of IT in transportation and distribution management | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain transportation and distribution management | Cognitive | Understanding | | |
| CO2 | Explain various distribution network models | Cognitive | Understanding | | |
| CO3 | Explain the advantages and disadvantages of the various modes of transportation | Cognitive | Understanding | | |
| CO4 | Explain the factors driving the performance of transportation | Cognitive | Understanding | | |
| CO5 | Explain the use of information technology in transportation | Cognitive | Understanding | | |
| UNIT I-INTRODUCTION | | | | | 12 |
| Role of Distribution in Supply Chain – Designing Distribution Channels | | | | | |
| UNIT II – DISTRIBUTION NETWORKS | | | | | 12 |
| Distribution Networks – Factors Influencing Distribution Network Decisions – Network Design & Optimization Approach and Techniques | | | | | |
| UNIT III – TRANSPORTATION | | | | | 12 |
| Role of Transportation in Supply Chain – Factors influencing Transportation Decisions – Modes of Transportation – Transportation mode Selection Process. Transportation Principles and Participants – Transportation Participants Transportation Modes, Performance Characteristics and Selection | | | | | |
| UNIT IV- PERFORMANCE | | | | | 12 |
| Transportation Performance, Costs and Value Measures – Factors driving Transportation Costs – Categories of Transportation Costs – Transportation Routing Decisions | | | | | |
| UNIT V – TECHNOLOGY | | | | | 12 |
| Transit Operation Software – Benefits of Transportation Software – Advanced Fleet Management System – Inter modal Freight Technology – Transportation Security Initiatives and Role of Technology | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | TOTAL | |
| 60 | 0 | 0 | | 60 | |
| TEXT BOOKS | | | | | |
| 1. G. Raghuram and N. Rangaraj, Logistics and Supply Chain Management: Cases and Concepts, Macmillan, 2015 | | | | | |

- Janat Shah, Supply Chain Management: Text and Cases, 2nd Edition, Pearson Education India, 2016
- David Lowe, Lowe's Transport Manager's and Operator's Handbook 2019, 49th Edition, Kogan Page, 2019
- Satish K. Kapoor and Purva Kansal, Basics of Distribution Management: A Logistical Approach, PHI Learning, 2003

REFERENCES

- Sunil Chopra and Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson, 2010
- Michael B. Stroh, A Practical Guide to Transportation and Logistics, 4th Edition, Logistics Network, 2006
- Alan Rushton and John Oxley, Handbook of Logistics & Distribution Management, Kogan Page Publishers, 2000
- Bernd Lauterbach, Transportation Management with SAP, Sap Pr America, 2019

WEB RESOURCES

- <https://egyankosh.ac.in/bitstream/123456789/72288/1/Unit-7.pdf>
- <https://www.itf-oecd.org/sites/default/files/docs/02logisticse.pdf>
- https://ocw.mit.edu/courses/esd-260j-logistics-systems-fall-2006/3a09fc7ee1175120b31399b1ce06b175_lect21.pdf
- <https://corporatefinanceinstitute.com/resources/valuation/distribution-management/>
- <https://www.investopedia.com/terms/d/distribution-management.asp>

Table1 1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--------------|-----------|----------|-----------|----------|----------|----------|----------|----------|----------|
| CO 1 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO 2 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO 3 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO 4 | 3 | 0 | 2 | 0 | 3 | 0 | 0 | 0 | 1 |
| CO 5 | 3 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 1 |
| Total | 15 | 3 | 10 | 0 | 3 | 0 | 0 | 0 | 5 |
| | 3 | 1 | 2 | 0 | 1 | 0 | 0 | 0 | 1 |

1-5 →1, 6 – 10 →2, 11-15 →3

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

| | | | | | |
|----------------------|-------------------------------------|----------|----------|----------|----------|
| COURSE CODE | XLS205 | L | T | P | C |
| COURSE NAME | MANAGERIAL SKILL DEVELOPMENT | 2 | 0 | 0 | 2 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 2: 0 : 0 | 2 | 0 | 0 | 2 |

LEARNING OBJECTIVE

- To improve the self-confidence, groom the personality and build emotional competence
- To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
- To assess the Emotional intelligence
- To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions
- To improve professional etiquettes

| COURSE OUTCOMES | | Domain | Level |
|------------------------|---|---------------|---------------|
| CO1 | Classify the personal qualities that are needed to sustain in the world of work. | Cognitive | Understanding |
| CO2 | Explain advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change. | Cognitive | Understanding |
| CO3 | Explain practical management skills that are of immediate use in management or leadership positions. | Cognitive | Understanding |
| CO4 | Summarize critical-thinking and analytical skills to investigate complex business problems to propose viable solutions. | Cognitive | Understanding |

| | | | |
|---|--|------------------|---------------|
| CO5 | Outline persuasive presentations that reveal strong written and oral communication skills needed in the workplace. | Cognitive | Understanding |
| UNIT I-INTRODUCTION | | | 6 |
| Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills | | | |
| UNIT II – SELF ESTEEM | | | 6 |
| Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence. | | | |
| UNIT III – EMOTIONAL INTELLIGENCE | | | 6 |
| Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model. | | | |
| UNIT IV- THINKING SKILLS | | | 6 |
| Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation. | | | |
| UNIT V – COMMUNICATION | | | 6 |
| Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes. | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 30 | 0 | 0 | 30 |
| TEXT BOOKS | | | |
| 1. Arora Abhishek, Managerial Skill Development, Kalyani Publishers, 2010 2. Mukta Goyal, Managerial Skill Development, Notion Press, 2022 3. K. Alex, Managerial Skills, S.Chand, 2015 4. Cynthia Menezes Prabhu, Managerial Skills 2, Pen to Print Publishing, 2022 5. Kevin Gallagher, Skills Development for Business and Management Students, Oxford University Press, 2013 | | | |
| REFERENCES | | | |
| 1. G. Joshi, Campus to Corporate: Your Roadmap to Employability, Sage Publication, 2015 2. E.H. McGrath, Basic Managerial Skills, 9 th Edition, Prentice Hall India, 2011 3. D. Whetten, Developing Management Skills, Prentice Hall India, 2011 4. P. Varshney and A. Dutta, Managerial Skill Development, Alfa Publications, 2012 5. Sumeet Suseelan, EQ- Soft skills for Corporate Career, Penman Books, 2022 | | | |

Table1 1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--------------|-----------|----------|-----------|-----------|----------|----------|----------|----------|----------|
| CO 1 | 3 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 1 |
| CO 2 | 3 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 1 |
| CO 3 | 3 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 1 |
| CO 4 | 3 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 1 |
| CO 5 | 3 | 0 | 2 | 3 | 0 | 0 | 0 | 0 | 1 |
| Total | 15 | 0 | 10 | 11 | 0 | 0 | 0 | 0 | 5 |
| | 3 | 0 | 2 | 3 | 0 | 0 | 0 | 0 | 1 |

1-5 →1, 6 – 10 →2, 11-15 →3

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

| | | | | | |
|--------------------|--|----------|----------|----------|----------|
| COURSE CODE | XLS206 | L | T | P | C |
| COURSE NAME | BUSINESS ETIQUETTE AND CORPORATE GROOMING | 2 | 0 | 0 | 2 |

| | | | | | |
|--|---|------------------|---------------|--------------|----------|
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 2 : 0 : 0 | 2 | 0 | 0 | 2 |
| LEARNING OBJECTIVE | | | | | |
| <ol style="list-style-type: none"> To impart knowledge about basic etiquettes in professional conduct To provide understanding about the workplace courtesy and ethical issues involved To suggest on guidelines in managing rude and impatient clients To familiarize students about significance of cultural sensitivity and the relative business attire To stress on the importance of attire | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Describe basic concepts of business etiquette and corporate grooming. | Cognitive | Understanding | | |
| CO2 | Outline the etiquette and grooming standards followed in business environment and the significance of communication | Cognitive | Understanding | | |
| CO3 | Explain cultural awareness and moral practices in real life workplace scenarios | Cognitive | Understanding | | |
| CO4 | Explain workplace courtesy and resolving ethical issues with respect to etiquette and grooming for success | Cognitive | Understanding | | |
| CO5 | Explain professionalism in the workplace considering diversity and courtesy | Cognitive | Understanding | | |
| UNIT I-INTRODUCTION | | | | | 6 |
| Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting and greeting scenarios- principles of exceptional work behavior- role of good manners in business - professional conduct and personal spacing. | | | | | |
| UNIT II – WORKPLACE COURTESY | | | | | 6 |
| Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer’s perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment- conflict resolution strategies - Choosing appropriate gift in the business environment - real life workplace scenarios - company policy for business etiquette | | | | | |
| UNIT III – TELEPHONE ETIQUETTE | | | | | 6 |
| Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices | | | | | |
| UNIT IV- DIVERSITY | | | | | 6 |
| Diversity and Cultural Awareness at Workplace Impact of diversity - Cultural Sensitivity - Taboos and Practices - Inter - Cultural Communication | | | | | |
| UNIT V – BUSINESS ATTIRE | | | | | 6 |
| Business Attire and Professionalism Business style and professional image- dress code- guidelines for appropriate business attire- grooming for success. | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | TOTAL | |
| 30 | 0 | 0 | | 30 | |
| TEXT BOOKS | | | | | |
| <ol style="list-style-type: none"> Sarvesh Gulati, Corporate Grooming and Etiquette, Rupa, 2010 John Chibaya Mbuya and Bulelwa Monica Maphela, Grooming and Etiquette for Corporate Men and Women, Lambert Academic Publishing, 2010 Myka Meier, Business Etiquette Made Easy: The Essential Guide to Professional Success, Skyhorse, 2020 Peggy Post and Peter Post, Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success, William Morrow, 2005 Shital Kakkar Mehra, Business Etiquette: A Guide for the Indian Professional, Harper Collins Publisher, 2012 | | | | | |
| REFERENCES | | | | | |

1. Raghu Palat, Indian Business Etiquette, Jaico Publishers, 2008
2. Nina Kochhar, At Ease with Etiquette, Health Harmony, 2011
3. Nimeran Sahukar and Prem P. Bhalla, The Book of Etiquette and Manners, Pustak Mahi Publishers, 2004
4. Sarvesh Gulati, Corporate Grooming and Etiquette, Rupa Publications, 2012
5. Barbara Pachter, The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success, McGraw Hill Education, 2013

WEB RESOURCES

1. <http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf>
2. [https://www.columbustech.edu/skins/userfiles/files/Training Manual - Business Etiquette \(1\).pdf](https://www.columbustech.edu/skins/userfiles/files/Training Manual - Business Etiquette (1).pdf)
3. <https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf>
4. https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm
5. https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm
6. https://wikieducator.org/Business_etiquette_and_grooming

Table1 1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--------------|-----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO 1 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 1 |
| CO 2 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 1 |
| CO 3 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 1 |
| CO 4 | 3 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 1 |
| CO 5 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Total | 15 | 0 | 0 | 9 | 0 | 2 | 0 | 0 | 5 |
| | 3 | 0 | 0 | 2 | 0 | 1 | 0 | 0 | 1 |

1-5 □1, 6 – 10 □2, 11-15 □3
 0 – No relation, 1 – Low relation, 2 – Medium relation, 3- High relation

| | | | | | | |
|---|---|------------------------|----------|---------------|--------------|----------|
| COURSE CODE | XUM002 | L | T | SS | P | C |
| COURSE NAME | ENVIRONMENTAL STUDIES | 1 | 0 | 1 | 0 | 1 |
| C:P:A | 0.8: 0 : 0.2 | L | T | SS | P | H |
| | | 1 | 0 | 1 | 0 | 2 |
| COURSE OUTCOMES | | | | DOMAIN | LEVEL | |
| CO1 | Describe the significance of natural resources and explain anthropogenic impacts. | Cognitive | | Understand | | |
| CO2 | Illustrate the significance of ecosystem, biodiversity and natural biogeochemical cycles for maintaining ecological balance. | Cognitive | | Understand | | |
| CO3 | Identify the facts, consequences, preventive measures of major pollutions and recognize the disaster phenomenon. | Cognitive Affective | | Apply Receive | | |
| CO4 | Explain the socio-economic, policy dynamics and practice the Control measures of global issues for sustainable development. | Cognitive | | Understand | | |
| CO5 | Recognize the impact of population and the concept of various welfare programs, and apply the modern technology towards Environmental protection. | Cognitive | | Understand | | |
| UNIT - I INTRODUCTION TO ENVIRONMENTAL STUDIES AND ENERGY | | | | | | 6 |
| World Environment Day and its need- Forest resources: Use, Deforestation– Water resources: over-utilization of surface and ground water- Mineral resources: Environmental effects of mining– Food resources: Modern agriculture, Fertilizer-Pesticide problems, Water logging, Salinity-Energy resources: Renewable and Non-renewable energy sources; Alternate energy resources Land resources: Land as a resource, land degradation, soil erosion and Desertification -Role Of individual in Conservation of Resources. | | | | | | |
| UNIT – II ECOSYSTEMS AND BIODIVERSITY | | | | | | 6 |

Components of an ecosystem – Producers, consumers and decomposers –Biogeochemical cycles- Food chains, Food webs, Structure and Function of the Forest ecosystem and Aquatic ecosystem– Introduction to Biodiversity- Endemic, Extinct and Endangered species- Conservation of Biodiversity: In-situ and Ex-situ conservation.

UNIT – III ENVIRONMENTAL POLLUTION **6**

Definition – Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution and Nuclear hazards – Solid waste management: Causes, effects and control measures of industrial wastes – Role of an individual in prevention of pollution – Pollution case studies..

UNIT –IV SOCIAL ISSUES AND THE ENVIRONMENT **6**

Rain water harvesting– Resettlement and Rehabilitation of people, Climate change, Global warming, Acid rain, Ozone layer depletion, Nuclear accidents and Holocaust – **Environment Protection Act** – Water Act – Wildlife Protection Act – Forest Conservation Act.

UNIT –V HUMAN POPULATION AND THE ENVIRONMENT **6**

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

| | LECTURE | TUTORIAL | PRACTICAL | SELF STUDY | TOTAL |
|--------------|-----------|----------|-----------|------------|-----------|
| HOURS | 15 | 0 | 0 | 15 | 30 |

TEXT BOOKS

1. Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co, USA, 2000.
1. Townsend C., Harper J and Michael Begon, Essentials of Ecology, Blackwell Science, UK, 2003
2. Trivedi R.K and P.K.Goel, Introduction to Air pollution, Techno Science Publications, India, 2003.
3. Disaster mitigation, Preparedness, Recovery and Response, SBS Publishers & Distributors Pvt. Ltd, New Delhi, 2006.
4. Introduction to International disaster management, Butterworth Heinemann, 2006.
5. Gilbert M.Masters, Introduction to Environmental Engineering and Science, Pearson Education Pvt., Ltd., Second Edition, New Delhi, 2004.

REFERENCE BOOKS

1. Trivedi R.K., Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, Vol. I and II, Enviro Media, India, 2009.
2. Cunningham, W.P.Cooper, T.H.Gorhani, Environmental Encyclopedia, Jaico Publ., House, Mumbai, 2001.
3. S.K.Dhameja, Environmental Engineering and Management, S.K.Kataria and Sons, New Delhi, 2012.
4. Sahni, Disaster Risk Reduction in South Asia, PHI Learning, New Delhi, 2003.
5. Sundar, Disaster Management, Sarup & Sons, New Delhi, 2007.
6. G.K.Ghosh, Disaster Management, A.P.H.Publishers, New Delhi, 2006.

E RESOURCES

1. <http://www.e-booksdirectory.com/details.php?ebook=10526>

Table:1 Mapping of COs with POs:

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO1 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 0 |
| CO2 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 0 |
| CO3 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 0 |
| CO4 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 0 |

| | | | | | | | | | | | |
|---------------------|-----------|----------|----------|----------|----------|----------|----------|----------|-----------|----------|----------|
| CO5 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 2 | 2 | 0 | 0 |
| Total | 10 | 0 | 0 | 5 | 0 | 5 | 0 | 2 | 10 | 0 | 0 |
| Scaled Value | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 2 | 0 | 0 |

1 – 5 →1, 6 – 10→ 2, 11 – 15→ 3

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

SEMESTER III

| | | | | | |
|--|---|------------------|----------|---------------|-----------|
| COURSE CODE | XBAL303 | L | T | P | C |
| COURSE NAME | CYBER LAW | 4 | 0 | 0 | 4 |
| PREREQUISITE : | Nil | L | T | P | H |
| C:P:A | 3 :1 :0 | 4 | 0 | 0 | 5 |
| COURSE OUTCOMES | | Domain | | Level | |
| CO1 | Understand the basics of Cyber Law | Cognitive | | Understanding | |
| CO2 | UnderstandtheregulatoryframeworkoftheCyber world | Cognitive | | Understanding | |
| CO3 | UnderstandthebasicsofInformationTechnology Act | Cognitive | | Understanding | |
| CO4 | Understand the basics of Intellectual Property Laws | Cognitive | | Understanding | |
| CO5 | Understand the contemporary trends | Cognitive | | Understanding | |
| UNITIFUNDAMENTALSOFCYBERLAW | | | | | 10 |
| Conceptualandtheoreticalperspectiveofcyberlaw-ComputerandWebTechnology- Development of Cyber Law – National and International Perspective | | | | | |
| UNITIIREGULATORYFRAMEWORKOFTHECYBERWORLD | | | | | 12 |
| Role of law in the cyber world - General Principles of contract law and cyber space - Challengesinthecyberworld-Introductiontoelectroniccommerce-Onlinecontracts- Consumer protection in cyber world | | | | | |
| UNITIIIIINFORMATIONTECHNOLOGYACT | | | | | 13 |
| Overview of Digital Signature - Digital Certificates - Electronic Governance - Regulation of certifyingauthorities-Cyberregulationappellatetribunalloffences–Temporary–Hacking- Publication of obscene information - Penalties - Computer evidence & Computer Forensics | | | | | |
| UNITIVINTELLECTUALPROPERTYLAWS | | | | | 13 |
| The trademarks Act 1999 - Definition and Elements - Good trademark - Registration of Trademark(Procedure) - Appellate Board - Indian Copyright Act 1957 – Meaning - Copy Right Board - Rights of the Owner - Infringement of Copy Right - The patent Act 1970 - MeaningofPatent- RegistrationprocedureofPatent- OppositionBoard-RightsofPatentees - Infringement and reliefs | | | | | |
| UNITVCONTEMPORARYTRENDS | | | | | 12 |
| Impactofcyberwarfareonprivacy,identitytheft-InternationallawgoverningCensorship, online privacy, copyright regulations - Online Intermediaries in the governance of Internet Social Networking Sites Vis-à-vis Human Rights. | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | TOTAL | |
| 45 | 15 | 0 | | 60 | |
| TEXT BOOKS | | | | | |

1. Kamnath,Nandan(ed.),lawrelatingtocomputes,internetandE-commerce,A guide to cyber law & the information technology Act. 2000(2000)
2. SharmaVakul,HandbookofcyberLaws,Mcmillan,India,2000.

REFERENCES

Online Reference :The Companies Acts
<https://www.mca.gov.in/content/mca/global/en/acts-rules/companies-act/companies-act-1956.html>

Table 11: Mapping of Cos with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|-------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO 1 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 2 |
| CO 2 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 |
| CO 3 | 1 | 1 | 2 | 0 | 2 | 2 | 0 | 0 | 1 | 0 | 0 |
| CO 4 | 0 | 1 | 1 | 0 | 1 | 2 | 0 | 2 | 2 | 2 | 0 |
| CO 5 | 1 | 0 | 0 | 1 | 2 | 0 | 1 | 0 | 1 | 0 | 0 |
| | 4 | 2 | 4 | 2 | 7 | 5 | 1 | 3 | 6 | 2 | 2 |

1-5 □ 1, 6-10 □ 2, 11-15 □ 3

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

| | | | | | |
|----------------------|----------------------------|----------|----------|----------|----------|
| COURSE CODE | XBA304 | L | T | P | C |
| COURSE NAME | BUSINESS STATISTICS | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4 : 0 : 0 | 4 | 0 | 0 | 4 |

COURSE OUTCOMES

| | | Domain | Level |
|-----|--|---------------|--------------|
| CO1 | Apply statistical concepts including classification, tabulation, and data representation to problems in different domains. | Cognitive | Applying |
| CO2 | Identify and interpret the mean, median, mode for a given dataset. | Cognitive | Applying |
| CO3 | Utilize correlation and regression to make predictions and draw insights from the data. | Cognitive | Applyin |
| CO4 | Apply interpolation techniques to estimate missing or intermediate values within a time series. | | |

UNIT I INTRODUCTION

Introduction- Classification and tabulation of statistical data-Diagrammatic and graphical representation of data.

UNIT II MEASURES

Measures of Central tendency-Mean, Median and Mode-Dispersion, Range, Quartile deviation, Mean Deviation, Standard Deviation - Measures of Skewness.

UNIT III CORRELATION

Correlation-Karl Pearson's co-efficient of correlation-Spearman's Rank Correlation regression lines and Co-efficient.

UNIT IV TIME SERIES

Time series Analysis- Trend- Seasonal variations- Interpolation-Newton's and Lagrange's method of estimation.

UNIT V INDEX NUMBERS & TESTS OF SIGNIFICANCE

Index numbers - aggregative and relative index - chain and fixed index - wholesale index - Cost of living index-Sampling Techniques-types of sample and sampling procedure-**tests of significance-Normal, t, F, chi-square - Simple Problems.**

TEXT BOOKS

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

REFERENCES

1. The Fundamentals of Statistics-Elhance.Elhancepublication.
2. Business Mathematics and Statistics-Dr.P.R.Vittal-MarghamPublications,Chennai.

E REFERENCES

www.nptel.ac.in

1. Advanced Engineering Mathematics Prof.SomeshKumar
Department of Mathematics, Indian Institute of Technology,
Kharagpur

Table1:COs vs POs Mapping

| COs VS Pos | | | | | | | | | |
|--|-----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|----------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
| CO 1 | 3 | 2 | 0 | 3 | 3 | 3 | 3 | 3 | 0 |
| CO 2 | 3 | 2 | 0 | 3 | 3 | 3 | 3 | 3 | 0 |
| CO 3 | 3 | 2 | 0 | 3 | 3 | 3 | 3 | 3 | 0 |
| CO 4 | 3 | 2 | 0 | 3 | 3 | 3 | 3 | 3 | 0 |
| CO 5 | 3 | 2 | 0 | 3 | 3 | 3 | 3 | 3 | 0 |
| TOTAL | 15 | 10 | 0 | 15 | 15 | 15 | 15 | 15 | 0 |
| SCALED VALUE | 3 | 2 | 0 | 3 | 3 | 3 | 3 | 3 | 0 |
| 0 - No Relation, 1 – Low Relation, 2- Medium Relation, 3- High Relation | | | | | | | | | |
| 1-5→1,6-10→2,11-15→3 | | | | | | | | | |

SEMESTER IV

| | | | | | |
|---|---|---------------|----------|---------------|-----------|
| COURSE CODE | XBAL401 | L | T | P | C |
| COURSE NAME | BUSINESS PROJECT DEVELOPMENT | 4 | 0 | 0 | 4 |
| PREREQUISITE | Nil | L | T | P | H |
| C:P:A | 4 : 0 : 0 | 4 | 0 | 0 | 4 |
| COURSE OUTCOMES | | Domain | | Level | |
| CO1 | Explain Project Management | Cognitive | | Understanding | |
| CO2 | Explain Project Implementation | Cognitive | | Understanding | |
| CO3 | Explain Project Teams | Cognitive | | Understanding | |
| CO4 | Explain Progress and Performance of the project | Cognitive | | Understanding | |
| CO5 | Explain Project Audit and Closure | Cognitive | | Understanding | |
| UNIT I INTRODUCTION TO PROJECT MANAGEMENT | | | | | 10 |
| Concept of Project -Project characteristics -Project classifications- Project Life Cycle - Importance of Project Management | | | | | |
| UNIT II PROJECT IMPLEMENTATION | | | | | 10 |
| Types of resources – men, materials, money - Project monitoring, evaluation, control - Project network technique -Planning for monitoring and evaluation - Project audits, project management information systems | | | | | |
| UNIT III PROJECT TEAMS | | | | | 12 |
| The five stage team development model -Situational factors affecting team development - Team effectiveness - Conflict in projects, Sources of Conflict, Handling Conflict. - Managing Virtual Project teams, Project team pitfalls. | | | | | |
| UNIT IV PROGRESS AND PERFORMANCE | | | | | 13 |
| Structure of a Project Monitoring Information System - Project Control Process - Monitoring Time Performance - Need for an Integrated Information System - Developing a status report and index to monitor | | | | | |
| UNIT V PROJECT AUDIT AND CLOSURE: | | | | | 15 |

Project Audit - Project Audit Process - Project Closure - Team member and Project Manager Evaluations.

| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
|---|----------|-----------|-------|
| 60 | 0 | 0 | 60 |
| TEXT BOOKS | | | |
| 1. Clifford E. Gray, Erik W. Larson, Gautam V. Desai (2017) , “ Project Management” 6 th Edition, McGraw Hill Publication, New Delhi | | | |
| 2. Erik W. Larson, Clifford E. Gray (2017) , “ Project Management” 7 th Edition, McGraw Hill Publication, New Delhi | | | |
| REFERENCES | | | |
| Prasana Chandra (2019) , “ Project Management” McGraw Hill Publication, New Delhi | | | |

COURSE CODE **XBAL402**
COURSE NAME **Human Resource Management**
C:P:A **5 : 0 : 0**

UNIT I - INTRODUCTION TO HRM 12

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

UNIT II -JOB ANALYSIS AND EVALUATION 12

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

UNIT III – HUMAN RESOURCE PLANNING 12

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

UNIT IV -RECRUITMENT & SELECTION 12

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

UNIT V-TRAINING & PERFORMANCE APPRAISAL 12

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

| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
|---------|----------|-----------|-------|
| 60 | 0 | 0 | 60 |

TEXT BOOKS

1. Dr.J.Jayasankar, Human Resources Management, Margham Publications, Chennai.

REFERENCES

1. C.B.Gupta , Human Resource management Sultan Chand & Sons, New Delhi

COURSE CODE XBAL403
COURSE NAME COST ACCOUNTING
C:P:A 5 : 0 : 0

| COURSE OUTCOMES | Domain | Level |
|--|-----------|---------------|
| CO1 Explain the basic cost concepts and its classification | Cognitive | Understanding |
| CO2 Explain the various techniques of material/ inventory control | Cognitive | Understanding |
| CO3 Explain the labour cost control methods and methods of wages payment, incentives. | Cognitive | Understanding |
| CO4 Explain the different classifications of over heads and methods of absorption. | Cognitive | Understanding |
| CO5 Explain the various methods of costing | Cognitive | Understanding |

UNIT I: INTRODUCTION

15

Meaning and Scope of Cost Accounting, Basic Cost Concepts–Elements of Costs, Classification of Costs, Total Cost Build up and Cost Sheet, Emerging Terms viz. Life Cycle Costing, Activity Based Costing, Back Flush Costing.

UNIT II: MATERIALS CONTROL

15

Meaning – Steps Involved – **Material and Inventory – Techniques of Material/Inventory Control – Valuation of Inventory – Material Losses**

UNIT III: LABOUR COST CONTROL

15

Direct and Indirect Labour, Steps Involved – Treatment of Idle time, Holiday Pay, Overtime etc. in Cost Accounting
 Casual Workers & Outworkers–Labour Turnover–**Methods of Wage Payment – Incentive Plans**

UNIT IV: OVER HEADS

15

Meaning and Classification of Overheads – Treatment of Specific Items of Overheads in Cost Accounts–Stages Involved in Distribution of Overheads–Methods of Absorption of Overheads– Treatment of Under and Over Absorption of Overheads/

UNIT V: METHODS OF COSTING

15

Single Output Costing - Job Costing - Contract & Batch Costing - Process Costing (including Joint Products and By-products and Inter-process profits) – Operating/Service Costing - (Transport & Power House only) - Reconciliation of Cost and Financial Accounts.

| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
|---------|----------|-----------|-------|
| 60 | 15 | 0 | 75 |

TEXT BOOKS

1. Dutta, Mahesh (2006), Cost Accounting–Principles Practices, 1st edition, Pearson Education
 2. Rajasekaran (2010), Cost Accounting, 1st edition, Pearson Education.

REFERENCES

1. Maheshwari, S.N. and Mittal, S.N. (2009), Cost Accounting–Theory and Problems, 22nd Revised Edition, Shri Mahavir Book Depot.
 2. Lal, Jawahar and Srivastava, Sema, (2008), Cost Accounting, 4th Edition, McGraw Hill Education.
 3. Jain and Narang, (2008), Cost Accounting, Kalyani Publishers.

Table 1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CO1 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO2 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 1 |
| CO3 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 1 |
| CO4 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 1 |
| CO5 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 1 |
| Total | 15 | 0 | 10 | 0 | 8 | 0 | 0 | 0 | 5 |
| | 1 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 1 |

1-5 □ 1,6-10 □ 2,11-15 □ 3

| | | | | | |
|--|---|------------------|----------|--------------|-----------|
| COURSE CODE | XBAL404 | L | T | P | C |
| COURSE NAME | OPERATIONS RESEARCH | 4 | 1 | 0 | 5 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 5:0:0 | 4 | 1 | 0 | 5 |
| COURSE OUTCOMES | | Domain | | Level | |
| CO1 | Solve linear programming problems. | Cognitive | | Applying | |
| CO2 | Solve transportation problems. | Cognitive | | Applying | |
| CO3 | Solve assignment problems. | Cognitive | | Applying | |
| CO4 | Solve replacement problems. | Cognitive | | Applying | |
| CO5 | Solve critical path method problems. | Cognitive | | Applying | |
| UNIT I: LINEAR PROGRAMMING | | | | | 20 |
| Introduction to Linear Programming, Graphical method, Simplex method | | | | | |
| UNIT II: TRANSPORTATION MODEL | | | | | 20 |
| Introduction to Transportation Model, North-West Corner Method, Matrix-Minima method, Vogel's Approximation Method | | | | | |
| UNIT III: ASSIGNMENT MODEL | | | | | 10 |
| Assignment Problems – Balanced and Unbalanced | | | | | |
| UNIT IV: REPLACEMENT MODEL | | | | | 10 |
| Replacement of items which deteriorate with time gradually | | | | | |
| UNIT V: CRITICAL PATH METHOD | | | | | 15 |
| Project Network Diagram, Critical Path Method | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | TOTAL | |
| 60 | 15 | 0 | | 75 | |
| TEXTBOOK | | | | | |
| 1. S.Kalavathy, Operations Research, Vikas Publishing House Pvt Ltd. | | | | | |
| REFERENCES | | | | | |
| 1. Prem Kumar Gupta, Hira D.S, Operations Research, S.Chand Company Ltd. | | | | | |
| 2. Sharma J.K, Operations Research, Theory & Applications, Macmillan Publishers India Ltd | | | | | |
| REFERENCES | | | | | |

Table1: COs vs POs Mapping

| COs VS Pos | | | | | | | | | |
|--|-----|-----|----|-----|-----|-----|-----|-----|-----|
| | PO1 | PO2 | PO | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
| CO 1 | 3 | 2 | 0 | 3 | 3 | 3 | 3 | 3 | 0 |
| CO 2 | 3 | 2 | 0 | 3 | 3 | 3 | 3 | 3 | 0 |
| CO 3 | 3 | 2 | 0 | 3 | 3 | 3 | 3 | 3 | 0 |
| CO 4 | 3 | 2 | 0 | 3 | 3 | 3 | 3 | 3 | 0 |
| CO 5 | 3 | 2 | 0 | 3 | 3 | 3 | 3 | 3 | 0 |
| TOTAL | 15 | 10 | 0 | 15 | 15 | 15 | 15 | 15 | 0 |
| SCALED VALUE | 3 | 2 | 0 | 3 | 3 | 3 | 3 | 3 | 0 |
| 0 - No Relation. 1 – Low Relation. 2- Medium Relation. 3- High Relation | | | | | | | | | |
| 1-5→1.6-10→2.11-15→3 | | | | | | | | | |

| | | | | | | | | | |
|--------------------|----------|----------|---|--|--|----------|----------|-----------|----------|
| Course Name | | | Introduction to Entrepreneurship Development | | | L | T | P | C |
| Course Code | | | XUM004 | | | 1 | 0 | 0 | 1 |
| C | P | A | | | | L | T | SS | H |
| 1 | 0 | 0 | | | | 1 | 0 | 1 | 1 |

Prerequisite Basic skills like critical thinking, creativity, risk-taking, problem-solving, networking, leadership.

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

| Course Outcomes | | Domain | Level |
|-----------------|---|-----------|---------------|
| CO1 | Understand the concept of Entrepreneurship | Cognitive | Understanding |
| CO2 | Understand about an Entrepreneur | Cognitive | Understanding |
| CO3 | Understand the characteristics of Entrepreneur | Cognitive | Understanding |
| CO4 | Understand the ways to acquire skills of Entrepreneur | Cognitive | Understanding |
| CO5 | Understand the concept of Intrepreneurship | Cognitive | Understanding |
| UNIT 1 | INTRODUCTION TO ENTREPRENEURSHIP | | 3+3 |

Meaning and Concept of Entrepreneurship, History of Entrepreneurship Development, Role of Entrepreneurship in Economic Development, Myths about Entrepreneurs, Agencies in Entrepreneurship Management and Future of Entrepreneurship

| | | |
|---------------|-------------------------|------------|
| UNIT 2 | THE ENTREPRENEUR | 3+3 |
|---------------|-------------------------|------------|

Why to become Entrepreneur, Skills/ Traits required for being an Entrepreneur, Creative and Design Thinking, Entrepreneurial Decision Process, Skill Gap Analysis, Role Models, Mentors and Support System, Entrepreneurial Success Stories.

| | | |
|--|---|--------------|
| UNIT 3 | CHARACTERISTICS OF AN ENTREPRENEUR | 3 +3 |
| Introduction-Characteristic Features of Successful Indian Entrepreneurs-Differences between an Entrepreneur and a Manager - Difference between an Entrepreneur and an Intrapreneur - Relationship between the terms Entrepreneur, Entrepreneurial and Entrepreneurship - Difference between a Scientist, Inventor and Entrepreneur - Relationship between Entrepreneur and Enterprise - Difference between Entrepreneur and Enterprise - Difference between a Self-employed person and Entrepreneur - Common Myths on Entrepreneur | | |
| UNIT 4 | SKILLS FOR AN ENTREPRENEUR | 3 + 3 |
| Business Management Skills-Communication and active listening skills-Risk-taking skills–Networking Skills– Critical Thinking Skills – Problem Solving Skills – Creative Thinking Skills – Customer Service Skills – Financial Skills – Leadership Skills – Time Management and Organizational Skills – Technical Skills | | |
| Unit 5 | INTRAPRENEURSHIP | |
| What is Intrapreneurship–Understanding Intrapreneurship–Types of Intrapreneurs–Characteristics of Intrapreneurs – Examples of Intrapreneurship | | |
| TextBook | | |
| 1.Jaya shree Suresh,Entrepreneurial Development,Margham Publications. | | |
| References | | |
| Essentials of Entrepreneurship and Small Business Management (6thEdition) by NormanM.Scarborough (Paperback - Jan 13, 2010) | | |
| 2. Entrepreneurship and Small BusinessManagement,Student Edition by Glencoe McGraw-Hill (Hardcover-Feb 24, 2005) | | |
| Vasant Desai,Dynamics of Entrepreneurship Development,Star Publication, NewDelhi. | | |

| COs vs Pos | | | | | | | | | |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|
| | PO 1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
| CO 1 | 2 | 1 | | | | | 1 | 2 | 1 |
| CO 2 | 2 | 1 | | | | | | | 1 |
| CO 3 | 2 | 1 | | | | | 1 | | 1 |
| CO 4 | 2 | 2 | | | | | | | 1 |
| CO 5 | 2 | 2 | | | | | | | 1 |
| TOTAL | 10 | 7 | 0 | 0 | 0 | 0 | 2 | 2 | 5 |
| SCALED | 2 | 1.4 | 0 | 0 | 0 | 0 | 0.4 | 0.4 | 1 |
| 0 - No Relation, 1 – Low Relation, 2- Medium Relation, 3- High Relation | | | | | | | | | |

SYLLABUS FOR BBA (HOSPITALITY MANAGEMENT(FT)

ACADEMIC YEAR 2023-24

SEMESTER I

| | | | | | |
|---|--|------------------|---------------|--------------|-----------|
| COURSE CODE | XHM103 | L | T | P | C |
| COURSE NAME | PRINCIPLES OF MANAGEMENT | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4 : 0 : 0 | 4 | 0 | 0 | 4 |
| LEARNING OBJECTIVE | | | | | |
| 11. To impart knowledge about evolution of management 12. To provide understanding on planning process and importance of decision making in organization 13. To learn the application of principles in organization 14. To study the process of effective controlling in organization 15. To familiarize students about significance of ethics in business and its implications. | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain the nature, scope, role, levels, functions and approaches of management | Cognitive | Understanding | | |
| CO2 | Explain planning and decision making in management | Cognitive | Understanding | | |
| CO3 | Explain organization structure and various organizing techniques | Cognitive | Understanding | | |
| CO4 | Demonstrate the Direction, Co-ordination & Control mechanisms | Cognitive | Understanding | | |
| CO5 | Illustrate the ethical practices of organisation. | Cognitive | Understanding | | |
| UNIT I-INTRODUCTION | | | | | 12 |
| Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches. | | | | | |
| UNIT II – PLANNING | | | | | 12 |
| Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision. | | | | | |
| UNIT III – ORGANIZING | | | | | 12 |
| Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility. | | | | | |
| UNIT IV-DIRECTION | | | | | 12 |
| Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process. | | | | | |
| UNIT V – BUSINESS ETHICS | | | | | 12 |
| Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | TOTAL | |
| 60 | 0 | 0 | | 60 | |
| TEXT BOOKS | | | | | |
| 11. James A.F. Stoner, Edward Freeman R. and Daniel R. Gilbert, Management, 6 th Edition, Pearson Education, 2018. 12. Ricky W. Griffin, Management, Cengage India, 2017. 13. Stephen P. Robbins, Mary Coulter and David De Decenzo, Fundamentals of Management, 9 th Edition, Pearson Education India, 2016. 14. Stephen P. Robbins, Mary Coulter, Yusuf Sidani and Dima Jamali S, Management, Arab World 2 nd Edition, Pearson Education, 2015. | | | | | |
| REFERENCES | | | | | |
| 17. P.C. Tripathi and P.N Reddy, Principles of Management, 7 th Edition, McGraw Hill, 2021 18. L.M. Prasad, Principles and Practice of Management, Sultan Chand & Sons, 2021 19. C.B.Gupta and Shruthi Mathur, Management Principles and Applications, 8 th Edition, Scholar Tech Press, 2022 | | | | | |

| |
|---|
| 20. Harold Koontz, Hienz Weihrich and Mark V. Cannice, Essentials of Management, McGraw Hill, 11 th Edition, 2020. |
| WEB RESOURCES |
| 11. https://www.toolshero.com/management/14-principles-of-management/ |
| 12. https://open.umn.edu/opentextbooks/textbooks/693 |
| 13. https://open.umn.edu/opentextbooks/textbooks/34 |
| 14. https://openstax.org/subjects/business |
| 15. https://blog.hubspot.com/marketing/management-principles |

Table 1: Mapping of COs with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO 1 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 2 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 |
| CO 3 | 3 | 0 | 2 | 0 | 2 | 2 | 0 | 0 | 0 |
| CO 4 | 3 | 0 | 2 | 0 | 2 | 2 | 0 | 0 | 0 |
| CO 5 | 3 | 0 | 2 | 0 | 0 | 0 | 3 | 0 | 0 |
| Total | 15 | 0 | 10 | 0 | 6 | 4 | 3 | 0 | 0 |
| Scaled to 0,1,2,3 | 3 | 0 | 2 | 0 | 2 | 1 | 1 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|--|---|---------------|---------------|----------|-----------|
| COURSE CODE | XHM104 | L | T | P | C |
| COURSE NAME | ACCOUNTING FOR MANAGERS I | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4: 0 : 0 | 4 | 0 | 0 | 4 |
| LEARNING OBJECTIVE | | | | | |
| 11. To impart knowledge about basic concepts of accounting and its applications 12. To analyze and interpret financial reports of a company 13. To understand the gross profit and net profit earned by organization 14. To foster knowledge on Hire Purchase system 15. To understand the procedures of Accounting under Single entry system. | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Apply knowledge about basic concepts of accounting and its applications | Cognitive | Applying | | |
| CO2 | Identify subsidiary book, statement and error rectification of a company | Cognitive | Applying | | |
| CO3 | Construct final report of an organisation | Cognitive | Applying | | |
| CO4 | Explain Hire Purchase system | Cognitive | Understanding | | |
| CO5 | Compare the procedures of accounting under single entry system | Cognitive | Understanding | | |
| UNIT I-INTRODUCTION | | | | | 12 |
| Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance | | | | | |
| UNIT II – BOOKS | | | | | 12 |
| Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account | | | | | |
| UNIT III – FINAL ACCOUNTS | | | | | 12 |

| | | | |
|---|-----------------|------------------|--------------|
| Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital. | | | |
| UNIT IV- HIRE PURCHASE SYSTEM | | | 12 |
| Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System. | | | |
| UNIT V – ENTRY SYSTEM | | | 12 |
| Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 60 | 0 | 0 | 60 |
| TEXT BOOKS | | | |
| 11. D.K. Goel, Rajesh Goel and Shelly Goel, Fundamentals of Financial Accounting, 8 th Edition, Arya Publications, 2018 | | | |
| 12. S.P. Jain, K.L. Narang, Simmi Agrawal and Monika Sehgal, Financial Accounting, Kalyani Publishers, 2020 | | | |
| 13. R. Rakesh Shankar and S. Manikandan, Financial Accounting, SCITECH, 3 rd Edition. | | | |
| 14. S.M. Shukla and K.L. Gupta, Advanced Accounting, Sahitya Bhawan Publications, 2022 | | | |
| 15. P.C. Tulsian, Bharat Tulsian and Tushar Tulsian, Financial Accounting, S. Chand Publishing, 2023 | | | |
| REFERENCES | | | |
| 11. TS Reddy and A.Murthy, Financial Accounting, Margham Publications, 2019 | | | |
| 12. David Kolitz, Financial Accounting, Taylor and Francis, 2017 | | | |
| 13. M.N. Arora, Accounting for Management, Himalaya Publications House, 2019 | | | |
| 14. S.N. Maheswari, Financial Accounting, Vikas Publishing House, 2018 | | | |
| 15. T. Horngren Charles, L. Sundern Gary and A. Elliott John, Introduction to Financial Accounting, Pearson Publications, 2017 | | | |
| WEB RESOURCES | | | |
| 11. https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGERS.pdf | | | |
| 12. https://www.drnishikantjha.com/booksCollection/AccountingforManagementforMBA.pdf | | | |
| 13. https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles | | | |
| 14. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system | | | |
| 15. https://www.profitbooks.net/what-is-depreciation | | | |

Table1 1: Mapping of Cos with POs

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

1-5 →1, 6 – 10 →2, 11-15 →3

| | | | | | |
|--|-----------------------------------|----------|----------|----------|----------|
| COURSE CODE | XHM105 | L | T | P | C |
| COURSE NAME | BASICS OF EVENT MANAGEMENT | 2 | 0 | 0 | 2 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 2 : 0 : 0 | 2 | 0 | 0 | 2 |
| LEARNING OBJECTIVE | | | | | |
| 11. To know the basic of event management its concepts | | | | | |

| | | | | |
|---|---|------------------|---------------|---------------|
| 12. To make an event design | | | | |
| 13. To make feasibility analysis for event. | | | | |
| 14. To understand the 5 Ps of Event Marketing | | | | |
| 15. To know the financial aspects of event management and its Promotion. | | | | |
| COURSE OUTCOMES | | | Domain | Level |
| CO1 | Explain basics of event management | | Cognitive | Understanding |
| CO2 | Explain designing of events | | Cognitive | Understanding |
| CO3 | Explain feasibility of organising an event | | Cognitive | Understanding |
| CO4 | Explain marketing & promotion of event | | Cognitive | Understanding |
| CO5 | Explain event budgeting | | Cognitive | Understanding |
| UNIT I-INTRODUCTION | | | | 6 |
| Introduction: Event Management – Definition, Need, Importance, Activities. | | | | |
| UNIT II – EVENT DESIGN | | | | 6 |
| Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design | | | | |
| UNIT III – EVENT FEASIBILITY | | | | 6 |
| Event Feasibility: Resources – Feasibility, SWOT Analysis | | | | |
| UNIT IV- EVENT PLANNING AND PROMOTION | | | | 6 |
| Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations | | | | |
| UNIT V – EVENT BUDGET | | | | 6 |
| Event Budget – Financial Analysis – Event Cost – Event Sponsorship | | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL | |
| 30 | 0 | 0 | 30 | |
| TEXT BOOKS | | | | |
| 9. Devesh Kishore and Ganga Sagar Singh, Event Management: A Booming Industry and an Eventful Career, Har-Anand Publications, 2019 | | | | |
| 10. Swarup K. Goyal, Event Management, Adhyayan Publisher, 2013 | | | | |
| 11. Savita Mohan, Event Management Public Relations, Enkay Publishers, 2011 | | | | |
| 12. Lynn Van Der Wagen and Lauren White, Event Management, Cengage, 2018 | | | | |
| REFERENCES | | | | |
| 9. Krishna Chaudhary, Event Management, Bio-Green Publishers, 2023 | | | | |
| 10. Anton Shone and Bryn Parry, Successful Event Management, 5 th Edition, Cengage, 2019 | | | | |
| 11. Razaq Raj, Paul Walters and Tahir Rashid, Event management: Principles and Practice, 3 rd Edition, Sage Publications, 2017 | | | | |
| 12. Judy Allen, Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management, Wiley Publishers, 2003 | | | | |
| WEB RESOURCES | | | | |
| 15. https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf | | | | |
| 16. https://www.inderscience.com/jhome.php?jcode=ijhem | | | | |
| 17. International Journal of Hospitality & Event Management | | | | |
| 18. https://www.emeraldgrouppublishing.com/journal/ijefm | | | | |
| 19. International Journal of Event and Festival Management | | | | |
| 20. https://www.eventbrite.com/blog/?s=roundup | | | | |
| 21. https://www.eventindustrynews.com/ | | | | |

Table 1: Mapping of COs with Pos

| | | | | | | | | | |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|

| | | | | | | | | | |
|------------------|----|---|---|---|---|---|---|---|---|
| CO 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 2 | 3 | 0 | 2 | 0 | 2 | 2 | 0 | 0 | 0 |
| CO 3 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 |
| CO 4 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 |
| CO 5 | 3 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |
| Total | 15 | 0 | 6 | 0 | 8 | 2 | 0 | 0 | 0 |
| Scaled to | 3 | 0 | 2 | 0 | 2 | 1 | 0 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|---|---|------------------|---------------|----------|--------------|
| COURSE CODE | XHM106 | L | T | P | C |
| COURSE NAME | MANAGERIAL COMMUNICATION | 2 | 0 | 0 | 2 |
| PREREQUISITE | Nil | L | T | P | H |
| C:P:A | 2:0:0 | 2 | 0 | 0 | 2 |
| LEARNING OBJECTIVE | | | | | |
| 1.To educate students role & importance of communication skills 2. To build their listening, reading. Writing & speaking communication skills 3.To introduce the modern communication for managers 4.To understand these skills required for facing interview 5.To facilitate the students to understand the concept to Communication | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain communication process and its barriers | Cognitive | Understanding | | |
| CO2 | Explain business letter in different scenarios | Cognitive | Understanding | | |
| CO2 | Explain oral communications skills & conducting interviews | Cognitive | Understanding | | |
| CO4 | Explain the managerial writing for business communication | Cognitive | Understanding | | |
| CO5 | Explain the usage of modern communication tools and its significance for managers | Cognitive | Understanding | | |
| UNIT I- INTRODUCTION | | | | | 6 |
| Definition –Methods –Types–Principles of effective Communication –Barriers to Communication - Communication etiquette | | | | | |
| UNIT II – LETTER | | | | | 6 |
| Business letters- Layout- Kinds of Business Letters: application.offer,acceptance/acknowledgementandpromotionletters.BusinessDevelopmentLetters- Enquiry,replies,Order,Sales,circulars,Grievances. | | | | | |
| UNIT III – INTERVIEW | | | | | 6 |
| Interviews- Direct, telephonic & virtual interviews- Group discussion- Presentation skills- body language | | | | | |
| UNIT IV- REPORT | | | | | 6 |
| Communication through reports – Agenda- Minutes of Meeting – Resume writing | | | | | |
| UNIT V – TRENDS | | | | | 6 |
| Modern Forms of communication: podcast, E-mail, Virtual meetings- Websites and their use in Business- Social media – Professional Networking sites | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | | TOTAL |

| | | | |
|---|----------|----------|-----------|
| 30 | 0 | 0 | 30 |
| TEXTBOOKS | | | |
| I. Krishan Mohan and Meena Banerji, Developing Communication Skills, 2nd Edition, Trinity Press, 2017 | | | |
| 2. Mallika Nawal, Business Communication, 2nd Edition, Cengage India 2019 | | | |
| 3. Courtland L. Bovee, John Yr. Thill, Roshan Lal Raina, Business Communication Today | | | |

Table 1: Mapping of COs with Pos

| | PO 1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|
| CO 1 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| CO 2 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| CO 3 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| CO 4 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| CO 5 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| Total | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 | 0 |
| Scaled to | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |

1 – 5 → 1, 6-10 → 2, 11 – 15 → 3

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

| | | | | | |
|----------------------|-----------------------------|----------|----------|----------|----------|
| COURSE CODE | XHME01 | L | T | P | C |
| COURSE NAME | MANAGERIAL ECONOMICS | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |

LEARNING OBJECTIVE

6. To familiarize students with concepts of economics and its relevance in business scenario
7. To understand the applications & implications of economics in decision-making and problem solving.
8. To Understand the optimal point of cost analysis and production factors of the firm.
9. To describe the pricing strategies that are consistent with evolving marketing needs
10. To Provide insights to the various market structures in an economy.

| COURSE OUTCOMES | | Domain | Level |
|------------------------|---|---------------|---------------|
| CO1 | Explain the various economic concepts in individual & business decisions. | Cognitive | Understanding |
| CO2 | Explain demand concepts, underlying theories and identify demand forecasting techniques. | Cognitive | Understanding |
| CO3 | Explain production, cost and supply analysis for business decision making | Cognitive | Understanding |
| CO4 | Explain pricing strategies | Cognitive | Understanding |
| CO5 | Explain market under competitive scenarios. | Cognitive | Understanding |

UNIT I-INTRODUCTION **09**

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

UNIT II – DEMAND ANALYSIS **09**

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

UNIT III – PRODUCTION AND COST ANALYSIS **09**

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

UNIT IV- PRICING METHODS **09**

| | | | |
|--|-----------------|------------------|--------------|
| Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination | | | |
| UNIT V – MARKET CLASSIFICATION | | | 09 |
| Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 45 | 0 | 0 | 45 |
| TEXT BOOKS | | | |
| 5. ShagaNarayanabharathiArjun Kumar and Gaddam Jimmy Corton, Managerial Economics, Notion Press, 2020 | | | |
| 6. Michael R. Baye, Jeffrey T. Prince, Managerial Economics and Business Strategy, 8 th Edition, McGraw Hill Education, 2017 | | | |
| 7. D.M. Mithani, Managerial Economics Theory and Applications, Himalaya Publishing House, 2017 | | | |
| 8. P.L. Mehta, Managerial Economics, Sultan Chand & Sons, 2016 | | | |
| REFERENCES | | | |
| 6. S. Sankaran, Managerial Economics, Margham Publication, 2019 | | | |
| 7. Thomas and Maurice, Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 2017 | | | |
| 8. D.N. Dwivedi, Managerial Economics, Vikas Publishing House, 2015 | | | |
| 9. H.L. Ahuja, Managerial Economics, S. Chand, 2017 | | | |
| 10. Dominick Salvatore, Managerial Economics: Principles and Worldwide Applications, Oxford University Press, 2016 | | | |
| WEB RESOURCES | | | |
| 6. https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597 | | | |
| 7. http://www.simplynotes.in/e-notes/mbabba/managerial-economics/ | | | |
| 8. https://businessjargons.com/determinants-of-elasticity-of-demand.html | | | |
| 9. http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134 | | | |
| 10. https://www.intelligenteconomist.com/profit-maximization-rule/ | | | |

Table 1: Mapping COs with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CO1 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO2 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO3 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO4 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO5 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 15 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 |
| Scaled | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |

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

| | | | | | | |
|--|---|-----------------------|-------------------|----------------------|--------------|------------|
| COURSE CODE | XUM001 | L | T | P | S | C |
| COURSE NAME | HUMAN ETHICS, VALUES, RIGHTS AND GENDER EQUALITY | 1 | 0 | 0 | 1 | 1 |
| PREREQUISITES | Not Required | L | T | P | S | H |
| C:P:A | 0.8:0.1:0.1 | 1 | 0 | 0 | 1 | 2 |
| COURSE OUTCOMES | | Domain | | Level | | |
| CO1 | Relate and Interpret the human ethics and human relationships | Cognitive | | Remember, Understand | | |
| CO2 | Explain and Apply gender issues, equality and violence against women | Cognitive | | Understand, Apply | | |
| CO3 | Classify and Develop the identify of women issues and challenges | Cognitive & Affective | | Analyze Receive | | |
| CO4 | Classify and Dissect human rights and report on violations. | Cognitive | | Understand, Analyze | | |
| CO5 | List and respond to family values, universal brotherhood, fight against corruption by common man and good governance. | Cognitive & Affective | | Remember, Respond | | |
| UNIT I HUMAN ETHICS AND VALUES | | | | | | 3+3 |
| HUMAN ETHICS AND VALUES Human Ethics and values - Family and Society, Social service, Social Justice, Integrity, Caring and Sharing, Honesty and Courage, Time Management , Co-operation, Commitment, Sympathy and Empathy, Self respect, Self-Confidence, Personality Development | | | | | | |
| UNIT IIGENDER EQUALITY | | | | | | 3+3 |
| Gender Discrimination in society and in family, Gender equity, equality, and empowerment. Social and Economic Status of Women in India in Education, Health, Employment, Definition of HDI, GDI and GEM. Contributions of Dr.B.R. Ambedkar, ThanthaiPeriyar and Phule to Women Empowerment. | | | | | | |
| UNIT IIIWOMEN ISSUES AND CHALLENGES | | | | | | 3+3 |
| Women Issues and Challenges- Female Infanticide and Feticide, Violence against women, Domestic violence, Sexual Harassment, Trafficking, Remedial Measures – Acts related to women: Political Right, Property Rights, and Rights to Education, Dowry Prohibition Act. | | | | | | |
| UNIT IV HUMAN RIGHTS | | | | | | 3+3 |
| Human Rights and Duties, Universal Declaration of Human Rights (UDHR), Civil, Political, Economical, Social and Cultural Rights, Rights against torture, Forced Labour, Child helpline-Intellectual Property Rights (IPR) and its types. National Policy on occupational safety and health. | | | | | | |
| UNIT V GOOD GOVERNANCE | | | | | | 3+3 |
| Good Governance - Democracy, People's Participation, Transparency in governance and audit, Corruption, Impact of corruption on society and Remedial measures, Government system of Redressal. Creation of People friendly environment and universal brotherhood. | | | | | | |
| | | LECTURE | SELF STUDY | | TOTAL | |
| | | 15 | 15 | | 30 | |
| REFERENCES | | | | | | |

1. Aftab A, (Ed.), Human Rights in India: Issues and Challenges, (New Delhi: Raj Publications, 2012).
2. Bajwa, G.S. and Bajwa, D.K. Human Rights in India: Implementation and Violations (New Delhi: D.K. Publications, 1996).
3. Chatrath, K. J. S., (ed.), Education for Human Rights and Democracy (Shimala: Indian Institute of Advanced Studies, 1998).
4. Jagadeesan. P. Marriage and Social legislations in Tamil Nadu, Chennai: Elachiapen Publications, 1990).
5. Kaushal, Rachna, Women and Human Rights in India (New Delhi: Kaveri Books, 2000)
6. Mani. V. S., Human Rights in India: An Overview (New Delhi: Institute for the World Congress on Human Rights, 1998).
7. Singh, B. P. Sehgal, (ed) Human Rights in India: Problems and Perspectives (New Delhi: Deep and Deep, 1999).
8. Veeramani, K. (ed) Periyar on Women Right, (Chennai: Emerald Publishers, 1996)
9. Veeramani, K. (ed) Periyar Feminism, (Periyar Maniammai University, Vallam, Thanjavur: 2010).
10. Planning Commission report on Occupational Health and Safety
http://planningcommission.nic.in/aboutus/committee/wrkgrp12/wg_occup_safety.p
11. Central Vigilance Commission (Gov. of India) website: <http://cvc.nic.in/welcome.html>.
12. Weblink of Transparency International: <https://www.transparency.org/>
13. Weblink Status report: <https://www.hrw.org/world-report/2015/country-chapters/india>

Table 1 : Mapping of COs with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 |
|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| CO1 | | | | | | | | 2 | | | | | | |
| CO2 | | | | | | | | 3 | 1 | | | | | |
| CO3 | | | | | | | | 2 | | | | | | |
| CO4 | | | | | | | | 3 | | 2 | | | | |
| CO5 | | | | | | | | 3 | 2 | 2 | | 2 | | |
| Total | | 2 | | | | | | 13 | 3 | 4 | | 2 | | |
| Scaled | | 1 | | | | | | 3 | 1 | 1 | | 1 | | |

1 – 5 → 1, 6-10 → 2, 11 – 15 → 3

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

SEMESTER II

| | | | | | |
|--|---|------------------|---------------|--------------|----------|
| COURSE CODE | XHME02 | L | T | P | |
| COURSE NAME | INTERNATIONAL BUSINESS | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| LEARNING OBJECTIVE: | | | | | |
| 6. To familiarize students with basic concepts of International Business | | | | | |
| 7. To impart knowledge about theories of international trade. | | | | | |
| 8. To know the concepts of foreign exchange market and foreign direct investment | | | | | |
| 9. To understand the global environment | | | | | |
| 10. To gain knowledge on the Contemporary Issues of International Business | | | | | |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain the modes of entry to International Business | Cognitive | Understanding | | |
| CO2 | Explain international trade theories | Cognitive | Understanding | | |
| CO3 | Explain Foreign exchange market and FDI | Cognitive | Understanding | | |
| CO4 | Outline the Global Business Environment | Cognitive | Understanding | | |
| CO5 | Identify the relevance of international institutions and trading blocs | Cognitive | Understanding | | |
| UNIT I – INTRODUCTION | | | | | 9 |
| Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs | | | | | |
| UNIT II – THEORIES – FOREIGN TRADE | | | | | 9 |
| Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory. | | | | | |
| UNIT III – FOREIGN INVESTMENTS | | | | | 9 |
| Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries. | | | | | |
| UNIT IV- DRIVERS | | | | | 9 |
| Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers | | | | | |
| UNIT V – REGIONAL GROUPS | | | | | 9 |
| Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | TOTAL | |
| 45 | 0 | 0 | | 45 | |
| TEXTBOOK | | | | | |
| 4. C.B. Gupta, International Business, S Chand, 2020 | | | | | |
| 5. Charles W.L. Hill, International Business: Competing in the Global Marketplace, 13 th Edition, McGraw Hill, 2023 | | | | | |
| 6. Francis Cherunilam, International Business: Text and Cases, 6 th Edition, PHI Learning, 2020 | | | | | |
| 7. Justin Paul, International Business, 6 th Edition, PHI Learning, 2013 | | | | | |

Table 1: Mapping of Cos with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO 2 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO 3 | 3 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 1 |
| CO 4 | 3 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 1 |
| CO 5 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Total | 15 | 8 | 0 | 0 | 4 | 0 | 0 | 0 | 5 |
| | 3 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |

1-5 →1, 6 – 10 →2, 11-15 →3

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

| | | | | | |
|--|---|-------------------------|----------------------|---------------------|------------------|
| COURSE CODE | XHM203 | <u>L</u> | <u>T</u> | <u>P</u> | <u>C</u> |
| COURSE NAME | MARKETING MANAGEMENT | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | <u>L</u> | <u>T</u> | <u>P</u> | <u>H</u> |
| C:P:A | 4 : 0 : 0 | 4 | 0 | 0 | 4 |
| <u>LEARNING OBJECTIVE</u> | | | | | |
| 1.To understand the marketplace. | | | | | |
| 2.To identify the market segmentation and the Product mix. | | | | | |
| 3.To select the different pricing methods and channels of distribution | | | | | |
| 4.To know the communication mix and sales promotion tools | | | | | |
| 5.To prepare according to the latest trends in market | | | | | |
| <u>COURSE OUTCOMES</u> | | <u>Domain</u> | <u>Level</u> | | |
| CO1 | Explain the core concepts of Marketing and its mix. | Cognitive | Understanding | | |
| CO2 | Outline market segmentation, nature of product and PLC | Cognitive | Understanding | | |
| CO3 | Explain pricing methods | Cognitive | Understanding | | |
| CO4 | Explain the importance of various media | Cognitive | Understanding | | |
| CO5 | Explain sales force and applications of digital marketing. | Cognitive | Understanding | | |
| <u>UNIT I-INTRODUCTION</u> | | | | | <u>12</u> |
| Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions | | | | | |
| <u>UNIT II – SEGMENTATION & PRODUCT</u> | | | | | <u>12</u> |
| Segmentation – Need And Basis of Segmentation -Targeting – Positioning Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. New Product Development Process - Product Life Cycle. Branding – Packaging. | | | | | |
| <u>UNIT III – PRICING & DISTRIBUTION</u> | | | | | <u>12</u> |
| Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems. | | | | | |
| <u>UNIT IV- PROMOTION</u> | | | | | <u>12</u> |
| A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance. | | | | | |
| <u>UNIT V – SALES</u> | | | | | <u>12</u> |
| Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force– Digital Marketing: Introduction- Applications & Benefits | | | | | |
| <u>LECTURE</u> | <u>TUTORIAL</u> | <u>PRACTICAL</u> | | <u>TOTAL</u> | |
| 60 | 0 | 0 | | 60 | |
| <u>TEXT BOOKS</u> | | | | | |
| 6. Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri and Ehsan ul Haque, Principles of Marketing: A South Asian Perspective, 13 th Edition, Pearson Education, 2017 | | | | | |
| 7. Rajan Saxena, Marketing Management, 6 th Edition, McGraw Hill, 2019 | | | | | |
| 8. L. Natarajan, Marketing Management, Margham Publications, 2017 | | | | | |
| 9. J. P. Mahajan and Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2016 | | | | | |
| 10. K. Karunakaran, Marketing Management, Himalaya Publishing House, 2023 | | | | | |
| <u>REFERENCES</u> | | | | | |
| 9. Philip Kotler, Marketing Management, 11th edition, Pearson Education, 2003 | | | | | |
| 10. V.S. Ramaswamy and S. Namakumari, Principles of Marketing, Macmillan India, 1994 | | | | | |
| 11. Harsh V Verma and Ekta Duggal, Marketing, Oxford University Press, 2015 | | | | | |
| 12. C. N. Sontakki, Marketing Management, 7 th Edition, Kalyani Publishers, 2016 | | | | | |
| <u>WEB RESOURCES</u> | | | | | |
| 6. http://eprints.stiperdharma.wacana.ac.id/24/1/Phillip_Kotler_Marketing_Management_14th_Edition | | | | | |

Book.pdf

7. <https://mrcet.com/downloads/MBA/digitalnotes/Marketing Management.pdf>
8. <https://www.enotesmba.com/2013/01/marketing-management-notes.html>
9. Industrial Marketing Management | Journal | ScienceDirect.com by Elsevier
10. Journal of Marketing Management | Taylor & Francis Online (tandfonline.com)

Table1 1: Mapping of Cos with POs

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

-5 □1, 6 – 10 □2, 11-15 □3

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

| | | | | | |
|---|---|---------------|---------------|----------|-----------|
| COURSE CODE | XHM204 | L | T | P | C |
| COURSE NAME | ACCOUNTING FOR MANAGERS II | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4 : 0 : 0 | 4 | 0 | 0 | 4 |
| LEARNING OBJECTIVE | | | | | |
| <ol style="list-style-type: none"> 1. To provide basic understanding of cost concepts and classification. 2. To develop skills in tools & techniques and critically evaluate decision making in business. 3. To understand various ratios and cash flow related to finance 4. To recognize the role of budgets and variance as a tool of planning and control. 5. To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain cost sheet & write comments. | Cognitive | Understanding | | |
| CO2 | Compare cost, management & financial accounting | Cognitive | Understanding | | |
| CO3 | Choose various ratios and compare with standards to assess deviations | Cognitive | Applying | | |
| CO4 | Develop budget and use budgetary control | Cognitive | Applying | | |
| CO5 | Identify marginal costing and its components | Cognitive | Applying | | |
| UNIT I-COST ACCOUNTING | | | | | 12 |
| Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – cost sheets – Tenders & Quotation | | | | | |
| UNIT II – MANAGEMENT ACCOUNTING | | | | | 12 |
| Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis. | | | | | |
| UNIT III – RATIO ANALYSIS | | | | | 12 |
| Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement. | | | | | |
| UNIT IV- BUDGETS | | | | | 12 |
| Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget | | | | | |

| UNIT V – MARGINAL COSTING | | | | 12 |
|--|----------|-----------|-------|----|
| Marginal Costing – CVP analysis – Break even analysis | | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL | |
| 60 | 0 | 0 | 60 | |
| TEXT BOOKS | | | | |
| 1. R.L. Gupta and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2013 2. A. Murthy and S. Gurusamy, Management Accounting. 2 nd Edition, McGraw Hill, 2009 3. S.P. Jain and K.L. Narang, Advanced Accountancy (Vol 2). Kalyani, 2007 4. S.N. Maheshwari, Suneel K. Maheshwari and Sharad K. Maheshwari, Advanced Accountancy (Vol 2), 11 th Edition, Vikas Publishing, 2018 | | | | |
| REFERENCES | | | | |
| 1. T. S. Reddy and Hari Prasad Reddy, Management Accounting, Margham Publication, 2016 2. Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications, 2015. 3. Horngren Sunderu Stratton, Introduction to Management Accounting, Pearson Education,2013. 4. Rajiv Kumar Goel and Ishaan Goel, Concept Building Approach to Management Accounting, 2019 5. Colin Drury, Management and Cost Accounting, Cengage, 2015 | | | | |
| WEB RESOURCES | | | | |
| 1. https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/ 2. https://efinancemanagement.com/financial-accounting/management-accounting 3. http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859 4. https://www.wallstreetmojo.com/ratio-analysis/ 5. http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656 | | | | |

Table1 1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO 1 | 3 | 0 | 2 | 0 | 3 | 0 | 0 | 0 | 1 |
| CO 2 | 3 | 2 | 2 | 0 | 3 | 0 | 0 | 0 | 1 |
| CO 3 | 3 | 2 | 2 | 0 | 3 | 0 | 0 | 0 | 1 |
| CO 4 | 3 | 0 | 2 | 0 | 3 | 0 | 0 | 0 | 1 |
| CO 5 | 3 | 0 | 2 | 0 | 3 | 0 | 0 | 0 | 1 |
| Total | 15 | 4 | 10 | 0 | 15 | 0 | 0 | 0 | 5 |
| | 3 | 1 | 2 | 0 | 3 | 0 | 0 | 0 | 1 |

1-5 →1, 6 – 10 →2, 11-15 →3

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

Relation, 2 – Medium relation, 3- High relation

| | | | | | |
|----------------------|-------------------------------------|----------|----------|----------|----------|
| COURSE CODE | XHM205 | L | T | P | C |
| COURSE NAME | MANAGERIAL SKILL DEVELOPMENT | 2 | 0 | 0 | 2 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 2: 0 : 0 | 2 | 0 | 0 | 2 |

LEARNING OBJECTIVE

- 1.To improve the self-confidence, groom the personality and build emotional competence
- 2.To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
3. To assess the Emotional intelligence
- 4.To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions
- 5.To improve professional etiquettes

| COURSE OUTCOMES | | Domain | Level |
|--|---|------------------|---------------|
| CO1 | Classify the personal qualities that are needed to sustain in the world of work. | Cognitive | Understanding |
| CO2 | Explain advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change. | Cognitive | Understanding |
| CO3 | Explain practical management skills that are of immediate use in management or leadership positions. | Cognitive | Understanding |
| CO4 | Summarize critical-thinking and analytical skills to investigate complex business problems to propose viable solutions. | Cognitive | Understanding |
| CO5 | Outline persuasive presentations that reveal strong written and oral communication skills needed in the workplace. | Cognitive | Understanding |
| UNIT I-INTRODUCTION | | | 6 |
| Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills | | | |
| UNIT II – SELF ESTEEM | | | 6 |
| Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence. | | | |
| UNIT III – EMOTIONAL INTELLIGENCE | | | 6 |
| Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model. | | | |
| UNIT IV- THINKING SKILLS | | | 6 |
| Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation. | | | |
| UNIT V – COMMUNICATION | | | 6 |
| Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes. | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 30 | 0 | 0 | 30 |
| TEXT BOOKS | | | |
| 1.Arora Abhishek, Managerial Skill Development, Kalyani Publishers, 2010 2.Mukta Goyal, Managerial Skill Development, Notion Press, 2022 3.K. Alex, Managerial Skills, S.Chand, 2015 4.Cynthia Menezes Prabhu, Managerial Skills 2, Pen to Print Publishing, 2022 5.Kevin Gallagher, Skills Development for Business and Management Students, Oxford University Press, 2013 | | | |
| REFERENCES | | | |
| 6. G. Joshi, Campus to Corporate: Your Roadmap to Employability, Sage Publication, 2015 7. E.H. McGrath, Basic Managerial Skills, 9 th Edition, Prentice Hall India, 2011 8. D. Whetten, Developing Management Skills, Prentice Hall India, 2011 9. P. Varshney and A. Dutta, Managerial Skill Development, Alfa Publications, 2012 10. Sumeet Suseelan, EQ- Soft skills for Corporate Career, Penman Books, 2022 | | | |

Table1 1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CO 1 | 3 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 1 |
| CO 2 | 3 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 1 |
| CO 3 | 3 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 1 |

| | | | | | | | | | |
|--------------|-----------|----------|-----------|-----------|----------|----------|----------|----------|----------|
| CO 4 | 3 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 1 |
| CO 5 | 3 | 0 | 2 | 3 | 0 | 0 | 0 | 0 | 1 |
| Total | 15 | 0 | 10 | 11 | 0 | 0 | 0 | 0 | 5 |
| | 3 | 0 | 2 | 3 | 0 | 0 | 0 | 0 | 1 |

1-5 →1, 6 – 10 →2, 11-15 →3

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

| | | | | | |
|--|---|------------------|---------------|--------------|----------|
| COURSE CODE | XHM206 | L | T | P | C |
| COURSE NAME | BUSINESS ETIQUETTE AND CORPORATE GROOMING | 2 | 0 | 0 | 2 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 2 : 0 : 0 | 2 | 0 | 0 | 2 |
| LEARNING OBJECTIVE | | | | | |
| <p>1.To impart knowledge about basic etiquettes in professional conduct 2.To provide understanding about the workplace courtesy and ethical issues involved 3.To suggest on guidelines in managing rude and impatient clients 4.To familiarize students about significance of cultural sensitivity and the relative business attire 5.To stress on the importance of attire</p> | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Describe basic concepts of business etiquette and corporate grooming. | Cognitive | Understanding | | |
| CO2 | Outline the etiquette and grooming standards followed in business environment and the significance of communication | Cognitive | Understanding | | |
| CO3 | Explain cultural awareness and moral practices in real life workplace scenarios | Cognitive | Understanding | | |
| CO4 | Explain workplace courtesy and resolving ethical issues with respect to etiquette and grooming for success | Cognitive | Understanding | | |
| CO5 | Explain professionalism in the workplace considering diversity and courtesy | Cognitive | Understanding | | |
| UNIT I-INTRODUCTION | | | | | 6 |
| Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting and greeting scenarios- principles of exceptional work behavior- role of good manners in business - professional conduct and personal spacing. | | | | | |
| UNIT II – WORKPLACE COURTESY | | | | | 6 |
| Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer’s perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment- conflict resolution strategies - Choosing appropriate gift in the business environment - real life workplace scenarios - company policy for business etiquette | | | | | |
| UNIT III – TELEPHONE ETIQUETTE | | | | | 6 |
| Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices | | | | | |
| UNIT IV- DIVERSITY | | | | | 6 |
| Diversity and Cultural Awareness at Workplace Impact of diversity - Cultural Sensitivity - Taboos and Practices - Inter - Cultural Communication | | | | | |
| UNIT V – BUSINESS ATTIRE | | | | | 6 |
| Business Attire and Professionalism Business style and professional image- dress code- guidelines for appropriate business attire- grooming for success. | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | TOTAL | |
| 30 | 0 | 0 | | 30 | |
| TEXT BOOKS | | | | | |
| 1Sarvesh Gulati, Corporate Grooming and Etiquette, Rupa, 2010 | | | | | |

2. John Chibaya Mbuya and Bulelwa Monica Maphela, *Grooming and Etiquette for Corporate Men and Women*, Lambert Academic Publishing, 2010

3. Myka Meier, *Business Etiquette Made Easy: The Essential Guide to Professional Success*, Skyhorse, 2020

4. Peggy Post and Peter Post, *Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success*, William Morrow, 2005

5. Shital Kakkar Mehra, *Business Etiquette: A Guide for the Indian Professional*, Harper Collins Publisher, 2012

REFERENCES

6. Raghu Palat, *Indian Business Etiquette*, Jaico Publishers, 2008

7. Nina Kochhar, *At Ease with Etiquette*, Health Harmony, 2011

8. Nimeran Sahukar and Prem P. Bhalla, *The Book of Etiquette and Manners*, Pustak Mahi Publishers, 2004

9. Sarvesh Gulati, *Corporate Grooming and Etiquette*, Rupa Publications, 2012

10. Barbara Pachter, *The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success*, McGraw Hill Education, 2013

WEB RESOURCES

7. <http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf>

8. [https://www.columbustech.edu/skins/userfiles/files/Training Manual - Business Etiquette \(1\).pdf](https://www.columbustech.edu/skins/userfiles/files/Training Manual - Business Etiquette (1).pdf)

9. <https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf>

10. https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm

11. https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm

12. https://wikieducator.org/Business_etiquette_and_grooming

Table 1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO 1 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 1 |
| CO 2 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 1 |
| CO 3 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 1 |
| CO 4 | 3 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 1 |
| CO 5 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Total | 15 | 0 | 0 | 9 | 0 | 2 | 0 | 0 | 5 |
| | 3 | 0 | 0 | 2 | 0 | 1 | 0 | 0 | 1 |

1-5 □ 1, 6 – 10 □ 2, 11-15 □ 3

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

| | | | | | | |
|------------------------|---|------------------------|----------|---------------|----------|--------------|
| COURSE CODE | XUM002 | L | T | SS | P | C |
| COURSE NAME | ENVIRONMENTAL STUDIES | 1 | 0 | 1 | 0 | 1 |
| C:P:A | 0.8: 0 : 0.2 | L | T | SS | P | H |
| | | 1 | 0 | 1 | 0 | 2 |
| COURSE OUTCOMES | | | | DOMAIN | | LEVEL |
| CO1 | Describe the significance of natural resources and explain anthropogenic impacts. | Cognitive | | Understand | | |
| CO2 | Illustrate the significance of ecosystem, biodiversity and natural biogeochemical cycles for maintaining ecological balance. | Cognitive | | Understand | | |
| CO3 | Identify the facts, consequences, preventive measures of major pollutions and recognize the disaster phenomenon. | Cognitive Affective | | Apply Receive | | |
| CO4 | Explain the socio-economic, policy dynamics and practice the Control measures of global issues for sustainable development. | Cognitive | | Understand | | |
| CO5 | Recognize the impact of population and the concept of various welfare programs, and apply the modern technology towards Environmental protection. | Cognitive | | Understand | | |

| | | | | | |
|---|----------------|-----------------|------------------|-------------------|--------------|
| UNIT - I INTRODUCTION TO ENVIRONMENTAL STUDIES AND ENERGY | | | | | 6 |
| World Environment Day and its need- Forest resources: Use, Deforestation– Water resources: over-utilization of surface and ground water- Mineral resources: Environmental effects of mining– Food resources: Modern agriculture, Fertilizer-Pesticide problems, Water logging, Salinity-Energy resources: Renewable and Non-renewable energy sources; Alternate energy resources Land resources: Land as a resource, land degradation, soil erosion and Desertification -Role Of individual in Conservation of Resources. | | | | | |
| UNIT – II ECOSYSTEMS AND BIODIVERSITY | | | | | 6 |
| Components of an ecosystem – Producers, consumers and decomposers –Biogeochemical cycles- Food chains, Food webs, Structure and Function of the Forest ecosystem and Aquatic ecosystem– Introduction to Biodiversity- Endemic, Extinct and Endangered species- Conservation of Biodiversity: In-situ and Ex-situ conservation. | | | | | |
| UNIT – III ENVIRONMENTAL POLLUTION | | | | | 6 |
| Definition – Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution and Nuclear hazards – Solid waste management: Causes, effects and control measures of industrial wastes – Role of an individual in prevention of pollution – Pollution case studies.. | | | | | |
| UNIT –IV SOCIAL ISSUES AND THE ENVIRONMENT | | | | | 6 |
| Rain water harvesting – Resettlement and Rehabilitation of people, Climate change, Global warming, Acid rain, Ozone layer depletion, Nuclear accidents and Holocaust – Environment Protection Act – Water Act – Wildlife Protection Act – Forest Conservation Act. | | | | | |
| UNIT –V HUMAN POPULATION AND THE ENVIRONMENT | | | | | 6 |
| Population growth, Variation among nations - Population explosion - Environment and Human health- HIV / AIDS – Role of Information Technology (GIS) in Environment and human health – Case studies. | | | | | |
| | LECTURE | TUTORIAL | PRACTICAL | SELF STUDY | TOTAL |
| HOURS | 15 | 0 | 0 | 15 | 30 |
| TEXT BOOKS | | | | | |
| 1. Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co, USA, 2000. 2. Townsend C., Harper J and Michael Begon, Essentials of Ecology, Blackwell Science, UK, 2003 3. Trivedi R.K and P.K.Goel, Introduction to Air pollution, Techno Science Publications, India, 2003. 4. Disaster mitigation, Preparedness, Recovery and Response, SBS Publishers & Distributors Pvt. Ltd, New Delhi, 2006. 5. Introduction to International disaster management, Butterworth Heinemann, 2006. 6. Gilbert M.Masters, Introduction to Environmental Engineering and Science, Pearson Education Pvt., Ltd., Second Edition, New Delhi, 2004. | | | | | |
| REFERENCE BOOKS | | | | | |
| 7. Trivedi R.K., Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, Vol. I and II, Enviro Media, India, 2009. 8. Cunningham, W.P.Cooper, T.H.Gorhani, Environmental Encyclopedia, Jaico Publ., House, Mumbai, 2001. 9. S.K.Dhameja, Environmental Engineering and Management, S.K.Kataria and Sons, New Delhi, 2012. 10. Sahni, Disaster Risk Reduction in South Asia, PHI Learning, New Delhi, 2003. 11. Sundar, Disaster Management, Sarup & Sons, New Delhi, 2007. 12. G.K.Ghosh, Disaster Management, A.P.H.Publishers, New Delhi, 2006. | | | | | |
| E RESOURCES | | | | | |
| 1. http://www.e-booksdirectory.com/details.php?ebook=10526 | | | | | |

Table:1 Mapping of COs with POs:

| | | | | | | | | | | | |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|--|--|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | | |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|--|--|

| | | | | | | | | | | | |
|---------------|-----------|----------|----------|----------|----------|----------|----------|----------|-----------|----------|----------|
| CO1 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 0 |
| CO2 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 0 |
| CO3 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 0 |
| CO4 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 0 |
| CO5 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 2 | 2 | 0 | 0 |
| Total | 10 | 0 | 0 | 5 | 0 | 5 | 0 | 2 | 10 | 0 | 0 |
| Scaled | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 2 | 0 | 0 |

1 – 5 →1, 6 – 10→ 2, 11 – 15→ 3

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

SYLLABUS FOR BBA (DIGITAL MARKETING)(FT)

ACADEMIC YEAR 2023-24

SEMESTER I

| | | | | | |
|---|--|------------------|---------------|--------------|-----------|
| COURSE CODE | XDM103 | L | T | P | C |
| COURSE NAME | PRINCIPLES OF MANAGEMENT | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4 : 0 : 0 | 4 | 0 | 0 | 4 |
| LEARNING OBJECTIVE | | | | | |
| 16. To impart knowledge about evolution of management 17. To provide understanding on planning process and importance of decision making in organization 18. To learn the application of principles in organization 19. To study the process of effective controlling in organization 20. To familiarize students about significance of ethics in business and its implications. | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain the nature, scope, role, levels, functions and approaches of management | Cognitive | Understanding | | |
| CO2 | Explain planning and decision making in management | Cognitive | Understanding | | |
| CO3 | Explain organization structure and various organizing techniques | Cognitive | Understanding | | |
| CO4 | Demonstrate the Direction, Co-ordination & Control mechanisms | Cognitive | Understanding | | |
| CO5 | Illustrate the ethical practices of organisation. | Cognitive | Understanding | | |
| UNIT I-INTRODUCTION | | | | | 12 |
| Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches. | | | | | |
| UNIT II – PLANNING | | | | | 12 |
| Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision. | | | | | |
| UNIT III – ORGANIZING | | | | | 12 |
| Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility. | | | | | |
| UNIT IV-DIRECTION | | | | | 12 |
| Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process. | | | | | |
| UNIT V – BUSINESS ETHICS | | | | | 12 |
| Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | TOTAL | |
| 60 | 0 | 0 | | 60 | |
| TEXT BOOKS | | | | | |
| 15. James A.F. Stoner, Edward Freeman R. and Daniel R. Gilbert, Management, 6 th Edition, Pearson Education, 2018. 16. Ricky W. Griffin, Management, Cengage India, 2017. 17. Stephen P. Robbins, Mary Coulter and David De Decenzo, Fundamentals of Management, 9 th Edition, Pearson Education India, 2016. 18. Stephen P. Robbins, Mary Coulter, Yusuf Sidani and Dima Jamali S, Management, Arab World 2 nd Edition, Pearson Education, 2015. | | | | | |
| REFERENCES | | | | | |
| 21. P.C. Tripathi and P.N Reddy, Principles of Management, 7 th Edition, McGraw Hill, 2021 22. L.M. Prasad, Principles and Practice of Management, Sultan Chand & Sons, 2021 23. C.B.Gupta and Shruthi Mathur, Management Principles and Applications, 8 th Edition, Scholar Tech Press, 2022 | | | | | |

| |
|---|
| 24. Harold Koontz, Hienz Weihrich and Mark V. Cannice, Essentials of Management, McGraw Hill, 11 th Edition, 2020. |
| WEB RESOURCES |
| 16. https://www.toolshero.com/management/14-principles-of-management/ |
| 17. https://open.umn.edu/opentextbooks/textbooks/693 |
| 18. https://open.umn.edu/opentextbooks/textbooks/34 |
| 19. https://openstax.org/subjects/business |
| 20. https://blog.hubspot.com/marketing/management-principles |

Table 1: Mapping of COs with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO 1 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 2 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 |
| CO 3 | 3 | 0 | 2 | 0 | 2 | 2 | 0 | 0 | 0 |
| CO 4 | 3 | 0 | 2 | 0 | 2 | 2 | 0 | 0 | 0 |
| CO 5 | 3 | 0 | 2 | 0 | 0 | 0 | 3 | 0 | 0 |
| Total | 15 | 0 | 10 | 0 | 6 | 4 | 3 | 0 | 0 |
| Scaled to 0,1,2,3 | 3 | 0 | 2 | 0 | 2 | 1 | 1 | 0 | 0 |

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|---|---|----------|-----------|---------------|--------------|
| COURSE CODE | XDM104 | L | T | P | C |
| COURSE NAME | ACCOUNTING FOR MANAGERS I | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4: 0 : 0 | 4 | 0 | 0 | 4 |
| LEARNING OBJECTIVE | | | | | |
| 16. To impart knowledge about basic concepts of accounting and its applications | | | | | |
| 17. To analyze and interpret financial reports of a company | | | | | |
| 18. To understand the gross profit and net profit earned by organization | | | | | |
| 19. To foster knowledge on Hire Purchase system | | | | | |
| 20. To understand the procedures of Accounting under Single entry system. | | | | | |
| COURSE OUTCOMES | | | | Domain | Level |
| CO1 | Apply knowledge about basic concepts of accounting and its applications | | Cognitive | Applying | |
| CO2 | Identify subsidiary book, statement and error rectification of a company | | Cognitive | Applying | |
| CO3 | Construct final report of an organisation | | Cognitive | Applying | |
| CO4 | Explain Hire Purchase system | | Cognitive | Understanding | |
| CO5 | Compare the procedures of accounting under single entry system | | Cognitive | Understanding | |
| UNIT I-INTRODUCTION | | | | | 12 |
| Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance | | | | | |
| UNIT II – BOOKS | | | | | 12 |
| Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account | | | | | |
| UNIT III – FINAL ACCOUNTS | | | | | 12 |
| Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital. | | | | | |
| UNIT IV- HIRE PURCHASE SYSTEM | | | | | 12 |

| | | | |
|---|-----------------|------------------|--------------|
| Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System. | | | |
| UNIT V – ENTRY SYSTEM | | | 12 |
| Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 60 | 0 | 0 | 60 |
| TEXT BOOKS | | | |
| 16. D.K. Goel, Rajesh Goel and Shelly Goel, Fundamentals of Financial Accounting, 8 th Edition, Arya Publications, 2018 | | | |
| 17. S.P. Jain, K.L. Narang, Simmi Agrawal and Monika Sehgal, Financial Accounting, Kalyani Publishers, 2020 | | | |
| 18. R. Rakesh Shankar and S. Manikandan, Financial Accounting, SCITECH, 3 rd Edition. | | | |
| 19. S.M. Shukla and K.L. Gupta, Advanced Accounting, Sahitya Bhawan Publications, 2022 | | | |
| 20. P.C. Tulsian, Bharat Tulsian and Tushar Tulsian, Financial Accounting, S. Chand Publishing, 2023 | | | |
| REFERENCES | | | |
| 16. TS Reddy and A.Murthy, Financial Accounting, Margham Publications, 2019 | | | |
| 17. David Kolitz, Financial Accounting, Taylor and Francis, 2017 | | | |
| 18. M.N. Arora, Accounting for Management, Himalaya Publications House, 2019 | | | |
| 19. S.N. Maheswari, Financial Accounting, Vikas Publishing House, 2018 | | | |
| 20. T. Horngren Charles, L. Sundern Gary and A. Elliott John, Introduction to Financial Accounting, Pearson Publications, 2017 | | | |
| WEB RESOURCES | | | |
| 16. https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf | | | |
| 17. https://www.drnishikantjha.com/booksCollection/AccountingforManagementforMBA.pdf | | | |
| 18. https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles | | | |
| 19. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system | | | |
| 20. https://www.profitbooks.net/what-is-depreciation | | | |

Table 1: Mapping of Cos with POs

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

1-5 →1, 6 – 10 →2, 11-15 →3

| | | | | | |
|--|---|---------------|----------|---------------|----------|
| COURSE CODE | XDM105 | L | T | P | C |
| COURSE NAME | BASICS OF EVENT MANAGEMENT | 2 | 0 | 0 | 2 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 2 : 0 : 0 | 2 | 0 | 0 | 2 |
| LEARNING OBJECTIVE | | | | | |
| 16. To know the basic of event management its concepts | | | | | |
| 17. To make an event design | | | | | |
| 18. To make feasibility analysis for event. | | | | | |
| 19. To understand the 5 Ps of Event Marketing | | | | | |
| 20. To know the financial aspects of event management and its Promotion. | | | | | |
| COURSE OUTCOMES | | Domain | | Level | |
| CO1 | Explain basics of event management | Cognitive | | Understanding | |
| CO2 | Explain designing of events | Cognitive | | Understanding | |

| | | | |
|---|---|------------------|---------------|
| CO3 | Explain feasibility of organising an event | Cognitive | Understanding |
| CO4 | Explain marketing & promotion of event | Cognitive | Understanding |
| CO5 | Explain event budgeting | Cognitive | Understanding |
| UNIT I-INTRODUCTION | | | 6 |
| Introduction: Event Management – Definition, Need, Importance, Activities. | | | |
| UNIT II – EVENT DESIGN | | | 6 |
| Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design | | | |
| UNIT III – EVENT FEASIBILITY | | | 6 |
| Event Feasibility: Resources – Feasibility, SWOT Analysis | | | |
| UNIT IV- EVENT PLANNING AND PROMOTION | | | 6 |
| Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations | | | |
| UNIT V – EVENT BUDGET | | | 6 |
| Event Budget – Financial Analysis – Event Cost – Event Sponsorship | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 30 | 0 | 0 | 30 |
| TEXT BOOKS | | | |
| 13. Devesh Kishore and Ganga Sagar Singh, Event Management: A Booming Industry and an Eventful Career, Har-Anand Publications, 2019 | | | |
| 14. Swarup K. Goyal, Event Management, Adhyayan Publisher, 2013 | | | |
| 15. Savita Mohan, Event Management Public Relations, Enkay Publishers, 2011 | | | |
| 16. Lynn Van Der Wagen and Lauren White, Event Management, Cengage, 2018 | | | |
| REFERENCES | | | |
| 13. Krishna Chaudhary, Event Management, Bio-Green Publishers, 2023 | | | |
| 14. Anton Shone and Bryn Parry, Successful Event Management, 5 th Edition, Cengage, 2019 | | | |
| 15. Razaq Raj, Paul Walters and Tahir Rashid, Event management: Principles and Practice, 3 rd Edition, Sage Publications, 2017 | | | |
| 16. Judy Allen, Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management, Wiley Publishers, 2003 | | | |
| WEB RESOURCES | | | |
| 22. https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf | | | |
| 23. https://www.inderscience.com/jhome.php?jcode=ijhem | | | |
| 24. International Journal of Hospitality & Event Management | | | |
| 25. https://www.emeraldgrouppublishing.com/journal/ijefm | | | |
| 26. International Journal of Event and Festival Management | | | |
| 27. https://www.eventbrite.com/blog/?s=roundup | | | |
| 28. https://www.eventindustrynews.com/ | | | |

Table 1: Mapping of COs with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO 2 | 3 | 0 | 2 | 0 | 2 | 2 | 0 | 0 | 0 |
| CO 3 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 |
| CO 4 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 |
| CO 5 | 3 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |
| Total | 15 | 0 | 6 | 0 | 8 | 2 | 0 | 0 | 0 |

| | | | | | | | | | |
|-------------------|---|---|---|---|---|---|---|---|---|
| Scaled to 0,1,2,3 | 3 | 0 | 2 | 0 | 2 | 1 | 0 | 0 | 0 |
|-------------------|---|---|---|---|---|---|---|---|---|

1-5 →1, 6-10 →2, 11-15 →3

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

| | | | | | |
|--|---|------------------|---------------|----------|--------------|
| COURSE CODE | XDM106 | L | T | P | C |
| COURSE NAME | MANAGERIAL COMMUNICATION | 2 | 0 | 0 | 2 |
| PREREQUISITE | Nil | L | T | P | H |
| C:P:A | 2:0:0 | 2 | 0 | 0 | 2 |
| LEARNING OBJECTIVE | | | | | |
| 1.To educate students role & importance of communication skills 2. To build their listening, reading. Writing &speaking communication skills 3.To introduce the modern communication for managers 4.To understand these skills required for facing interview 5.To facilitate the students to understand the concept to Communication | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain communication process and its barriers | Cognitive | Understanding | | |
| CO2 | Explain business letter in different scenarios | Cognitive | Understanding | | |
| CO2 | Explain oral communications skills & conducting interviews | Cognitive | Understanding | | |
| CO4 | Explain the managerial writing for business communication | Cognitive | Understanding | | |
| CO5 | Explain the usage of modern communication tools and its significance for managers | Cognitive | Understanding | | |
| UNIT I- INTRODUCTION | | | | | 6 |
| Definition –Methods –Types–Principles of effective Communication –Barriers to Communication - Communication etiquette | | | | | |
| UNIT II – LETTER | | | | | 6 |
| Business letters- Layout- Kinds of Business Letters: application.offer,acceptance/acknowledgementandpromotionletters.BusinessDevelopmentLetters- Enquiry,replies,Order,Sales,circulars,Grievances. | | | | | |
| UNIT III – INTERVIEW | | | | | 6 |
| Interviews- Direct, telephonic & virtual interviews- Group discussion- Presentation skills- body language | | | | | |
| UNIT IV- REPORT | | | | | 6 |
| Communication through reports – Agenda- Minutes of Meeting – Resume writing | | | | | |
| UNIT V – TRENDS | | | | | 6 |
| Modern Forms of communication: podcast, E-mail, Virtual meetings- Websites and their use in Business- Social media – Professional Networking sites | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | | TOTAL |
| 30 | 0 | 0 | | | 30 |
| TEXTBOOKS | | | | | |
| 1..KrishanMohanandMeenaBanerji,DevelopingCommunicatinnSkills,2ndEdition,Trinity Press,2017 | | | | | |
| 2.MallikaNawal,BusinessCommunication,2ndEdition,CengageIndia2019 | | | | | |
| 3.CourtlandL.Bovee.JohnYr.Thill.RoshanLalRaina,BusinessCom:nunicationTodav | | | | | |

Table 1: Mapping of COs with Pos

| | PO 1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|
| CO 1 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| CO 2 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| CO 3 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| CO 4 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| CO 5 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| Total | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 | 0 |
| Scaled to | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |

1 – 5 → 1, 6-10 → 2, 11 – 15 → 3

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

| | | | | | |
|---|---|------------------|---------------|--------------|-----------|
| COURSE CODE | XDME01 | L | T | P | C |
| COURSE NAME | MANAGERIAL ECONOMICS | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| LEARNING OBJECTIVE | | | | | |
| 11. To familiarize students with concepts of economics and its relevance in business scenario | | | | | |
| 12. To understand the applications & implications of economics in decision-making and problem solving. | | | | | |
| 13. To Understand the optimal point of cost analysis and production factors of the firm. | | | | | |
| 14. To describe the pricing strategies that are consistent with evolving marketing needs | | | | | |
| 15. To Provide insights to the various market structures in an economy. | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain the various economic concepts in individual & business decisions. | Cognitive | Understanding | | |
| CO2 | Explain demand concepts, underlying theories and identify demand forecasting techniques. | Cognitive | Understanding | | |
| CO3 | Explain production, cost and supply analysis for business decision making | Cognitive | Understanding | | |
| CO4 | Explain pricing strategies | Cognitive | Understanding | | |
| CO5 | Explain market under competitive scenarios. | Cognitive | Understanding | | |
| UNIT I-INTRODUCTION | | | | | 09 |
| Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm. | | | | | |
| UNIT II – DEMAND ANALYSIS | | | | | 09 |
| Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting. | | | | | |
| UNIT III – PRODUCTION AND COST ANALYSIS | | | | | 09 |
| Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis. | | | | | |
| UNIT IV- PRICING METHODS | | | | | 09 |
| Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination | | | | | |
| UNIT V – MARKET CLASSIFICATION | | | | | 09 |
| Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | TOTAL | |

| | | | |
|---|---|---|----|
| 45 | 0 | 0 | 45 |
| TEXT BOOKS | | | |
| 9. ShagaNarayanabharathiArjun Kumar and Gaddam Jimmy Corton, Managerial Economics, Notion Press, 2020 | | | |
| 10. Michael R. Baye, Jeffrey T. Prince, Managerial Economics and Business Strategy, 8 th Edition, McGraw Hill Education, 2017 | | | |
| 11. D.M. Mithani, Managerial Economics Theory and Applications, Himalaya Publishing House, 2017 | | | |
| 12. P.L. Mehta, Managerial Economics, Sultan Chand & Sons, 2016 | | | |
| REFERENCES | | | |
| 11. S. Sankaran, Managerial Economics, Margham Publication, 2019 | | | |
| 12. Thomas and Maurice, Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 2017 | | | |
| 13. D.N. Dwivedi, Managerial Economics, Vikas Publishing House, 2015 | | | |
| 14. H.L. Ahuja, Managerial Economics, S. Chand, 2017 | | | |
| 15. Dominick Salvatore, Managerial Economics: Principles and Worldwide Applications, Oxford University Press, 2016 | | | |
| WEB RESOURCES | | | |
| 11. https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597 | | | |
| 12. http://www.simplynotes.in/e-notes/mbabba/managerial-economics/ | | | |
| 13. https://businessjargons.com/determinants-of-elasticity-of-demand.html | | | |
| 14. http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134 | | | |
| 15. https://www.intelligenteconomist.com/profit-maximization-rule/ | | | |

| | | | | | | |
|--|---|-----------------------|----------|----------------------|------------|----------|
| COURSE CODE | XUM001 | L | T | P | S | C |
| COURSE NAME | HUMAN ETHICS, VALUES, RIGHTS AND GENDER EQUALITY | 1 | 0 | 0 | 1 | 1 |
| PREREQUISITES | Not Required | L | T | P | S | H |
| C:P:A | 0.8:0.1:0.1 | 1 | 0 | 0 | 1 | 2 |
| COURSE OUTCOMES | | Domain | | Level | | |
| CO1 | <i>Relate</i> and <i>Interpret</i> the human ethics and human relationships | Cognitive | | Remember, Understand | | |
| CO2 | <i>Explain</i> and <i>Apply</i> gender issues, equality and violence against women | Cognitive | | Understand, Apply | | |
| CO3 | <i>Classify</i> and <i>Develop</i> the identify of women issues and challenges | Cognitive & Affective | | Analyze Receive | | |
| CO4 | <i>Classify</i> and <i>Dissect</i> human rights and report on violations. | Cognitive | | Understand, Analyze | | |
| CO5 | <i>List</i> and <i>respond</i> to family values, universal brotherhood, fight against corruption by common man and good governance. | Cognitive & Affective | | Remember, Respond | | |
| UNIT I HUMAN ETHICS AND VALUES | | | | | 3+3 | |
| HUMAN ETHICS AND VALUES | | | | | | |
| Human Ethics and values - Family and Society, Social service, Social Justice, Integrity, Caring and Sharing, Honesty and Courage, Time Management, Co-operation, Commitment, Sympathy and Empathy, Self respect, Self-Confidence, Personality Development | | | | | | |
| UNIT IIGENDER EQUALITY | | | | | 3+3 | |
| Gender Discrimination in society and in family, Gender equity, equality, and empowerment. Social and Economic Status of Women in India in Education, Health, Employment, Definition of HDI, GDI and GEM. Contributions of Dr.B.R. Ambethkar, ThanthaiPeriyar and Phule to Women Empowerment. | | | | | | |
| UNIT IIIWOMEN ISSUES AND CHALLENGES | | | | | 3+3 | |

| | | | |
|--|------------------------|-------------------|--------------|
| Women Issues and Challenges- Female Infanticide and Feticide, Violence against women, Domestic violence, Sexual Harassment, Trafficking, Remedial Measures – Acts related to women: Political Right, Property Rights, and Rights to Education, Dowry Prohibition Act. | | | |
| UNIT IV | HUMAN RIGHTS | | 3+3 |
| Human Rights and Duties, Universal Declaration of Human Rights (UDHR), Civil, Political, Economical, Social and Cultural Rights, Rights against torture, Forced Labour, Child helpline- Intellectual Property Rights (IPR) and its types. National Policy on occupational safety and health. | | | |
| UNIT V | GOOD GOVERNANCE | | 3+3 |
| Good Governance - Democracy, People's Participation, Transparency in governance and audit, Corruption, Impact of corruption on society and Remedial measures, Government system of Redressal. Creation of People friendly environment and universal brotherhood. | | | |
| | LECTURE | SELF STUDY | TOTAL |
| | 15 | 15 | 30 |
| REFERENCES | | | |
| <ol style="list-style-type: none"> 1. Aftab A, (Ed.), Human Rights in India: Issues and Challenges, (New Delhi: Raj Publications, 2012). 2. Bajwa, G.S. and Bajwa, D.K. Human Rights in India: Implementation and Violations (New Delhi: D.K. Publications, 1996). 3. Chatrath, K. J. S., (ed.), Education for Human Rights and Democracy (Shimala: Indian Institute of Advanced Studies, 1998). 4. Jagadeesan. P. Marriage and Social legislations in Tamil Nadu, Chennai: Elachiapen Publications, 1990). 5. Kaushal, Rachna, Women and Human Rights in India (New Delhi: Kaveri Books, 2000) 6. Mani. V. S., Human Rights in India: An Overview (New Delhi: Institute for the World Congress on Human Rights, 1998). 7. Singh, B. P. Sehgal, (ed) Human Rights in India: Problems and Perspectives (New Delhi: Deep and Deep, 1999). 8. Veeramani, K. (ed) Periyar on Women Right, (Chennai: Emerald Publishers, 1996) 9. Veeramani, K. (ed) Periyar Feminism, (Periyar Maniammai University, Vallam, Thanjavur: 2010). 10. 10.Planning Commission report on Occupational Health and Safety | | | |

Table 1 : Mapping of COs with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| CO1 | | | | | | | | 2 | | | | | | |
| CO2 | | | | | | | | 3 | 1 | | | | | |
| CO3 | | | | | | | | 2 | | | | | | |
| CO4 | | | | | | | | 3 | | 2 | | | | |
| CO5 | | | | | | | | 3 | 2 | 2 | | 2 | | |
| Total | | 2 | | | | | | 13 | 3 | 4 | | 2 | | |
| Scaled | | 1 | | | | | | 3 | 1 | 1 | | 1 | | |

1 – 5 → 1, 6-10 → 2, 11 – 15 → 3

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

SEMESTER II

| | | | | | |
|---|---|------------------|----------|---------------|----------|
| COURSE CODE | XDME02 | L | T | P | C |
| COURSE NAME | INTERNATIONAL BUSINESS | 3 | 0 | 0 | 3 |
| PREREQUISITE: | Nil | L | T | P | H |
| LEARNING OBJECTIVE: | | | | | |
| 11. To familiarize students with basic concepts of International Business | | | | | |
| 12. To impart knowledge about theories of international trade. | | | | | |
| 13. To know the concepts of foreign exchange market and foreign direct investment | | | | | |
| 14. To understand the global environment | | | | | |
| 15. To gain knowledge on the Contemporary Issues of International Business | | | | | |
| C:P:A | 3 : 0 : 0 | 3 | 0 | 0 | 3 |
| COURSE OUTCOMES | | Domain | | Level | |
| CO1 | Explain the modes of entry to International Business | Cognitive | | Understanding | |
| CO2 | Explain international trade theories | Cognitive | | Understanding | |
| CO3 | Explain Foreign exchange market and FDI | Cognitive | | Understanding | |
| CO4 | Outline the Global Business Environment | Cognitive | | Understanding | |
| CO5 | Identify the relevance of international institutions and trading blocs | Cognitive | | Understanding | |
| UNIT I – INTRODUCTION | | | | | 9 |
| Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs | | | | | |
| UNIT II – THEORIES – FOREIGN TRADE | | | | | 9 |
| Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory. | | | | | |
| UNIT III – FOREIGN INVESTMENTS | | | | | 9 |
| Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries. | | | | | |
| UNIT IV- DRIVERS | | | | | 9 |
| Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers | | | | | |
| UNIT V – REGIONAL GROUPS | | | | | 9 |
| Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | TOTAL | |
| 45 | 0 | 0 | | 45 | |
| TEXTBOOK | | | | | |
| 8. C.B. Gupta, International Business, S Chand, 2020 | | | | | |
| 9. Charles W.L. Hill, International Business: Competing in the Global Marketplace, 13 th Edition, McGraw Hill, 2023 | | | | | |
| 10. Francis Cherunilam, International Business: Text and Cases, 6 th Edition, PHI Learning, 2020 | | | | | |
| 11. Justin Paul, International Business, 6 th Edition, PHI Learning, 2013 | | | | | |

Table 1: Mapping of Cos with Pos

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO 2 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO 3 | 3 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 1 |
| CO 4 | 3 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 1 |
| CO 5 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Total | 15 | 8 | 0 | 0 | 4 | 0 | 0 | 0 | 5 |
| | 3 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |

1-5 →1, 6 – 10 →2, 11-15 →3

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

| | | | | | |
|--|---|------------------|---------------|--------------|-----------|
| COURSE CODE | XDM203 | L | T | P | C |
| COURSE NAME | MARKETING MANAGEMENT | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4 : 0 : 0 | 4 | 0 | 0 | 4 |
| LEARNING OBJECTIVE | | | | | |
| 6. To understand the marketplace. | | | | | |
| 7. To identify the market segmentation and the Product mix. | | | | | |
| 8. To select the different pricing methods and channels of distribution | | | | | |
| 9. To know the communication mix and sales promotion tools | | | | | |
| 10. To prepare according to the latest trends in market | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Explain the core concepts of Marketing and its mix. | Cognitive | Understanding | | |
| CO2 | Outline market segmentation, nature of product and PLC | Cognitive | Understanding | | |
| CO3 | Explain pricing methods | Cognitive | Understanding | | |
| CO4 | Explain the importance of various media | Cognitive | Understanding | | |
| CO5 | Explain sales force and applications of digital marketing. | Cognitive | Understanding | | |
| UNIT I-INTRODUCTION | | | | | 12 |
| Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions | | | | | |
| UNIT II – SEGMENTATION & PRODUCT | | | | | 12 |
| Segmentation – Need And Basis of Segmentation -Targeting – Positioning Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. New Product Development Process - Product Life Cycle. Branding – Packaging. | | | | | |
| UNIT III – PRICING & DISTRIBUTION | | | | | 12 |
| Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems. | | | | | |
| UNIT IV- PROMOTION | | | | | 12 |
| A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance. | | | | | |
| UNIT V – SALES | | | | | 12 |
| Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force– Digital Marketing: Introduction- Applications & Benefits | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | TOTAL | |

| 60 | 0 | 0 | 60 |
|---|---|---|----|
| TEXT BOOKS | | | |
| 11. Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri and Ehsan ul Haque, Principles of Marketing: A South Asian Perspective, 13 th Edition, Pearson Education, 2017 | | | |
| 12. Rajan Saxena, Marketing Management, 6 th Edition, McGraw Hill, 2019 | | | |
| 13. L. Natarajan, Marketing Management, Margham Publications, 2017 | | | |
| 14. J. P. Mahajan and Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2016 | | | |
| 15. K. Karunakaran, Marketing Management, Himalaya Publishing House, 2023 | | | |
| REFERENCES | | | |
| 13. Philip Kotler, Marketing Management, 11th edition, Pearson Education, 2003 | | | |
| 14. V.S. Ramaswamy and S. Namakumari, Principles of Marketing, Macmillan India, 1994 | | | |
| 15. Harsh V Verma and Ekta Duggal, Marketing, Oxford University Press, 2015 | | | |
| 16. C. N. Sontakki, Marketing Management, 7 th Edition, Kalyani Publishers, 2016 | | | |
| WEB RESOURCES | | | |
| 11. http://eprints.stiperdharma.wacana.ac.id/24/1/Phillip_Kotler_Marketing_Management_14th_Edition_Book.pdf | | | |
| 12. https://mrcet.com/downloads/MBA/digitalnotes/Marketing_Management.pdf | | | |
| 13. https://www.enotesmba.com/2013/01/marketing-management-notes.html | | | |
| 14. Industrial Marketing Management Journal ScienceDirect.com by Elsevier | | | |
| 15. Journal of Marketing Management Taylor & Francis Online (tandfonline.com) | | | |

Table1 1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO 1 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO 2 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO 3 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 |
| CO 4 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 1 |
| CO 5 | 3 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 1 |
| Total | 15 | 0 | 10 | 0 | 4 | 0 | 0 | 0 | 5 |
| | 3 | 0 | 2 | 0 | 1 | 0 | 0 | 0 | 1 |

1-5 □ 1, 6– 10 □ 2, 11-15 □ 3 0 – No relation, 1 – Low relation, 2 – Medium relation, 3- High relation

| | | | | | |
|--|--|----------|----------|---------------|---------------|
| COURSE CODE | XDM204 | L | T | P | C |
| COURSE NAME | ACCOUNTING FOR MANAGERS II | 4 | 0 | 0 | 4 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 4 : 0 : 0 | 4 | 0 | 0 | 4 |
| LEARNING OBJECTIVE | | | | | |
| 6. To provide basic understanding of cost concepts and classification. | | | | | |
| 7. To develop skills in tools & techniques and critically evaluate decision making in business. | | | | | |
| 8. To understand various ratios and cash flow related to finance | | | | | |
| 9. To recognize the role of budgets and variance as a tool of planning and control. | | | | | |
| 10. To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios | | | | | |
| COURSE OUTCOMES | | | | Domain | Level |
| CO1 | Explain cost sheet & write comments. | | | Cognitive | Understanding |
| CO2 | Compare cost, management & financial accounting | | | Cognitive | Understanding |
| CO3 | Choose various ratios and compare with standards to assess deviations | | | Cognitive | Applying |

| | | | |
|---|---|------------------|--------------|
| CO4 | Develop budget and use budgetary control | Cognitive | Applying |
| CO5 | Identify marginal costing and its components | Cognitive | Applying |
| UNIT I-COST ACCOUNTING | | | 12 |
| Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – cost sheets – Tenders & Quotation | | | |
| UNIT II – MANAGEMENT ACCOUNTING | | | 12 |
| Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis. | | | |
| UNIT III – RATIO ANALYSIS | | | 12 |
| Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement. | | | |
| UNIT IV- BUDGETS | | | 12 |
| Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget | | | |
| UNIT V – MARGINAL COSTING | | | 12 |
| Marginal Costing – CVP analysis – Break even analysis | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 60 | 0 | 0 | 60 |
| TEXT BOOKS | | | |
| 5. R.L. Gupta and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2013 6. A. Murthy and S. Gurusamy, Management Accounting. 2 nd Edition, McGraw Hill, 2009 7. S.P. Jain and K.L. Narang, Advanced Accountancy (Vol 2). Kalyani, 2007 8. S.N. Maheshwari, Suneel K. Maheshwari and Sharad K. Maheshwari, Advanced Accountancy (Vol 2), 11 th Edition, Vikas Publishing, 2018 | | | |
| REFERENCES | | | |
| 6. T. S. Reddy and Hari Prasad Reddy, Management Accounting, Margham Publication, 2016 7. Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications, 2015. 8. Horngren Sunderu Stratton, Introduction to Management Accounting, Pearson Education,2013. 9. Rajiv Kumar Goel and Ishaan Goel, Concept Building Approach to Management Accounting, 2019 10. Colin Drury, Management and Cost Accounting, Cengage, 2015 | | | |
| WEB RESOURCES | | | |
| 6. https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/ 7. https://efinancemanagement.com/financial-accounting/management-accounting 8. http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859 9. https://www.wallstreetmojo.com/ratio-analysis/ 10. http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656 | | | |

Table1 1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3 | 0 | 2 | 0 | 3 | 0 | 0 | 0 | 1 |
| CO2 | 3 | 2 | 2 | 0 | 3 | 0 | 0 | 0 | 1 |
| CO3 | 3 | 2 | 2 | 0 | 3 | 0 | 0 | 0 | 1 |
| CO4 | 3 | 0 | 2 | 0 | 3 | 0 | 0 | 0 | 1 |
| CO5 | 3 | 0 | 2 | 0 | 3 | 0 | 0 | 0 | 1 |

| | | | | | | | | | |
|--------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Total | 15 | 4 | 10 | 0 | 15 | 0 | 0 | 0 | 5 |
| | 3 | 1 | 2 | 0 | 3 | 0 | 0 | 0 | 1 |

1-5 →1, 6 – 10 →2, 11-15 →3

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

Relation, 2 – Medium relation, 3- High relation

| | | | | | |
|--|--|------------------|---------------|--------------|----------|
| COURSE CODE | XDM205 | L | T | P | C |
| COURSE NAME | MANAGERIAL SKILL DEVELOPMENT | 2 | 0 | 0 | 2 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 2: 0 : 0 | 2 | 0 | 0 | 2 |
| LEARNING OBJECTIVE | | | | | |
| 6. To improve the self-confidence, groom the personality and build emotional competence | | | | | |
| 7. To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change. | | | | | |
| 8. To assess the Emotional intelligence | | | | | |
| 9. To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions | | | | | |
| 10. To improve professional etiquettes | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Classify the personal qualities that are needed to sustain in the world of work. | Cognitive | Understanding | | |
| CO2 | Explain advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change. | Cognitive | Understanding | | |
| CO3 | Explain practical management skills that are of immediate use in management or leadership positions. | Cognitive | Understanding | | |
| CO4 | Summarize critical-thinking and analytical skills to investigate complex business problems to propose viable solutions. | Cognitive | Understanding | | |
| CO5 | Outline persuasive presentations that reveal strong written and oral communication skills needed in the workplace. | Cognitive | Understanding | | |
| UNIT I-INTRODUCTION | | | | | 6 |
| Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills | | | | | |
| UNIT II – SELF ESTEEM | | | | | 6 |
| Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence. | | | | | |
| UNIT III – EMOTIONAL INTELLIGENCE | | | | | 6 |
| Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model. | | | | | |
| UNIT IV- THINKING SKILLS | | | | | 6 |
| Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation. | | | | | |
| UNIT V – COMMUNICATION | | | | | 6 |
| Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes. | | | | | |
| LECTURE | TUTORIAL | PRACTICAL | | TOTAL | |

| | | | |
|---|----------|----------|-----------|
| 30 | 0 | 0 | 30 |
| TEXT BOOKS | | | |
| 6. Arora Abhishek, Managerial Skill Development, Kalyani Publishers, 2010 | | | |
| 7. Mukta Goyal, Managerial Skill Development, Notion Press, 2022 | | | |
| 8. K. Alex, Managerial Skills, S.Chand, 2015 | | | |
| 9. Cynthia Menezes Prabhu, Managerial Skills 2, Pen to Print Publishing, 2022 | | | |
| 10. Kevin Gallagher, Skills Development for Business and Management Students, Oxford University Press, 2013 | | | |
| REFERENCES | | | |
| 11. G. Joshi, Campus to Corporate: Your Roadmap to Employability, Sage Publication, 2015 | | | |
| 12. E.H. McGrath, Basic Managerial Skills, 9 th Edition, Prentice Hall India, 2011 | | | |
| 13. D. Whetten, Developing Management Skills, Prentice Hall India, 2011 | | | |
| 14. P. Varshney and A. Dutta, Managerial Skill Development, Alfa Publications, 2012 | | | |
| 15. Sumeet Suseelan, EQ- Soft skills for Corporate Career, Penman Books, 2022 | | | |

Table1 1: Mapping of Cos with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CO 1 | 3 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 1 |
| CO 2 | 3 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 1 |
| CO 3 | 3 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 1 |
| CO 4 | 3 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 1 |
| CO 5 | 3 | 0 | 2 | 3 | 0 | 0 | 0 | 0 | 1 |
| Total | 15 | 0 | 10 | 11 | 0 | 0 | 0 | 0 | 5 |
| | 3 | 0 | 2 | 3 | 0 | 0 | 0 | 0 | 1 |

1-5 →1, 6 – 10 →2, 11-15 →3

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

| | | | | | |
|---|--|---------------|---------------|----------|----------|
| COURSE CODE | XDM206 | L | T | P | C |
| COURSE NAME | BUSINESS ETIQUETTE AND CORPORATE GROOMING | 2 | 0 | 0 | 2 |
| PREREQUISITE: | Nil | L | T | P | H |
| C:P:A | 2 : 0 : 0 | 2 | 0 | 0 | 2 |
| LEARNING OBJECTIVE | | | | | |
| 6. To impart knowledge about basic etiquettes in professional conduct | | | | | |
| 7. To provide understanding about the workplace courtesy and ethical issues involved | | | | | |
| 8. To suggest on guidelines in managing rude and impatient clients | | | | | |
| 9. To familiarize students about significance of cultural sensitivity and the relative business attire | | | | | |
| 10. To stress on the importance of attire | | | | | |
| COURSE OUTCOMES | | Domain | Level | | |
| CO1 | Describe basic concepts of business etiquette and corporate grooming. | Cognitive | Understanding | | |
| CO2 | Outline the etiquette and grooming standards followed in business environment and the significance of communication | Cognitive | Understanding | | |
| CO3 | Explain cultural awareness and moral practices in real life workplace scenarios | Cognitive | Understanding | | |
| CO4 | Explain workplace courtesy and resolving ethical issues with respect to etiquette and grooming for success | Cognitive | Understanding | | |
| CO5 | Explain professionalism in the workplace considering diversity and courtesy | Cognitive | Understanding | | |
| UNIT I-INTRODUCTION | | | | | 6 |
| Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting and greeting scenarios- principles of exceptional work behavior- role of good manners in business - professional conduct and personal spacing. | | | | | |
| UNIT II – WORKPLACE COURTESY | | | | | 6 |

| | | | |
|---|-----------------|------------------|--------------|
| Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer’s perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment- conflict resolution strategies - Choosing appropriate gift in the business environment - real lifeworkplace scenarios - company policy for business etiquette | | | |
| UNIT III – TELEPHONE ETIQUETTE | | | 6 |
| Telephone Etiquette, email etiquette and Disability Etiquette | | | |
| Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices | | | |
| UNIT IV- DIVERSITY | | | 6 |
| Diversity and Cultural Awareness at Workplace Impact of diversity - Cultural Sensitivity - Taboos and Practices - Inter - Cultural Communication | | | |
| UNIT V – BUSINESS ATTIRE | | | 6 |
| Business Attire and Professionalism Business style and professional image- dress code- guidelines for appropriate business attire- grooming for success. | | | |
| LECTURE | TUTORIAL | PRACTICAL | TOTAL |
| 30 | 0 | 0 | 30 |
| TEXT BOOKS | | | |
| 6. Sarvesh Gulati, Corporate Grooming and Etiquette, Rupa, 2010 7. John Chibaya Mbuya and Bulelwa Monica Maphela, Grooming and Etiquette for Corporate Men and Women, Lambert Academic Publishing, 2010 8. Myka Meier, Business Etiquette Made Easy: The Essential Guide to Professional Success, Skyhorse, 2020 9. Peggy Post and Peter Post, Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success, William Morrow, 2005 10. Shital Kakkar Mehra, Business Etiquette: A Guide for the Indian Professional, Harper Collins Publisher, 2012 | | | |
| REFERENCES | | | |
| 11. Raghu Palat, Indian Business Etiquette, Jaico Publishers, 2008 12. Nina Kochhar, At Ease with Etiquette, Health Harmony, 2011 13. Nimeran Sahukar and Prem P. Bhalla, The Book of Etiquette and Manners, Pustak Mahi Publishers, 2004 14. Sarvesh Gulati, Corporate Grooming and Etiquette, Rupa Publications, 2012 15. Barbara Pachter, The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success, McGraw Hill Education, 2013 | | | |
| WEB RESOURCES | | | |
| 13. http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf 14. https://www.columbustech.edu/skins/userfiles/files/Training_Manual - Business Etiquette (1).pdf 15. https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf 16. wardrobe-nbsp-.pdf 17. https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm 18. https://wikieducator.org/Business_etiquette_and_grooming | | | |

Table1 1: Mapping of Cos with POs

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

| | | | | | | | | | |
|--------------|----|---|---|---|---|---|---|---|---|
| Total | 15 | 0 | 0 | 9 | 0 | 2 | 0 | 0 | 5 |
| | 3 | 0 | 0 | 2 | 0 | 1 | 0 | 0 | 1 |

1-5 □1, 6 – 10 □2, 11-15 □3

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

| | | | | | | |
|---|---|-----------------|------------------|------------------------|---------------|----------|
| COURSECODE | XUM002 | L | T | SS | P | C |
| COURSENAME | ENVIRONMENTALSTUDIES | 1 | 0 | 1 | 0 | 1 |
| C:P:A | 0.8:0 :0.2 | L | T | SS | P | H |
| | | 1 | 0 | 1 | 0 | 2 |
| COURSEOUTCOMES | | | | DOMAIN | LEVEL | |
| CO1 | Describe the significance of natural resources and explain anthropogenic impacts. | | | Cognitive | Understand | |
| CO2 | Illustrate the significance of ecosystem, biodiversity and natural biogeochemical cycles for maintaining ecological balance. | | | Cognitive | Understand | |
| CO3 | Identify the facts, consequences, preventive measures of major pollutions and recognize the disaster phenomenon. | | | Cognitive Affective | Apply Receive | |
| CO4 | Explain the socio-economic, policy dynamics and practice the Control measures of global issues for sustainable development. | | | Cognitive | Understand | |
| CO5 | Recognize the impact of population and the concept of various welfare programs, and apply the modern technology towards Environmental protection. | | | Cognitive | Understand | |
| UNIT-I-INTRODUCTION TO ENVIRONMENTAL STUDIES AND ENERGY | | | | | | 6 |
| World Environment Day and its need- Forest resources: Use, Deforestation– Water resources: over-utilization of surface and ground water- Mineral resources: Environmental effects of mining– Food resources: Modern agriculture, Fertilizer-Pesticide problems, Water logging, Salinity-Energy resources: Renewable and Non-renewable energy sources; Alternate energy resources Land resources: Land as a resource, land degradation, soil erosion and Desertification -Role Of individual in Conservation of Resources. | | | | | | |
| UNIT-II-ECOSYSTEMS AND BIODIVERSITY | | | | | | 6 |
| Components of an ecosystem – Producers, consumers and decomposers –Biogeochemical cycles- Food chains, Food webs, Structure and Function of the Forest ecosystem and Aquatic ecosystem– Introduction to Biodiversity- Endemic, Extinct and Endangered species- Conservation of Biodiversity: In-situ and Ex-situ conservation. | | | | | | |
| UNIT-III-ENVIRONMENTAL POLLUTION | | | | | | 6 |
| Definition – Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution and Nuclear hazards – Solid waste management: Causes, effects and control measures of industrial wastes – Role of an individual in prevention of pollution – Pollution case studies.. | | | | | | |
| UNIT-IV-SOCIAL ISSUES AND THE ENVIRONMENT | | | | | | 6 |
| Rain water harvesting– Resettlement and Rehabilitation of people, Climate change, Global warming, Acid rain, Ozone layer depletion, Nuclear accidents and Holocaust – Environment Protection Act – Water Act – Wildlife Protection Act – Forest Conservation Act. | | | | | | |
| UNIT-V-HUMAN POPULATION AND THE ENVIRONMENT | | | | | | 6 |
| Population growth, Variation among nations - Population explosion - Environment and Human health- HIV / AIDS – Role of Information Technology (GIS) in Environment and human health – Case studies. | | | | | | |
| | LECTURE | TUTORIAL | PRACTICAL | SELFSTUDY | TOTAL | |
| HOURS | 15 | 0 | 0 | 15 | 30 | |
| TEXTBOOKS | | | | | | |

1. Miller T.G.Jr., Environmental Science, Wadsworth Publishing Co, USA, 2000.
7. Townsend C., Harper J and Michael Begon, Essentials of Ecology, Blackwell Science, UK, 2003
8. Trivedi R. K and P. K. Goel, Introduction to Air Pollution, Techno Science Publications, India, 2003.
9. Disaster mitigation, Preparedness, Recovery and Response, SBS Publishers & Distributors Pvt. Ltd, New Delhi, 2006.
10. Introduction to International disaster management, Butterworth Heinemann, 2006.
11. Gilbert M. Masters,
Introduction to Environmental Engineering and Science, Pearson Education Pvt., Ltd.,
Second Edition, New Delhi, 2004.

REFERENCE BOOKS

13. Trivedi R. K., Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, Vol. I and II, Enviro Media, India, 2009.
14. Cunningham, W. P. Cooper, T. H. Gorhani, Environmental Encyclopedia, Jaico Publ., House, Mumbai, 2001.
15. S. K. Dhameja, Environmental Engineering and Management, S. K. Kataria and Sons, New Delhi, 2012.
16. Sahni, Disaster Risk Reduction in South Asia, PHI Learning, New Delhi, 2003.
17. Sundar, Disaster Management, Sarup & Sons, New Delhi, 2007.
18. G. K. Ghosh, Disaster Management, A. P. H. Publishers, New Delhi, 2006.

ERESOURCES

1. <http://www.e-booksdirectory.com/details.php?ebook=10526>

Table:1 Mapping of COs with POs:

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|---------------------|-----------|----------|----------|----------|----------|----------|----------|----------|-----------|----------|----------|
| CO1 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 0 |
| CO2 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 0 |
| CO3 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 0 |
| CO4 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 0 |
| CO5 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 2 | 2 | 0 | 0 |
| Total | 10 | 0 | 0 | 5 | 0 | 5 | 0 | 2 | 10 | 0 | 0 |
| Scaled Value | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 2 | 0 | 0 |

1 – 5 → 1, 6 – 10 → 2, 11 – 15 → 3

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