

# **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 <b>Blue Color</b>	-	Entrepreneurship
	Words highlighted with <b>Red Color</b>	-	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
<b>M.B.</b> A (	Full Time) 2023	-24 ACADEMIC	CYEAR
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
6	ral (Full Time)	2023 -24 ACADI	EMIC 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 Developmet
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
	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
	112110002	2010 17	Employability, Skill
Advertisement & Sales Promotion	XBA604A	2018-19	Development &Entrepreneurship
Business Research Project	XBA605	2018-19	Employability
	11211000	2010 17	Employability, Skill
Life Skills for Managers	XBA606	2018-19	Development &Entrepreneurship
B.B.A LSC	M (Full Time) 2	023 -24 ACADE	
English	XGE102	2022-23	****
Principles of Management	XLS103	2022-23	Entrepreneurship
Accounting for managers	XLS103	2022-23	Employability
			Employability &Skill
Basics of event management	XLS105	2022-23	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
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Managerial EconomicsXHME012022-23EntrepreneurshipHuman ethics, values, rights and gender equalityXUM0012022-23EmployabilityEnglish IIXGE2022022-23*****International BusinessXHME022022-23EntrepreneurshipMarketing ManagementXHM2032022-23Employability &Accounting for managers IIXHM2042022-23Employability &Managerial Skill DevelopmentXHM2052022-23Employability &Business Etiquette and Corporate GroomingXUM0022023-24Employability &Environmental StudiesXUM0022023-24EmployabilityContemporary Issues in HospitalityXBA3022023-24EmployabilityFundamentals of Financial and Management AccountingXBA3032023-24EmployabilityBusiness StatisticsXBA3042023-24Employability			2022.22	*
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gender equalityXUM0012022-23EmployabilityEnglish IIXGE2022022-23*****International BusinessXHME022022-23EntrepreneurshipMarketing ManagementXHM2032022-23EmployabilityAccounting for managers IIXHM2042022-23Employability &Skill DevelopmentManagerial Skill DevelopmentXHM2052022-23EmployabilityBusiness Etiquette and Corporate GroomingXHM2062022-23Employability &Skill DevelopmentEnvironmental StudiesXUM0022023-24EmployabilityContemporary Issues in HospitalityXBA13012023-24EmployabilityMarketing ManagementXBA3022023-24EmployabilityStatisticsXBA3032023-24Employability		XHME01	2022-23	Entrepreneurship
International BusinessXHME022022-23EntrepreneurshipMarketing ManagementXHM2032022-23EmployabilityAccounting for managers IIXHM2042022-23Employability &Skill DevelopmentManagerial Skill DevelopmentXHM2052022-23EmployabilityBusiness Etiquette and Corporate GroomingXHM2062022-23Employability &Skill DevelopmentEnvironmental StudiesXUM0022023-24EmployabilityContemporary Issues in HospitalityXBA3022023-24EmployabilityMarketing ManagementXBA3022023-24EmployabilityFundamentals of Financial and Management AccountingXBA3032023-24EmployabilityBusiness StatisticsXBA3042023-24Employability	)	XUM001	2022-23	Employability
Marketing ManagementXHM2032022-23EmployabilityAccounting for managers IIXHM2042022-23Employability &Skill DevelopmentManagerial Skill DevelopmentXHM2052022-23EmployabilityBusiness Etiquette and Corporate GroomingXHM2062022-23Employability &Skill DevelopmentEnvironmental StudiesXUM0022023-24EmployabilityContemporary Issues in HospitalityXBA3012023-24EmployabilityMarketing ManagementXBA3022023-24EmployabilityFundamentals of Financial and Management AccountingXBA3032023-24EmployabilityBusiness StatisticsXBA3042023-24Employability	English II	XGE202	2022-23	****
Accounting for managers IIXHM2042022-23Employability &Skill DevelopmentManagerial Skill DevelopmentXHM2052022-23EmployabilityBusiness Etiquette and Corporate GroomingXHM2062022-23Employability &Skill DevelopmentEnvironmental StudiesXUM0022023-24EmployabilityContemporary Issues in HospitalityXBAH3012023-24EmployabilityMarketing ManagementXBA3022023-24EmployabilityFundamentals of Financial and Management AccountingXBA3032023-24EmployabilityBusiness StatisticsXBA3042023-24Employability	International Business	XHME02	2022-23	Entrepreneurship
Accounting for managers IIXHM2042022-23Employability &Skill DevelopmentManagerial Skill DevelopmentXHM2052022-23EmployabilityBusiness Etiquette and Corporate GroomingXHM2062022-23Employability &Skill DevelopmentEnvironmental StudiesXUM0022023-24EmployabilityContemporary Issues in HospitalityXBAH3012023-24EmployabilityMarketing ManagementXBA3022023-24EmployabilityFundamentals of Financial and Management AccountingXBA3032023-24EmployabilityBusiness StatisticsXBA3042023-24Employability	Marketing Management	XHM203	2022-23	Employability
Managerial Skill DevelopmentXHM2052022-23EmployabilityBusiness Etiquette and Corporate GroomingXHM2062022-23Employability &Skill DevelopmentEnvironmental StudiesXUM0022023-24EmployabilityContemporary Issues in HospitalityXBAH3012023-24EmployabilityMarketing ManagementXBA3022023-24EmployabilityFundamentals of Financial and Management AccountingXBA3032023-24EmployabilityBusiness StatisticsXBA3042023-24Employability		XHM204	2022-23	Employability &Skill
Business Etiquette and Corporate GroomingXHM2062022-23Employability &Skill DevelopmentEnvironmental StudiesXUM0022023-24EmployabilityContemporary Issues in HospitalityXBAH3012023-24EmployabilityMarketing ManagementXBA3022023-24EmployabilityFundamentals of Financial and Management AccountingXBA3032023-24EmployabilityBusiness StatisticsXBA3042023-24Employability	Managerial Skill Development	XHM205	2022-23	*
Environmental StudiesXUM0022023-24EmployabilityContemporary Issues in HospitalityXBAH3012023-24EmployabilityMarketing ManagementXBA3022023-24EmployabilityFundamentals of Financial and Management AccountingXBA3032023-24EmployabilityBusiness StatisticsXBA3042023-24Employability	Business Etiquette and Corporate	XHM206	2022-23	Employability &Skill
Contemporary Issues in HospitalityXBAH3012023-24EmployabilityMarketing ManagementXBA3022023-24EmployabilityFundamentals of Financial and Management AccountingXBA3032023-24EmployabilityBusiness StatisticsXBA3042023-24Employability		XUM002	2023-24	1
Marketing ManagementXBA3022023-24EmployabilityFundamentals of Financial and Management AccountingXBA3032023-24EmployabilityBusiness StatisticsXBA3042023-24Employability	Contemporary Issues in			
Fundamentals of Financial and Management AccountingXBA3032023-24EmployabilityBusiness StatisticsXBA3042023-24Employability		XBA302	2023-24	Employability
Management AccountingXBA3032023-24EmployabilityBusiness StatisticsXBA3042023-24Employability				
	Management Accounting			
Commercial Correspondence XBA305 2023-24 Employability				
	Commercial Correspondence	XBA305	2023-24	Employability
Disaster ManagementXUM0032023-24****				****
Financial ManagementXBA4012023-24Employability	Financial Management	XBA401	2023-24	Employability
Human Resource ManagementXBA4022023-24Employability	Human Resource Management	XBA402	2023-24	Employability
Hospitality LawXBAH4032023-24Employability	Hospitality Law	XBAH403	2023-24	Employability
Customer Relationship XBA404 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 Ma	rketing(Full Ti	me) 2023 -24 ACA	ADEMIC 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

		SEMESI	EKI				
COURS	E CODE	YBA101		L	Т	Р	С
COURS	E NAME	PRINCIPLES OF MANAGEME	NT	3	0	0	3
PRERE	QUISITE:	Nil		L	Р	H	
C:P:A		3:0:0		3	0	0	3
COURS	E OUTCOM	ES		Domain	]	Level	•
CO1	<b>Illustrate</b> the management	ne management concepts and in principles into management practice	ntegrate the s.	Cognitive		Underst	anding
CO2	<b>Explain</b> the organization.	role of Planning and its impor	tance in an	Cognitive	1	Underst	anding
CO3	<b>Explain</b> the organization.	nature of organizing and stat	fing in an	Cognitive	1	Underst	anding
CO4	<b>Interpret</b> the organization.	e ways to direct and managing p	eople in an	Cognitive		Underst	anding
CO5	Explain the p	process of controlling in an organiza	tion.	Cognitive	١	Underst	anding
UNIT I	INTRODUC'	FION TO MANAGEMENT			I		9
		nent- Role of managers- Evolution of Managing globally- Organization, C					and the
UNIT II	PLANNING						9
UNIT I Nature a and staff authority	II ORGANIZ nd purpose of authority- De	organizing- Organization structure- partmentation- Span of control- Cen ection and Recruitment- Orientation	Formal and int tralization and	formal grou decentraliz	ps/or	ganizati - Delega	
<b>v</b>	V DIRECTIN	**					9
Managin Organiza	ig people- Con	nmunication- Hurdles to effective co lotivation and Theories of Motivatio					tyles-
UNIT V	CONTROLI	ING					9
		Types of control- Budgetary and no rol- Purchase control- Maintenance					
LE	CTURE	TUTORIAL	PRACT	TICAL			TAL
	45	0	0			4	45
Perspect <b>REFER</b> P C Trip J S Chan Ltd.	Koontz and Hei ive", 9th editic ENCE BOOK athi P N Reddy idan (1997), "N	nz Weihrich,(2012),"Essentials of n n, Tata McGraw-Hill Education. ( y (2006), "Principles of Managemen Management Concepts and Strategies vid A. De Cenzo and Mary Coulter,	t", 4th edition s", 2nd edition	, Tata McG 1, Vikas Pub	raw F olishir	Iill. 1g Hous	e Pvt
of India,		-		0			

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

 PO1
 PO2
 PO3
 PO4
 PO5
 PO6
 PO7
 PO8
 PO9
 PS01
 PS02

									-			
CO 1	2	0	2	2	0	3	2	2	2	0	0	
<u>CO 2</u>	2	0	2	2	0	3	2	2	2	0	0	
CO 3 CO 4	22	0	2	2 2	0 0	3	2 2	2	2 2	0	0	
CO 4	2	0	2	2	0	3	$\frac{2}{2}$	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		<b>-2►</b> 11		→								
0-No Rela	ation 1- L	low Re	lation 2- ]	Medium R	elation 3	3- High I	Relatior	1				
COURSI	E CODE		<b>YBA102</b>	2					L	Т	Р	С
COURSE	E NAME		ORGAN	NIZATION	NAL BE	EHAVIC	UR		3	0	0	3
PREREC	<b>)UISITE</b>	2	NIL						L	Т	Р	H
C:P:A			3:0:0						3	0	0	3
LEARNI												
				l opportun			OB Mo	odel				
			·	of individu	al behav	vior						
			leadership									
				oup behavi								
				mate, cultu	re and c	change			<b>D</b> .		<b>.</b>	
COURSI	1			1			100	N 11	Domai		Level	1'
CO1				and opport					Cogniti		Understar	Ŭ
CO2				Personality	y, Learn	ing, Atti	tude, V	alue,	Cogniti	ve	Understar	iding
<u> </u>			d Motivat		Lao dana	hin and	1:66		Comiti		I.I. danatan	dina
CO3	-		•	theories of	leaders	mp and o	interen	ice	Cogniti	ve	Understar	laing
CO4			nager and		a huildi.	a and a		iantion	Comiti		Understor	dina
CO4 CO5				ation, tean					Cogniti Cogniti		Understar Understar	
005				Stress and				011,	Coginti	ve	Understan	lung
UNIT I				ORGAN				IOUR				5
									ld Psych	nology	, Social Psy	-
Sociology	, Anthro	pology	/ - Challe		Opportu	unities fo	or OB:	Managin	g Workf	orce I	Diversity, In	
				HAVIOU				<u>U</u>				12
						ity – Th	eories;	Learning	- The l	earnin	g process,	
											n – Measu	
Theories;	Values;	Perce	eptions –	Importan	ce - F	actors in	nfluenc	ing perce	eption -	Interp	personal pe	erception;
Motivatio												
UNIT II												8
	·			* •		s – Lead	ers Vs	Managers	; Sources	s of po	ower – Powe	er centers
				Negotiatio	n.							
UNIT IV					<u> </u>	<u> </u>		~ ~	• •			8
		• •	· ·	•	· ·	· · · · ·		· ·			- Groups an	
• •			•				mmuni	cation-Co	mmunica	ition P	Process - Di	rection of
				ive Comm								12
				NIZATIO				onal alter	oto L	norta	Lot Int at	12
											nce; Job sa rtance – th	
											and Manag	
											ves – Orgai	
	-			sensitive v		-		uetell	5405 0	5,000	, co organ	
					1	LECTU	RE	TUTO	RIAL		ТОТА	L
						45		1010 (		-	45	
TEXT B	OOKS				I	TJ.	I	Ľ	,		TJ.	
	00110	1. S	tenhen	P Rohhins	Timo	thv A I	udøe ar	nd Seema	Sanohi (	Organ	izational B	ehaviour
L		1. 0			, 11110		auge a		Sungin,	Jigun	Lucional D	ciru i our,

- 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	<b>PO7</b>	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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

COUR	SE CODE	YBA103	L	Т	Р	С	
COUR	SE NAME	ECONOMIC ANALYSIS AND BUSINESS	3	0	0	3	
PRER	EQUISITE	Nil	L	Т	Р	Н	
:							
C:P:A	0	3					
LEAR	NING OBJE						
1.		e principles of economics.					
2.	To learn the	e laws of supply and demand.					
3.	To learn the	e economies and diseconomies of scale.					
4.		e various market structures.					
5.	To learn ma	acroeconomics concepts, fiscal and monetary policy cor	icepts.				
COUR	SE OUTCO	MES	Domain	Leve	el		
CO1	Explain the	e principles of economics	Cognitive	Understanding			
CO2	Explain the	e laws of supply and demand	Cognitive	Understanding			
CO3	Explain pro	oduction costs and the economies and diseconomies	Cognitive	erstand	ding		
CO4	Explain va	rious market structures.	Cognitive	Unde	erstand	ing	
CO5	Explain th	e macroeconomics concepts, inflation fiscal and olicies, Sourcing options and coordination in supply	Cognitive	Unde	erstand	ing	
UNIT	I – INTROD	UCTION				9	
	nentals of ended of the of the of the officer officer of the officer	conomics, principles of economics, circular flow cureates.	liagram, pro	ductio	n pos	sibilities frontier	
UNIT	II – SUPPLY	AND DEMAND				9	
		- Demand, Law of demand, factors that affect deman	d, supply, la	w of su	upply,	factors that affec	
supply,	elasticity, ela	astic demand, inelastic demand, elastic supply, inelastic	supply.				
		OMIES OF SCALE				9	
Produc	tion Cost Cur	ves, short run cost, Long run cost economies of scale, D	Diseconomies	of sca	ıle.		
		ETITIVE MARKETS				9	

Markata compatitiv	va markata dagision to shi	at down, decision to exit, profit, monopol	y causas for monopoly
1			y, causes for monopory,
	e discrimination, oligopoly,	monoponsue competition.	
UNIT V –GROSS D	OMESTIC PRODUCT		9
Nations Income – Gr	oss domestic product, comp	onents of GDP, Cost of living, calculation of	of CPI, WPI, PMI. Fiscal
policy, monetary pol	icy, inflation, balance of p	ayment, game theory, prosoners dilemma,	oligopolies as prisoners
dilemma, bargaining.			••••
LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45
TEXT BOOKS			
1. N. Gregory N	Mankiw – Principles of econ	omics, 6 <sup>th</sup> Ed, Cengage Learning, 2016.	
2. S.Sankaran -	- Business Economics – Mar	gham Publications, Chennai, 2014	
REFERENCES			
1. Gregory Mar	nkiw, Economics – Principle	es and Applications, Cengage learning.	
2. Dutt, Sundar	am, Indian Economic Devel	opment – S.chand Publications, 2014	

# Table:1 Mapping of POs with Cos

	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	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 →

-			ľ			1
COURSE	E CODE	YBA104	L	Т	Р	С
COURSE	E NAME	ACCOUNTING FOR MANAGERS	4	0	0	4
PREREQ	UISITE:	Nil	L	Т	Р	Η
C:P:A		4:0:0	4	0	0	4
LEARNI	NG OBJECTIV	<b>VES</b>				
1. T	o learn how to p	repare financial statements				
2. T	o learn application	on of various ratios in balance sheet				
3. T	o learn cost and	variance concepts				
4. T	o learn costing c	oncepts				
5. T	o learn contempo	prary concepts of accounting in business				
COURSE	<b>OUTCOMES</b>		Domain	Level		
CO1	Explain the me	Cognitive	Understanding			
			-	Applyin	ng	
CO2	Explain the Ra	tio Analysis and the Cash Flow statements	Cognitive	Underst	tanding	5
				Applyir	ng	
CO3	Build Cost She	et and marginal costing	Cognitive	Applyir	ng	
CO4	Analyze Stand	ard costing and variances	Cognitive	Analysi	ng	
CO5	Explain conter	nporary concepts of accounting in business	Cognitive	Underst	tanding	5
UNIT I I	FINANCIAL A	CCOUNTING			20	
Concepts	and Convention	s of Accounting, Preparation of Balance sheet- Jou	rnal, Ledger, T	rial Balan	ce, Tra	ding
Accountin	ng, Profit and I	Loss Account and Balance sheet with Adjustme	ents. IFRS and	Indian A	Accoun	ting
Standards						
UNIT II	FINANCIAL S	TATEMENT ANALYSIS			12	
Ratio Ana	alysis: Classifica	ation of Ratios, Preparation of Common Size Sta	tements, Prepa	ration of	Cash H	Flow
Statement	, Fund Flow Sta	tement, Forensic Accounting, ICAI, ESG Metrics, E	ESG Analysis.			
<b>UNIT III</b>	COSTING				12	
		10				

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: Pre	pare 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
TEVT DOOVO			

#### TEXT BOOKS

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

#### REFERENCES

1. T.S. Reddy &Y.Hariprasad Reddy, Fifth Revised Edition, Management Accounting, Margham Publications, 2014.

2. N.P. Srinivasan and M. SakthivelMurugan, Revised Edition, Accounting for Management, S Chand & Co., Ltd 2010

3. Narayanasamy, Financial Accounting, PHI Publisher New Delhi, 2010

#### 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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

COURS	E CODE	YBA 105		L	Т	Р	С
COURS	E NAME	BUSINESS MATHEMATICS AND STATISTICS		3	1	0	4
PRERE(	QUISITE:		L	Т	Р	Н	
C:P:A			3	1	0	4	
COURS	Domai	n	Level				
CO1	-	blems in functions, differentiation, maxima	Cognit	ive	Apply	1	
CO2	Apply ma	trix algebra to solve linear equations	Cognit	ive	Apply	1	
CO3	Apply con	rrelation and regression analysis to data	Cogni	tive	Apply	/	
CO4	Solve pro	blems using discrete and continuous probability	Cognit	ive	Apply	/	
CO5	Apply hy	pothesis testing to data	Cognit	ive	Apply	1	

### **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, 7th 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<sup>th</sup> edition, Sultan Chand & Sons, 2. Monga C.S. (2008), Mathematics and Statistics for Economics, VikasPublication.

#### **PO1 PO2 PO3 PO4 PO5 PO6 PO7 PO8 PO9** 3 **CO1** 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 2 1 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

#### Table 1: COs vs POs Mapping

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

 $1 \text{-} 5 \rightarrow 1, 6 \text{-} 10 \rightarrow 2, 11 \text{-} 15 \rightarrow 3$ 

COURSE CODE	YBA106	L	Т	Р	C
COURSE NAME	BUSINESS LEGISLATION FOR MANAGEMENT	3	0	0	3
PREREQUISITE	Nil	L	Т	Р	Н
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

COURS	SE 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	Cognitive	Understanding							
	Trademark									
CO5	ExplainIT and Competition act	Cognitive	Understanding							
UNIT I	UNIT I LAW OF CONTRACT 9									
Meaning	Meaning and Essentials of a valid contract - Offer, Acceptance and Agreement - Formation of Agreement -									
Conside	ration and Contracts - Performance of the contract - Void C	Contract - Contingen	t Contract - Breach,							

Damages and compensation.

#### UNIT II COMPANIES ACT

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 IIISALES CONTRACT & NEGOTIABLE INSTRUMENTS

10

11

Q

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

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

UNIT	- INFOI	RMATIC	ON TECH	INOLOG	GY ACT	& COMI	PETITIO	N ACT			6
Introduc	tion – IT	Act-Dig	ital Signa	ture- Elec	ctronic Go	overnance	-Attribut	ion, Ackn	owledgm	ent and De	spatch of
Electron	ic Record	s-Cyber	crime- Int	troduction	n to Comp	petition la	w- Role o	of CCI- A	bti Comp	etitive agre	eement-
Abuse of	f Domina	nce- Reg	ulations o	of combin	ations- Re	emedies					
LF	ECTURE	1	Τ	JTORIA	L		PRA	CTICAL		Т	OTAL
	45			0				0			45
TENT	DOOVE										
TEXT B	SOOKS										
1. N.D.	. Kapoor,	Element	s of Merc	antile Lav	w. Sultan	Chand &	Sons. 20	03.			
									Fext Bool	c on Compa	anies Act
	-			•	-	-	-			hed by Tax	
REFER		-									
1. M.C.K	Kuchhal&	Deepa P	rakash, 1	st edition	, Vikas Pı	ublishing,	2009.				
2.Pathak	, Legal A	spects of	Business	, 2nd edit	tion, Tata	McGraw	Hill, 200	5.			
3.P C Tu		-									
	ilsian, Bu	siness an	d Corpora	ate Law, 7	ГМН 200	7.					
	ilsian, Bu ansal, Bus		•								
4.C L Ba		siness and	l Corpora	te Laws,	Excel Bo	oks, 2006		siness La	w, Schoo	lof	Economic
4.C L Ba 5.Veljko	ansal, Bus	siness and vedadSila	l Corpora ijdzic, Fat	te Laws, ima Mah	Excel Bo	oks, 2006		isiness La	w, Schoo	lof	Economic
4.C L Ba 5.Veljko and Busi	ansal, Bus Trivun,V	siness and edadSila versity of	l Corpora ijdzic, Fat Sarajevo	te Laws, ima Mah	Excel Bo	oks, 2006		isiness La	w, Schoo	lof	Economic
4.C L Ba 5.Veljko and Busi	ansal, Bus Trivun,V iness Univ	siness and edadSila versity of	l Corpora ijdzic, Fat Sarajevo	te Laws, ima Mah	Excel Bo	oks, 2006		isiness La	w, Schoo	l of Description of Description 1 and 1 an	Economic
4.C L Ba 5.Veljko and Busi	ansal, Bus 7 Trivun, V iness Univ	siness and vedadSila versity of g of COs	l Corpora jdzic, Fat Sarajevo with PO	te Laws, ima Mah	Excel Bo	oks, 2006 ic, Mia M	rgud, Bu				
4.C L Ba 5.Veljko and Busi Table 1: CO 1	ansal, Bus Trivun, V iness Univ Mappin PO1	siness and redadSila versity of g of COs PO2	l Corpora ijdzic, Fat Sarajevo with PO PO3	te Laws, ima Mah	Excel Boo mutcehaji	oks, 2006 ic, Mia M <b>PO6</b>	rgud, Bu	PO8	PO9	PSO1	PSO2
4.C L Ba 5.Veljko and Busi Table 1: CO 1 CO 2	ansal, Bus Trivun, V iness Univ Mappin PO1	versity of <b>g of COs PO2</b>	l Corpora jdzic, Fat Sarajevo with PO PO3	te Laws, Tima Mah	Excel Boo mutcehaji PO5 0	oks, 2006 ic, Mia M PO6	rgud, Bu PO7	<b>PO8</b> 0	<b>PO9</b> 2	<b>PSO1</b>	<b>PSO2</b> 0
4.C L Ba 5.Veljko and Busi Table 1: CO 1 CO 2 CO 3	ansal, Bus Trivun, V iness Univ <b>Mappin</b> <b>PO1</b> 1 1	siness and versity of g of COs PO2 0 0	l Corpora ijdzic, Fat Sarajevo with PO PO3 0 0	te Laws, ima Mah	Excel Boo mutcehaji PO5 0 0	oks, 2006 ic, Mia M PO6 1 1	PO7 2 2 2	<b>PO8</b> 0 0	<b>PO9</b> 2 2 2	<b>PSO1</b> 0 0	<b>PSO2</b> 0 0 0
4.C L Ba 5.Veljko and Busi Table 1: CO 1 CO 2 CO 3 CO 4	ansal, Bus Trivun, V iness Univ Mappin PO1 1 1 1 1	versity of <b>g of COs</b> <b>PO2</b> 0 0 0 0 0	l Corpora jdzic, Fat Sarajevo with PO PO3 0 0 0 0 0	te Laws, ima Mah <b>PS</b> <b>PO4</b> 2 2 2 2 2 2	Excel Boo mutcehaji PO5 0 0 0 0	PO6       1       1       1       1       1	PO7 2 2 2 2 2 2	PO8           0           0           0           0           0	PO9           2           2           2           2           2           2           2           2           2	<b>PSO1</b> 0 0 0 0 0 0	PSO2 0 0 0 0 0 0 0 0
4.C L Ba 5.Veljko and Busi <u>Table 1:</u> CO 1 CO 2 CO 3 CO 4 CO 5	ansal, Bus Trivun, V iness Univ EMappin PO1 1 1 1 1 1 1	siness and versity of <b>g of COs</b> <b>PO2</b> 0 0 0 0 0	l Corpora jdzic, Fat Sarajevo <b>s with PO</b> <b>PO3</b> 0 0 0 0 0 0	te Laws, ima Mah <u>PO4</u> 2 2 2 2 2 2 2	Excel Boo mutcehaji PO5 0 0 0 0 0	oks, 2006 ic, Mia M PO6 1 1 1 1 1	PO7       2       2       2       2       2       2       2       2       2       2       2       2       2       2       2       2       2       2	PO8           0           0           0           0           0           0           0           0	PO9           2           2           2           2           2           2           2           2           2           2           2           2           2           2	<b>PSO1</b> 0 0 0 0 0 0 0 0	PSO2 0 0 0 0 0 0 0 0 0 0 0
4.C L Ba 5.Veljko and Busi Table 1: CO 1 CO 2 CO 3 CO 4 CO 5 Total	ansal, Bus Trivun, V iness Univ Mappin PO1 1 1 1 1 1 5	siness and versity of <b>g of COs</b> <b>PO2</b> 0 0 0 0 0 0 0	l Corpora jdzic, Fat Sarajevo <b>swith PO</b> <b>PO3</b> 0 0 0 0 0 0 0 0	te Laws, ima Mah	Excel Boo mutcehaji PO5 0 0 0 0 0 0 0	oks, 2006         ic, Mia M         PO6         1         1         1         1         0	PO7       2       2       2       2       2       2       10	PO8       0       0       0       0       0       0       0       0       0       0	PO9           2           2           2           2           2           2           10	<b>PSO1</b> 0 0 0 0 0 0 0 0 0 0 0	PSO2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
4.C L Ba 5.Veljko and Busi <u>Table 1:</u> CO 1 CO 2 CO 3 CO 4 CO 5 Total Scaled	ansal, Bus Trivun, V iness Univ EMappin PO1 1 1 1 1 1 1	siness and versity of <b>g of COs</b> <b>PO2</b> 0 0 0 0 0	l Corpora jdzic, Fat Sarajevo <b>s with PO</b> <b>PO3</b> 0 0 0 0 0 0	te Laws, ima Mah <u>PO4</u> 2 2 2 2 2 2 2	Excel Boo mutcehaji PO5 0 0 0 0 0	oks, 2006 ic, Mia M PO6 1 1 1 1 1	PO7       2       2       2       2       2       2       2       2       2       2       2       2       2       2       2       2       2       2	PO8           0           0           0           0           0           0           0           0	PO9           2           2           2           2           2           2           2           2           2           2           2           2           2           2	<b>PSO1</b> 0 0 0 0 0 0 0 0	PSO2 0 0 0 0 0 0 0 0 0 0 0
4.C L Ba 5.Veljko and Busi <u>Table 1:</u> CO 1 CO 2 CO 3 CO 4 CO 5 Total Scaled 0,1,2,3	ansal, Bus Trivun, V iness Univ Mappin PO1 1 1 1 1 1 5 1	siness and versity of g of COs PO2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	l Corpora jdzic, Fat Sarajevo swith PO PO3 0 0 0 0 0 0 0 0 0 0 0 0 0	te Laws, ima Mah	Excel Boo mutcehaji PO5 0 0 0 0 0 0 0	oks, 2006         ic, Mia M         PO6         1         1         1         1         0	PO7       2       2       2       2       2       2       10	PO8       0       0       0       0       0       0       0       0       0       0	PO9           2           2           2           2           2           2           10	<b>PSO1</b> 0 0 0 0 0 0 0 0 0 0 0	PSO2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
4.C L Ba 5.Veljko and Busi Table 1: CO 1 CO 2 CO 3 CO 4 CO 5 Total Scaled 0,1,2,3 $1-5 \rightarrow 1$ ,	ansal, Bus Trivun, V iness Univ Mappin PO1 1 1 1 1 5 1 $6 - 10 \rightarrow$	siness and         versity of         g of COs         PO2         0         1.11-15	I Corpora ijdzic, Fat Sarajevo with PO PO3 0 0 0 0 0 0 0 0 0 0 0 0 0	te Laws, ima Mah <b>PO4</b> 2 2 2 2 2 10 2 10 2	Excel Boo mutcehaji PO5 0 0 0 0 0 0 0 0 0 0 0	oks, 2006         ic, Mia M         PO6         1         1         1         0         0         0	PO7       2       2       2       2       2       2       10       2	PO8       0       0       0       0       0       0       0       0       0       0	PO9           2           2           2           2           2           2           10	<b>PSO1</b> 0 0 0 0 0 0 0 0 0 0 0	PSO2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
4.C L Ba 5.Veljko and Busi Table 1: CO 1 CO 2 CO 3 CO 4 CO 5 Total Scaled 0,1,2,3 $1-5 \rightarrow 1$ ,	ansal, Bus Trivun, V iness Univ Mappin PO1 1 1 1 1 1 5 1	siness and         versity of         g of COs         PO2         0         1.11-15	I Corpora ijdzic, Fat Sarajevo with PO PO3 0 0 0 0 0 0 0 0 0 0 0 0 0	te Laws, ima Mah <b>PO4</b> 2 2 2 2 2 10 2 10 2	Excel Boo mutcehaji PO5 0 0 0 0 0 0 0 0 0 0 0	oks, 2006         ic, Mia M         PO6         1         1         1         0         0         0	PO7       2       2       2       2       2       2       10       2	PO8       0       0       0       0       0       0       0       0       0       0	PO9           2           2           2           2           2           2           10	<b>PSO1</b> 0 0 0 0 0 0 0 0 0 0 0	PSO2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
4.C L Ba 5.Veljko and Busi Table 1: CO 1 CO 2 CO 3 CO 4 CO 5 Total Scaled 0,1,2,3 $1-5 \rightarrow 1$ , 0- No re	ansal, Bus Trivun, V iness Univ Mappin PO1 1 1 1 1 5 1 $6 - 10 \rightarrow$	siness and versity of <b>g of COs</b> <b>PO2</b> 0 0 0 0 0 0 0 0 2, 11-15 – Low ref	I Corpora ijdzic, Fat Sarajevo with PO PO3 0 0 0 0 0 0 0 0 0 0 0 0 0	te Laws, ima Mah <b>PO4</b> 2 2 2 2 2 10 2 10 2	Excel Boo mutcehaji PO5 0 0 0 0 0 0 0 0 0 0 0	oks, 2006         ic, Mia M         PO6         1         1         1         0         0         0	PO7       2       2       2       2       2       2       10       2	PO8       0       0       0       0       0       0       0       0       0       0	PO9           2           2           2           2           2           2           10	PSO1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	PSO2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0

PREREQUISITE:       Nil       L       T       P       H         C:P:A       3:0:0       3       0       0       3         COURSE OUTCOMES       Domain       Level       Understanding         CO1       Explain the Ethics and Governance       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         CO5       Explain Corporate Governance and its Principles       Cognitive       Understanding         CO5       Explain Corporate Governance, Bureaucracy and Ethics, Globalization, Global Governance and Ethics       10         Introduction- Ethics and Law, Governance, Bureaucracy and Ethics, Business Codes Dilemmas and Dialectics, Ethica       12         Introduction- Ethics and Advertisement, Finance and Accounting Human Resource Management, Production and Operation Management and Information Technology-Professional Ethics and Human Values       8         UNIT II       BUSINESS ETHICS AND MANAGEMENT       8         Introduction-Organisation Structure, Leadership and Ethical c	COURS		BUSINESS ETHICS A	AND COPORA	ATE 3	0	0	3					
C:P:A       3:0:0       3       0       0       3         COURSE OUTCOMES       Domain       Level         CO1       Explain the Ethics and Governance       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         CO5       Explain Corporate Governance and its Principles       Cognitive       Understanding         CO5       Explain Corporate Governance and thics-Beliefs Values Attitude and Virtue Theory of ethics-Theory of       Entiduement and Property Right-Theory of Justices- Ethics and Market structure-Monopoly-Oligopoly and Case         Studies       UNIT II ETHICS AND GOVERNANCE       12         Introduction-Relation between Ethics and Business Ethics, Business Codes Dilemmas and Dialectics, Ethica       Studies         UNIT II BUSINESS ETHICS AND MANAGEMENT       8         Introduction-Relation between Ethics and Business Ethics, Business Codes Dilemmas and Dialectics, Ethica       Studies         UNIT IV ORGANISATION CULTURE AND ETHICS       8         Introduction-Organi	PRERE				L		 Р	н					
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           CO5         Explain Corporate Governance and its Principles         Cognitive         Understanding           CNTT 1         INTRODUCTION TO THEORY OF ETHICS         Inforduction-Definition and Ontology of Ethics-Beliefs Values Attitude and Virtue Theory of ethics-Theory of         Ethics-Theory of           Entroduction- Ethics and Law, Governance, Bureaucracy and Ethics, Globalization, Global Governance and Ethica         Issues, Ethics of care and compassion-Care, cost and Conflict - care and relationship         12           UNIT II         BUSICSS ETHICS AND MANAGEMENT         8           Introduction- Ethics and Law, Governance, Bureaucracy and Ethics, Business Codes Dilemmas and Dialectics, Ethica Issues in Marketing and Advertisement, Finance and Accounting Human Resource Management, Production and Operation Management, Production and Coperation Management, Production and Coperation Management, Production and						<del>_</del>							
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         12           UNIT II         ETHICS AND GOVERNANCE         12           Introduction- Ethics and Law, Governance, Bureaucracy and Ethics, Globalization, Global Governance and Ethica Issues, Ethics of care and compassion-Care, cost and Conflict - care and relationship         8           Introduction-Relation between Ethics and Business Ethics, Business Codes Dilemmas and Dialectics, Ethica Issues in Marketing and Advertisement, Finance and Accounting Human Resource Management, Production and Operation Management and Information Technology-Professional Ethica and Iuman Values         8           UNIT II         WORGANISATION CULTURE AND ETHICS         8         10			5.0.0										
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         I0         I0           Introduction-Definition and Ontology of Ethics-Beliefs Values Attitude and Virtue Theory of ethics-Theory or Entitlement and Property Right-Theory of Justices- Ethics and Market structure-Monopoly-Oligopoly and Case Studies         I2           Introduction- Ethics and Law, Governance, Bureaucracy and Ethics, Globalization, Global Governance and Ethica Issues, Ethics of care and compassion-Care, cost and Conflict - care and relationship         I0           UNIT II         BUSINESS ETHICS AND MANAGEMENT         I8           Introduction-Relation between Ethics and Business Ethics, Business Codes Dilemmas and Dialectics, Ethica Issues in Marketing and Advertisement, Finance and Accounting Human Resource Management, Production and Operation Management and Information Technology-Professional Ethics and Human Values         I0           UNIT IV ORGANISATION CULTURE AND ETHICS         I8         Introduction-Organisation Structure, Leadership and Ethical culture- Employee rights and Conflict of Interest. Social Audit-Whistle Blowing-Business Ethics: A cross Country Perspective-Japan, Ame			hical Theories and various types of					dino					
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           CO5         Explain Corporate Governance and its Principles         Cognitive         Understanding           UNIT 1         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         12           UNIT 1         ETHICS AND GOVERNANCE         12           Introduction-Ethics and Law, Governance, Bureaucracy and Ethics, Globalization, Global Governance and Ethica Issues, Ethics of care and compassion-Care, cost and Conflict - care and relationship         8           UNIT 11         BUSINESS ETHICS AND MANAGEMENT         8           Introduction-Relation between Ethics and Business Ethics, Business Codes         Dilemmas and Dialectics, Ethica Issues in Marketing and Advertisement, Finance and Accounting Human Resource Management, Production and Conflict of Interest Social Audit-Whistle Blowing-Business Ethics: A cross Country Perspective-Japan, America India, China and Arab World-Ethical decision Making         7           UNIT V         ORGANISATION CULTURE AND ETHICS         7 </td <td>CO2</td> <td></td> <td></td> <th></th> <td></td> <td></td> <td></td> <td></td>	CO2												
CO4       Interpret Organization Culture and Ethics       Cognitive       Understanding         CO5       Explain Corporate Governance and its Principles       Cognitive       Understanding         UNIT I       INTRODUCTION TO THEORY OF ETHICS       Io         Introduction-Definition and Ontology of Ethics-Beliefs Values Attitude and Virtue Theory of ethics-Theory 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       I2         Introduction-Ethics and Law, Governance, Bureaucracy and Ethics, Globalization, Global Governance and Ethica       Issues, Ethics of care and compassion-Care, cost and Conflict - care and relationship       8         UNIT II BUSINESS ETHICS AND MANAGEMENT       8         Introduction-Relation between Ethics and Business Ethics, Business Codes Dilemmas and Dialectics, Ethica       8         Instructure, Leadership and Ethical culture- Employee rights and Conflict of Interest       8         Introduction-Organisation Structure, Leadership and Ethical culture- Employee rights and Conflict of Interest       8         Introduction-Corporate Governance:       7         Introduction-Corporate Governance:       7         Introduction-Organisation Structure, Leadership and Ethical culture- Employee rights and Conflict of Interest       7         Introduction-Corporate Governance:       7													
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       12         UNIT II       ETHICS AND GOVERNANCE       12         Introduction- Ethics and Law, Governance, Bureaucracy and Ethics, Globalization, Global Governance and Ethica Issues, Ethics of care and compassion-Care, cost and Conflict - care and relationship       8         UNIT II       BUSINESS ETHICS AND MANAGEMENT       8         Introduction-Relation between Ethics and Business Ethics, Business Codes Dilemmas and Dialectics, Ethica Issues, in Marketing and Advertisement, Finance and Accounting Human Resource Management, Production and Operation Management and Information Technology-Professional Ethics and Human Values       8         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       7         UNIT V       CORPORATE GOVERNANCE       7         Introduction-Corporate Governance: Principles Issues and Trend, Corporate Social Responsibility, Corporate Governance in India-Models of Corporate Governance ethics and Internation													
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       12         UNIT II       ETHICS AND GOVERNANCE       12         Introduction- Ethics and Law, Governance, Bureaucracy and Ethics, Globalization, Global Governance and Ethica Issues, Ethics of care and compassion-Care, cost and Conflict - care and relationship       8         UNIT II       BUSINESS ETHICS AND MANAGEMENT       8         Introduction-Relation between Ethics and Business Ethics, Business Codes Dilemmas and Dialectics, Ethica Issues in Marketing and Advertisement, Finance and Accounting Human Resource Management, Production and Operation Management and Information Technology-Professional Ethics and Human Values       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       7         UNT V       CORPORATE GOVERNANCE       7         Introduction-Corporate Governance: Principles Issues and Trend, Corporate Social Responsibility, Corporate Ir Corporate Governance in India-Models of Corporate Governance ethics and International Business       7         Introduction-Corporate Governance: India-Models of Corporate Governance with case studies" Duraico Publication Chennai, B.N. Ghosh (2012) "Business Ethics and Corporate Governance with c	CO5												
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 Ethica       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, Ethica       Issues in Marketing and Advertisement, Finance and Accounting Human Resource Management, Production and Operation Management and Information Technology-Professional Ethics and Human Values       8         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       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 ir Corporate Governance in India-Models of Corporate Governance-Ethics and International Business         LECTURE       TUTORIAL       PRACTICAL       TOTAL         45       0       0       45         IEXT BOOKS       Rajandran KVR, (2022), " Business Ethics and Corporate Governance with case studies" Duraico	UNIT I				- 0								
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Issues, Ethics of care and compassion-Care, cost and Conflict - care and relationship         UNIT III BUSINESS ETHICS AND MANAGEMENT         Introduction-Relation between Ethics and Business Ethics, Business Codes Dilemmas and Dialectics, Ethica         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       7         Introduction-Corporate Governance: Principles Issues and Trend, Corporate Social Responsibility, Corporate       7         Introduction-Corporate Governance: Principles Issues and Trend, Corporate Social Responsibility, Corporate       7         Introduction-Corporate Governance: Principles Issues and Trend, Corporate Social Responsibility, Corporate       7         Introduction-Corporate Governance: InIdia-Models of Corporate Governance -Ethics and International Business       7         LECTURE       TUTORIAL       PRACTICAL       TOTAL         45       0       0       45         Interost       0       0       45         Introduction-Corporate Govern				Fifthics Globalization	on Global	Govern	ance and						
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Issues in Marketing and Advertisement, Finance and Accounting Human Resource Management, Production and Operation Management and Information Technology-Professional Ethics and Human Values       8         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       7         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       1         LECTURE       TUTORIAL       PRACTICAL       TOTAL         45       0       0       45         FIEXT BOOKS       8       1       1       1         B.N. Ghosh (2012) "Business Ethics and Corporate Governance" McGraw Hill Education New Delhi       REFERENCE       1       1         REFERENCE       1				s. Business Codes	Dilemmas	and Di	alectics.	-					
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         IPEXT BOOKS       Rajandran KVR, (2022), " Business Ethics and Corporate Governance" McGraw Hill Education New Delhi       Chennai, B.N. Ghosh (2012) "Business Ethics and Corporate Governance" McGraw Hill Education New Delhi         REFERENCE       8       10       10				and the second									
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Social Audit-Whistle Blowing-Business Ethics: A cross Country Perspective-Japan, America India, China and Arab World-Ethical decision Making       7         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       7         LECTURE       TUTORIAL       PRACTICAL       TOTAL         45       0       0       45         International KVR, (2022), "Business Ethics and Corporate Governance" McGraw Hill Education New Delhi       Reference         B.N. Ghosh (2012) "Business Ethics and Corporate Governance" McGraw Hill Education New Delhi       Reference	UNIT IN	/ ORGANISAT	ION CULTURE AND ETHICS					8					
Arab World-Ethical decision Making       7         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       7         LECTURE       TUTORIAL       PRACTICAL       TOTAL         45       0       45         FEXT BOOKS       Rajandran KVR, (2022), "Business Ethics and Corporate Governance" McGraw Hill Education New Delhi       RefERENCE	Introduct	tion-Organisation	Structure, Leadership and Ethic	al culture- Employe	e rights a	nd Conf	lict of	Interest-					
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       1         LECTURE       TUTORIAL       PRACTICAL       TOTAL         45       0       0       45         FEXT BOOKS       Rajandran KVR, (2022), "Business Ethics and Corporate Governance" McGraw Hill Education New Delhi       B.N. Ghosh (2012) "Business Ethics and Corporate Governance" McGraw Hill Education New Delhi         REFERENCE       TOTAL       Radian KVR				Country Perspective-	Japan, Ai	nerica Iı	ndia, Ch	ina and					
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         FEXT BOOKS       Rajandran KVR, (2022), "Business Ethics and Corporate Governance" McGraw Hill Education New Delhi       Publication New Delhi         B.N. Ghosh (2012) "Business Ethics and Corporate Governance" McGraw Hill Education New Delhi       ReFERENCE													
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       45         FEXT BOOKS       Rajandran KVR, (2022), "Business Ethics and Corporate Governance" McGraw Hill Education New Delhi       Publication New Delhi         B.N. Ghosh (2012) "Business Ethics and Corporate Governance" McGraw Hill Education New Delhi         REFERENCE													
Corporate Governance in India-Models of Corporate Governance-Ethics and International Business         LECTURE       TUTORIAL       PRACTICAL       TOTAL         45       0       0       45         FEXT 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       Reference       Reference													
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<b>TEXT BOOKS</b> 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 <b>REFERENCE</b>	L				ICAL								
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 <b>REFERENCE</b>	TEVT D			0		l	4	5					
REFERENCE	Rajandra Chennai,	n KVR, (2022),						lication,					
			ess Ennes and Corporate Governa		Aucation		111						
			007) "Perspectives in Rusiness Fi	nics" The McGraw-F	Hill Comp	nies Ne	w Delhi						

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

I UDICI I	- mappin			5						1	1 1
	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	2	1	1	1	0	0	3	1	1	0	0
to 0,1,2,3											

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 0 - No relation, 1 - Low relation, 2 - Medium relation, 3- High relation

COURS	E CODE	V	BA108						L	Т	Р	С
	E NAME		JSINESS	COMM		TION			3	1	0	4
	QUISITE:			001111					L	T	P	H
C:P:A	<u>zeibilli</u>		0:0						3	1	0	4
	E OUTCO							Don	-		evel	
CO1	Explain t	the comm	nunication	n process				Cog	nitive	U	nderst	anding
CO2	Explain <sub>1</sub>	parts of a	report.					Cog	nitive	U	nderst	anding
CO3	Explain t	the proce	dure for c	conductir	ng meetin	gs.		Cog	gnitive	U	nderst	anding
CO4	Explain	how to se	earch job	, build o	wn resum	e and job	applicati	on Cog	nitive	U	nderst	anding
CO5	Explain skills and		-		techniqu	es; acquii	e intervi	ew Cog	nitive	U	nderst	anding
UNIT I	BUSINES	-	-					I		I		10
Internal Language		ation, Ex						1 A A A A A A A A A A A A A A A A A A A				rs - Body
	Report W											11
Report W	/riting – Ty	pes of re	eports, Pa	rts of rep	orts - Ora	al commu	nication -	- Presenta	tion, Pu	blic sp	eaking	g.
UNIT I	ICONDU	CTING	MEETIN	IG								11
	ng Meetir ces: Proce				ng Agen	da, Minu	ites and	Resolutio	ons Co	nducti	ng Sei	minars &
	JOB SE		8	, speeen								13
	h and Resu		ronologic	cal resum	e, Functi	onal resur	ne and Jo	b Applica	ation let	ter		10
UNIT V	GROUP	DISCUS	SION									15
	iscussion a			s - Negot	tiation Sk	ills.						10
LI	ECTURE		Т	UTORIA	AL		PRA	CTICA	L		TC	DTAL
	45			15				0				60
TEXT B	OOKS					•						
R K Mad	hukar, Bus	iness Co	mmunica	tion, Vik	as Publis	hing Hou	se.				-	
REFER	ENCES											
1. Meer	nakshi Ram	nan and S	angeetha	Sharma,	Technic	al Commu	inication	- Principl	es and F	Practic	e, Oxf	ord
Univ	ersity Press	s.	-					_				
	na Mohan		era Baneri	ii. Develo	oping Co	nmunicat	ion Skills	Macmil	lan.			
	ams K., Kı									σe Ι Δα	rning	India Dut
	-		л., LUgi	ui J. & IV	ICITICI F,	Commun	icating III	Dusiness	, cenga	ge Lee	unnig	mula F Vl.
Lla.,	New Delh	1.										
Table1:	Mapping of	of POs w	ith COs									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PS	01	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
1-51 0-No Rela					elation 3	- High Re	elation				

#### SEMESTER II

COUR	SE CODEYBA 201LTPSE NAMEFINANCIAL MANAGEMENT300					С
COUR	SE NAME	FINANCIAL MANAGEMENT	3	L T P		3
PRER	EQUISITE:	Nil	L	Т	Р	H
C:P:A		3:0:0	3	0	0	3
LEAR	NING OBJEC	TIVES				
1.	To learn over	view of Financial Management and Time Value of	Money			
2.		tal Budgeting Techniques				
3.		Capital Structure and Dividend Policy				
4.		s of Inventory Management				
5.		s of Mergers and Takeovers	<b>.</b>			
COUR	SE OUTCOM	ES	Domain	L	evel	
CO1	Understandi	ng the overview of Financial Management and	Cognitive	U	ndersta	nding
	Time value		C			U
CO2	Understandi	ng capital budgeting techniques.	Cognitive	U	ndersta	nding
CO3	Understandi	ng the capital structure and dividend policy	Cognitive	U	ndersta	nding
<b>CO4</b>	Understandi	ng the sources of long term finance and basics of	Cognitive	U	ndersta	nding
	inventory m	<b>C</b>	U			U
CO5		ng the sources of short term finance and basics of	Cognitive	U	ndersta	nding
	mergers and		C			C
UNIT I	[-NATURE A]	ND SCOPE OF FINANCIAL MANAGEMENT,	,			6
TIME	VALUE OF N	IONEY				
		bjectives and Functions of Financial Management-				
		ent. Meaning for Time preference for Money-Tech	nniques of Ti	me val	ue of N	/Ioney-
Time V	alue of Money	Problems using any one of the basic software.				
UNIT I	I-RISK AND	<b>RETURN, COST OF CAPITAL, CAPITAL BU</b>	<b>JDGETING</b>			12
Meanin	g of Risk-Syst	ematic Risk and Unsystematic Risk-Relationship b	etween Risk	and Re	eturn- (	Capital
Asset P	ricing Model (	CAPM). Meaning and Definition of Cost of Capita	1-Computation	on of C	Cost of	Capital
		ons of Capital Budgeting- Methods-Payback period	Method-Ac	countir	ng Rate	of
		ounted Cash Flow Method.				
		A STRUCTURE AND LEVERAGES, WORKIN	G CAPITA	Ĺ		12
		IVIDEND POLICY				
	•	on of Capital Structure- Theories of Capital Structu		•	• •	
		apital Management-Working capital policy-Cash ar				
		Models of Dividend policy-Walter's Models-Gord	on's Model-	Modig	liani M	iller
	Forms of Divid					
		OF FINANCE				6
		Finance, Equity Shares-Preference Shares-Debentu				.–
Retaine	d Earnings, So	urces of Short term Finance -Factoring-Trade cred	it -Merits and	d Dem	erits.	
TINIT	V-CORDODA	TE RISK MANAGEMENT, MERGER AND A	COLUSITIO	N		9
	v - CADINI (DINA		COUDITIC	/13		

Enterprise Risk M LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45
TEXT BOOKS			
Chandra, Prasanna	, Financial Management–Th	eory and Practice, Eighth edition,	TMH Publishing
Company Ltd., Ne	w Delhi,		-
REFERENCES			
I.M. Pandey, Essen	ntials of Financial Manageme	ent-Fourth edition, Vikas Publishi	ng House Pvt., Ltd.,
Noida	Ũ		•

# 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

PREREQUISITE:       Nil       L       T       P       H         C:P:A       3:0:0       3       0       0       3         LEARNING OBJECTIVES       .       .       0       0       3         Learn the revolution of human resource management       .	COURSE		YBA202	NACENENT		L 2	T	P	<u>C</u>
C:P:A       3:0:0       3       0       0       3         LEARNING OBJECTIVES       1. To learn the velolution of human resource management       2. To learn the recruitment practices and selection procedure         4. To learn the recountment practices and selection procedure       5. To learn application of grevance handling mechanism       Cognitive       Understanding         COURSE OUTCOMES       Domain       Level       Cognitive       Understanding         CO1       Learn the evolution of human resource management       Cognitive       Understanding         CO2       Identify the demand forecasting of human resource required and hire       Cognitive       Understanding         CO3       Identify the various recruitment practices and selection procedure       Cognitive       Understanding         CO4       Analyze new perspectives in Training and executive development       Cognitive       Understanding         CO4       Recognize the performance evaluation and learn how to handle       Cognitive       Understanding         UNIT I INTRODUCTION TO HUMAN RESOURCE MANAGEMENT       05       5       Volument Resource Management -Functions of HRM - Techniques in HRM - Role of Human Resource Manager       10         Human Resource Planning - Objectives of JBR Analysis - Job Description - Job Specifications - Job Evaluation - Objectives of Job Analysis - Process of JB Calulation - Methods.       10				NAGEMENT		3	0	0 D	3
LEARNING OBJECTIVES         1. To learn how to forecast manpower need         3. To learn the recruitment practices and selection procedure         4. To learn the recruitment practices and selection procedure         5. To learn the recruitment practices and selection procedure         6. To learn the revolution of muman resource management         COURSE OUTCOMES       Domain         COURSE OUTCOMES       Identify the demand forecasting of human resource required and hire       Cognitive       Understanding right person for right place at right time         CO3       Identify the various recruitment practices and selection procedure       Cognitive       Understanding grievance.         CO4       Analyze new perspectives in Training and executive development       Cognitive       Understanding grievance.         CO5       Recognize the performance evaluation and learn how to handle grievance.       Inderstanding UNIT II INTRODUCTION TO HUMAN RESOURCE MANAGEMENT       05         Evolution of Human Resource Management –Functions of HRM – Techniques in HRM - Role of Human Resource Manager       10         Manager – Qualities of Homan Resource Manage       10         Muman Resource Planning - Objectives of JOB Analysis - Job Description - Job Specifications - Job Evaluation – Objectives of JOb Analysis - Process of JOB Analysis - Orcess of JOB Analysis - Objectives of Job Analysis - Otopes of Training, Training Methods, New Training Techniques, Evaluation of Training, Emerging Issues in Training, Training Methods, New	-	UISITE:							
1. To learn the evolution of human resource management         2. To learn how to forecast manpower need         3. To learn the new perspectives in Training         5. To learn application of grievance handling mechanism         COURSE OUTCOMES         0       Learn the evolution of human resource management       Cognitive       Understanding right person for right place at right time         Counce of the evolution of human resource management       Cognitive       Understanding right person for right place at right time         Counce of the evolution of human resource management       Cognitive       Understanding right mane         Counce of the evolution of human resource management       Cognitive       Understanding right mane         Counce the performance evaluation and learn how to handle       Cognitive       Understanding right mane         Cognize the performance evaluation and learn how to handle       Cognitive       Understanding right mane         Cognize the performance evaluation and learn how to handle       Cognitive       Understanding right ware         Cognize the performance evaluation and learn how to handle       Cognitive       Understanding right ware         Cognize the performance evaluation and learn how to handle       Cognitive       Understanding right ware         Councite Management - Functions of HR	C:P:A		3:0:0			3	U	U	5
grievance.     05       UNIT I INTRODUCTION TO HUMAN RESOURCE MANAGEMENT     05       Evolution of Human Resource Management -Functions of HRM – Techniques in HRM - Role of Human Resource Manager     10       UNIT II HUMAN RESOURCE PLANNING, JOB ANALYSIS AND DESIGN     10       Human Resource Planning - Objectives of HRP - Factors affecting HRP - Process of HRP; Job Analysis -     10       Objectives of Job Analysis – Process of Job Evaluation – Methods .     10       UNIT III EMPLOYEE RECRUITMENT, SELECTION & SOCIALIZATION     10       Recruitment - Factors affecting recruitment, Constraints and Challenges in Recruitment Process of Recruitment and Recruitment Practices in India; Selection - Steps in Selection Procedur Socialization process.     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.     10       UNIT V 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.     10       UNIT V PERFORMANCE APPRAISAL AND GREIVANCE REDRESSAL     10       Performance Appraisal, Methods of Performance Appraisal, Poptiasal, Popsible Errors in the Appraisal; Grievance – Causes – Implications - Redressal Procedure.     10       LECTURE     TUTORIAL     PRACTICAL     TOTAL       45<	1.       To         2.       To         3.       To         4.       To         5.       To         COURSE       I         CO2       I         CO3       I	learn the evol learn how to f learn the recr learn the new learn applicat OUTCOMES Learn the evol Identify the de right person fo Identify the va	ution of human resource mana orecast manpower need uitment practices and selection perspectives in Training ion of grievance handling mech ution of human resource mana mand forecasting of human resource r right place at right time rious recruitment practices and	n procedure hanism gement source required and hire d selection procedure	Cogn Cogn Cogn	nitive nitive nitive		Unders Unders Unders	standing standing
grievance.     05       UNIT I INTRODUCTION TO HUMAN RESOURCE MANAGEMENT     05       Evolution of Human Resource Management -Functions of HRM – Techniques in HRM - Role of Human Resource Manager     10       UNIT II HUMAN RESOURCE PLANNING, JOB ANALYSIS AND DESIGN     10       Human Resource Planning - Objectives of HRP - Factors affecting HRP - Process of HRP; Job Analysis -     10       Objectives of Job Analysis – Process of Job Evaluation – Methods .     10       UNIT III EMPLOYEE RECRUITMENT, SELECTION & SOCIALIZATION     10       Recruitment - Factors affecting recruitment, Constraints and Challenges in Recruitment Process of Recruitment and Recruitment Practices in India; Selection - Steps in Selection Procedur Socialization process.     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.     10       UNIT V 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.     10       UNIT V PERFORMANCE APPRAISAL AND GREIVANCE REDRESSAL     10       Performance Appraisal, Methods of Performance Appraisal, Poptiasal, Popsible Errors in the Appraisal; Grievance – Causes – Implications - Redressal Procedure.     10       LECTURE     TUTORIAL     PRACTICAL     TOTAL       45<	CO5	Recognize the	performance evaluation and le	earn how to handle	Cogr	itive	U	Inders	standing
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<ul> <li>C.B.Gupta, Human Resource Management - Text and Cases, Sultan Chand &amp; Sons, New Delhi.</li> <li>REFERENCES <ol> <li>Gary Dessler and BijuVarkkey, Human Resource Management, Pearson Education, New Delhi.</li> <li>R. Wayne Mondy, Human Resource Management, Prentice Hall, 2011.</li> <li>Venkataraman&amp;Srivastava, Personnel Management &amp; Human Resources</li> <li>Edwin B. Flippo, Personnel Management , McGraw-Hill, 1984</li> </ol> </li> <li>WEB REFERENCE <ol> <li>http://www.nitc.ac.in/app/webroot/img/upload/546896605.pdf</li> <li>https://www.assessteam.com/managing-work-from-home-employee-performance</li> </ol> </li> </ul>	Objectives Objectives UNIT III Recruitmer Recruitmer Socializatio UNIT IV Concept of Training, T Methods. UNIT V I Performance Process; W Grievance	of Job Analys – Process of Jo EMPLOYEE nt - Factors aff nt, Sources of Jo on process. TRAINING& Training, Training, Training Need Jo PERFORMAN ce Appraisal, Mork From Hom – Causes – Imp	is – Process of Job Analysis ob Evaluation - Methods . <b>RECRUITMENT, SELECT</b> ecting recruitment, Constraints Recruitment and Recruitment I EXECUTIVE DEVELOPM ining Methods, New Training ' Analysis – Neuro Linguistic Pro- NCE APPRAISAL AND GR Methods of Performance Appra ne (WHF) vs Performance Appra plications - Redressal Procedu	Job Description - Job Spec TON & SOCIALIZATIC s and Challenges in Recrui Practices in India; Selection IENT Techniques, Evaluation of rogramme (NLP)-Executiv EIVANCE REDRESSAN aisal, Potential Appraisal, Fipraisal, Employee Diversit re.	DN itment on - Ste Trainive Dev L Possib	ons - Proce ps in ing, 1 elopr le Err	Job E ess, Pr Selec Emerg nent – rors in rmanc	valua occess tion F ing Is - Obje the Ap	tion – 10 of Procedure 10 ssues in ectives – 10 Appraisal praisal;
<ol> <li>Gary Dessler and BijuVarkkey, Human Resource Management, Pearson Education, New Delhi.</li> <li>R. Wayne Mondy, Human Resource Management, Prentice Hall, 2011.</li> <li>Venkataraman&amp;Srivastava, Personnel Management &amp; Human Resources</li> <li>Edwin B. Flippo, Personnel Management , McGraw-Hill, 1984</li> <li>WEB REFERENCE         <ol> <li><u>http://www.nitc.ac.in/app/webroot/img/upload/546896605.pdf</u></li> <li><u>https://www.assessteam.com/managing-work-from-home-employee-performance</u></li> </ol> </li> </ol>	Objectives Objectives UNIT III Recruitmer Recruitmer Socializatio UNIT IV Concept of Training, T Methods. UNIT V I Performance Process; W Grievance - LECTURI	of Job Analys – Process of Jo EMPLOYEE nt - Factors aff nt, Sources of Jo on process. TRAINING& Training, Training, Training Need Jo PERFORMAN ce Appraisal, Mork From Hom – Causes – Imp	is – Process of Job Analysis ob Evaluation - Methods . <b>RECRUITMENT, SELECT</b> ecting recruitment, Constraints Recruitment and Recruitment I exervitment A	Job Description - Job Spec <b>TON &amp; SOCIALIZATIO</b> <b>S and Challenges in Recrui</b> <b>Practices in India; Selection</b> <b>IENT</b> Techniques, Evaluation of rogramme (NLP)-Executive <b>EIVANCE REDRESSA</b> isal, Potential Appraisal, Employee Diversit re. <b>PRACTICAL</b>	DN itment on - Ste Trainive Dev L Possib	ons - Proce ps in ing, 1 elopr le Err	Job E ess, Pr Selec Emerg nent – rors in rmanc	valua occess tion F ing Is Obje the A ce Ap TOT	tion – 10 of Procedure 10 ssues in ectives – 10 Appraisal praisal;
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# Table 1: Mapping of COs with Pos

	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	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
<b>CO 4</b>	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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

COURS	R CODE	YBA203							L		P	1	С
	E CODE E NAME	MARKET	TING MA	NAGE	MEN	г			3	0	0		<u>c</u> 3
	OUISITE:	Nil				-			L	T	P		J H
C:P:A	20101120	3:0:0							3	0	0		3
	E OUTCOME							Dom	-		evel		-
CO1	Understand th		f Marketir	ng Mana	agemer	nt.			nitive		nderst	tandi	ng
CO2	Understand th	he Customer	value & N	Market s	segmer	nt.		Cog	nitive	U	nderst	tandi	ng
CO3	Understand th	he Product str	rategy.					Cog	nitive	U	nderst	tandi	ng
CO4	Understand th	he Communio	cating val	ue.				Cog	nitive	U	nderst	tandi	ng
CO5	Understand th	he concept of	f Competi	tive dyn	namics	•		Cog	nitive	U	nderst	tandi	ng
UNIT I	UNDERSTAN	NDING MAI	RKETIN	G MAN	AGE	MENT							7
Marketin Managen	Marketing for g Concepts – T nent Tasks	The New Mar	rketing Re	ealities -									larketing
UNIT II	CONNECT	ING WITH	CUSTO	MERS									10
Customer IDENTIF Bases for	Customer Va Relationships YING MARK Segmenting C I SETTING H	s. ET SEGMEI Consumer Ma	NTS ANI urkets – Ba	D TARC ases for	GETS Segme	enting I	-						10
	Characteristics												10
DEVELO Understa Value Ne <b>UNIT IV</b> Marketin		NG STRATE - A changing NICATING d Value Netw	GIES AN Pricing E VALUE	D PRO Environr & MAS Role of	GRAM ment – SS CO Marke	AS & D How C MMUN eting Ch	Compani NICATI nannels-	ies Prico ONS Channe	e? – Ma	arketii gn Deo	cisions	s-Ch	8 annel
	- Introducing N							ping an	iu mana	aging	an Au	ivert	ising
UNIT V	COMPET	ITIVE DYN	AMICS			Î							10
Strategies CRAFTI Developi	ive Strategies s. NG THE BRA ng and Establi The Scope of	ND POSITIC	ONING d Position	ing – Di	ifferen		C			•			
LECTU		TUTOR			-	RACT	ICAL			1	TOT	AL	
45		0			0						45		
Hill Educ REFERE Philip Ko	asamy ,S.Nam ation(India) P	vt., Ltd., Nev ne Keller, Ab	v Delhi oraham Ko	oshy and	d Mith		-						
Table 1:	Mapping of C							1				_	
00.1	PO1	PO2 PO3		PO5	<u>PO6</u>	<b>PO7</b>	<b>PO8</b>	PO9			SO2	_	
$\frac{CO1}{CO2}$	2	$\frac{0}{1}$ 1	0	0	0	0	0	$\frac{2}{2}$	0			-	
<u>CO 2</u> CO 3	2	<u>1   1</u> 1   1	0	0	<u>0</u> 0	0	0	$\frac{2}{2}$	0	0		-	
<u>CO 3</u> CO 4	2	$\frac{1}{1}$ 1	3	0	0	0	0	2	0			1	
CO 5	2	$\begin{array}{c c} 1 & 1 \\ \hline 1 & 1 \end{array}$	0	0	0	0	0	2	0	0			
Total Scaled V	10 alue 2	4 5 1 1	4	0	0	0	0	8 2	0	0		_	
	<u>aiue   2</u> 6-10 →2, 11-1	$5 \rightarrow 3$		V	U	U	U	4	U			_	

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

COURSE C	ODE	YB	SA204						L	Т	Р	С				
COURSE N	AME		ODUCT		ND OPE	RATION	5		4	0 0 T P						
PREREQU	ISITE:	Nil							L	Т	Р	Н				
C:P:A		4:	0:0						4	0	0	4				
LEARNING	OUTCC	OMES							L	ā						
1. To le	earn prod	luctivity a	and produ	uct desig	n											
2. To le	earn the c	lifferent	types of p	processes	s and lay	outs										
		to foreca														
		egate pla	•		ory contr	ol										
		P and lea	n produc	tion												
COURSE O								Dom			evel					
		perations,	producti	vity and	the vario	ous steps in	n product	Cogi	nitive	U	nderstar	nding				
	esign.								<u> </u>							
			•	· 1	ess select	ion, capac	ity	Cogi	nitive	U	nderstar	nding				
		nd facilit														
		casting p							nitive		pply					
			in manag	ement, a	ggregate	planning	and	Cogi	nitive	U	nderstar	nding				
ir	ventory	control.														
			quiremen	its planni	ing, sche	duling and	lean	Cogi	nitive	U	nderstar	nding				
<i>i</i> <b>k</b>	roduction															
UNIT I - IN								~ 1		~ 1		12				
Operations,	Fransforr	nation pr	ocess, Oj	perations	manage	ment, Pro	luctivity,	Product	design -	Prod	uct desi	gn				
process												10				
UNIT II - P								e flore el	hart Ca			12				
Process selec		design -	Classific	ation, Pr	oduct-pr	ocess mau	1x, Proces	ss now c	nart, Ca	pacity	y manag	gement				
Capacity pla				DECA	TINC							12				
Facility Lay						ace lavout	Foregesti	ng Cor	monon	ts of	domond					
Forecasting	• I	•		•		•		<u> </u>	nponen	15 01 0	Jemanu	,				
UNIT IV - A						<mark>*</mark>		st errors				12				
Supply Chai								ning Str	atarias			12				
Inventory Co									alegies							
UNIT V - M		ž		<i></i>	. <u>.</u>				N PROI	MC	ΓΙΟΝ	12				
Material Rec												14				
Operations S							or materia	u15,								
LECTURE	enedunn	<u> </u>	UTORIA				CTICAL			,	ГОТАІ					
60		0				0					60					
TEXT BOO	KS	v				<u> </u>										
1. Roberta S		Bernard	W Tavlo	r (2012).	Operatio	ons Manag	ement, 7 <sup>tl</sup>	<sup>h</sup> Edition	. Wilev							
REFERENC				<u>(====)</u> ,	- F Starle		,		<u>,</u>							
1. Richard B		Robert	Jacobs, N	licholas I	J Aquilar	10. Nitin K	Agarwal	(2013).	Operati	ons N	lanagen	nent fo				
Competitive					.1	,	0 · · ·	/ ,	r							
2. Mahadeva		•			nt: Theoi	y and Pra	ctice, Pear	rson.								
				<u> </u>			·····									
Table 1: Ma	pping of	f COs wi	th POs													
	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	<b>PO9</b>	1	<b>SO1</b>	PSO				

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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

COURSE C	ODE	YBA205			L	Т	Р	С
COURSE N		INFORMATION MANAGEM	IENT		3	0	0	3
PREREQUI	ISITE:	Nil			L	Т	Р	Н
C:P:A		3:0:0			3	0	0	3
<b>COURSE O</b>	UTCOMES			Dom	ain	Lev	vel	
CO1 U	Inderstand the h	basic concept of Information sys	tem	Cogn	itive	Unc	lerstan	ding
	Inderstand the s			Cogn			lerstan	
		concept of Data Base Manageme	ent System.	<u> </u>	nitive		lerstan	0
		security system concept	<u>,</u>	Cogn			lerstan	0
				-				-
		new advancements in IT		Cogn	itive	Uno	lerstan	
UNIT I IN	TRODUCTIO	N						10
				a		1		
		ion Technology, Role of IT in E					i, types	s 9
		archy, Role of Technology in M	anufacturing- PLC,	Autor	nation,	CNC,		
	dustry 4.0, 3D p	ness Operations - HRMS, CRM	Digital Markating	Salas	Dlanni	ng For	agasti	20
	stems, Block cl		, Digital Walketillg,	Sales	1 1411111	ng, 101	ceastil	15,
		WAREHOUSING, DATA MI	NING					10
		Data warehouse Architecture, D		ng- D	ata Mi	ning Te	chniqu	
		g, Market Basket Analysis.		U		U		
		NTROL AND REPORTING						8
		ection, Controls, IS Vulnerability						ecuring
		eless Networks, Software Audit,	Ethics in IT, User In	nterfa	ce and	reportii	ıg.	
	EW IT INITIA							8
	mation manage							
		ement in ERP, e-business, e-gov					ina	
Intelligence,		puting, Cloud computing, CMN	I, Big data, IOT, SM					
Intelligence, LECTURE		puting, Cloud computing, CMN TUTORIAL	I, Big data, IOT, SM PRACTICAL			T	OTAL	4
Intelligence, LECTURE 45	Pervasive Com	puting, Cloud computing, CMN	I, Big data, IOT, SM				OTAL	4
Intelligence, LECTURE 45 TEXT BOO	Pervasive Com	puting, Cloud computing, CMN TUTORIAL	1, Big data, IOT, SM PRACTICAL 0	ÍAC, Ì	Machir	T 45	OTAL	4
Intelligence, LECTURE 45 TEXT BOO 1. Robert Scl View, Tata M	Pervasive Com <b>DKS</b> hultheis and Ma AcGraw Hill, 2	nputing, Cloud computing, CMN <u>TUTORIAL</u> 0 ary Summer, Management Infor 008.	1, Big data, IOT, SM <b>PRACTICAL</b> 0 mation Systems – T	IAC, he Ma	Machir	T 45	OTAL	
Intelligence, LECTURE 45 TEXT BOO 1. Robert Sch View, Tata M 2. Kenneth C	Pervasive Com <b>DKS</b> hultheis and Ma McGraw Hill, 2 C. Laudon and J	nputing, Cloud computing, CMN <u>TUTORIAL</u> 0 ary Summer, Management Infor 008. fane Price Laudon, Management	1, Big data, IOT, SM <b>PRACTICAL</b> 0 mation Systems – T	IAC, he Ma	Machir	T 45	OTAL	
Intelligence, LECTURE 45 TEXT BOO 1. Robert Sch View, Tata M 2. Kenneth C Learning / Pe	Pervasive Com <b>EXS</b> hultheis and Ma McGraw Hill, 2 C. Laudon and J earson Education	ary Summer, Management Infor 08. Jane Price Laudon, Management on, PHI, Asia, 2012.	<ul> <li>I, Big data, IOT, SM</li> <li>PRACTICAL</li> <li>0</li> <li>mation Systems – The system</li> <li>Information System</li> </ul>	he Ma	Machin	g thedi	OTAL 5	irm, PH
Intelligence, <b>LECTURE</b> 45 <b>TEXT BOO</b> 1. Robert Scl View, Tata M 2. Kenneth C Learning / Pe 3. Text Book	Pervasive Com <b>PKS</b> hultheis and Ma AcGraw Hill, 2 C. Laudon and J earson Education ((s) Information	<b>Dutting, Cloud computing, CMN</b> <b>TUTORIAL</b> <b>0</b> ary Summer, Management Infor 008. fane Price Laudon, Management on, PHI, Asia, 2012. n Technology for Management:	<ul> <li>I, Big data, IOT, SM</li> <li>PRACTICAL</li> <li>0</li> <li>mation Systems – The system</li> <li>Information System</li> </ul>	he Ma	Machin	g thedi	OTAL 5	irm, PH
Intelligence, LECTURE 45 TEXT BOO 1. Robert Scl View, Tata M 2. Kenneth C Learning / Pe 3. Text Book Efraim Turba	Pervasive Com <b>DKS</b> hultheis and Ma McGraw Hill, 2 C. Laudon and J earson Education (s) Information an, Linda Volo	ary Summer, Management Infor 08. Jane Price Laudon, Management on, PHI, Asia, 2012.	<ul> <li>I, Big data, IOT, SM</li> <li>PRACTICAL</li> <li>0</li> <li>mation Systems – The system</li> <li>Information System</li> </ul>	he Ma	Machin	g thedi	OTAL 5	irm, PH
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Intelligence, IECTURE 45 TEXT BOO 1. Robert Scl View, Tata M 2. Kenneth C Learning / Pe 3. Text Book Efraim Turba REFERENC 1. Rahul de, 2. Gordon Da and Develop 3. Haag, Cun 2005. 9th edi 4. Turban, M Digital Ecom 5. Raymond 6. James O B enterprise, Ta	Pervasive Com <b>DKS</b> hultheis and Ma AcGraw Hill, 2 C. Laudon and J earson Education (s) Information an, Linda Volor <b>ES</b> MIS in Busines avis, Managem ment, Tata McC mmings and Mc ition, 2013. IcLean and We omy, John Will McLeod and Ju Brien, Managen ata McGraw Hill	puting, Cloud computing, CMN         TUTORIAL         0         ary Summer, Management Infor         008.         ane Price Laudon, Management         on, PHI, Asia, 2012.         a Technology for Management:         nino, Gregory R Wood         ss, Government and Society, Wi         ent Information System : Conce         Graw Hill, 21st Reprint 2008.         c Cubbrey, Management Informat         therbe, Information Technology         ey, 6th Edition, 2008.         c George P. Schell, Management         nent Information Systems – Mar         ill, 2004.	1, Big data, IOT, SM <b>PRACTICAL</b> 0 mation Systems – Th Information System Advancing Sustainal ley India Pvt Ltd, 20 ptual Foundations, S ation Systems for the for Management –T t Information System haging Information T	he Ma he Ma hs – M ble, P ble,	Machin magers fanagin cofitabl ure mation prming arson I plogy i	g thedi e Busin Age, M Organ Educati	gital finess Gravitation	irm, PH rowth - w Hill, is in the 07.
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Intelligence, IECTURE 45 TEXT BOO 1. Robert Scl View, Tata M 2. Kenneth C Learning / Pe 3. Text Book Efraim Turba REFERENC 1. Rahul de, 2. Gordon Da and Develop 3. Haag, Cun 2005. 9th edi 4. Turban, M Digital Econd 5. Raymond 6. James O B enterprise, Ta 7. Raplh Stai 2012 8. Corey Sch Security, Tat 9. Frederick G Audit, Auerb	Pervasive Com PKS hultheis and Ma AcGraw Hill, 2 C. Laudon and J earson Education (s) Information an, Linda Volor ES MIS in Busines avis, Managem ment, Tata McC mmings and Mc ition, 2013. IcLean and We omy, John Will McLeod and Ju Brien, Managen ata McGraw Hill Gallegor, Sand bach Publication	puting, Cloud computing, CMN TUTORIAL 0 ary Summer, Management Infor 008. ane Price Laudon, Management on, PHI, Asia, 2012. a Technology for Management: nino, Gregory R Wood ss, Government and Society, Wi ent Information System : Conce Graw Hill, 21st Reprint 2008. c Cubbrey, Management Informat therbe, Information Technology ey, 6th Edition, 2008. George P. Schell, Management nent Information Systems – Mar ill, 2004. Reynolds, Information Assurance 1, 2007.	1, Big data, IOT, SM PRACTICAL 0 mation Systems – Th Information System Advancing Sustainal ley India Pvt Ltd, 20 ptual Foundations, S ation Systems for the for Management –T t Information System haging Information T Cengage Learning, 1 e for the Enterprise – Carol Gonzales, Info	he Ma he Ma hs – M ble, Pr ble, Pr ble	Machin magers (anagin cofitabl ure mation orming arson I ology i dition, admap on Tec	g thedi e Busin Age, M Organ Educati n the E to Info	gital finess Gravitation AcGravitation on, 200-busine	irm, PH rowth - w Hill, s in the 07. ess

# Table 1: Mapping of COs with Pos

<b>PO1</b>	PO2	PO3	<b>PO4</b>	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	PSO1	PSO2
2	3	0	0	0	0	0	0	0	0	0
2	3	0	0	0	0	0	0	2	0	0
2	3	0	0	2	0	0	0	2	0	0
2	3	0	0	0	0	2	0	2	0	0
2	3	0	0	0	0	0	0	2	0	0
10	15	0	0	0	0	2	0	8	0	0
2	3	0	0	0	0	1	0	2	0	0
	2 2 2 2 2 2 2	2     3       2     3       2     3       2     3       2     3	2     3     0       2     3     0       2     3     0       2     3     0       2     3     0	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$						

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

COURC	ECODE	<b>X7D</b> A A0 <						Ŧ			
	E CODE	YBA 206		DOILN		r		L	T	P	C
	E NAME		SS RESEA	ARCH M	ETHOD	<b>)</b>		3	1	0	4
	QUISITE:	Nil						L	T	P	H
C:P:A	FOUTCOM	3:1:0					D	3		0	4
COURS	E OUTCOM	IES					Don	nain	Le	vel	
CO1	Understand	the process in	business:	research p	orojects		Cog	nitive	Ur	derstandi	ng&Apply
CO2	Define busi	ness problem					Cog	nitive	Ur	derstandi	ng&Apply
CO3	Analyzing of	of collected da	ta to inves	tigate the	research	problem	Cog	nitive	Ur	derstandi	ng&Apply
CO4	Designing of	of questionnai	res for data	a collectio	n		Cog	nitive	Ur	derstandi	ng&Apply
CO5	Interpret of	data using sta	tistical tec	hniques			Cog	nitive	Ur	derstandi	ng&Apply
UNIT I	INTRODU	JCTION									10
India		rch, research j		iteria of g	ood Rese	arch, Prob	olems E	Encoun	tered	by Resear	
		A DEFININT									10
problem	, Research De	electing the presign, meaning	g, need for	research							
		sign, differen			DIG						10
UNIT I	II SAMPLIN	NG, MEASU	REMENI	& SCAL	ING						12
in Resea of develo	rch, Measurei oping Measur	mpling, Defir nent Scales, S ement Tools, nstruction Tec	Sources of Meaning o	Errors in	Measurer	nent, Test	s of So	und M	easure	ment, Te	
UNIT I	<b>DATA C</b>	OLLECTION	N								13
Collectio collectio UNIT V Introduc	on of Data thr n, collection of DATA AN tion to Uni-va	Data, Observ ough Schedul of Secondary ALYSIS & I triate, Bi-varia	es, Differe Data, Selec REPORT	nce betwe ction of ap <b>PREPAR</b> Ilti-variate	en Quest opropriate ATION e techniqu	ionnaires e method f ies, Repor	and Sc for data t Writi	hedule a collec	s, Oth ction, (	er method Case Stud	ls of data y method 15
LECTU		tistical output					Cage		r	TOTAL	
45	NĽ	1010K			0	AICAL				60 60	
TEXT E	OOKS	13			U					0	
Rajandra Publicati Kothari REFERI Cooper	in KVR and C ions, Chennai C R, Research ENCES D.R. & Schind	Guru P (2022) , Tamil Nadu n Methodolog dler P.S., Busi <b>Cos with PO</b>	y, New Ag	e Internat	ional Put	olishers			dents"	Duraigo	
		O2 PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	I	<b>PO9</b>	PSO1	PSO2
					24				~ /	~ ~ *	~ ~ =

CO 1	2	1	1	1	3	2	1	1	1	0	0	)
CO 2	2	1	1	1	3	2	1	1	1	Ő	C	
CO 3	2	1	1	1	3	2	1	1	1	0	0	
<u>CO 4</u>	2	1	1	1	3	2	1	1	1	0		
CO 5	2	1	1	1	3	2	1	1	1	0	0	
1 5 \1 (	10	5	5	5	15	10	5	5	5	0	0	)
1-5 →1, 6 0 – No rel		·		2 – Medi	ium relat	ion, 3- Hi	gh relati	on				
COUDEE	CODE		VDA 207						т		П	
COURSE			YBA207							T	P	C
COURSE				TIONS	RESEAR	KCH			3	1	<u>0</u>	4
PREREQ	UISITE		Nil						L	T	<u>P</u>	H
C:P:A LEARNII			<b>4:0:0</b>						3	1	0	4
3. To 4. To	o learn ho o learn ho	ow to so ow to so	olve repla	cement p ng and n	roblems nachine se			s and simu	ilation			
COURSE								D	omain	Leve	e]	
CO1			ogrammin	g proble	ms				ognitive	App	••••••	
CO2			ation and			ems			ognitive	App		
CO3			ent proble						ognitive	App		
CO4					na simul	ation and	lecision		ognitive	App		
04	analysis			sequenci	iig, siinui	ation and			Jgintive	App	Iy	
CO5			d PERT pi	obloma				C	ognitive	Ann	1	
						OGRAM			Jgintive	App	Iy	15
Introductio	on to Ope							of LP in M	anagemer	nt, Graph	ical m	<b>i</b>
Simplex n												
						SSIGNM						13
Introduction								ix – Minin	na method	l, Vogel'	S	
Approxim			<b>^</b>			Method.						
Assignme			<del>-</del>		Problem.							
UNIT III												7
Introduction	on to Rep	laceme	ent model,	Replace	ement poli	cy for iter	ns which	deteriorat	e with tin	ne gradua	ally.	
						G & GAM	E THE(	DRY				12
Introduction												
		-			•	' jobs and						
						imes, Simi	ilation, E	Decision aa	analysis			
UNIT V -												13
		· · · · · · · · · · · · · · · · · · ·			ig a Proje	ct Networl	c Diagrai	n, Critical	Path Met	hod, and	Progr	am
Evaluatior		view Te	echnique (	PERT)								
LECTUR	E		TUTO	RIAL		PF	ACTIC	AL		TC	<b>)TAL</b>	
45			15			0				60		
TEXT BO	OOKS											
Anderson	D.R., Sw	veeney ]	D.J., Willi	ams T.A	. & Marti	in K. An I	ntroducti	on to Man	agement S	Science -	_	
		•						vt. Ltd., N	•			
REFEREN							******					
1. Prem K	umar Gu	pta, Hii	ra D.S, Or	erations	Research	, S. Chanc	l Compai	ny Ltd, Ne	w Delhi.			
2. S. Kala												
3. Sharma	• •					•		Publishers	s India Lto	d, New I	Delhi.	
				ž.								
<b>Fable 1: (</b>	COs vs P	<u>Os Ma</u>	pping									

2	4	
		J

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 - I	Low Rela	tion, 2-	Mediun	n Relation	n, <mark>3- Hig</mark> h	Relation	n		
1-5→1, 6-10→2, 11-1	5→3								

COURS	E CODE	YBA208		L	Т		Р	С	
COURS	E NAME	ENTREPRENEURSHIP DEVELOPMENT		3	0		0	3	
PRERE	QUISITE	Nil		L	1	Т	P		H
C:P:A			3		0	0		3	
COURS	E OUTCOMES	8	Dom	ain		Leve	el		
CO1	Explain the pe	ersonal traits of an entrepreneur	Cogn	itive		Und	erstan	ding	
CO2	Interpret the education development	environment that support entrepreneurial	Cogn	Und	erstan	ding			
CO3	Develop the b	usiness plan based on feasibility	Cogn	itive		App	lying		
CO4	Discover the s	teps in establishing a small business	Cogn	itive		Anal	yzing		
CO5	Determine the business	factors responsible for success/failure of a	Cogn	itive		Eval	uating	5	
UNIT I	ENTREPRE	NEURIAL 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

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. 9

11

9

8

UNIT III BUSINESS PLAN PREPARATION

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

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

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	<b>PO7</b>	PO8	<b>PO9</b>	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
<b>CO 4</b>	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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

#### SEMESTER III

COURSE	E CODE	YBA 301		Т	P	C		
COURSE	E NAME	STRATEGIC MANAGEMENT	4	0	0	4		
PREREQ	UISITE:	Nil	L	Т	Р	H		
C:P:A		4:0:0	4	0	0	4		
LEARNI	NG OBJECTIV	VES			<b>i</b>	d		
1. T	o learn the steps	in the process of strategic management.						
2. T	o learn the proce	ess of analyzing internal and external environment	of businesses.					
3. T	o learn different	types of strategies adopted by firms to overcome of	competition in th	ne busi	ness lev	/el.		
		types of strategies adopted by firms to overcome of						
5. T	o learn different	types of strategies adopted by firms to overcome of	competition in th	ne inter	nationa	ıl leve		
COURSE	E OUTCOMES		Domain	Le	vel			
CO1	Explain the ste	eps in the strategic management process.	Cognitive	Un	derstan	ding		
CO2	Analyze the ex	tternal and internal environment of businesses.	Cognitive					
				Analysing				
CO3	Compare vari	ous business level strategies.	Cognitive	Understandin				
					alysing			
CO4	Compare vari	ous corporate level strategies.	Cognitive		derstan	0		
					alysing			
CO5	Compare vari	ous international strategies.	Cognitive		derstan			
				An	alysing			
	INTRODUCT					10		
Strategy,	Strategic manag	ement, Strategic management process, Mission sta	tement, Stakeho	olders,	Corpora	ite		
governanc								
UNIT II ·	- SITUATION	ANALYSIS				20		
External e		acro environment, Industry environment, Industry		forces	model.			
L'Atternur e	·	ources and capabilities - Value chain model, SWC	)T analysis					
	nvironment: Res	sources and capabilities - value chain model, Swe	<b>71</b> unury 515.					

Business level strategies: C	ost leadership, Differentiation, F	ocus.	
<b>UNIT IV - CORPORATE</b>	LEVEL STRATEGY		10
Corporate level strategies:	Concentration, Vertical integration	on, Diversification, Divestment, Por	tfolio analysis –
BCG Matrix.			
UNIT V - INTERNATIO	NAL STRATEGY		10
International strategy: Glob	al, Multidomestic, Transnational	l strategy, Modes of entering interna	tional markets.
LECTURE	TUTORIAL	PRACTICAL	TOTAL
60	0	0	60
TEXT BOOKS			
1. Michael A. Hitt. R. Duar	ne Ireland & Robert E. Hoskissor	n, Strategic Management: Competiti	veness &
Globalization - Concepts a	nd Cases, 12 <sup>th</sup> Edition, Cengage	Learning, 2017	
2. Raghavan Parthasarathy,	Fundamentals of Strategic Mana	agement, Biztantra, 2008.	
REFERENCES			
		, Strategic Management: Formulation	on,
Implementation and Control	ol, 12 <sup>th</sup> Edition, McGraw Hill Edu	acation, 2017.	
2 Charles WI IIII & Car	oth D. Jongo Stratagia Managam	ent: An Integrated approach 9 <sup>th</sup> Ed	ition Congogo

2. Charles W.L. Hill & Gareth R. Jones, Strategic Management: An Integrated approach, 9<sup>th</sup> 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	3	0	3	0	1	0	0	0	0	0	0
0,1,2,3											

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

	SE CODE SE NAME	Y BA	пусц	A TNLA NI		STICS M		MENT	3	0	0	3
	SE NAME EQUISITE		пл	AIN AIN	n fogi	511C5 W	ANAGE	TATT/TAT		 Т	P	л Н
C:P:A	QUISTIE	3:0	• 0						3	0	<b>r</b>	<u>п</u> 3
	NING OBJ								3	U	U	3
	To learn th			nly chain	manager	nent						
	To learn th	-			-							
	To learn ho											
	To learn he		•			<						
	To learn th											
	SE OUTCO		0	1		<b>J</b>		D	omain	Leve		
CO1	Explain s	supply ch	ain mana	agement	and the p	process v	iew of su	ipply C	Cognitive	Unde	rstandi	ng
CO2	<b>Explain</b> supply chain strategy and the drivers of supply chain Cognitive Understandi performance											
CO3	Explain t		C	Cognitive	Unde	rstandi	ng					
CO4	Explain network d		ous mod	es of tra	ansportati	ion and	transport	ation C	Cognitive	Unde	rstandi	ng
CO5	<b>Explain</b> t	•	ng option	is and coo	ordinatior	n in suppl	y chains	C	Cognitive	Unde	rstandi	ng
UNIT I	– INTROI		0 1				-		~			7
				nnler als -	in Ducas	n war d	f	hain C-	anly above	maarra		
	chain, Deci	•			m, Proces	ss view of	supply c	nam, Suj	ppiy chair	i macro j	process	
UNIT I	I - STRAT	TOTT AN										9
	I-SIKAI	EGY AN	D DRIV	ERS								
	chain strate				of supply	chain pe	erformanc	e: Facili	ties, Inve	ntory, T	ranspo	rtatio
Supply	chain strate	egy, Strat	egic fit,		of supply	chain pe	erformanc	e: Facili	ties, Inve	ntory, T	ranspo	rtatio
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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
	6-10 -		_	Ū	Ū	0	Ū	Ū	Ū	Ŭ		0
0-No Rela				ledium R	elation 3	- High Re	lation					
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COURSE			PRODU		IGN				3	0	0	3
PREREQ			Nil						L	T	P	Ĥ
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UNIT IV												9
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			Pearson, 2		8		<b>1</b>		0	0	/	

#### 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	3	1	0	0	0	0	0	0	0	0	0
0,1,2,3											

 $1\text{-}5 \rightarrow 1, 6\text{-}10 \rightarrow 2, 11\text{-}15 \rightarrow 3$ 

COURS	E CODE	YBAE03	L	Т	P	С
COURS	E NAME	QUALITY MANAGEMENT	3	0	0	3
PRERE	QUISITE:	Nil	L	Т	Р	Η
C:P:A		3:0:0	3	0	0	3
LEARN	ING OBJEC	TIVES				
		he principles and practice of quality management	to students	who are	e going	to pla
	5	development and management of organizations.				
		t the different alternatives for continuous improven	nent.			
		with benchmarking and its benefits				
	Fo learn about	with different statistical tools.				
			Domain	T		
	E OUTCOM				evel	1.
CO1	Management		Cognitive		ndersta	Ũ
CO2		continuous process of improvement	Cognitive	Uı	ndersta	nding
CO3	Summarize	benchmarking	Cognitive	Uı	ndersta	nding
CO4	Outline the	quality management systems	Cognitive	Uı	ndersta	nding
CO5	Explain stat	istical process control	Cognitive	Uı	ndersta	nding
UNIT I	INTRODU	CTION TO QUALITY MANAGEMENT				7
Process Solving D UNIT I Define H	of CPI, Jura Method, Kaiz IIBENCHMA Benchmarking	OUS PROCESS IMPROVEMENT n Trilogy, Improvement Strategies, Types of P en, Reengineering, Six Sigma ARKING g, Process of benchmarking, deciding what to b g of benchmarking, learning from data, using the	enchmark,	understa	anding	7 currer
benchma	irking		0 1			
	-	Y MANAGEMENT SYSTEMS				8
		stration, ISO 9000 series of Standards, IOS 9001 writing Documents, Internal Audits, Registration	requiremen	ts, Imp	lementa	ation (
UNIT V		CAL PROCESS CONTROL				9
Fundame	viagram, Proce entals, Contro	ess Flow Diagram, Cause and Effect Diagram, Chol Charts, Variable Control Charts, Process Per		U		
	(MSA) Scatte	TUTORIAL PRACT	TICAL		TOT	TAL.
	45				4	
TEXT B	-					-
Rashmi REFER 1. J	Urdhwarsire, ( ENCE James R.Evan Learning	Mary Besterfield, Carol Besterfield, Glen H. Best (2014), "Total Quality Management" Pearson Edu s, William M.Lindsay(2012) "The Management a i(2006) "Quality Management" Oxford Higher Edu	cation, New	Delhi		
Table		of COs with POs				
	POI	1 PO2 PO3 PO4 PO5 PO6 PO7 PO8	PO9 PS	501   F	PSO2	
		31				
		51				

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			
<b>CO 3</b>	2	2	2	3	0	2	1	0	0	0	0			
<b>CO 4</b>	1	2	1	1	0	1	1	0	0	0	0			
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 $1-5 \rightarrow 1, 6-10$		2	2	3	0	2	1	1	2	0	0			
0 – No Relation COURSE CO COURSE NA PREREQUIS C:P:A	)DE AME	YE IN Nil	BAE04 VESTI			ation, 3-			1	]	3 L	T 0 T 0	P 0 P 0	C 3 H 3
LEARNING 1. To introduc 2. To dissemi	ce the va	CTIVES	vestme				securit	v.			<u> </u>		<u> </u>	
<ol> <li>To give exp</li> <li>To learn ho</li> <li>To learn ho</li> </ol>	posure to ow to ana ow to eva	studen alysis th aluate th	ts in an e portfe	alyzing olio and	g the Va l how to	aluation o select	of Del		s/ Bond		•			
COURSE O										Doma		Lev		
CO1 Ex	<b>plain</b> the	e overvi	iew of <b>(</b>	Capital	Market	ts.				Cognit	tive	Un	lerstan	ding
CO2 De														
CO3 An	alyse th	e nature	e of Boi	nds and	Deriva	tives.				Cognit	tive	An	alysing	
CO4 Ex	<b>plain</b> an	d <b>analy</b>	<b>se</b> the p	ortfolio	).					Cognit	tive		derstan alysing	•
pei	formanc	e.	0		<sup>•</sup>	folio	and a	inalyse	the	Cognit	tive		derstan alysing	ding
UNIT I-OVE Market of sec Trading of se Protection.	urities, S	Stock E	xchang	e and N	lew Iss	ue Mar	kets - tl	neir nat	ure, stru	ucture,	function	ning a	nd limi	-
UNIT II-RIS														6
Concept of Ri Nature of St Valuation of Technical Ap company anal UNIT III- Va	ock Ma Equity: proach - ysis.	rkets: Nature: overv	EMH ( of equ iew of	(Efficie ity inst concep	nt Mar rument t & too	ket Hy s, Equi ols used	pothesi ty Valu d and F	s) and ation 1 Fundam	<mark>its imp</mark> Models. ental A	Appro Appro Approac	ns for i	nvest to Equ	<mark>ment d</mark> uity Va	ecision. luation:
Valuation of Duration. Val												ure of	interes	st rates,
UNIT IV-PO Portfolio cono Markowitz's Arbitrage Prio	cept, Por Theory,	tfolio ri Single	isk and	return,	Beta a	s a mea	sure of							
UNIT V-POI	RTFOL	огу. [О МА]	NAGE	MENT	AND	PERFO	ORMA	NCE F	VALU	ΑΤΙΟ	N			12
Performance portfolio; Por	evaluatio	on of ex	xisting ]	portfoli	o, Shar	pe and	Treyno					tives a	and rev	
LECT				TUTO			-	Р	RACT	ICAL			тот	'AL
45				0					0				4	
						32	2							

#### **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<sup>st</sup> Ed.
- 3. Pandian P, Security Analysis and Portfolio Management, Vikas Publishing, 2012, 1<sup>st</sup> Ed.
- 4. Bodie, Kane, Marcus & Mohanti , Investment and Indian Perspective TMH, 2009, 6th 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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

COURSE CODE	YBAE05	L	Т	Р	С
COURSE NAME	MERGERS AND ACQUISITIONS	3	0	0	3
PREREQUISITE:	Nil	L	Т	Р	Η
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.

COURS	E OUTCOMES	Domain	Level
CO1	Outline the objectives and types of Merger.	Cognitive	Understanding
CO2	Explain and generalize the de-merger.	Cognitive	Understanding
CO3	ApplyandAnalyze the valuation models.	Cognitive	Applying Analysing
CO4	<b>Compare</b> 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
Corporat	e Restructuring-objectives of merger, demerger, acquisition, typ	bes of merger -	Horizontal, Vertical,
Conglon	erate, Case studies.		
UNIT II	-DE-MERGERS AND REVERSE MERGERS & ROLE OF SH	EBI	9
De-merg	er, spin off, split up, tax advantages of demerger, Reverse Merger (	L & T-Grasim).	
SEBI reg	ulations on Merger & Acquisition, Takeover Code.		
UNIT II	I- DEFENSIVE STRATEGIES & M&A MODELS AND THE	ORIES	9
(Problem	is to be discussed under this topic)		
Defensiv	e actions on takeover bids. Valuation Models on Merger & Ac	auisition: (a) DC	F Model (b) Public

Enterprises, (c) Book Valu	e, (d) Adjusted Book value (e) 7	Three Stage growth model	
UNIT IV-RATIO ANAL	YSIS AND VALUATION STR	ATEGIES	7
Swap Ratio, Valuation Pra	ctices in India, LBO, MBO, Case	e Study-Tata Tetley	
UNIT V-TAXATION AS	PECTS IN M&A AND POST	MERGER ANALYSIS	11
Treatment of goodwill, pre	emium & Taxation aspects 72A,	2(140, Tax Benefit of Merger & Ac	equisition. Success
and failure of Merger & A	equisition, International Cases: A	OL & Time Warner.	
LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45
TEXT BOOKS			
1. Prasanna Chandra, (20	08), "Financial Management: T	heory and Practice" 7 <sup>th</sup> Edition, Ta	ata McGraw- Hill
Publishing Company Limit	ted New Delhi.		
REFERENCES			
1. Chandrashekar Krishnar	murti, S.R.Vishwanath, (2008), "	Mergers, Acquisitions And Corpora	te Restructuring,
First Edition, Sage Publica	tions Pvt. Ltd, New Delhi.		
2. Kamal Ghosh Ray, (20	10), "Mergers And Acquisitions	s: Strategy, Valuation And Integration	on", Phi Learning
Pvt. Ltd-New Delhi.			
2	ale, Rajinder S Aurora, (2011), N	Mergers And Acquisitions	
Oxford University Press-N	lew 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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

COURS	E CODE	YBAE06		L	Т	Р	C		
COURS	E NAME	BANKING AND INSURANCE MANAGEMEN	Т	3	0	0	3		
PRERE	QUISITE	E Nil L T P							
C:P:A		3:0:0		3	0	0	3		
LEARN	ING OBJECTI	VES							
LO1	To describe the	general banking operations							
LO2	To interpret the	e lending and credit appraisal process							
LO3	To learn and us	e the advance recovery and credit appraisal system.							
LO4	To learn the co	ncepts of risk management.							
LO5		insurance concept.							
COURS	E OUTCOMES		Domain		Level				
CO1	Able to descu	ibe the Indian banking system evolution, its	Cognitive		Under	standir	ıg		
	operations and	l E-banking system.							
CO2	Able to summ	arize the concept of lending approaches and credit	Cognitive		Under	standin	ıg		
	appraisal proce	SS.							
CO3	•	advances recovery methods& NPA management	Cognitive	e	Apply				
	<i>*</i>	overnment regulations.							
CO4	-	<b>n</b> the various risks, and <b>apply</b> methods to handle	Cognitive		Under	standin	ıg,		
	risk.				Apply				
005			a		<b>TT</b> 1	. 1'			
CO5	-	ss the principles of Insurance and various types of	Cognitive		Under	standır	ıg		
	insurance and i	n addition to Government regulatory bodies							

,			
<b>UNIT I - OVERVIEW O</b>	F BANKING		8
Indian Financial system-C	Commercial Banking – Classif	fication of Banks – Functions – E	Banking Structure -
		- Banking Operations: Acceptance of	
of Funds- E Banking/Onl	ine banking- Electronic Funds	s transfer systems, Clearing House of	operations- Foreign
Exchange operations-Weal	th Management/Private Bankir	ng operations.	
UNIT II - OVERVIEW (	<b>OF LENDING PRODUCTS A</b>	AND CREDIT APPRAISAL PROC	ESS 9
		- Lending approach to Individuals	
Agriculture, MSME- Secu	rity aspects and Documentatior	n-Loan processing, Sanctioning and M	Monitoring of Trade
advances, Industrial advan	ces, <b>Agricultural advances</b> , H	ome Loans and Unsecured personal l	oans.
UNIT III - RECOVERY	OF ADVANCES, NPA AND	RESOLUTION	10
Recovery of Advances- M	ethods -Classification of asset	s as Standard, Non Performing Asset	ts, Doubtful debts –
Causes and Remedial Me	easures - Management of NP	A's – Debt Recovery Tribunals –	Lok Adalats-Asset
Reconstruction Fund-SAR	FAESI ACT.		
UNIT IV - RISK MANA	GEMENT		6
Definition of Risk- Classif	ication of Risks; Methods of ha	andling risk –Risk management-Obje	ctives-Personal risk
management process.			
UNIT V - BASICS OF IN	ISURANCE		12
		ance, General Insurance, Health &	
		surance. Insurance pricing, Under	writing. Principles
governing marketing of ins	surance products. IRDA- Role.		
LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45
TEXT BOOKS			
	g and Financial Services, Padn	nalatha Suresh and Justin Paul, Secor	nd edition, Pearson,
2011			
2. Banking and Financial S	System – B.Santhanam, Margha	m Publications; 5th edition (2012)	
REFERENCES			
1. Elements of Banking &	Insurance – Jyothsna Sethi &N	lishwan Bhatia, PHI, 2009.	
		my Shekhar, Vikas Publishing House	
3. Banking Theory, Law an	nd musetice Cundenson and V	Jarshnav Sultan Chand & Sons New	D 11 '
	•	•	
ũ	•	andradas J. Himalaya Publishing Hou	

Table 1: Mapping	of COs with POs
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	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	3	2	1	0	0	0	1	1	1	0	0
0,1,2,3											

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

Able to	o understa	nd differe	ent types of	of training	28								
Able to understand different types of trainings Able to know the purpose of training program													
Able to evaluate the effectiveness of training													
	o design a			•	,								
COURSE OUTCOMES								D	omain	Leve	el		
CO1	Know the importance of Training and Developme					lopment.			og(Und)		erstanding		
CO2		v differen					og(Und)		erstanding				
CO3				burpose of training program					og(Und)		erstanding		
CO4			ining effectiveness and evaluation					og(Und)		erstanding			
CO5											Understanding		
UNIT									8				
				ining-Im	ortance of	of Traini	ng-Types	of Train	ing-Identi	fving Tra	ining Needs,		
-	ives of Tr	•		81			-8 - JF		8	-,8			
·	II TYP	XX	RAINING	ł							10		
					raining-	Apprentio	ceship Tr	aining- (	Google M	eet/Goog	le Classroom		
					•	· ·	· ·			•	ture Method,		
					Role Plays					0			
					<b>FROGE</b>						9		
								roup-Prei	paring the	Trainer	s-Developing		
											er a Training		
Program	0 0			01	0		-	,	1		0		
·		ALUATI	NG TRA	INING E	FFECTI	VENESS	 }				9		
Need 1	for Evalu	UNIT IVEVALUATING TRAINING EFFECTIVENESS9Need 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.											, Behaviour,		
			<b>.</b>	•						-			
Results	s-Methods	s of Evalu	ation, Ty	pes of Fee		n-line as				-			
Results UNIT	s-Methods <b>V DES</b>	s of Evalu IGNING	ation, Ty A TRAI	pes of Fee NING PR	edback- O ROGRAN	n-line as I	sessment,	Evaluati	on througl	n social n	nedia.		
Results UNIT Americ	s-Methods V DES can Societ	s of Evalu <b>IGNING</b> ty for Tra	ation, Ty A TRAIN ining and	pes of Fee NING PR Developr	edback- O ROGRAM nent (AST	n-line as Ι ΓD)-Asse	sessment, ess Organi	Evaluati	on througl	n social m	nedia. 9 pment Needs-		
Results UNIT Americ Define	s-Methods V DES can Societ Your Tra	s of Evalu IGNING ty for Tra aining Obj	A TRAIN A TRAIN ining and jective- Tr	pes of Fee NING PR Developr raining Pr	edback- O ROGRAM nent (AST	n-line as I ID)-Asse esign- Ad	sessment, ess Organi lopt Train	Evaluational Control Stational Control Stational Control States S	on through Fraining & iples- Trai	n social m	nedia. 9 pment Needs-		
Results UNIT Americ Define Develo	s-Methods V DES can Societ Your Tra	s of Evalu IGNING ty for Tra aining Ob raining P	A TRAIN A TRAIN ining and jective- Tr	pes of Fee NING PR Developr raining Pr	edback- O COGRAN ment (AST cogram De ation- Eva	n-line as I ID)-Asse esign- Ad	sessment, ss Organi opt Train ur Trainin	Evaluational Control Stational Control Stational Control States S	on througl Fraining & iples- Trai m	n social m	nedia. 9 pment Needs-		
Results UNIT Americ Define Develo	s-Methods V DES can Societ Your Tra opment- T	s of Evalu IGNING ty for Tra aining Ob raining P	A TRAIN A TRAIN ining and jective- Tr	pes of Fee NING PR Developr raining Pr oplementa	edback- O COGRAN ment (AST cogram De ation- Eva	n-line as I ID)-Asse esign- Ad	sessment, ss Organi opt Train ur Trainin	Evaluational Stational Stationae Sta	on througl Fraining & iples- Trai m	n social m	nedia. 9 oment Needs- gram		
Results UNIT Americ Define Develo	s-Methods V DES can Societ Your Tra pment- T LECTUR	s of Evalu IGNING ty for Tra uning Ob training P RE	A TRAIN A TRAIN ining and jective- Tr	pes of Fee NING PR Developr raining Pr aplementa TUTOR	edback- O COGRAN ment (AST cogram De ation- Eva	n-line as I ID)-Asse esign- Ad	sessment, ss Organi opt Train ur Trainin	Evaluati sational <sup>7</sup> ing Princ g Program RACTIC	on througl Fraining & iples- Trai m	n social m	nedia. 9 ment Needs- gram TOTAL		
Results UNIT Americ Define Develo	s-Methods V DES can Societ Your Tra pment- T LECTUE 45 BOOKS	s of Evalu IGNING ty for Tra hining Obj raining P RE	A TRAIN A TRAIN ining and jective- Tr rogram In	pes of Fee NING PR Developr raining Pr nplementz TUTOR 0	edback- O ROGRAM ment (AST rogram De ation- Eva RIAL	Pn-line as <b>1</b> FD)-Asse esign- Ad luate Yo	sessment, ess Organi lopt Train ur Trainin PI	Evaluational <sup>7</sup> ing Princ ing Program RACTIC 0	on througl Fraining & iples- Trai m AL	n social n z Develop ining Pro	nedia. 9 ment Needs- gram TOTAL		
Results UNIT Americ Define Develo	s-Methods V DES can Societ Your Tra pment- T LECTUE 45 BOOKS andran k ation, Che	s of Evalu IGNING ty for Tra ining Ob raining P RE XVR, (20 ennai	A TRAIN A TRAIN ining and jective- Tr rogram In 21), "Tra	pes of Fee NING PR Developr raining Pr pplementa TUTOR 0 aining ar	edback- O ROGRAN ment (AST cogram De ation- Eva RIAL	on-line as <b>I</b> TD)-Asse esign- Ad luate Yo opment	sessment, oss Organi opt Train ur Trainin Pl for Comp	Evaluati sational 7 ing Princ g Program RACTIC 0 petitive a	on through Fraining & iples- Train M AL and Dyna	n social n 2 Develop ining Pro- mic Tea	edia. 9 ment Needs- gram TOTAL 45 ms" Duraico		
Results UNIT Americ Define Develo TEXT 1. Raj Publica 2.P.Jyc	s-Methoda V DES can Societ Your Tra pment- T LECTUF 45 BOOKS andran F ation, Che othi and D	s of Evalu IGNING ty for Tra uining Ob training P RE KVR, (20 ennai D N Venka	A TRAIN A TRAIN ining and jective- The rogram In 21), "Transformation attesh, (20)	pes of Fec NING PR Developr raining Pr pplementa <b>TUTOR</b> 0 aining ar 12), "Hun	edback- O ROGRAN ment (AST cogram De ation- Eva RIAL nd Develo man Resou	on-line as f FD)-Asse esign- Ad luate Yo opment f urce Man	sessment, ss Organi opt Train ur Trainin Pl for Comp agement",	Evaluati sational <sup>7</sup> ing Princ g Program <b>RACTIC</b> 0 petitive a	on through Fraining & iples- Traim AL and Dyna University	n social n 2 Develop ining Pro- mic Tea 9 Press, N	edia. 9 ment Needs- gram TOTAL 45 ms" Duraico ew Delhi.		
Results UNIT Americ Define Develo TEXT 1. Raj Publica 2.P.Jyc 3. P Ni	s-Methoda V DES can Societ Your Tra pment- T LECTUF 45 BOOKS andran k ation, Che othi and D ick Blanc	s of Evalu IGNING ty for Tra ining Ob raining P Training P RE XVR, (20 ennai ) N Venka hand, Jan	A TRAIN A TRAIN ining and jective- Tr rogram In 21), "Tra atesh, (20) nes W. Th	pes of Fee NING PR Developr raining Pr nplementa TUTOR 0 aining ar 12), "Hun nacker an	edback- O ROGRAN ment (AST cogram De ation- Eva RIAL nd Develo man Resou	on-line as f FD)-Asse esign- Ad luate Yo opment f urce Man	sessment, ss Organi opt Train ur Trainin Pl for Comp agement",	Evaluati sational <sup>7</sup> ing Princ g Program <b>RACTIC</b> 0 petitive a	on through Fraining & iples- Traim AL and Dyna University	n social n 2 Develop ining Pro- mic Tea 9 Press, N	edia. 9 ment Needs- gram TOTAL 45 ms" Duraico		
Results UNIT Americ Define Develo TEXT 1. Raj Publica 2.P.Jyc 3. P Ni Practic	s-Methods V DES can Societ Your Tra ppment- T LECTUE 45 BOOKS andran k ation, Che othi and D ick Blanc ces" 4 <sup>th</sup> Ed	s of Evalu IGNING ty for Tra ining Objorting P raining P RE XVR, (20 ennai O N Venka hand, Jan lition, Pea	A TRAIN A TRAIN ining and jective- Tr rogram In 21), "Tra atesh, (20) nes W. Th	pes of Fee NING PR Developr raining Pr nplementa TUTOR 0 aining ar 12), "Hun nacker an	edback- O ROGRAN ment (AST cogram De ation- Eva RIAL nd Develo man Resou	on-line as f FD)-Asse esign- Ad luate Yo opment f urce Man	sessment, ss Organi opt Train ur Trainin PI for Comp agement",	Evaluati sational <sup>7</sup> ing Princ g Program <b>RACTIC</b> 0 petitive a	on through Fraining & iples- Traim AL and Dyna University	n social n 2 Develop ining Pro- mic Tea 9 Press, N	edia. 9 ment Needs- gram TOTAL 45 ms" Duraico ew Delhi.		
Results UNIT Americ Define Develo TEXT 1. Raj Publica 2.P.Jyc 3. P Ni Practic <b>REFE</b>	s-Methods V DES can Societ Your Tra pment- T LECTUE 45 BOOKS andran k ation, Che othi and D ick Blanc ces" 4 <sup>th</sup> Ed RENCES	s of Evalu IGNING ty for Tra anining Ob Training P Training P Traing P Training P Traing P Training P Training P Training	A TRAIN A TRAIN ining and jective- Tr rogram In 21), "Tra ntesh, (20) nes W. Th urson Educ	pes of Fea NING PR Developring Pr period Pr Pe	edback- O ROGRAN ment (AST cogram De ation- Eva RIAL nd Develo nan Resou d V Anan	on-line as I TD)-Asse esign- Ad luate Yo opment f urce Mana d Ram,(2	sessment, opt Train ur Trainin Pl for Comp agement", 2012), " E	Evaluati sational 7 ing Princ g Program RACTIC 0 petitive a , Oxford 2 Effective 7	on through Fraining & iples- Train AL and Dyna University Training S	n social n 2 Develop ining Pro- mic Tea 9 Press, N Systems S	edia. 9 ment Needs- gram TOTAL 45 ms" Duraico ew Delhi.		
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Results UNIT Americ Define Develo TEXT 1. Raj Publica 2.P.Jyc 3. P Ni Practic REFE 11. Gu 2. Gup Delhi	s-Methoda V DES can Societ Your Tra pment- T LECTUH 45 BOOKS andran H ation, Che othi and D ick Blanc ces" 4 <sup>th</sup> Ed RENCES pta C.B.,	s of Evalu <b>IGNING</b> ty for Tra uning Ob raining P <b>RE</b> <b>CVR</b> , (20 ennai 0 N Venka hand, Jan lition, Pea <b>S</b> (2011), "1 2014), " A	A TRAIN A TRAIN ining and jective- The rogram In 21), "Tra attesh, (20) nes W. The rison Educe Human Ro a textbook	pes of Fed NING PR Developr raining Pr pplementa TUTOR 0 aining ar 12), "Hun nacker and cation esource N	edback- O ROGRAN ment (AST cogram De ation- Eva RIAL nd Develo nan Resou d V Anan Manageme	on-line as f FD)-Asse esign- Ad luate Yo opment f opment f urce Mana d Ram,(2	sessment, ss Organi lopt Train ur Trainin PI for Comp agement", 2012), " E	Evaluational sational sational sational sational sational satisfies a satisfies of the sati	on through Fraining & iples- Traim AL and Dyna University Training S	n social n 2 Develop ining Pro- mic Tea 9 Press, N Systems S hi	edia. 9 ment Needs- gram TOTAL 45 ms" Duraico ew Delhi. tartegies and		
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CO 5	2	1	1
	10	5	5
1-5 →	1,6-10-	→2, 11-15	5 <b>→</b> 3

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

COURSE CODE	YBAE08	L	Т	P	С
COURSE NAME	INDUSTRIAL RELATIONS AND LABOUR LAW	3	0	0	3

C:P:A	0	<b>.</b>											-	
LEARN	QUISITE	Nil									L	Т	Р	H
		3:0:0									3	0	0	3
LO1 I	NING OBJEC													
	To understan						ustrial	relation	IS					
LO2	To know abo													
LO3	To understan						6	1.1						
LO4	To discuss at					ons, trai	nsters a	and dem	otion					
LO5	To learn the	<b>1</b>	of qua	lity cire	cle				D	•				
	SE OUTCOM		. 1	· · · · ·	1	1 1			Don			Lev		•
CO1	<b>Define</b> the ro									nitive		Und	erstan	ding
CO2	<b>Define</b> the value of the the value of the	e settlen	nent of	Industr	ial disp		l disput	tes and		nitive		Und	erstan	ding
CO3	Illustrate Co	ollective	Barga	ining ir	n India				Cog	nitive			erstan	
CO4	List the conc	ept of C	Career 1	Plannin	g, need	and im	portan	ce for	Cog	nitive		Rem	ember	ring
	Quality of W												erstan	
	initiatives of							C						÷
CO5         Relate the concept of Quality Circle         Cognitive         Remembering Understanding									•					
UNIT I	INDUSTR	IAL RE	ELATI	IONS &	k TRA	DE UN	ION						10	
	g & Objectives							ıstrial R	elation	s, Causes	s for po		-	loping
sound IF	R, Trade Union	n - Mear	ning, V	Why do	worker	s join u	nions,	Types o	of trade	unions, l	Probler			
					ignien		10115 -			oli Act, I	1920		_	
	I INDUSTR												5	
	on, Causes of													10.15
	ent of Industria	-				•		Retrenc	hment,	The Ind	ustrial	Dispu	tes Ac	t, 1947
	dustrial Emplo					et, 1946	•						-	
	IICOLLECT					. ·	· •	<u>.</u>	<u> </u>				5	
	on, Importance			s of coll	lective	bargain	lng - U	Jnion ba	argainii	ig proces	$ss - 1y_j$	pes of	barga	ining–
	ve bargaining										E		10	
	V CAREER	PLAN	NING,	QUAL		F WU	KK LI	FE AN	DWO	KK LIF	E		13	
BALAN	Planning, Facto	ore offer	oting C	oroor C	hoices	Coroor	Store	Caraa	ronaha	ra Naad	for Co	roor D	lonnin	a
	ng Promotions		•				•							•
	ceptual factors													
	- Concept, Fa		<b>.</b>					·	•	- ·				
	ees, Work life			•			0						orpon	ate and
	<b>QUALITY</b>						- <u>O</u> . with	, ,, e			1-2000		12	
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	LECTURE TUTORIAL TOTAL													
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	BOOKS an Resource M	lanagem	nent - C	C.B.Gup	45			0	RIAL			TAL		
1. Huma		lanagem	nent - C	C.B.Gup	45			0	RIAL			TAL		
1. Huma REFER	an Resource M	C			45 ota (S.C	Chand P	ublicat	0 ions).		(Kalyan	45			
1. Huma <b>REFER</b> 1. Emple	an Resource M RENCES	ship Ma	nagem	ent - R.	45 ota (S.C K.Saxe	Chand P	ublicat	0 ions).		(Kalyan	45			
1. Huma <b>REFER</b> 1. Emple	an Resource M RENCES oyee Relations	ship Ma COs wi	nagem	ent - R.	45 ota (S.C	Chand P	ublicat	0 ions).		(Kalyan PSO1	45	shers)		
1. Huma <b>REFER</b> 1. Emple	an Resource M RENCES oyee Relations : Mapping of	ship Ma COs wi	nagem ith PO	ent - R.	45 ota (S.C K.Saxe	Chand P ena, Zat	ublicat	0 ions). nd Arur	na Rani		i Publis	shers)		

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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

COUR	SE CODE	YBAE09			L	Т	P	С			
	SE NAME		SATION MANA	GEMENT	3	0	0	3			
PRERI	EQUISITE	NIL			L	Т	Р	H			
C:P:A		3:0:0			3	0	0	3			
	NING OBJECTIV			J-							
•	To learn basic con	npensation co	ncepts and the con	text of compensation	on practice.						
•	To increase studen	nt knowledge	and comprehensio	n about thecompen	sation function	on.					
•	To learn the variou	us dimensions	s of Compensation	Management.							
•	To familiarize the	role of variou	is bodies involved	in Compensation N	Management.						
•	To learn how to m	anage interna	tional compensation	on.	-						
COUR	SE OUTCOMES				Domain	Ι	Level				
CO1	Explain the con	cept of Comp	ensation Managen	nent, its issues,	Cognitive	U	Understar	ıding			
	components and										
CO2			und wage and salar		Cognitive	τ	Jnderstar	ıding			
methods of wage payment and Wage Policy in India											
CO3 Classify job evaluation methods, advantage and its limitations. Cognitive Understanding											
CO4	Summarize way		Understar	<u> </u>							
CO5			erging trends in co		Cognitive Cognitive		Understar	<u> </u>			
UNIT I	COMPENSAT	ION MANA	GEMENT				5				
Compe	nsation Managemen	nt - Issues in	Compensation Mar	nagement - Compo	onents of Con	npensa	ation - Fra	amework			
of Com	pensation - Factors	affecting Co	mpensation.								
UNIT I	II WAGE AND S	ALARY AD	MINISTRATION	J			14				
	Concepts - Introduc										
	als of a sound wage					of wa	ige deteri	nination			
- Wage	Policy in India - Su	upplementary	Compensation - E	xecutive Compens	ation.						
UNIT	III JOB EVALUA	ATION					6				
Concep	t of Job Evaluation	- Objectives	of job Evaluation	- Process of Job Ev	valuation - Ac	lvanta	ges of Jo	'b			
Evaluat	tion - Limitations of	f Job Evaluat	ion - Essentials of	successful Job Eva	luation - Met	hods	of Job Ev	aluation.			
UNIT I	IV INCENTIVE	COMPENS	ATION				12				
Meanin	g of Wage Incentiv	ves - Essentia	ls of Sound Incenti	ve Plan - Wage Inc	centives in In	dia - T	Types of T	Wage			
	ve Plans - Concept	of Profit Sha	ring - Labour Co-P	artnership - Fringe	Benefits - E	mploy	ee Stock	Option			
Plans -	Moonlighting.										
UNIT V	V EMERGING	ISSUES ANI	D TRENDS IN CO	OMPENSATION			8				
	nning – Comparati				re Trends in	Comp	. <b>l</b>				
Manage			-								
			LECTURE	TUTORIAL	TOTA	L					
			45	0	45						
TEXT											
1. Luth	ans F (1998) OB, B	Boston, Massa	chusetts: Mcgraw	– hill, International	l students edi	tion.					
REFE	RENCES										
	Kothari, Wages, De	earness Allow	ance and Bonus. N	J.H. Tripal (Pvt) Lt	td.						
	,, –			<u> </u>							
			38								

- 2. Human Resource Management by VSP Rao.

Human Resource Management by Dessler.
 Human Resource Management by K. Aswathappa

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	<b>PO9</b>	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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

	SE CODE	YBAE10	L	Т	Р	C	
COUR	SE NAME	RETAIL MANAGEMENT	3	0	0	3	
PRERI	EQUISITE	Nil	L	Т	Р	C	
C:P:A		3:0:0	3	0	0	3	
Learni	ng Objectives						
LO 1		wledge about the retail trends in India & Global level.					
LO 2		plication skills towards retail format					
LO 3		ailing decisions.					
LO 4		e retail business process					
LO5		retail shoppers behavior.					
COUR	SE OUTCOMES	3	Domain	Lev	<b>'el</b>		
CO1	Ability to discu	ss the challenges and opportunities of retailing and	Cognitive				
		ds in global and Indian retailing		Unc	lerstan	ding	
CO2		the knowledge of organized and unorganized	Cognitive	App		0	
		ing trends in retail formats and MNC's role in			2		
	organized retail						
CO3	Ability to analy	ze the Choice of retail locations, Positioning of retail	Cognitive	itive Analyse			
	shops, Building	retail store Image, Merchandizing and category	-				
	management						
CO4		ge in self-study to formulate, design, implement,	Cognitive	Ana	ılyse		
		nonstrate an Retail advertising and promotions,					
	Online retail Er	Ç Ç					
CO5		nd complex Understanding of Retail shopper	Cognitive	Eva	luate		
		Shopper Profile Analysis					
	I-INTRODUCTI					10	
		Retailing – Challenges and opportunities – Retail trend				c and	
technol	ogical Influences	on retail management - Government of India policy in	nplications on	retails	•		
	I-RETAIL FOR					8	
		ized formats - Different organized retail formats -	Characteristi	cs of o	each fo	ormat	
Emergi	ng trends in retail	formats – MNC's role in organized retail formats.					
UNIT I	II- RETAILING	DECISIONS				10	
			2 11 1	<b>N</b>			
		s - internal and external atmospherics – Positioning of					
		quality management - Retail Supply Chain Manag	ement – Reta	11 Pric	ing De	ecision	
	ndising and categ	ory management – buying.					
		OP 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**

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.

8

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	<b>PO7</b>	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	2	2	3	2	0	1	1	1	1	0	0
0,1,2,3											

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

COURSE CODE	YBAE11	L	Т	Р	С
COURSE NAME	CONSUMER BEHAVIOUR	3	0	0	3
PREREQUISITE:	Nil	L	Т	Р	Η
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.

COUR	SE OUTCOMES	Domain	Level
CO1	Explain the concept of consumer behavior.	Cognitive	Understanding
CO2	Identify the internal influencing factor.	Cognitive	Analyzing
CO3	<b>Identify</b> the external influencing factor.	Cognitive	Analyzing

<u>CO4</u>	Analyze the purchase desision are seen		Comitive	Undonstant	lina
CO4	Analyze the purchase decision process	•	Cognitive	Understand	<u> </u>
CO5	<b>Explain</b> the concept of consumerism.		Cognitive	Understand	ling
UNIT					7
	ction Concept of Consumer Behavior - Ne			n - Buying role	es and
	s - Characteristics of Indian Consumer - cl	hallenges in predicting cons	sumer behavior.		
UNIT					11
	Influences Foundation of Individual Beha	avior - Psychological factor	s: Motivation an	d Personality	
Percept	ion, Consumer learning, Attitudes.				
UNIT	III				8
Externa	l Influences Culture and Consumer Behav	vior - Role of Family – Refe	erences group: Re	ole of Celebrit	ies –
Word o	f Mouth- Opinion leadership.				
UNIT I	V				11
Purchas	se Decision Process Consumer Decision N	laking - Models of consum	er behavior - Co	nsumer involv	vement
Purchas	se and Post Purchase Processes - Organiza	tional Consumer Behaviour	ſ.		
UNIT Y	V				8
Consun	nerism - Diffusion of Innovation - Managi	ng Dissonance - Online pu	chase decision p	rocess - Emer	ging
Issues -	-Ethical issues.				
LECT	JRE TUTORIAL	PRACTICAL		TOTAL	
45	0	0		45	
TEXT	BOOKS				
1. Leon	Schiffman and Leslie Kanuk, Consumer	Behaviuor, Prentice Hall, N	ew Delhi.		
REFE	RENCES				
1. Del,	Roger, Kenneth and Amit, Consumer Beh	aviour, Tata McGraw Hill,	New Delhi.		
	esh Kumar, Consumer Behaviuor, Pearsor				
	h K Batara and Kazmi, Consumer Behavio	-	hi.		
4. Ram	anuj Majumdar, Consumer Behaviour, Pre	entice Hall, New Delhi.			
	and Bitta, Consumer Behaviour: Concep		Graw Hill.		
	ne Hoyer and Deborah Macinnis, Consum			lewyork. 8. He	enry
	Consumer behaviour strategic approach E			•	•

Assael, Consumer behaviour strategic approach Biztantra, New Delhi.

Table:1 Mapping of POs with Cos

Tuble 1	upping 0		<u>n cos</u>								
	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	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 7 \ 1 6	10 10 1	1 1 7 \ 0									

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

COURSE CODE	YBAE12	L	Т	Р	С
COURSE NAME	INTEGRATED MARKETING COMMUNICATION	3	0	0	3
PREREQUISITE:	Nil	L	Т	Р	Η
C:P:A	3:0:0	3	0	0	3
Learning Objectives					
Able to know the princ					
	edia plan and advertisement				
	erent types of sales promotion				
Able to relate the PR fu	inctions				
Able to know the types	of publicity				
COURSE OUTCOM	ES Do	main	L	evel	

CO1 CO2							- I ~	~~~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~						
$CO_{2}$	Principle of A							og(Und)		erstanding				
	Media Plan an							og(Und)		erstanding				
CO3	Types of Sales						Co	og(Und)		ysing				
CO4	Public Relatio	n and its f	function				Co	og(Und)	Und	erstanding				
CO5	Types of Publi	city.					Co	og(Und)	Und	erstanding				
UNIT I	INTRODUC	ΓΙΟΝ					i			9				
Concept-	-definition-scope	e-Objectiv	ves-function	ons-princi	ples of	advertise	ment –	Social, 1	Economi	c and Legal				
	ions of advertise					ctives – A	Advertise	nent Age	ncies –	Selection and				
	ation – Advertise		<u> </u>	case studi	es.									
	ADVERTISE									9				
	lan - Type and cl				· ·									
	- Media strateg													
	t types of adverti													
	T.V. and Web a			Media Res	earch – 7	Testing va	lidity and	l Reliabili	ty of ads	– Measuring				
	f advertisements													
UNIT I	IISALES PRON	AOTION								9				
Scope ar	nd role of sales	promotion	ı – Defini	ition – Ob	jectives	of sales p	romotion	- sales p	romotion	techniques -				
	riented and con													
	on campaign –													
	onal promotion s													
	sales promotion			- r-oniot	00				r					
	V PUBLIC RE									9				
	tion – Meaning -			e-Functio	ns-integr	ating PR	in to Pror	notional N	Mix- Mai	-				
									ming the	Directiveness				
		ininques.		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										
		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	•		d Private	Enterprise	s. PR- R	esearch, H	Evaluation	n, Counsel		Discussion on				
	s (MPR)-Structu		d Private	Enterprise	s. PR- R	esearch, H	Evaluation	n, Counsel		Discussion on keting Public				
UNIT V	s (MPR)-Structu PUBLICITY	re of Publ	d Private ic Relatio	Enterprise ons Depart	es. PR- R ment, Bu	esearch, F dgeting o	Evaluation f PR, PR	n, Counsel Agencies	lling-Mai	Discussion on keting Public				
UNIT V Introduct	s (MPR)-Structu PUBLICITY tion – Meaning –	re of Publ - Objectiv	d Private ic Relatio es - Tools	Enterprise ons Depart	es. PR- Roment, Bu	esearch, H dgeting o ty – Scop	Evaluation f PR, PR e of Publ	n, Counsel Agencies icity – Imj	lling-Mai	Discussion on keting Public 9 of Publicity –				
UNIT V Introduct Difference	s (MPR)-Structu <b>PUBLICITY</b> tion – Meaning – ce between Mark	re of Publ - Objectiv	d Private ic Relatio es - Tools	Enterprise ons Depart	es. PR- Roment, Bu	esearch, H dgeting o ty – Scop	Evaluation f PR, PR e of Publ	n, Counsel Agencies icity – Imj	lling-Mai	Discussion on keting Public 9 of Publicity –				
UNIT V Introduct Difference Campaig	s (MPR)-Structu <b>PUBLICITY</b> tion – Meaning – ce between Marl ms	re of Publ - Objectiv	d Private ic Relatio es - Tools and Pub	Enterprise ons Depart s – Goals o licity - So	es. PR- Roment, Bu	esearch, F dgeting o ty – Scop icity – We	Evaluation f PR, PR e of Public eb Public	n, Counsel Agencies icity – Imj ity and Sc	lling-Mai	Discussion on keting Public 9 of Publicity – ia – Publicity				
UNIT V Introduct Difference Campaig	s (MPR)-Structu <b>PUBLICITY</b> tion – Meaning – ce between Mark	re of Publ - Objectiv	d Private ic Relatio es - Tools	Enterprise ons Depart s – Goals o licity - So	es. PR- Roment, Bu	esearch, F dgeting o ty – Scop icity – We	Evaluation f PR, PR e of Publ	n, Counsel Agencies icity – Imj ity and Sc	lling-Mai	Discussion on keting Public 9 of Publicity –				
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UNIT V Introduct Differend Campaig LI TEXT B 1. Georg	s (MPR)-Structu PUBLICITY tion – Meaning – ce between Mark ms ECTURE 45 SOOKS e E Belch and M	re of Publ - Objectiv ceting, PR	d Private ic Relatio es - Tools and Pub TUTOR 0	Enterprise ons Depart s – Goals o licity - So RIAL	es. PR- R ment, Bu of Publici cial publ	esearch, E dgeting o ty – Scop icity – W PI	Evaluation f PR, PR e of Publ eb Public RACTIC	n, Counsel Agencies icity – Imj ity and Sc AL	portance	Discussion on keting Public 9 of Publicity – ia – Publicity TOTAL 45				
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UNIT V Introduct Differend Campaig LI TEXT B 1. Georg REFER 1. Wells, 7th Editi 2. Kenne commun	s (MPR)-Structu PUBLICITY tion – Meaning – ce between Marl ms ECTURE 45 SOOKS e E Belch and M ENCES , Moriarty & Bur on, 2007. eth Clow. Donaldication, Prentice I: Mapping of C PO1 PO2	e of Publ Objectiv teting, PR lichel A B nett, Adv d Baack, I Hall of Ir <b>Cos with P</b> PO3	d Private ic Relatio es - Tools and Pub <b>TUTOR</b> 0 eelch, Adv ertising, F integrated adia, New Os PO4	Enterprise ons Depart s – Goals o licity - So <b>RIAL</b> vertising & Principles l Advertise Delhi, 20	es. PR- Rament, Bu of Publici cial publici cial publici cial publici construction & Practici ements, P 03.	esearch, E dgeting o ty – Scop icity – W PI on, Tata 1 re, Pearso romotion	e of Public e of Public eb Public RACTIC 0 McGraw n Educati and Marl	n, Counsel Agencies icity – Imj ity and Sc AL Hill, 7th e on keting	lling-Man portance ocial med dition, 20	Discussion on keting Public 9 of Publicity – ia – Publicity TOTAL 45 010.				
UNIT V Introduct Differend Campaig LI TEXT B 1. Georg REFER 1. Wells, 7th Editi- 2. Kenne commun Table1 1 CO 1 2	s (MPR)-Structu PUBLICITY tion – Meaning – ce between Marl ms ECTURE 45 SOOKS e E Belch and M ENCES , Moriarty & Bur on, 2007. eth Clow. Donaldication, Prentice I: Mapping of C PO1 PO2 2 3	e of Publ Objectiv teting, PR lichel A B nett, Adv d Baack, I Hall of Ir <b>Cos with P</b> <b>PO3</b> 2	d Private ic Relatio	Enterprise ons Depart s – Goals o licity - So <b>RIAL</b> vertising & Principles l Advertise Delhi, 20	es. PR- Rament, Bu of Publici cial publici z Promoti & Practic ements, P 03. PO6 2	esearch, E dgeting o ty – Scop icity – W PI ion, Tata 1 re, Pearso romotion PO7 2	e of Public e of Public eb Public RACTIC 0 McGraw n Educati and Marl PO8 2	n, Counsel Agencies icity – Imj ity and Sc AL Hill, 7th e on keting PO9 2	lling-Man portance ocial med dition, 20 dition, 20 PSO1 3	Discussion on keting Public 9 of Publicity – ia – Publicity TOTAL 45 010. PSO2 2				
UNIT V Introduct Difference Campaig I TEXT B 1. Georg REFER 1. Wells, 7th Edition 2. Kenne commun Table1 1 I CO 1 2 CO 2 2	s (MPR)-Structu PUBLICITY tion – Meaning – ce between Mark ms ECTURE 45 GOOKS e E Belch and M ENCES , Moriarty & Bur on, 2007. eth Clow. Donaldication, Prentice I: Mapping of C PO1 PO2 2 3 2 3	e of Publ Objectiv ceting, PR lichel A B nett, Adv d Baack, I Hall of Ir Cos with F PO3 2 2	d Private ic Relatio es - Tools and Pub TUTOR 0 eelch, Adv ertising, F Integrated adia, New Os PO4 3 3	Enterprise ons Depart s – Goals of licity - So <b>RIAL</b> vertising & Principles Advertise Delhi, 20 PO5 3 3 3	es. PR- Rament, Bu of Publicicial publicicial publicicial publicicial publicicial publicicial publicicial publicical publicicat publicical publicicat publ	esearch, E dgeting o ty – Scop icity – Wo PI ion, Tata 1 ie, Pearso romotion PO7 2 2 2	e of Public e of Public eb Public RACTIC 0 McGraw n Educati and Marl 2 2 2	n, Counsel Agencies icity – Imj ity and Sc AL Hill, 7th e on ceting 2 2 2	lling-Man portance ocial med dition, 20 PSO1 3 3	Discussion on keting Public 9 of Publicity – ia – Publicity TOTAL 45 010. PSO2 2 2				
UNIT V Introduct Difference Campaig TEXT B 1. Georg REFER 1. Wells, 7th Editi- 2. Kenne commun Table1 1 CO 1 2 CO 2 2 CO 3 2	s (MPR)-Structu PUBLICITY tion – Meaning – ce between Mark ns ECTURE 45 SOOKS e E Belch and M ENCES , Moriarty & Bur on, 2007. eth Clow. Donald ication, Prentice I: Mapping of C PO1 PO2 2 3 2 3 2 3	e of Publ Objectiv ceting, PR lichel A B mett, Adv d Baack, I Hall of Ir Cos with F PO3 2 2 2 2	d Private ic Relatio es - Tools and Pub <b>TUTOR</b> 0 eelch, Adv ertising, F Integrated adia, New <b>Os</b> <b>PO4</b> 3 3 3 3	Enterprise ons Depart s – Goals of licity - So <b>RIAL</b> vertising & Principles Advertise Delhi, 20 <b>PO5</b> 3 3 3 3	es. PR- Rement, Bu of Publicicial publicial publicicial publicicial publicial publ	esearch, E dgeting o ty – Scop icity – Wo PI ion, Tata 1 ice, Pearso romotion PO7 2 2 2 2	e of Public e of Public eb Public RACTIC 0 McGraw n Educati and Marl PO8 2 2 2 2	n, Counsel Agencies icity – Imj ity and So AL Hill, 7th e on ceting 2 2 2 2	lling-Man portance pocial med dition, 20 PSO1 3 3 3 3	Discussion on keting Public 9 of Publicity – ia – Publicity TOTAL 45 010. PSO2 2 2 2 2				
UNIT V Introduct Differend Campaig TEXT B 1. Georg REFER 1. Wells, 7th Edition 2. Kenno commun Table1 1 1 CO 1 2 CO 2 2	s (MPR)-Structu PUBLICITY tion – Meaning – ce between Mark ms ECTURE 45 BOOKS e E Belch and M ENCES , Moriarty & Bur on, 2007. eth Clow. Donald ication, Prentice I: Mapping of C PO1 PO2 2 3 2 3 2 3 2 3	e of Publ Objectiv ceting, PR lichel A B nett, Adv d Baack, I Hall of Ir Cos with F PO3 2 2	d Private ic Relatio es - Tools and Pub TUTOR 0 eelch, Adv ertising, F Integrated adia, New Os PO4 3 3	Enterprise ons Depart s – Goals of licity - So <b>RIAL</b> vertising & Principles Advertise Delhi, 20 PO5 3 3 3	es. PR- Rament, Bu of Publicicial publicicial publicicial publicicial publicicial publicicial publicicial publicical publicicat publicical publicicat publ	esearch, E dgeting o ty – Scop icity – Wo PI ion, Tata 1 ie, Pearso romotion PO7 2 2 2	e of Public e of Public eb Public RACTIC 0 McGraw n Educati and Marl 2 2 2	n, Counsel Agencies icity – Imj ity and Sc AL Hill, 7th e on ceting 2 2 2	lling-Man portance ocial med dition, 20 PSO1 3 3	Discussion on keting Public 9 of Publicity – ia – Publicity TOTAL 45 010. PSO2 2 2				

 CO 4 2
 3
 2

 CO 5 2
 3
 2

 10
 15
 10

 1-5  $\rightarrow$ 1, 6 - 10  $\rightarrow$ 2, 11-15  $\rightarrow$ 3

# SEMESTER IV

CO 1

COURSE COD	E	YBA401						L	Т	P	С
<b>COURSE NAM</b>		RURAL M	ARKETI	NG ENV	IRONM	ENT				0	3
PREREQUISIT		Nil							-	P	H
C:P:A		3:0:0							0	0	3
LEARNING OI								-	-	-	_
1. Able to s	tate the p	hysical stru	cture of ru	ıral area							
2. Able to l	ist out the	behaviour	of rural co	onsumers							
		e resources									
		product pro									
5. Able to a		he marketin	ig researc	h in rural	area		D	- •	T	1	
COURSE OUT	COMES						Dom	ain	Leve	1	
		al structure		rea.			Cogn	itive	Unde	erstan	ding
CO2 List th	e behavio	r of rural co	onsumers				Cogn	itive	Unde	erstan	ding
CO3 Recall	the resou	rces of rura	l area.				Cogn	itive	Unde	erstan	ding
CO4 Label	CO4Label the product produce in rural area.CognitiveUnderstanding										
CO5 Outlin	e the mar	keting resea	rch in rur	al area.			Cogn	itive	Unde	erstan	ding
UNIT I INTR	ODUCT	ION									9
Challenges and S UNIT II RURA Rural Consumer Market Segment Lin-Quest and M UNIT III MAH Marketing of Ru Marketing Rural	AL CONS s in India ation- Occ ICA Rati RKETING ral Produc Non-Farr	SUMERS I -Geograph cupational S ng, Targetir G OF RUR cts – Rural I n Products,	N INDIA ical Sprea egmentat ng, Selecti AL PRO inputs and Marketin	id and Di ion, Soci ion of Seg DUCTS I their Ty g Networ	fferentiati ological S gments, P pes, Gove k, Social	Segmentat roduct, Pr ernment E Structure	tion, Thor ricing and Efforts, Ch of Rural	nson Rul Promoti allenges - Society	e of Ma on Strat	tegies Mark	Index- 5. 9
			Various T				le in Rur				
Marketing Agen				ypes of L	JISTRIDUTIO	on Channe		al Marke	ting.		
UNIT IV MA	RKETIN	G RESEAF	RCH							issen	9
UNIT IVMAMarketing Reseaof Market InformSources of Finanof NABARD, ScUNIT VRURMaas Market StrBases of segmen	RKETIN rch, Majo nation, Ac ce, Requi hemes an AL SEGN ategy, Ma	G RESEAF or technique lvantages of sites of a Go d Patterns o MENTATIO urket segmen haviour Seg	RCH s of Mark Market F ood Finan <u>f NABAF</u> ON ntation str gmentation	et Resear Report an Ice Syster RD. rategy, Le	ch, Meth d Market n, Nation evels of m ntation of	ods of Co Report- I al Level- narket seg f markets,	llection o ntroductio Credit Ag mentatior	f Informa on to Rur gency- N	ation- D al Finar ABARI	ncing D, Fui entati	nination nctions
UNIT IVMAMarketing Reseaof Market InformSources of Finanof NABARD, ScUNIT VRURMaas Market StrBases of segmenLECTURE	RKETIN rch, Majo nation, Ac ce, Requi hemes an AL SEGN ategy, Ma	G RESEAF or technique lvantages of sites of a Go d Patterns o MENTATIO arket segmen haviour Seg TUTORIA	RCH s of Mark Market F ood Finan <u>f NABAF</u> ON ntation str gmentation	et Resear Report an Ice Syster RD. rategy, Le	ch, Metho d Market n, Nation evels of m ntation of <b>PRA</b>	ods of Co Report- I al Level- narket seg	llection o ntroductio Credit Ag mentatior	f Informa on to Rur gency- N	ation- D al Finar ABARI of segmentation.	ncing D, Fui entati	nctions 9 ion,
UNIT IVMAMarketing Reseaof Market InformSources of Finanof NABARD, ScUNIT VRURMaas Market StrBases of segmenLECTURE45	RKETIN rch, Majo nation, Ac ce, Requi hemes an AL SEGN ategy, Ma	G RESEAF or technique lvantages of sites of a Go d Patterns o MENTATIO urket segmen haviour Seg	RCH s of Mark Market F ood Finan <u>f NABAF</u> ON ntation str gmentation	et Resear Report an Ice Syster RD. rategy, Le	ch, Meth d Market n, Nation evels of m ntation of	ods of Co Report- I al Level- narket seg f markets,	llection o ntroductio Credit Ag mentatior	f Informa on to Rur gency- N	ation- D al Finar ABARI of segmentation.	ncing. D, Fui entati	nctions 9 ion,
UNIT IVMAMarketing Reseaof Market InformSources of Finanof NABARD, ScUNIT VRURMaas Market StrBases of segmenLECTURE45TEXT BOOKS1. GopalaswamyDelhi.2. PredeepKashyREFERENCES1. Katar Singh, (	RKETIN rch, Majc nation, Ac ce, Requi hemes an AL SEGN ategy, Ma ategy, Ma tation, Be T.P (2014 ap, (2012 2009), "R	G RESEAF or technique lvantages of sites of a Go d Patterns o MENTATIO arket segmen haviour Seg TUTORIA 0	RCH s of Mark Market F ood Finan of NABAF ON ntation str gmentation AL	et Resear Report an Ice Syster RD. rategy, Le n, Segme Environn Pearson	ch, Metho d Market n, Nation evels of m ntation of <b>PRA</b> 0 nent, Prob Education	ods of Co Report- I al Level- narket seg f markets, CTICAL olems and n, 2 <sup>nd</sup> Edi	llection o ntroductio Credit Ag mentatior variable Strategie	f Informa on to Rur gency- N , useful o of segme s, Vikas I , Delhi	ation - D al Finar ABARI of segmentation. TO 45 Publicat	ncing, D, Fur entati <b>TAL</b> ion-N	notions 9 ion,
UNIT IVMAMarketing Reseaof Market InformSources of Finanof NABARD, ScUNIT VRURMaas Market StrBases of segmenLECTURE45TEXT BOOKS1. GopalaswamyDelhi.2. PredeepKashyREFERENCES1. Katar Singh, (Publications Pvt.	RKETIN rch, Majc nation, Ac ce, Requi hemes an AL SEGI ategy, Ma tation, Be T.P (2014 ap, (2012 2009), ''R Ltd, New	G RESEAF or technique lvantages of sites of a Go d Patterns o <b>MENTATIO</b> urket segmen haviour Seg <b>TUTORIA</b> 0 (), "Rural M ), "Rural M ural Develo 7 Delhi	RCH s of Mark Market F ood Finan of NABAF ON ntation str gmentation AL	et Resear Report an Ice Syster RD. rategy, Le n, Segme Environn Pearson	ch, Metho d Market n, Nation evels of m ntation of <b>PRA</b> 0 nent, Prob Education	ods of Co Report- I al Level- narket seg f markets, CTICAL olems and n, 2 <sup>nd</sup> Edi	llection o ntroductio Credit Ag mentatior variable Strategie	f Informa on to Rur gency- N , useful o of segme s, Vikas I , Delhi	ation - D al Finar ABARI of segmentation. TO 45 Publicat	ncing, D, Fur entati <b>TAL</b> ion-N	notions 9 ion,
UNIT IVMAMarketing Reseaof Market InformSources of Finanof NABARD, ScUNIT VRURMaas Market StrBases of segmenLECTURE45TEXT BOOKS1. GopalaswamyDelhi.2. PredeepKashyREFERENCES1. Katar Singh, (	RKETIN rch, Majc nation, Ac ce, Requi hemes an AL SEGI ategy, Ma tation, Be T.P (2014 ap, (2012 2009), ''R Ltd, New	G RESEAF or technique lvantages of sites of a Go d Patterns o <b>MENTATIO</b> urket segmen haviour Seg <b>TUTORIA</b> 0 (), "Rural M ), "Rural M ural Develo 7 Delhi	RCH s of Mark Market F ood Finan of NABAF ON ntation str gmentation AL	et Resear Report an Ice Syster RD. rategy, Le n, Segme Environn Pearson	ch, Metho d Market n, Nation evels of m ntation of <b>PRA</b> 0 nent, Prob Education	ods of Co Report- I al Level- narket seg f markets, CTICAL olems and n, 2 <sup>nd</sup> Edi	llection o ntroductio Credit Ag mentatior variable Strategie	f Informa on to Rur gency- N , useful o of segme s, Vikas I , Delhi	ation - D al Finar ABARI of segmentation. TO 45 Publicat	entati	notions 9 ion,

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	3	1	3	2	0	0	0	0	0	0	0
Value											

 $1 - 5 \rightarrow 1, 6 - 10 \rightarrow 2, 11 - 15 \rightarrow 3$ 

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

COUR	SE CODE	YBA402	L	Т	Р	С
COUR	SE NAME	INTERNATIONAL BUSINESS	3	0	0	3
PRERI	EQUISITE:	Nil	L	Т	Р	Н
C:P:A		3:0:0	3	0	0	3
LEAR	NING OBJEC	ΓΙνε				
1. 2. 3. 4. 5.	To disseminate To learn about To disseminate Business	the students to the basic concepts, of internation e knowledge about WTO/GATT in terms of inter the different forms of International business. e knowledge about different managerial function the conflicts and ethical issues faced by Global	rnational trade. s with respect t	-		ıl
COURS	SE OUTCOME	S	Domain	Le	evel	
CO1	Summarize a	n overview of International Business	Cognitive	U	nderstai	nding
CO2	Explain the	role of WTO/GATT on International trade	Cognitive		nderstar	-
CO3		rent forms of International business, its nd issues faced	Cognitive	Uı	ndersta	nding
CO4	-	roduction, marketing, financial and human nagement of global business	Cognitive	Uı	nderstai	nding
CO5		conflicts and ethical issues in International	Cognitive	U	nderstai	nding
TINIT I	<b>INTRODUC</b>	ΤΙΛΝ				6
		-Definition – Internationalizing business-Advan	tages factors	concin	g globa	-
		al business environment – country attractivenes	•			
		on Vs liberalization of global business environm		ononn	e and et	inturur
		IONAL TRADE AND INVESTMENT				11
VIII & investm	IX, round discu ent – theories o itiveness – Reg	isiness – the role of GATT/WTO – multilateral t issions and agreements – Challenges for global b of international trade and theories of internationa ional trade block – Types – Advantages and disa	ousiness – globa 1 investment –	al trade Need f	e and for glob	al
		TIONAL STRATEGIC MANAGEMENT				11
manage issues c	ment-global en f international	Standardization Vs Differentiation – Strategic op ntry strategy – different forms of international bu business – organizational structures – controlling - performance of global business- performance e	isiness – advan g of internation	tages- al busi	organiz	ational
		TION, MARKETING, FINANCIAL AND HU				11
		GLOBAL BUSINESS		_		
supply of product	chain issues – ( development ,	cation –scale of operations- cost of production – Quality considerations- Globalization of markets, pricing, production and channel management- In of fund- exchange –rate risk and management –	, marketing stra nvestment decis	tegy – sions –	Challe econor	nges in mic-
		raining and development – compensation.			Fac	
UNIT	V CONFLICT	MANAGEMENT AND ETHICS IN INTER	NATIONAL B	USIN	ESS	8

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- 1. Rajandran KVR, (2022), "International Business Management" Duraigo Publications, Chennai
- K. Aswathappa, International Business, 5th Edition, Tata Mc Graw Hill, New Delhi, 2012.
   Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi, 2009.
- Kakesh Mohan Joshi, International Business, Oxford University Press, New Denn, 2009.
   Vyuptakesh Sharan, International Business, 3rd Edition, Pearson Education in South Asia,
- 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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

COUR	SE CODE	YBA403		L	Т	P	С	
COUR	SE NAME	PROJECT MANAGEMENT		3	0	0	3	
PRER	EQUISITE:	Nil		L	Т	Р	Η	
C:P:A		3:0:0		3	0	0	3	
COUR	SE OUTCOM	ES	Don	nain	]	Level		
CO1	Cognitive Unde			Understa	erstanding			
CO2	Describe Wo	ork break down structure and budgeting.	Cognitive			Understanding		
CO3	Explain Net	work diagram.	Cognitive			Understanding		
CO4	Describe the	control and completion of project.	Cognitive			Understanding		
CO5     Explain the types of project organization and conflict     Cognitive       Image: management.     Image: management.					Understa	nding		
UNIT	INTRODUC	TION 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

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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

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

The Plan-Monitor-Control cycle – Data Collecting and reporting – Project Control – Designing the control system, Project Evaluation, Auditing and Termination.

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#### UNIT V PROJECT ORGANISATION & CONFLICT MANAGEMENT

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
TEVT DOOVS			

#### 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
<b>CO 4</b>	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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

COURSE CODE	YBAE19	L	Т	Р	С
COURSE NAME	STRATEGIC SOURCING AND VENDOR	3	0	0	3
	MANAGEMENT				
PREREQUISITE:	Nil	L	Т	Р	Η
C:P:A	3:0:0	3	0	0	3
LEARNING OUTCOM	AIES				

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.

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

Deting and Calestian	
Rating and Selection	
CO4 Understanding on Electronic Sourcing and Sustainable Sourcing Cognitive Understand	ding
Strategies	
CO5Apply and Analyze the case studyCognitiveApply	
UNIT I - INTRODUCTION TO GLOBAL SOURCING	9
Introduction to Global Sourcing - Objectives, Process and Trends in Global Sourcing - Supply Management	nt –
Strategic Sourcing Plan, Strategy and Model- Environmental and Opportunity Analysis - Global Operation	nal
Sourcing Strategy	
UNIT II – RISK MANAGEMENT	9
Negotiation - Nature, Strategy and Planning-Performance Measurement and Evaluation (Concepts and Me	etal
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 – Pla	anning
and Methods	
UNIT IV - SOURCING STRATEGY	9
Analytical Tools in Sourcing (Total Cost of Ownership (Wire Harness case) - Pricing Analyses (Plastic Sh	
case) (numerical) – Analytical Tools in Sourcing (Foreign Exchange Currency Management, Learning Cur	ve,
Quantity Discount Models) (numerical)	
UNIT V – CASE STUDIES	9
Integrative Pacific Systems Case (Supplier Scorecard, Sourcing Risk, Supplier Financial Analysis) – Electr	ronic
Sourcing – Sustainability and Sourcing (Green Sourcing; Walmart–China Case)	
LECTURE TUTORIAL PRACTICAL TOTAL	1
45 0 45	
TEXT BOOKS	
Olivier Bruel (2017), Strategic Sourcing Management: Structural and Operational Decision–making, Kogar Publications.	npage
Publications.	
Sothit Domionationa (2016) Symply Monogoments Strategic Sourcing Springer Dubligations	
SathitParniangtong (2016), Supply Management: Strategic Sourcing, Springer Publications.	
REFERENCES	2
REFERENCES           1. Fred Sollish, John Semanik, (2011), Strategic Global Sourcing Best Practices, John Wiley and Sons Inc.	c.,
<ul> <li><b>REFERENCES</b></li> <li>1. Fred Sollish, John Semanik, (2011), Strategic Global Sourcing Best Practices, John Wiley and Sons Inc Publications.</li> </ul>	
REFERENCES           1. Fred Sollish, John Semanik, (2011), Strategic Global Sourcing Best Practices, John Wiley and Sons Inc.	

# Table 1: Mapping of COs with POs

	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

COURSE CODE	YBAE20	L	Т	Р	С
COURSE NAME	SUPPLY CHAIN ANALYTICS	3	0	0	3
PREREQUISITE:	Nil	L	Т	Р	Η
C:P:A	3:0:0	3	0	0	3
LEARNING OBJECT	IVE				

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

COUR	SE 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
TINITT I	INTRODUCTION	•	

**UNIT I-INTRODUCTION** 

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 ANLAYTICS

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

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

9

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# **UNIT IV- QUALITY PLANNING AND CONTROL**

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**

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			

# TEXT BOOKS

- James R. Evans., Business Analytics Methods, Models and Decisions, Pearson Publications, 1st Edition, 2012.
- 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 I, 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

# $1 ext{-}5 \rightarrow 1, 6 ext{-}10 \rightarrow 2, 11 ext{-}15 \rightarrow 3$

COURS	SE CODE	YBAE21	L	Т	Р	С
	SE NAME	FINANCIAL MARKETS& SERVICES	3	0	0	3
	QUISITE:	Nil	L	Т	Р	Н
C:P:A	<b>-</b>	3:0:0	3	0	0	3
	ING OBJECT					
		the structure of Indian financial systems and the f	inancial ins	titution		
		arious financial markets and its services				
		the concepts of merchant banking and its function	ıs			
		oncepts of leasing and hire purchasing				
		oncepts and the function of various financial instit				
COURS	SE OUTCOM	ES	Domain	Le	evel	
CO1	Understandin financial inst	ng the structure of financial system and the itution	Cognitive	Ur	ndersta	nding
CO2	Understandin	ng the various financial markets	Cognitive	Ur	ndersta	nding
CO3	Understandin	ng the nature of merchant banking	Cognitive	Ur	ndersta	nding
CO4		ng the concepts of leasing and hire purchasing	Cognitive	Ur	ndersta	nding
CO5	Understandin	ng the concepts of various financial instruments.	Cognitive	Ur	ndersta	nding
UNIT I	STRUCTUR	E OF FINANCIAL SYSTEM & INSTITUTIO	NS	•		9
Regulat Banks – Corpora	ion Departmen e-Banking – N tion (PFC).	em in Economic Development – Indian Financial t (FMRD) - Reserve Bank of India (RBI), Moneta BFC – Sectorial Financial Institution – NABARD	ry Policy of	f RBI – O	Comme	ercial inance
		L MARKETS				9
Market,	Money Marke	ry Market – Secondary Market – New Issue Market t – Money market Instruments – Recent trade in In s – Guidelines.				
UNIT I	II WEALTH	MANAGEMENT				9
Plannin		mponents – Needs and Expectation of Clients – In rate Planning – Retirement Planning – Income and ager.				
LINIT I	V 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 – Forfaiting – 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 ndedititon, Himalaya Publishing House.
- 4. Khan, M.Y, 1998 Financial Services,7th Edition, Tata McGraw Hill.
- 5. PawanJhabak, 2016, Wealth Management, 1<sup>st</sup> 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. Map		05 11201	1 05								
	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PSO	PSO 2
										1	
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
0,1,2,3											

# Table 1: Mapping of COs with Pos

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

COURSE CODE	YBAE22	L	Т	Р	С
COURSE NAME	BEHAVIOURAL FINANCE	3	0	0	3
PREREQUISITE:	Nil	L	Т	Р	Н
C:P:A	3:0:0	3	0	0	3
LEARNING OBJECTI	VES				
<ol> <li>To learn the invo</li> <li>To learn challeng</li> <li>To learn Capital</li> <li>To learn behavio</li> </ol>	erence between Traditional Finance Vs. Behavioural estor biases ges to the efficient market hypothesis Structure and Dividend Policy ural and psychological characteristics of investors				
COURSE OUTCOMES		Domain	Le	vel	
CO1 Understand the	e Traditional Finance Vs. Behavioural Finance	Cognitive	Un	derstan	ding
CO2 Identify the in	vestor biases defined and illustrated	Cognitive	Ide	entifying	5
	retical and empirical foundations and challenges to arket hypothesis	Cognitive	An	alyzing	
CO4 Understand be	havioural factors and Corporate Decisions on	Cognitive	Un	derstan	ding

	Capital Structu	re and Dividend Policy	7			
005	*	•		Constitution	Englanding.	
CO5	investors.	enavioural and psychol	ogical characteristics of	Cognitive	Evaluating	
LINIT I		Behavioural Finance				6
			cope, objectives and applicat	ion Ruilding blo	ake of Pohovic	-
		ice Vs. Behavioural Fi		ion-building bio	Jeks of Bellavie	Julai
	-Investor Biases		indirec			9
			ativanaga Diag Anghaning ar	d A divertment D	ion Comitivo	9
			ativeness Bias-Anchoring ar on Bias-Conservatism Bias-			
	ice Blas-Availabl	inty Dias-Sell-Attribut	Ion Blas-Conservatisin Blas-	Amongunty Aver	SIOII DIAS-	
		ctors and Financial N	Jarkets			12
			Efficient Markets Hypothes			
Financia			arket Participants and Marke		arket Predictabi	lity –
The Con			et management and Behaviou	ural factors.		
The Con UNIT IV	V-Behavioural	Corporate Finance				9
The Con UNIT IN Behavior	V- Behavioural ( ural Corporate Fin	Corporate Finance nance: Behavioral fact	ors and Corporate Decisions	on Capital Strue		lend
The Con UNIT IN Behavior Policy -	V- Behavioural ( ural Corporate Fin Capital Structure	Corporate Finance nance: Behavioral fact dependence on Market		on Capital Strue		lend
The Con UNIT IV Behavior Policy - 0 corporate	V- Behavioural ( ural Corporate Fin Capital Structure e decision-making	Corporate Finance nance: Behavioral fact dependence on Marker g.	ors and Corporate Decisions	on Capital Strue		lend in
The Con UNIT IV Behaviou Policy - 0 corporate UNIT V	V- Behavioural ural Corporate Fin Capital Structure e decision-making -Emotions and I	C <b>orporate Finance</b> nance: Behavioral fact dependence on Marker g. <b>Decision – Making</b>	ors and Corporate Decisions t Timing Systematic appro	s on Capital Struc ach to using beh	avioral factors	lend
The Con UNIT IV Behaviou Policy - 0 corporate UNIT V Emotion	V- Behavioural ( ural Corporate Fin Capital Structure e decision-making -Emotions and I s and Decision –	Corporate Finance nance: Behavioral fact dependence on Marker g. Decision – Making Making: Experimental	ors and Corporate Decisions t Timing Systematic appro measurement of risk-related	s on Capital Struc ach to using beh	avioral factors sk - Emotional	lend in
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The Con UNIT IV Behaviou Policy - 0 corporate UNIT V Emotion mechanis attitudes	V- Behavioural ( ural Corporate Fin Capital Structure e decision-making -Emotions and I s and Decision – sms in modulating in different doma	Corporate Finance nance: Behavioral fact dependence on Marker g. Decision – Making Making: Experimental g risk-taking attitude - tins.	ors and Corporate Decisions t Timing Systematic appro measurement of risk-related Neurophysiology of risk tak	s on Capital Struc ach to using beh	sk - Emotional traits and risk	lend in
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# Table 1: Mapping of COs with Pos

		-	-		- I		-				-
	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	PO9	PSO	PSO 2
										1	
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	3	1	0	0	1	0	1	5	1	0	0
0,1,2,3											

# $1\textbf{-}5 \not\rightarrow \textbf{1}, \textbf{6}\textbf{-}\textbf{10} \not\rightarrow \textbf{2}, \textbf{11}\textbf{-}\textbf{15} \not\rightarrow \textbf{3}$

COURSE CODE	YBAE23	L	Т	Р	С
COURSE NAME	HR METRICS AND ANALYTICS	3	0	0	3
PREREQUISITE:	Nil	L	Т	Р	Η
C:P:A	3:0:0	3	0	0	3

LEARNI											
	ING OBJECTIV										
	inderstand the co know the issues a				rics and ai	alysis					
	inderstand the me	0			FHRMA						
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	know the method					[A					
	E OUTCOMES		U				Do	main	L	evel	
CO1	States the conc	ept and m	eaning of	f HR Ana	lytic		Co	gnitive	U	ndersta	anding
CO2	List the issues	HR Inform	nation sy	stem and	data		Co	gnitive	U	ndersta	anding
CO3	Outline the Stra	ategies of	HR Anal	lytics			Co	gnitive	A	nalysis	
CO4	Examine the D	iversity A	nalytics of	of HR			Co	gnitive	U	ndersta	anding
CO5	Discuss the cas	se study ou	utcomes				Co	gnitive	U	ndersta	anding
UNIT I	UNDERSTAN	NDING H	IR ANAI	LYTICS							10
Predictiv	e HR analytics d	efinedU	Jnderstan	ding the	need (and	business	case) for 1	nastering	and		
	predictive HR an									pulatio	n -
	rs, prediction and										
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	HR INFORM					Dranari	age than day	Dia d-	to Dec.	n daas	<b>9</b>
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analysis a	and reliability an	alysis			Statistical	tests for c	continuous	s/interval-		iata - I	
analysis a UNIT IV	and reliability an <b>DIVERSITY</b>	alysis ANALY	TICS O	FHR							8
analysis a UNIT IV Equality,	and reliability an	alysis ANALY clusion - A	TICS O	F HR les to mea	asuring and	l managii	ng D&I - ş	gender an	d job g	grade a	<b>8</b> nalysis
analysis a UNIT IV Equality, using free comparin	and reliability an <b>DIVERSITY</b> , diversity and ind quency tables an ng ethnicity and §	alysis ANALY clusion - A d chi squa gender acr	TICS O Approach are -: expl	F HR les to mea loring eth functions	asuring and inic divers in an orga	l managin ity across nization u	ng D&I - g teams usi using the i	gender and ing descrip ndepende	d job g ptive s	grade a statistic	<b>8</b> nalysis cs -: test -:
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	Fo explain			cultural se	ensitivity i	n an inter	national a	ssignmen	t.				
	Fo learn th	-			•			.55181111011					
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	MNCs.		_								_		
	Γo study H								with co	ompl	lex is	sues	·•
	<u>Fo</u> underst		iternation	al approac	to dea	aling with	people in			T			
	E OUTCO							Domain		Lev			
CO1	Learn the	Basics of	f internati	onal huma	an resourc	e manage	ment	Cognitive	e	Und	lersta	ndir	ıg
CO2	Identify t	he challer	nges of in	ternationa	l business	and IHR	M	Cognitive	e	Und	lersta	ndir	ıg
CO3	•		s recruitm nanageme	nent practi	ces and se	election, ti	aining,	Cognitive	e	Und	lersta	ndir	ıg
CO4	<u> </u>			national c	ompensat	ion manas	gement	Cognitive	e	Und	lersta	ndir	ıg
CO5	•		•	dynamics	•			Cognitiv			lersta		•
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· ·	Human R	<i>v v</i>			•					8-0-	,	10	,
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 II 10	I: INTER	RNATIO	NAL REO	CRUITM	ENT, TR	AINING	& PERF	ORMAN	CE MA	<b>N</b> A	GEN	1EN	JT
	onal Labou											Тур	es of
	ltural Trai		tinational	Performa	ince Mana	agement, I	Developin	g Internat	ional S	taff	and		
	ional Tean												
	: INTER									10			
	onal Comp								thes and	l Pra	ictice.	,	
	tion and R				g People	in Interna	tional Firm	ns	1	0			
	c Vs Interr				amics - C	ulture Acc	sessment -	. Cross Ci		-	ation	and	ł
	Programs												
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LECTU			UTORIA			CTICAL				ΤΟ	ΓAL		
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TEXT B						~ -	<u> </u>						
<u> </u>	ta, Human	Resource	e Manage	ment - Te	xt and Ca	ses, Sultai	n Chand &	z Sons, N	ew Dell	ni.			
REFERE		nd Chain 1	Doog Tet-	motional	Uumor D	acourse N	long game -	nt Daare	<u>, , , , , , , , , , , , , , , , , , , </u>	7			
	Edwards a ational Hu						lanageme	m, Pearso	л, 200	/			
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	Mapping			<u> </u>			¥	U					
1 aure1.	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9		PSO1		PSO2
CO 1	2	1	1	2	0	1	1	1	1	-	0		0
	4	L	1	4	V	1	1	▲	L		U		v

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

COURS	SE CODE	YBAE25		L	Т	Р	С
COURS	SE NAME	SERVICES MARKETING		3	0	0	3
PRERE	QUISITE:	Nil		L	Т	Р	Н
C:P:A		3:0:0		3	0	0	3
LEARN	NING OBJEC	TIVES					
1.To Un	derstanding T	he Concept Of Marketing Of Service					
		ality Models And Theories					
3. To St	udy Customer	Expectations					
4. To As	ssess The Suita	able Service Design					
		s For Achieving Service Delivery And Quality					
COURS	E OUTCOME	2S	Don	nain	Le	vel	
CO1	Comprehence	the nature of service and distinguish between	Cog	nitive	Ur	nderstar	nding
	products and	l service.					
CO2	Understandi	ng the service quality theories and models to	Cog	nitive	Ur	nderstar	nding
		to satisfy and delight customers.					
CO3		ng changing customer expectation trends and	Cog	nitive	Ur	nderstar	nding
		djust service offering.					
CO4		ng the different service quality models to adopt in	Cog	nitive	Ur	nderstar	nding
		ce setting based on relative relevance in that					
<u> </u>	setting.						
CO5		ng the strategies to enhance the level of service	Cog	nitive	Ur	Iderstar	nding
		ervice delivery					
		als Of Service Marketing		<b>C</b>	Class		9
		And Nature Of Service Growing Importance Of S	ervice	Sector,	Class	incatio	n Of
		g Implications. nagement Process.					
		Of Service Marketing					10
		s, Electronic Service Delivery Electronic Service	Quality	/ Mark	eting I	n Tour	
	Ų	Felecom, IT & ITES, Sports & Entertainment, Log	-		•		, 13111
-		Behavior In Service	,150105 ,	Houn		cetor	10
					Cust		10
		ner Behavior In Service, Consumer Decision Maki	ng in S	services	s, Cusi	omer	
	tions And Pero	ng Service Quality And Customer Satisfaction, SE	<b>DVOL</b>	ΙΛΙ			
	•	e Of Quality, Gaps Model.	in v QC	AL,			
							9
E-SERV	-	sign & Develonment					/
E-SERV	V: Service De	sign & Development					
E-SERV UNIT I Service	V: Service De Marketing Mi	x: Service Positioning	Pricir	ng Of S	ervice	s Servi	ices
E-SERV UNIT I Service Service	V: Service De Marketing Mi Design And D	x: Service Positioning evelopment, Service Blueprinting, Service Process	-	0		-	
E-SERV UNIT I Service Service Distribu	V: Service De Marketing Mi Design And D tion Managem	x: Service Positioning	-	0		-	
E-SERV UNIT I Service Service Distribu Service	V: Service De Marketing Mi Design And D tion Managem – Scape.	x: Service Positioning evelopment, Service Blueprinting, Service Process ent, Managing The Integrated Services Communic	-	0		-	
E-SERV UNIT I Service Service Distribu Service UNIT V	V: Service De Marketing Mi Design And D tion Managem – Scape. V: Managing S	x: Service Positioning evelopment, Service Blueprinting, Service Process	ation N	Aix, Ph	ysical	Eviden	ice And

LECTURE	TUTORIAL	PRACTICAL	TOTAL				
45	0	0	45				
TEXT BOOK							
Jechen.W. Christo	per, L. And Chatterjee, J. 211	17, Service Marketing, 8 <sup>th</sup> Ed.,Pe	earson				
Education India, I	ndia, ISBN: 9789332587687.	-					
Zeithaml, V., Bitner, M., Gremler, D., And Pandit A, 2118, 7 <sup>th</sup> Ed, Mcgraw Hill Education, Indian, ISBN :							
9789353160777.							
<b>REFERENCE B</b>	OOKS						
Verma, H.2112 Se	rvices Marketing Text And C	Cases. 2 <sup>nd</sup> Ed. Pearson Education In	ndia India ISBN:				
	TVICES Marketing Text And C	Lases. 2 Ed. i carson Education in					

# 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	
Scaledto0,1,2,3	3	1	1	1		1		1	

1-5 1, 6-10 2, 11-15 3 0–NoRelation,1-Low Relation,2-MediumRelation,3-HighRelation

COURS	E CODE	YBAE26		L	Т	Р	С		
COURS	E NAME	DIGITAL AND SOCIAL MEDIA MARKET	ING	3	0	0	3		
PRERE	QUISITE:	Nil		L	Т	P	Η		
C:P:A		3:0:0		3	0	0	3		
LEARN	ING OBJECT	TIVES							
1. To un	derstanding the	e social media							
		f social media and customer engagement							
		igital marketing							
		of digital marketing							
		PR and reputation management							
COURS	E OUTCOM	£S	Dor	nain	Le	vel			
CO1	List The Con	cept And Meaning Of Social Media	Cog	gnitive	Un	derstan	ding		
CO2									
CO3	CO3Describe The Digital MarketingCognitiveUnderstanding								
CO4	Recall The D	iversity Analytics Of HR	Cog	gnitive	Un	derstan	ding		
CO5	Define The C	ase Study Outcomes	Cog	gnitive	Un	derstan	ding		
UNIT I:	SOCIAL ME	DIA AND CUSTOMER					9		
What Is	Social? – Diffe	rent Forms Of Social Media – Social Media Das	hboards	s – All `	Your U	pdates	In One		
		ngagement – Adding Social Media To Your Own	n Site –	Case S	tudy				
		EDIA BUSINESS					10		
		ycle – Open Access To Information – Social Bus					1 —		
		stic - The Connected Customer – The Social We	b And	Engage	ment -	The			
Engagen	nent Process						- 1		
UNIT II	I: CONCEPT	S OF DIGITAL MARKETING					10		
E- Mail	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 Ma	rketing – Mobile			
		Growth – Mobile Marketing- A Ga				
Or Just Another – Case	Study: Accord Hotels –	Location – Mobile Gaming – Mobi	le Applications –			
Measuring Mobile – Mo	bile Privacy – Mobile D	Data – Online Public Relations – Go	ogle Search			
UNIT IV: DIGITAL N	IARKETING		9			
The Changing Face Of	Advertising – The Techn	ology Behind Digital Marketing –	Why You Need A			
		d Digital Marketing – Define Your				
0		- Building An Effective Website – '	<u> </u>			
Building Website – The Different Forms Of Social Media						
UNIT V: PUBLIC RE	LATION AND BUSIN	ESS MANAGEMENT	7			
	ling Image Dugmating	Your Business Through Online Ch	annels – Monitoring The			
Fostering A Positive On	line image – Promoting	Tour Dusiness Through Onnie Ci	annens montoring me			
e	6 6	ive Application Of Digital Media -	e			
e	ion Management – Creat	e	e			
Conversation – Reputat	ion Management – Creat	e	e			
Conversation – Reputat Works And What Does	on Management – Creat	ive Application Of Digital Media -	- Digital Creative : What			
Conversation – Reputat Works And What Doese LECTURE	on Management – Creat n't TUTORIAL	ive Application Of Digital Media - PRACTICAL	- Digital Creative : What TOTAL			
Conversation – Reputat Works And What Doese LECTURE 45 TEXT BOOK	ion Management – Creat n't TUTORIAL 0	ive Application Of Digital Media - PRACTICAL	- Digital Creative : What TOTAL 45			
Conversation – Reputat Works And What Doese LECTURE 45 TEXT BOOK	ion Management – Creat n't TUTORIAL 0	ive Application Of Digital Media - PRACTICAL 0	- Digital Creative : What TOTAL 45			

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		
Scaledto0,1,2,3	3	1			1		1	5	1		

1-5 🗆 1, 6-10 🗆 2, 11-15 🗆 3

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

# SEMESTER I

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	lition.	Pearson	n

#### REFERENCES

- 9. P.C. Tripathi and P.N Reddy, Principles of Management, 7th 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<sup>th</sup> Edition, Scholar Tech Press, 2022
- 12. Harold Koontz, Hienz Weihrich and Mark V. Cannice, Essentials of Management, McGraw Hill, 11<sup>th</sup> 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. <u>https://blog.hubspot.com/marketing/management-principles</u>

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

	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
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
<b>CO 4</b>	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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

COURS	E CODE	XBA104		L	Т	Р	С		
COURS	E NAME	ACCOUNTING FOR MANAGERS I		4	0	0	4		
PRERE	QUISITE:	Nil		L	Т	Р	Н		
C:P:A		4:0:0		4	0	0	4		
LEARN	ING OBJECTIV	/E							
1. To in	npart knowledge	about basic concepts of accounting and its applica	tions						
2. To a	nalyze and interp	ret financial reports of a company							
		ss profit and net profit earned by organization							
		on Hire Purchase system							
		cedures of Accounting under Single entry system.							
COURS	E OUTCOMES		Doma	ain	Leve	el			
CO1	Apply knowled applications	lge about basic concepts of accounting and its	Cogni	itive	App	lying			
CO2	Identify subsidiary book, statement and error rectification of a company       Cognitive       Applying								
CO3									
CO4	Explain Hire P	urchase system	Cogni	itive	Unde	erstand	ing		
CO5	<b>Compare</b> the p system	rocedures of accounting under single entry	Cogni	itive	Unde	erstand	ing		
UNIT I-	INTRODUCTIO	DN			•		12		
Meaning	and scope of Ac	counting, Basic Accounting Concepts and Conver	ntions –	Objec	tives of	Accou	nting –		
		- Double Entry Book Keeping - Journal, Ledger,					-		
	-BOOKS		-				12		
Subsidia	ry book – Prepa	ration of cash Book – Bank reconciliation sta	tement	- rect	ificatio	n of e	rrors –		
	account								
UNIT II	I – FINAL ACC	OUNTS					12		
		unts – Adjustments – Closing stock, outstanding,							
bad and o	doubtful debts, pr	ovision and discount on debtors and creditors, inte	erest on	drawn	igs and	capital	•		

# **UNIT IV- HIRE PURCHASE SYSTEM**

Hire Purchase System - Default and Repossession - Hire Purchase Trading Account - Installment System.

# UNIT V – ENTRY SYSTEM

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
TEVT DOOVE			

#### TEXT BOOKS

- 1. D.K. Goel, Rajesh Goel and Shelly Goel, Fundamentals of Financial Accounting, 8<sup>th</sup> 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<sup>rd</sup>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

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- 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. <u>https://www.drnishikantjha.com/booksCollection/Accounting</u>forManagementforMBA.pdf
- 3. https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles
- 4. https://en.wikipedia.org/wiki/Single-entry\_bookkeeping\_system\
- 5. <u>https://www.profitbooks.net/what-is-depreciation</u>

#### 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

 $\underbrace{1\text{-}5 \rightarrow 1, 6-10 \rightarrow 2, 11\text{-}15 \rightarrow 3}$ 

COURSE CODE	XBA105	L	Т	Р	С
COURSE NAME	<b>BASICS OF EVENT MANAGEMENT</b>	2	0	0	2
PREREQUISITE:	Nil	L	Т	Р	Н
C:P:A	2:0:0	2	0	0	2
LEARNING OBJECT	IVE			•	· ·

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**

00010		2 011111	2000	
CO1	Explain basics of event management	Cognitive	Understanding	

12

12

Level

Domain

CO2	Explain design	ing of events		Cognitive	Understa	nding
CO3	Explain feasibi	ility of organising an event		Cognitive	Understa	nding
CO4		ting & promotion of event		Cognitive	Understa	nding
CO5	Explain event	0		Cognitive	Understa	nding
UNIT I	-INTRODUCTIO					6
		gement – Definition, Need, Im	portance, Activities.			•
IINIT I	I – EVENT DES	IGN	-			6
		vents: Event Co-ordination, De	veloping &. Evaluati	ng event cond	cept – Event	•
F			·····			0
UNIT I	II – EVENT FEA	ASIBILITY				6
						U
Event F	easibility: Resource	ces – Feasibility, SWOT Analy	/\$15			
UNIT I	V- EVENT PLA	NNING AND PROMOTION				6
Event I	Planning & Promo	otion – Marketing & Promotic	on – 5Ps of Event N	Iarketing – P	roduct, Price	e, Pla
	ion, Public Relatio	÷		0	,	,
	,					
UNIT V	V – EVENT BUD	GET				6
	<b>U</b>	Analysis – Event Cost – Event				
	Budget – Financial ECTURE	Analysis – Event Cost – Event TUTORIAL	t Sponsorship PRACT	TICAL	ТО	TAL
L	LECTURE 30					TAL 30
L	ECTURE	TUTORIAL	PRACT			
L TEXT	JECTURE 30 BOOKS	TUTORIAL	PRACT 0			30
TEXT	JECTURE 30 BOOKS	TUTORIAL 0 Ganga Sagar Singh, Event Man	PRACT 0			30
TEXT 1. Dev Har	JECTURE 30 BOOKS Vesh Kishore and C -Anand Publication	TUTORIAL 0 Ganga Sagar Singh, Event Man ons, 2019	PRACT 0 nagement: A Booming			30
TEXT 1. Dev Hat 2. Swa	JECTURE 30 BOOKS Jesh Kishore and C -Anand Publicatic arup K. Goyal, Eve	TUTORIAL 0 Ganga Sagar Singh, Event Man ons, 2019 ent Management, Adhyayan Pu	PRACT 0 nagement: A Booming ublisher, 2013	g Industry and		30
TEXT 1. Dev Hat 2. Swa 3. Sav	JECTURE 30 BOOKS Vesh Kishore and C -Anand Publicatic arup K. Goyal, Eve ita Mohan, Event	TUTORIAL         0         Ganga Sagar Singh, Event Man         ons, 2019         ent Management, Adhyayan Pu         Management Public Relations,	PRACT 0 nagement: A Booming ublisher, 2013 , Enkay Publishers, 2	g Industry and		30
TEXT 1. Dev Har 2. Swa 3. Sav 4. Lyr	JECTURE 30 BOOKS Vesh Kishore and C Vesh Kishore an	TUTORIAL 0 Ganga Sagar Singh, Event Man ons, 2019 ent Management, Adhyayan Pu	PRACT 0 nagement: A Booming ublisher, 2013 , Enkay Publishers, 2	g Industry and		30
L TEXT 1. Dev Hat 2. Swa 3. Sav 4. Lyr REFEI	JECTURE 30 BOOKS Vesh Kishore and C Vesh Kishore an	TUTORIAL         0         Ganga Sagar Singh, Event Man         ons, 2019         ent Management, Adhyayan Pu         Management Public Relations,         n and Lauren White, Event Mar	PRACT 0 nagement: A Booming ublisher, 2013 , Enkay Publishers, 2 nagement, Cengage, 2	g Industry and		30
I         Dev           1.         Dev           2.         Swa           3.         Sav           4.         Lyr <b>REFEH</b> 1.           1.         Kri	JECTURE 30 BOOKS Vesh Kishore and C Vesh Kishore an	TUTORIAL         0         Ganga Sagar Singh, Event Manons, 2019         ent Management, Adhyayan Pu         Management Public Relations,         n and Lauren White, Event Manone         Event Management, Bio-Green	PRACT 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	g Industry and 011 2018	an Eventful	30
TEXT 1. Dev Har 2. Swa 3. Sav 4. Lyr REFEH 1. Kri 2. Ant	JECTURE 30 BOOKS Vesh Kishore and C -Anand Publication arup K. Goyal, Event ita Mohan, Ita Mohan	TUTORIAL         0         Ganga Sagar Singh, Event Manons, 2019         ent Management, Adhyayan Pu         Management Public Relations,         and Lauren White, Event Manons         Event Management, Bio-Green         n Purry, Successful Event Manons	PRACT 0 agement: A Booming ublisher, 2013 , Enkay Publishers, 2 nagement, Cengage, 2 Publishers, 2023 nagement, 5 <sup>th</sup> Edition,	g Industry and 011 2018 , Cengage, 20	an Eventful	30 Care
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I         Dev           1.         Dev           2.         Swa           3.         Sav           4.         Lyr <b>REFEH</b> 1.           1.         Kri           2.         Ant           3.         Raz           Put         4.           Jud         Jud	JECTURE 30 BOOKS Jesh Kishore and C -Anand Publication arup K. Goyal, Event ita Mohan, Event ita Mohan, Event ita Mohan, Event ita Mohan, Event Nan Der Wager RENCES shna Chaudhary, E con Shone and Bry zaq Raj, Paul Walt olications, 2017 y Allen, Event Pla	TUTORIAL           0           Ganga Sagar Singh, Event Manons, 2019           ent Management, Adhyayan Pu           Management Public Relations,           and Lauren White, Event Manon           Event Management, Bio-Green           n Parry, Successful Event Manon           ters and Tahir Rashid, Event manon           anning Ethics and Etiquette: A	PRACT 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	g Industry and 011 2018 , Cengage, 20 les and Practi	1 an Eventful 19 ce, 3 <sup>rd</sup> Editic	30 Care
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I         Dev           1.         Dev           1.         Dev           2.         Swa           3.         Sav           4.         Lyr <b>REFEH</b> 1.           1.         Kri           2.         Ant           3.         Raz           Put         4.           Jud         Ma           WEB F         1.           1.         http:	JECTURE 30 BOOKS Jesh Kishore and C -Anand Publication arup K. Goyal, Event ita Mohan, Event ita Mohan, Event ita Mohan, Event ita Mohan, Event ita Mohan, Event ita Mohan, Event Shna Chaudhary, E con Shone and Bry zaq Raj, Paul Walt olications, 2017 y Allen, Event Pla nagement, Wiley H RESOURCES ps://ebooks.lpude.it	TUTORIAL         0         Ganga Sagar Singh, Event Manons, 2019         ent Management, Adhyayan Pu         Management Public Relations,         management Public Relations,         management Public Relations,         management, Bio-Green         Parry, Successful Event Manaters and Tahir Rashid, Event Manaters and Tahir Rashid, Event manning Ethics and Etiquette: A         Publishers, 2003         m/management/bba/term_5/DN	PRACT 0 0 0 0 0 0 0 0 0 0 0 0 0	g Industry and 011 2018 , Cengage, 20 les and Practi 1 to the Busin	1 an Eventful 19 ce, 3 <sup>rd</sup> Editic	30 Care
I         Dev           1.         Dev           2.         Swa           3.         Sav           4.         Lyr <b>REFEH</b> 1.           1.         Kri           2.         Ant           3.         Raz           Pub         Jud           Ma         WEB F           1.         http           2.         http	JECTURE 30 BOOKS Jesh Kishore and C -Anand Publicatic arup K. Goyal, Eve ita Mohan, Event In Van Der Wager RENCES shna Chaudhary, E con Shone and Bry caq Raj, Paul Walt blications, 2017 y Allen, Event Pla nagement, Wiley H RESOURCES ps://ebooks.lpude.i. ps://www.inderscie	TUTORIAL         0         Ganga Sagar Singh, Event Man         ons, 2019       ent Management, Adhyayan Pu         ent Management Public Relations,       n and Lauren White, Event Man         Event Management, Bio-Green       m         ers and Tahir Rashid, Event Man       ters and Tahir Rashid, Event m         anning Ethics and Etiquette: A       Publishers, 2003         n/management/bba/term_5/DW       ence.com/jhome.php?jcode=ijh	PRACT 0 0 0 0 0 0 0 0 0 0 0 0 0	g Industry and 011 2018 , Cengage, 20 les and Practi 1 to the Busin	1 an Eventful 19 ce, 3 <sup>rd</sup> Editic	30 Care
I         Dev           1.         Dev           Har         1.           2.         Swa           3.         Sav           4.         Lyr           1.         Kri           2.         Ant           3.         Raz           Pub         Jud           Ma         Ma           WEB F         1.           1.         http           2.         http           3.         Inter	JECTURE 30 BOOKS Jesh Kishore and C -Anand Publication arup K. Goyal, Event ita Mohan, Event In Van Der Wager RENCES shna Chaudhary, E con Shone and Bry taq Raj, Paul Walt blications, 2017 y Allen, Event Pla nagement, Wiley I RESOURCES ps://ebooks.lpude.in ps://www.indersciee ernational Journal of	TUTORIAL         0         Ganga Sagar Singh, Event Man         ons, 2019       ent Management, Adhyayan Pu         ent Management Public Relations,       n         h and Lauren White, Event Man       Event Management, Bio-Green         r Parry, Successful Event Man       Event Man         ters and Tahir Rashid, Event man       Event Man         anning Ethics and Etiquette: A       Publishers, 2003         n/management/bba/term_5/DN       ence.com/jhome.php?jcode=ijh         of Hospitality & Event Manage       Event Manage	PRACT 0 0 0 0 0 0 0 0 0 0 0 0 0	g Industry and 011 2018 , Cengage, 20 les and Practi 1 to the Busin	1 an Eventful 19 ce, 3 <sup>rd</sup> Editic	30 Care
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I.         Dev           1.         Dev           1.         Dev           2.         Swa           3.         Sav           4.         Lyr <b>REFEH</b> 1.           1.         Kri           2.         Ant           3.         Raz           Pub         4.           Jud         Ma           WEB F         1.           1.         http           3.         Inter           4.         http           5.         Inter	JECTURE 30 BOOKS Jesh Kishore and C -Anand Publication arup K. Goyal, Event in Van Der Wager RENCES shna Chaudhary, E con Shone and Bry taq Raj, Paul Walt olications, 2017 y Allen, Event Pla nagement, Wiley H RESOURCES ps://ebooks.lpude.ir ps://www.indersciee ernational Journal of ps://www.emeraldge	TUTORIAL         0         Ganga Sagar Singh, Event Manons, 2019         ent Management, Adhyayan Pu         Management Public Relations,         Management Public Relations,         Management Public Relations,         Management, Bio-Green         N Parry, Successful Event Management, Bio-Green         Revent Management, Bio-Green         Naming Ethics and Etiquette: A         Publishers, 2003         n/management/bba/term_5/DN         ence.com/jhome.php?jcode=ijh         of Hospitality & Event Manage         grouppublishing.com/journal/ij         of Event and Festival Management	PRACT         0        0       0	g Industry and 011 2018 , Cengage, 20 les and Practi 1 to the Busin	1 an Eventful 19 ce, 3 <sup>rd</sup> Editic	30 Care
I         Dev           1.         Dev           2.         Swa           3.         Sav           4.         Lyr <b>REFEH</b> 1.           1.         Kri           2.         Ant           3.         Raz           Pub         4.           Jud         Ma <b>WEB F</b> 1.           1.         http           3.         Integ           4.         http           5.         Integ           6.         http	JECTURE 30 BOOKS Jesh Kishore and C -Anand Publication arup K. Goyal, Event in Van Der Wager RENCES shna Chaudhary, E con Shone and Bry taq Raj, Paul Walt olications, 2017 y Allen, Event Pla nagement, Wiley H RESOURCES ps://ebooks.lpude.ir ps://www.indersciee ernational Journal of ps://www.emeraldge	TUTORIAL           0           Ganga Sagar Singh, Event Manons, 2019           ent Management, Adhyayan Pu           Management Public Relations,           and Lauren White, Event Manonagement Public Relations,           and Lauren White, Event Manonagement, Bio-Green           Parry, Successful Event Manonagement, Bio-Green           n Parry, Successful Event Manonagement, Bio-Green           anning Ethics and Etiquette: A           Publishers, 2003           n/management/bba/term_5/DM           ence.com/jhome.php?jcode=ijh           of Hospitality & Event Management/journal/ij           of Event and Festival Management/bla//?s=roundup	PRACT         0        0       0	g Industry and 011 2018 , Cengage, 20 les and Practi 1 to the Busin	1 an Eventful 19 ce, 3 <sup>rd</sup> Editic	30 Care

	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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

COURSE CODE	XBA106	L	Т	Р	С
COURSE NAME	MANAGERIAL COMMUNICATION	2	0	0	2
PREREQUISITE	Nil	L	Т	Р	Н
C:P:A	2:0:0	2	0	0	2
LEARNING OBJECTIV	<b>E</b>				

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

COUR	RSE OUTCOM	ES		Domain	Level	
CO1				Cognitive	Understan	ding
CO2		*		Cognitive		-
CO2	Explain oral c	ommunications skills & conducting in	nterviews	Cognitive	Understan	ding
CO4	Explain the m	anagerial writing for business commu	inication	Cognitive	Understan	ding
CO5	-	-	ools and its	Cognitive	Understan	ding
UNIT	' I- INTRODU	UCTION				6
			munication –	Barriers to C	ommunicati	on -
UNIT	II – LETTER					6
applic	ation.offer,acce	ptance/acknowledgementandpromotion	onletters.Busin	nessDevelop	mentLetters	-
UNIT	III – INTERV	<b>IEW</b>				6
Intervi	iews- Direct, te	lephonic & virtual interviews- Group	discussion- Pr	resentation sl	kills- body la	anguage
UNIT	<b>IV- REPORT</b>					6
Comm	nunication throu	igh reports – Agenda- Minutes of Me	eting – Resum	e writing		
CO1       Explain communication process and its barriers       Cognitive       Understandin         CO2       Explain business letter in different scenarios       Cognitive       Understandin         CO2       Explain oral communications skills & conducting interviews       Cognitive       Understandin         CO4       Explain the managerial writing for business communication       Cognitive       Understandin         CO5       Explain the usage of modern communication tools and its significance for managers       Cognitive       Understandin         UNIT I - INTRODUCTION       6         Definition -Methods - Types - Principles of effective Communication - Barriers to Communication Communication etiquette       6         UNIT II - LETTER       6         Business letters - Layout- Kinds of Business Letters: application.offer, acceptance/acknowledgementandpromotionletters.BusinessDevelopmentLetters-Enquiry.replies,Order,Sales,circulars,Grievances.       6         UNIT III - INTERVIEW       6         Interviews- Direct, telephonic & virtual interviews- Group discussion- Presentation skills- body lang         UNIT IV - REPORT       6         Communication through reports – Agenda- Minutes of Meeting – Resume writing       6         UNIT V - TRENDS       6         Modern Forms of communication: podcast, E-mail, Virtual meetings- Websites and their use in Business- Social media – Professional Networking sites       6		6				
			l meetings- W	ebsites and th	neir use in	
LECT	URE	TUTORIAL	PRACTICAI			TOTAL
30		0	0			30
TEXT	BOOKS					

I..KrishanMohanandMeenaBanerji,DevelopingCommunicatinnSkills,2ndEdition,Trinity Press,2017 2.MallikaNawal,BusinessCommunication,2ndEdition,CengageIndia2019

3. Courtland L. Bovee. John Yr. Thill. Roshan Lal Raina, Business Com: nunication Today

# Table 1: Mapping of COs with Pos

	<b>PO 1</b>	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
<b>CO 4</b>	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

 $1-5 \rightarrow 1$ ,  $6-10 \rightarrow 2$ ,  $11-15 \rightarrow 3$ 

COURSE COD	E	XBAE01		L	Т	Р	С
COURSE NAM	IE	MANAGERIAL ECONOMICS		3	0       0         T       P         0       0         rio       0         roblem solvin         Level         Understand         und	3	
PREREQUISI	TE:	Nil		L		Н	
C:P:A		3:0:0		3	0	0	3
LEARNING O	BJECTI	VE				0       0         T       P         0       0         cio       oblem solving         cio       colem solving         Level       Understandi         Understandi       Understandi         Understandi       Understandi         Understandi       Understandi         understandi       Understandi         epts of econo       ces of firm.         rence curve at asticity of der       concept – I         erent cost cond       s.	
<ol> <li>To understa</li> <li>To Understa</li> <li>To describe</li> <li>To Provide</li> </ol>	nd the app and the op the pricin insights to	s with concepts of economics and its relevance in plications & implications of economics in decision- timal point of cost analysis and production factors g strategies that are consistent with evolving mark to the various market structures in an economy.	-making of the find the fing near	and p rm. eds	roblem		g.
COURSE OUT	COMES		Domai	in	Lev	el	
CO1 Expla decisi		rious economic concepts in individual & business	Cognit	ive	Und	erstand	ling
dema	nd forecas	d concepts, underlying theories and identify sting techniques.	Cognit		Und	erstand	ling
	i <b>n</b> produc on makin	ction, cost and supply analysis for business	Cognit	ive	0       0         T       P         0       0         urio       0         roblem solvin         Level         Understand         Understand         Understand         Understand         Understand         Understand         Septs of econo         ves of firm.         rence curve a         lasticity of deal         – Concept –         erent cost condition	ling	
CO4 Expla	<b>in</b> pricing	g strategies	Cognit	ive	Und	erstand	ling
CO5 Expla	in marke	et under competitive scenarios.	Cognit	ive	Und	erstand	ling
UNIT I-INTRO					•		09
		agerial economics - definition of economics - i	<b>.</b>		-		omics –
		o, macro and managerial economics – nature and s	scope – c	object	ives of	firm.	
UNIT II – DEN				1:00			09
•	nand – La	ry of consumer behavior – Marginal utility anal w of demand – Types of demand-Determinants o	•				
	<u> </u>	ON AND COST ANALYSIS					09
Production and	cost analy	vsis – Production – Factors of production – produ	ction fu	nction	– Cor	cent _	Law of
variable proport	ion – Law	v of return to scale and economics of scale – cost a hort run and long run – Revenue curves of firms –	analysis	– Dif	ferent c	-	
UNIT IV- PRI				j -			09
	and strat	egies – Objectives – Factors – General considerat	ion of pi	ricing	– metł	ods of	
		62					

	NIT V – MARKET CI		Manage 1: dia and difference D	09
VI		erfect competition – Monopoly –		
	LECTURE	TUTORIAL	PRACTICAL	TOTAL
	45	0	0	45
	EXT BOOKS			
1.		thiArjun Kumar and Gaddam Jir	mmy Corton, Managerial Econo	mics, Notion Press,
2	2020		· ID · G( ( of	
2.		frey T. Prince, Managerial Econo	omics and Business Strategy, 8	Edition, McGraw
3.	Hill Education, 2017	varial Economics Theory and Ar	plications Himolova Dublishin	a House 2017
5. 4.		gerial Economics Theory and Ap ial Economics, Sultan Chand &		g House, 2017
+.	r.L. Mema, Manager	lai Economics, Suitan Chand &	30118, 2010	
RF	EFERENCES			
1.		rial Economics, Margham Public	cation 2019	
2.		e, Managerial Economics: Foun		and Strategy McGra
	Hill Education, 2017	, managemai Deonomies, roum		ina strategy, the stra
3.		gerial Economics, Vikas Publish	ing House, 2015	
4.		ial Economics, S. Chand, 2017		
5.	Dominick Salvatore,	Managerial Economics: Princip	ples and Worldwide Applicatio	ns, Oxford Universi
	Press, 2016			
W	EB RESOURCES			
	1. https://www.stu	udocu.com/row/document/azerba	aycan-dovlet-iqtisad-universitet	i/business-and-
	management/le	ecture-notes-on-managerial-econ	omics/6061597	
	2. http://www.sim	nplynotes.in/e-notes/mbabba/ma	nagerial-economics/	
		sjargons.com/determinants-of-ela		
		onomicsdiscussion.net/laws-of-p	roduction/laws-of-production-la	aws-of- returns-te
		ble-proportions/5134		
	5. https://www.in		· · · · · · · · · · · · · · · · · · ·	

	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	<b>PO9</b>
<b>CO1</b>	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
lo relation	1- Low re	elation	2- M	edium rela	tion 3 -	– High rela	ation		

COURSE (	CODE	XUM001					L	Τ	P	SS	С
COURSE N	NAME	HUMAN ETHICS, V	ALUES, R	IGHTS	AND	GENDER	1	0	0	1	1
		EQUALITY									
PREREQU	JISITES	Not Required					L	Т	P	SS	Η
C:P:A		0.8:0.1:0.1					1	0	0	1	2
COURSE (	OUTCON	ES				Domain		]	Leve	el	
CO1	<b>Relate</b> a	d <b>Interpret</b> the human ethic	cs and human	relations	hips	Cognitive		nen ders			
CO2	Explain women	and <b>Apply</b> gender issues, e	equality and v	iolence a	gainst	Cognitive	Un Ap	ders ply	tand	,	
CO3	Classify challeng	and <b>Develop</b> the identits	fy of wome	en issues	s and	Cognitive & Affective		alyz ceiv			
CO4	Classify	and <b>Dissect</b> human rights ar	nd report on v	violations	•	Cognitive		ders alyz		,	
CO5	List and	respond to family values, u	universal bro	therhood,	, fight	Cognitive	Rei	nen	ıber,	,	
			63								

	a	gainst co	orruptio	on by co	ommon	man and	d good g	governa	ance.	& Af	fective	Resp	oond	
UNIT I						VALUI	ES						3+3	
HUMAN														
				•							0.0		g and Sha	0.
						Co-ope	ration,	Commi	itment,	Sympath	y and E	Empathy	, Self res	spect,
Self-Con					pment									
UNIT II			•										3+3	
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Dr.B.R.								Empow	verment.					
UNIT I									<b>X</b> <i>T</i> <sup>•</sup> 1	•		D	3+3	
													estic viol	
							es - Ac	is relat	ed to w	omen: P	Untical R	agnt, Pi	roperty Ri	ignts,
and Righ U <b>NIT I</b>				vry Prol		ACL.							3+3	2
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ts types.									nerprine	menee			Surs (II K	<i>i</i> and
UNIT V			•		NANCI		, neurun.						3+3	
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REFER	ENC]	ES												
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				wa, D.k	K. Hum	an Righ	ts in Inc	lia: Im	plement	ation and	d Violati	ons (Ne	w Delhi:	D.K.
		ations, 1												
					ducatio	n for H	luman H	Rights	and De	mocracy	(Shimal	la: Indi	an Institu	te of
		iced Stu			a		• –		~:	·		<b>D</b>		
													ations, 19	90).
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	Singh 1999)		engal, (	(eu) Hu	man Kiş	gins in I	nuia: Pr	obiems	s and Pe	spective	s (new I	Jeini: L	Deep and I	Jeep,
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13. \	Webli	nk Statu	is repor	t: nups:	// w w w w.	III W.01 g	y wonu-	iepor <i>u</i> 4	2015/00	unu y-cha	apters/inc	11a		
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13. \	Webli	nk Statu	is repor		// w w w.	III W.012	, wonu-		2013/00	unti y-cha	apters/inc	d1a		
13. <b>V</b> Table 1							, worrd-		2013/00	unn y-cha		112		
Fable 1		oping of				PO6	PO7	P08	PO9	PO10	PO11	PO12	PSO1	PSO

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

Scaled	1			3	1	1	1	

 $1-5 \rightarrow 1, \quad 6-10 \rightarrow 2, \quad 11-15 \rightarrow 3$ 

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

	CODE	XBAE02	L	Т	P	C
COURSE		INTERNATIONAL BUSINESS	3	0	0	3
PREREQU		Nil	L	Т	P	H
	G OBJECTIV					
		s with basic concepts of International Business				
-	•	about theories of international trade.				
		of foreign exchange market and foreign direct investoal environment	stment			
	•	the Contemporary Issues of International Business				
C:P:A	r kilowiedze oli	3:0:0	3	0	0	3
	OUTCOMES		Domain	Lev		
CO1		nodes of entry to International Business	Cognitive	Uno	lerstan	ding
CO2		national trade theories	Cognitive	Uno	lerstan	ding
CO3	Explain Fore	ign exchange market and FDI	Cognitive	Uno	lerstan	ding
CO4	Outline the O	Global Business Environment	Cognitive	Uno	lerstan	ding
CO5	Identify the r blocs	relevance of international institutions and trading	Cognitive	Uno	lerstan	ding
	NTRODUCTI	ON	l			
		ional Business: Importance, nature and sco	ne of inter	national	busir	1000
		ess and Approaches - Modes of entry- Multir				
	•		anonai Corpo	oranons	unu	men
	ii in internation	al Business- Advantage and problems of MNCs				
		al Business- Advantage and problems of MNCs FOREIGN TRADE				
UNIT II –	THEORIES –	FOREIGN TRADE	— Comparat	ive Adv	vantage	e —
UNIT II – Introductio	THEORIES – n of Trade th	FOREIGN TRADE eories— Mercantilism — Absolute Advantage	-		-	e —
UNIT II – Introductio Heckscher-	<b>THEORIES</b> – n of Trade th Ohlin Theory –	FOREIGN TRADE	-		-	e —
UNIT II – Introductio Heckscher- UNIT III -	THEORIES – n of Trade th Ohlin Theory – - FOREIGN IN	FOREIGN TRADE eories— Mercantilism — Absolute Advantage — The New Trade Theory — Porter's Diamond Con NVESTMENTS	npetitive Adva	intage T	heory.	
UNIT II – Introductio Heckscher- UNIT III - Foreign In	THEORIES – n of Trade th Ohlin Theory – - FOREIGN IN vestments-Patte	FOREIGN TRADE eories— Mercantilism — Absolute Advantage – The New Trade Theory — Porter's Diamond Con <b>IVESTMENTS</b> ern, Foreign exchange rates and their impact of	npetitive Adva	intage T	heory. ent fle	ows-
UNIT II – Introductio Heckscher- UNIT III - Foreign In Functions (	THEORIES – n of Trade th Ohlin Theory – - FOREIGN IN vestments-Patte of Foreign Excl	FOREIGN TRADE eories— Mercantilism — Absolute Advantage — The New Trade Theory — Porter's Diamond Con NVESTMENTS	npetitive Adva on trade and ors influencing	intage T investm g FDI —	heory. ent flo	ows- es of
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UNIT II – Introductio Heckscher- UNIT III – Foreign In Functions ( FDI entry – UNIT IV– Drivers in (	THEORIES – n of Trade th Ohlin Theory – - FOREIGN IN vestments-Patte of Foreign Exch Horizontal and DRIVERS Globalisation –	FOREIGN TRADE eories— Mercantilism — Absolute Advantage — The New Trade Theory — Porter's Diamond Con <b>IVESTMENTS</b> ern, Foreign exchange rates and their impact of hange Market- Foreign Direct Investments — Factor I Vertical Foreign Direct Investment — Advantages Globalisation of Markets, production, investments a	on trade and ors influencing of Host and F	investm g FDI – Iome Co y. World	ent flo - Mode -	ows- es of s. in
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UNIT II – Introductio Heckscher- UNIT III – Foreign In Functions of FDI entry – UNIT IV– Drivers in of goods and a barriers UNIT V – Regional E Multilatera Business- I LET TEXTBOO 1. C.B. G 2. Charles Hill, 20	THEORIES – n of Trade th Ohlin Theory – - FOREIGN IN vestments-Patte of Foreign Exch Horizontal and DRIVERS Globalisation – services — Maj REGIONAL O conomic Group lism- Important nstitutional sup CTURE 45 DK upta, Internatio s W.L. Hill, Int 023	FOREIGN TRADE         eories— Mercantilism — Absolute Advantage         — The New Trade Theory — Porter's Diamond Con         NVESTMENTS         ern, Foreign exchange rates and their impact of hange Market- Foreign Direct Investments — Factor I Vertical Foreign Direct Investment — Advantages         Globalisation of Markets, production, investments a or trends and developments- World trade and protect         GROUPS         bings in Practice- Levels of Regional Economic International business like BREXIT, IMF, W         0         nal Business, S Chand, 2020	npetitive Adva on trade and ors influencing of Host and H and Technolog ctionism — Ta gration Region emporary Issue Vorld Bank, IL CTICAL 0	investm g FDI – lome Co y. World ariff and nalism v es in Int O and V Edition	heory. ent flo- - Mode ountries d trade non-ta s. ernatio VTO TOTA 45	ows- es of s. in uriff onal

# SEMESTER II Table 1: Mapping of Cos with Pos

	<b>PO1</b>	<b>PO2</b>	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	P	09		
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 -				relation,	1 - Low r	elation, 2	- Mediu	m relatic				
COURSE (			XBA203		MAGEN				L	T	P	C
COURSE N			MARKET	ING MA	NAGEN	IENT			4	0	0 D	4
PREREQU	1511E:		Nil						L	T	P	H
C:P:A LEARNIN			<b>4:0:0</b>						4	0	0	4
	G ODJI		<u>ب</u>									
l. To unde	erstand t	he mark	etplace.									
2. To iden	tify the i	market s	segmentati	on and the	e Product	mix.						
3. To selec	ct the dif	ferent p	ricing met	hods and	channels	of distrib	ution					
4. To know	w the con	mmunic	ation mix	and sales	promotio	n tools						
5. To prep	are acco	rding to	the latest	trends in	market							
COURSE (	OUTCO	MES						Doma	in	Lev	<b>'el</b>	
CO1 E	<b>Explain</b> t	he core	concepts of	of Market	ing and it	s mix.		Cogni	tive	Unc	lerstan	ling
~ ~ ~	_		egmentatio		-		C	Cogni			lerstan	-
			•	m, nature	or produc		C	-				-
	Explain p	pricing i	nethods					Cogni			lerstan	U
CO4 E	E <b>xplain</b> t	he impo	ortance of v	various m	edia			Cogni	tive	Unc	lerstan	ling
CO5 E	<b>Explain</b> s	ales for	ce and app	lications	of digital	marketin	g.	Cogni	tive	Unc	lerstan	ling
UNIT I-IN	TRODU	OITO	N		-		-					12
Fundamenta	als of M	arketing	g – Role o	f Marketi	ng – Rel	ationship	of Marke	eting Wi	th Otl	ner Fur	nctional	Areas
Concept of	Marketi	ng Mix	– Marketiı	ng Approa	aches – V	arious En	vironmer	tal Fact	ors Af	fecting	the M	arketin
Functions												
UNIT II – S												12
Segmentatio				-	-	-	-					
Product – C								s – Indu	strial	Goods	. New	Produc
Developmen					nding – F	Packaging	•					
JNIT III –	PRICI	NG & L	DISTRIBU	TION								12
Pricing – F	Factors I	nfluenc	ing Pricin	g Decisio	ons – Prie	cing Obje	ectives. P	hysical	Distri	bution:	Impor	tance
Various Kin	nds of M	arketing	g Channels	– Distrib	ution Pro	blems.						
UNIT IV- I	PROMC	DTION										12
A Brief Ove												
nternet- A							AC (Integ	grated m	arketi	ng con	nmunic	ation)
Definition 1		Need &	z Significa	nce - CRN	M – Impo	rtance.						
			D 10	11' D			0		1.0	. 1	6.0.1	12
UNIT V – S	e Manage			•			Compen	sation a	nd Co	ntrol o	f Sales	Force
U <b>NIT V – S</b> Sales Force	Iradia a. I	ntroduc		JTORIAL		5	PRAC	FICAT			тот	'A T
U <b>NIT V – S</b> Sales Force Digital Mar			10	0							6	
UNIT V – S Sales Force Digital Mar LEC	TURE					1	U	,			U	,
UNIT V – S Sales Force Digital Mar LEC	TURE 60			U								
UNIT V – S Sales Force Digital Mar LEC ( TEXT BOO	TURE 60 OKS	ary Arn	netrona Dr		Agnihot	and Fhee	an ul Hag	ue Drin	vinles	of Mar	ketina	Δ
UNIT V – S Sales Force Digital Mar LEC ( FEXT BOO I. Philip K	TURE 60 OKS Kotler, G		nstrong, Pr	afulla Y.				ue, Princ	ciples	of Mar	keting:	A
JNIT V – S Sales Force Digital Mar LEC ( FEXT BOO . Philip K South A	TURE 60 OKS Kotler, G Asian Per	spectiv	e, 13 <sup>th</sup> Edit	afulla Y. ion, Pears	son Educa	ation, 201	7		ciples	of Mar	keting:	A
JNIT V – S Gales Force Digital Mar LEC ( TEXT BO( . Philip K South A 2. Rajan S	TURE 60 OKS Kotler, G Asian Per baxena, N	spectiv Aarketir		afulla Y. ion, Pears ment, 6 <sup>th</sup>	son Educa Edition, N	ation, 201 AcGraw I	7 Hill, 2019		ciples	of Mar	keting:	A

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- 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

COURSE CODE	XBA204	L	Т	Р	С
COURSE NAME	ACCOUNTING FOR MANAGERS II	4	0	0	4
PREREQUISITE:	Nil	L	Т	Р	Η
C:P:A	4:0:0	4	0	0	4
LEARNING OBJE	CTIVE				
<ol> <li>To develop skills</li> <li>To understand vs</li> <li>To recognize the</li> <li>To gain insights</li> </ol>	e understanding of cost concepts and classification. s in tools & techniques and critically evaluate decision r arious ratios and cash flow related to finance e role of budgets and variance as a tool of planning and c into the fundamental principles of accounting and use th	control.		isiness	
scenarios					
scenarios COURSE OUTCO	MES	Domain	Lev	el	
COURSE OUTCO	MES ost sheet & write comments.	<b>Domain</b> Cognitive		el lerstanc	ling
COURSE OUTCO CO1 Explain c			Unc	-	U
COURSE OUTCOCO1Explain cCO2Compare	ost sheet & write comments. cost, management & financial accounting arious ratios and compare with standards to assess	Cognitive	Unc Unc	lerstand	U
COURSE OUTCOCO1Explain cCO2CompareCO3Choose vdeviations	ost sheet & write comments. cost, management & financial accounting arious ratios and compare with standards to assess	Cognitive Cognitive	Unc Unc App	lerstand lerstand	U
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COURSE OUTCOCO1Explain cCO2CompareCO3Choose vdeviationsCO4Develop b	ost sheet & write comments. cost, management & financial accounting arious ratios and compare with standards to assess budget and use budgetary control marginal costing and its components	Cognitive Cognitive Cognitive Cognitive	Unc Unc App App	lerstanc lerstanc olying olying	U

classification - cost sheets - Tenders & Quotation

#### UNIT II – MANAGEMENT ACCOUNTING

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

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.

# UNIT IV- BUDGETS

Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget

# UNIT V – MARGINAL COSTING

	0001110		
Marginal Costing – CVI	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<sup>nd</sup> Edition, McGraw Hill, 2009
- 3. S.P. Jain and K.L. Narang, Advanced Accountancy (Vol 2). Kalyani, 2007
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- 4. https://www.wallstreetmojo.com/ratio-analysis/
- 5. http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656

	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

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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

Relation, 2 – Medium relation, 3- High relation

COURSE CODE	<b>XBA205</b>
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T P C

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<sup>0 -</sup> No relation, 1 - Low relation, 2 - Medium relation, 3- High relation

PREREQUISTIE:       Ni       L       T       P       H         C:P:A       2:0:0       2       0       0       2         LEARNING OBJECTIVE       2:0:0       2       0       0       2         1. To induces the self-confidence, groom the personality and build emotional competence       2.       0       0       2         2. To address self-confidence, groom the personality and build emotional competence       2.       0       0       2         3. To assess the Emotional intelligence       4.       7       0       0       0       2         COURSE OUTCOMES       Domain       Level       COURSE OUTCOMES       Understanding       Understanding         colution, empowement, working with teams and creating a positive environment for change.       Oralitic       Understanding       Understanding         confidence business problems to propose viable solutions.       Cognitive       Understanding       Inderstanding         in management or leadership positions.       Cognitive       Understanding       Inderstanding       Inderstanding         complex business problems to propose viable solutions.       Cognitive       Understanding       Inderstanding         communication softkills and sills needed in the workplace.       Inderstanding       Inderstanding       Inde	COURS	E NAME	MANAGERIAL SKILL DEV	ELOPMENT	2	0	0	2
LEARNING OBJECTIVE       Interpretation of the personality and build emotional competence         1. To address cell-awarences and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.       To nadcess cell-awarencess and the assessment of core management skills such as communication, working with teams and creating and analytical skills to investigate complex problems to propose viable solutions.         5. To improve professional etiquettes       Domain       Level         COURSE OUTCOMES       Domain       Level         COURSE OUTCOMES       Understanding world of work.       Understanding world of work.         CO2       Explain advanced Management Skills such as conflict Cognitive Understanding resolution, empowerment, working with teams and creating a positive environment for change.       Understanding world of work.         CO3       Explain angement or leadership positions.       Cognitive       Understanding world of work.         CO4       Summarize critical-thinking and analytical skills to investigate Cognitive Understanding complex business prohems to propose viable solutions.       Cognitive Understanding of Self. Components of Self—Self-identity, Self-concept, Self - concept, Understanding of Self. Components of Self-identity, Self-concept, Self - confidence.       6         Self Esteem: Meaning & Importance, Components of Self-esteem, High and low self-esteem, measuring our self-esteem, and self-esteem, High and low self-esteem, measuring our self-esteem and its effective mixing.       6         Building Emot		QUISITE:						
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         Domain Level         COI       Classify the personal qualities that are needed to sustain in the vorth of orking with earns and creating a positive environment for change.         CO3       Explain advanced Management Skills such as conflict cognitive Understanding in management of leadership positions.       Cognitive Understanding complex business problems to propose viable solutions.         CO4       Summarize critical-thinking and analytical skills to investigate cognitive Understanding complex business problems to propose viable solutions.       Cognitive Understanding 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 mapping tests, Appreciative Intelligence.       6         Self-Ester Manal & Emotions, Healthy mapping tests, Appreciative Intelligence.       6         NIT III - SELF ESTEEM       6         Building Emotional Competence: Emotional Intelligence — Meaning. Components, Importance and Relevance, Positive and Negative Emotions, Healthy and Unhealthy expression of Emotions, The six-phase and ele					2	0	0	2
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         COURSE OUTCOMES       Domain         COURSE OUTCOMES       Domain         COURSE OUTCOMES       Omain         COURSE OUTCOMES       Domain         COURSE OUTCOMES       Omain         COURSE OUTCOMES       Understanding         positive environment for change.       Cognitive       Understanding         consumerize critical-thinking and analytical skills to investigate       Cognitive       Understanding         complex business problems to propose viable solutions.       Cognitive       Understanding         cold communication skills needed in the workplace.       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       6         Self-Esteem Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveneses, Personality mapping tests. A	LEARN	ING OBJECTIV	<b>'E</b>					
world of work.         Image: Construct of the second	<ol> <li>To ac with</li> <li>To a with</li> <li>To a a with</li> <li>To a a b a b a b a b a b a b a b a b a b</li></ol>	ddress self-aware teams and creatir ssess the Emotion duce critical-thin ions nprove professio E OUTCOMES	ness and the assessment of core in ag a positive environment for chanal intelligence king and analytical skills to inve nal etiquettes	management skills ange. estigate complex p	such as con roblems to p <b>Domain</b>	ropose v	viable vel	
CO2       Explain advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.       Understanding         CO3       Explain practical management skills that are of immediate use in management or leadership positions.       Cognitive       Understanding         CO4       Explain practical thinking and analytical skills to investigate cognitive understanding oral communication skills needed in the workplace.       Cognitive       Understanding         CO5       Outline persuasive presentations that reveal strong written and cognitive our of 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       6         Self: Estem:       6         Self Esteem:       6         Self-steem and its effectiveness, Personality mapping tests, Appreciative Intelligence.       6         Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions, thealthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.       6         Dinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation	CO1		rsonal qualities that are needed	to sustain in the	Cognitive	Unc	lerstand	ling
in management or leadership positions.       Imagement or leadership positions.         CO4       Summarize critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.       Cognitive       Understanding oral communication skills needed in the workplace.         CO5       Outline persuasive presentations that reveal strong written and oral communication skills needed in the workplace.       Cognitive       Understanding         CO6       Outline persuasive presentations that reveal strong written and oral communication skills needed in the workplace.       Cognitive       Understanding         Confidence and Self-image. Skill Analysis and finding the right fit. 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       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.       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.       6         UNIT IV -THINKING SKILLS       6         Thinking skills: The Mind/Brain/Behaviour, thinking, skills, Critical Thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storning). Image generation and evaluation.         UNIT V - COMMUNICATION <t< td=""><td>CO2</td><td><b>Explain</b> advance of the solution, emp</td><td>owerment, working with teams</td><td></td><td>Cognitive</td><td>Unc</td><th>lerstand</th><td>ling</td></t<>	CO2	<b>Explain</b> advance of the solution, emp	owerment, working with teams		Cognitive	Unc	lerstand	ling
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         CMIIm persuasive presentations that reveal strong written and oral communication skills needed in the workplace.       Cognitive       Understanding         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       6         UNT II -SELF ESTEEM       6         Self Esteem:       Measuring our self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.       6         UNT III - EMOTIONAL INTELLIGENCE       6         Building       Emotional       Competence:       6         Building skills:       The Min/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making       6         Thinking skills:       The Min/Brain/Behaviour, thinking skills, Critical Thinking.       6         Creative:       The Min/Brain/Behaviour, thinking skills, Critical Thinking.       6         Creative:       The Min/Brain/Behaviour, the nature of creative thinking, Convergent and Divergent thi	CO3			immediate use	Cognitive	Unc	lerstand	ling
Outline persuasive presentations that reveal strong written and oral communication skills needed in the workplace.       Cognitive       Understanding         UNIT 1-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       6         Self: Steem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative 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.       6         UNIT V - 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.       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 nonverbal communication and professional etiquettes.       6         UNIT IV - COMMUNICATION       6       30       0       30         Ou discussions on current topics. Audio and Vid	CO4	Summarize crit	tical-thinking and analytical skill		Cognitive	Unc	lerstand	ling
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.       6         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.       6         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. Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.       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 of and professional etiquettes.         LECTURE       TUTORIAL       PRACTICAL       TOTAL         30       0       0       30         TEXT BOOKS	CO5	Outline persua	sive presentations that reveal str	rong written and	Cognitive	Unc	lerstand	ling
confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills       6         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.       6         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.       6         UNIT IV- THINKING SKILLS       6         Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking.       6         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.       6         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 o 0 0       0         UNIT V - COMMUNICATION       6         Text BOOKS       1       Arora Abhishek, Managerial Skill Development, Kalyani Publishers, 2010         1. Arora Abhishek, Managerial Skill Development, Notion Press, 2022       3. K. Alex, Manageria								•
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.       6         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.       6         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.       6         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. Addio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.         LECTURE       TUTORIAL       TOTAL         30       0       0       30         TEXT BOOKS       1       Arora Abhishek, Managerial Skill Development, Kalyani Publishers, 2010       1         Mukta Goyal, Managerial Skills 2, Pen to Print Publishing, 2022       5       Kevin Gallagher, Skills Development for Business and Management Stu	confident change a <b>UNIT II</b>	ce and Self-imag nd applications of - SELF ESTEE	e. Skill Analysis and finding f skills M	the right fit. Sel	f-learning s	tyles, at	titude	towards
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.       6         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.       6         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 nonverbal communication and professional etiquettes.         LECTURE       TUTORIAL       PRACTICAL       TOTAL         30       0       0       30         TEXT BOOKS       1.       Arora Abhishek, Managerial Skill Development, Kalyani Publishers, 2010       2.         S. K. Alex, Managerial Skills S. Chand, 2015       4.       Cynthia Menezes Prabhu, Managerial Skills 2, Pen to Print Publishing, 2022         S. Kevin Gallagher, Skills Development for Business and Management Students, Oxford University Press, 2013       REFERENCES		-		-		esteem,	measu	nng our
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 Storing), Image generation and evaluation.         UNIT V - COMMUNICATION         O         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 nonverbal communication and professional etiquettes.         LECTURE       TUTORIAL       PRACTICAL       TOTAL         30       0       0       30       0         TEXT BOOKS         1       Arora Abhishek, Managerial Skill Development, Kalyani Publishers, 2010       2       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	UNIT II	I – EMOTIONA	L INTELLIGENCE					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.       6         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 nonverbal communication and professional etiquettes.       TOTAL         1       LECTURE       TUTORIAL       PRACTICAL       TOTAL         30       0       0       30         TEXT BOOKS         1.       Arora Abhishek, Managerial Skill Development, Kalyani Publishers, 2010       2         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	Relevance model of	e, Positive and N Creative Thinkir	Negative Emotions., Healthy and g: ICEDIP model.	nce — Meaning d Unhealthy expre	g, Compone ession of En	ents, In notions,	nportan The si	x-phase
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       5       K. Alex, Managerial Skills 2, Pen to Print Publishing, 2022         Kevin Gallagher, Skills Development for Business and Management Students, Oxford University Press, 2013       REFERENCES					T1 · 1 ·	1 1		•
LECTURETUTORIALPRACTICALTOTAL300030TEXT BOOKS1. Arora Abhishek, Managerial Skill Development, Kalyani Publishers, 20102. Mukta Goyal, Managerial Skill Development, Notion Press, 20225. K. Alex, Managerial Skills, S.Chand, 20154. Cynthia Menezes Prabhu, Managerial Skills 2, Pen to Print Publishing, 20225. Kevin Gallagher, Skills Development for Business and Management Students, Oxford University Press, 2013REFERENCES	Predictio Creativit thinking, <b>UNIT V</b> Commun reporting group dis	ns and Reasoning y: Definition and Idea generation a – COMMUNIC fication related to of case analysis, scussions on curr	g, Memory and Critical Thinking meaning of creativity, The nat and evaluation (Brain Storming), ATION course: How to make oral press answering in Viva Voce, Assig ent topics. Audio and Video Re	, Emotions and Cr sure of creative th Image generation entations, conducti nment writing Del	itical Thinki inking, Con- and evaluat ng meetings bates, preser	ng. vergent ion. , report atations,	and D	<b>6</b> brojects, lays and
30030TEXT BOOKS1. Arora Abhishek, Managerial Skill Development, Kalyani Publishers, 20102. Mukta Goyal, Managerial Skill Development, Notion Press, 20223. K. Alex, Managerial Skills, S.Chand, 20154. Cynthia Menezes Prabhu, Managerial Skills 2, Pen to Print Publishing, 20225. Kevin Gallagher, Skills Development for Business and Management Students, Oxford University Press, 2013REFERENCES				PRACT	ICAL		тот	'AL
<ol> <li>Arora Abhishek, Managerial Skill Development, Kalyani Publishers, 2010</li> <li>Mukta Goyal, Managerial Skill Development, Notion Press, 2022</li> <li>K. Alex, Managerial Skills, S.Chand, 2015</li> <li>Cynthia Menezes Prabhu, Managerial Skills 2, Pen to Print Publishing, 2022</li> <li>Kevin Gallagher, Skills Development for Business and Management Students, Oxford University Press, 2013</li> <li>REFERENCES</li> </ol>								
	<ol> <li>Aror</li> <li>Muk</li> <li>K. A</li> <li>K. A</li> <li>Cynt</li> <li>Kevi 2013</li> </ol>	a Abhishek, Man ta Goyal, Manage lex, Managerial S hia Menezes Prat n Gallagher, Ski	erial Skill Development, Notion E Skills, S.Chand, 2015 Shu, Managerial Skills 2, Pen to E	Press, 2022 Print Publishing, 2	.022	ford Ur	niversit	y Press,
	KEFEK	LINCES	69					

- 1. G. Joshi, Campus to Corporate: Your Roadmap to Employability, Sage Publication, 2015
- 2. E.H. McGrath, Basic Managerial Skills, 9<sup>th</sup> 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	<b>PO7</b>	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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

COUR	SE CODE	XBA206	L	Т	Р	С
COURSE NAME		BUSINESS ETIQUETTE AND CORPORAT GROOMING	E 2	0	0	2
PRERI	EQUISITE:	Nil	L	Т	Р	Н
C:P:A		2:0:0	2	0	0	2
LEAR	NING OBJECTI	VE			•	•
<ol> <li>To</li> <li>To</li> <li>To</li> <li>To</li> </ol>	provide understan suggest on guideli	about basic etiquettes in professional conduct ding about the workplace courtesy and ethical issu nes in managing rude and impatient clients ts about significance of cultural sensitivity and the		ness at	tire	
	SE OUTCOMES		Domain	Lev	vel	
C01		c concepts of business etiquette and corporate	Cognitive		Inderstanding	
CO2		tiquette and grooming standards followed in nment and the significance of communication	Cognitive	Un	derstand	ling
CO3	Explain cultur workplace scen	al awareness and moral practices in real life arios	Cognitive	Une	derstan	ling
CO4		lace courtesy and resolving ethical issues with ette and grooming for success	Cognitive	Un	derstand	ling
CO5	Explain profes and courtesy	sionalism in the workplace considering diversity	Cognitive	Un	derstand	ling
UNIT I	-INTRODUCTIO	DN				6
	es of exceptional	s Etiquette: Introduction- ABCs of etiquette- work behavior- role of good manners in business -	•	•	•	
<u> </u>	I – WORKPLAC	CE COURTESY				6
		Business Ethics: Workplace Courtesy- Practicing	common co	urtesy a	and ma	
a workp Hierarc Choosin	blace-Etiquette at the hy and Protocol.	formal gatherings- Professional qualities expected Ethical issues - preventing sexual harassmen t in the business environment - real lifeworkplace	l from an em t- conflict r	ployer <sup>*</sup> esolutio	's persp on stra	ective - egies -
	s etiquette					
UNITI	II – TELEPHON	IE 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**

Diversity and Cultural Awareness at Workplace Impact of diversity - Cultural Sensitivity - Taboos and Practices - Inter - Cultural Communication

6

6

#### **UNIT V – BUSINESS ATTIRE**

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

- 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

- 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
- 3. https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-
- 4. wardrobe-nbsp-.pdf
- 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

	1		DO2		DO5		D07	DOP	DOO
	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

COURSENAME		XUM002		L	Т	SS	Р	С
	EN	VIRONMENTALSTU	DIES	1	0	1	0	1
C:P:A	0.8:0 :0.2	2		L	Т	SS	Р	Η
				1	0	1	0	2
COURSEOUTCOME	S			D	OMA	IN	LEVEI	
CO1 Describethesig anthropogenici		fnaturalresourcesandexp	lain	С	ogniti	ve	Underst	and
CO2 Illustrate th andnaturalbiog		ificance of ecosystem ilcyclesformaintainingec		rsity C	ogniti	ve	Underst	and
pollutionsandre	ecognize th	nces,preventivemeasures ne disasterphenomenon.	Ũ		ogniti ffectiv		Apply F	Receive
		c,policydynamicsandpra issuesforsustainabledeve		С	ogniti	ve	Underst	and
	programs,	t of population and applythemodern tecl	L	of C	ogniti	ve	Underst	and
UNIT-IINTRODUCT	ION TOE	NVIRONMENTALST	UDIESANDENH	ERGY				6
		and degradation, somerosic	onand Desertific	cation	-Role	Of	individu	al in
chains, Food webs, Str Biodiversity- Endemic	MSAND B osystem – ucture and	_	and decomposed ecosystem and A	rs –Bio quatic	geoch	emica stem–	l cycles- Introduct	6 Food ion to
UNIT-IIECOSYSTE Components of an ec chains, Food webs, Str Biodiversity- Endemic conservation.	MSAND B osystem – ucture and , Extinct a	BIODIVERSITY Producers, consumers Function of the Forest and Endangered species-	and decomposed ecosystem and A	rs –Bio quatic	geoch	emica stem–	l cycles- Introduct	6 Food ion to Ex-situ
UNIT-IIECOSYSTE Components of an ec chains, Food webs, Str Biodiversity- Endemic conservation. UNIT-IIIENVIRONM Definition – Causes, e pollution, Noise polluti and control measures o studies	MSAND B osystem – ucture and , Extinct a MENTALI ffects and ion, Therm of industria	<b>BIODIVERSITY</b> Producers, consumers Function of the Forest and Endangered species- <b>POLLUTION</b> control measures of Ai al pollution and Nuclear al wastes – Role of an in	and decomposed ecosystem and A - Conservation of ir pollution, Wate r hazards – Solid ndividual in preve	rs –Bio quatic f Biodiv er pollu waste r	geoch ecosys versity tion, nanag	emica stem– 7: In-s Soil p ement	l cycles- Introduct itu and E ollution, : Causes,	6 Food ion to Ex-situ 6 Marine effects
UNIT-IIECOSYSTE Components of an ec chains, Food webs, Str Biodiversity- Endemic conservation. UNIT-IIIENVIRONM Definition – Causes, e pollution, Noise polluti and control measures o studies	MSAND B osystem – ucture and , Extinct a MENTALI ffects and ion, Therm of industria	<b>BIODIVERSITY</b> Producers, consumers Function of the Forest and Endangered species- POLLUTION control measures of Ai al pollution and Nuclear	and decomposed ecosystem and A - Conservation of ir pollution, Wate r hazards – Solid ndividual in preve	rs –Bio quatic f Biodiv er pollu waste r	geoch ecosys versity tion, nanag	emica stem– 7: In-s Soil p ement	l cycles- Introduct itu and E ollution, : Causes,	6 Food ion to Ex-situ 6 Marine effect
UNIT-IIECOSYSTE Components of an ec chains, Food webs, Str Biodiversity- Endemic conservation. UNIT-IIIENVIRONN Definition – Causes, e pollution, Noise polluti and control measures o studies UNIT-IVSOCIALISS Rain water harvesting-	MSAND B osystem – ucture and , Extinct a MENTALI ffects and findustria SUESAND - Resettlen etion, Nuc	BIODIVERSITY Producers, consumers Function of the Forest and Endangered species- POLLUTION control measures of Ai al pollution and Nuclear al wastes – Role of an in THEENVIRONMENT nent and Rehabilitation lear accidents and Holoo	and decomposed ecosystem and A - Conservation of r pollution, Wate r hazards – Solid ndividual in prevention	rs –Bio quatic f Biodiv er pollu waste r ention o	geoch ecosys versity tion, nanag of poll	emica stem– /: In-s Soil p ement lution	l cycles- Introduct itu and E ollution, : Causes, – Pollutio warming,	6 Food ion to Ex-situ 6 Marine effects on case 6 Acid
UNIT-IIECOSYSTE Components of an ec chains, Food webs, Str Biodiversity- Endemic conservation. UNIT-IIIENVIRON Definition – Causes, e pollution, Noise polluti and control measures o studies UNIT-IVSOCIALISS Rain water harvesting- rain, Ozone layer deple Wildlife Protection Act	MSAND B osystem – ucture and , Extinct a MENTALI ffects and fon, Therm of industria SUESAND - Resettlen etion, Nuc	BIODIVERSITY Producers, consumers Function of the Forest and Endangered species- POLLUTION control measures of Ai al pollution and Nuclear al wastes – Role of an in THEENVIRONMENT nent and Rehabilitation lear accidents and Holoo	and decomposed ecosystem and A - Conservation of r pollution, Wate r hazards – Solid ndividual in preve of people, Clima caust – Environm	rs –Bio quatic f Biodiv er pollu waste r ention o	geoch ecosys versity tion, nanag of poll	emica stem– /: In-s Soil p ement lution	l cycles- Introduct itu and E ollution, : Causes, – Pollutio warming,	6Foodion toEx-situ6Marineeffectson case6Acid
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- 1. TownsendC.,HarperJandMichaelBegon,EssentialsofEcology,BlackwellScience,UK,2003
- 2. TrivediR.KandP.K.Goel, IntroductiontoAirpollution,TechnoSciencePublications,India,2003.
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- 4. Introductionto Internationaldisastermanagement, ButterworthHeinemann, 2006.
- 5. GilbertM.Masters, IntroductiontoEnvironmentalEngineeringandScience,PearsonEducationPvt.,Ltd., SecondEdition, New Delhi, 2004.

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- 2. Cunningham, W.P.Cooper, T.H.Gorhani, Environmental Encyclopedia, JaicoPubl., House, Mumbai, 2001.
- 3. S.K.Dhameja, Environmental Engineering and Management, S.K.Kataria and Sons, New Delhi, 2012.
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#### 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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 0-No Relation, 1- Low Relation, 2-Medium Relation, 3-High Relation

#### SEMESTER III

CODE	XBA301	L	Т	Р	С
COURSE NAME	PRODUCTION AND OPERATIONS MANAGEMENT	4	0 4	0	
PREREQUISITE:	NIL	L	Т	Р	H
C:P:A	3:0:0	4	0	0	4
COURSE OUTCOM	TES	Domain	Ι	Level	_

CO1		Cognitive	e Understanding
Exp	ain&describethescopeandsignificance	ofprod	C C
uction			
CO2 Summa	rize & identify the work study and tir	ne study Cognitive	e Understanding
CO3 Unders	tand the production planning and cont	rol Cognitive	e Understanding
CO4 Unders	tand the quality control measures	Cognitive	e Understanding
CO5 Explain	h,Identify&MakeUsetheconceptofJust	in Time. Cognitive	e Understanding
UNITIINTROD	UCTIONTOPRODUCTIONSYSTE	М	12
ProductionManag	gement-ScopeandSignificance-Produc	ionSystem-FunctionsandT	ypes- Factors influencing
Plant Location -	Plant Layout and its kinds.		
UNIT II WORK	STUDY AND TIME STUDY		12
WorkStudy-Time	Study-MotionStudy-WorkMeasureme	nt-Principlesandfactors- M	Maintenance of Plant -
Types.			
UNIT III PROD	UCTION PLANNING AND CONTI	ROL	12
Definition-Object	tivesandImportance-ElementsofProduce	ctionPlanning–Routingand	Scheduling.
UNIT IV QUAL	ITY CONTROL AND INSPECTION	N	12
QualityControlan	dInspection-ObjectivesandSignificanc	e–SQC–AGMARK,ISIandI	SO– Certification Marks.
UNITVMATER	IALMANAGEMENT		12
	nent–Objectivesandimportance–Purcha	sing-Procedure-StoreKeen	
Functions – Type		ising Treeserie Storeneep	
LECTURE		PRACTICAL	TOTAL
		0	-
60	0	U	60
60 TEXT BOOKS	U	U	60
TEXT BOOKS	undS.Sumathi,ProductionandMaterialM	-	

4ProductionandOperationsManagement-K.ASWATHAPPA,HimalayaPublishing House

# Table11:MappingofCoswithPOs

	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	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	Т	Р	С
COURSE NAME	FINANCIAL MANAGEMENT	3	1	0	4
PREREQUISITE	NIL	L	Т	Р	Η
C:P:A	4:0:0	3	1	0	5

#### **COURSE OUTCOMES**

**CO1 Explain**theimportanceofFinancialManagementandSourcesof Finance Cognitive Understanding

CO2 Compute the cost of capital, cost of equity and cost of Preference Shares Cognitive Applying

CO3 Explain the significance of Leverages and dividend theories and policies Cognitive Understanding

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

#### UNITIVCapitalStructurePlanning15

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, Financial Management, Margham Publications

#### REFERENCES

1. I.M.Pandey, Financial Management, Vikash Publishing House Pvt. Ltd.

2. PrasannaChandra,FundamentalsofFinancialManagement,TataMcGraw Hills.

3. M.Y.Khan&P.K.Jain, Theory and Problems in Financial Management, TataMcGrawHills.

4. R.K. Sharma, Shashi and K.Gupta, Financial Management, Kalyani publication

COURSE CODE	XBA402	L	Т	Р	С
COURSE NAME	Human Resource Management	3	1	0	4
PREREQUISITE	NIL	L	Т	Р	Н
C:P:A	4:0:0	3	1	0	5

#### **UNITI-INTRODUCTIONTOHRM** 12 HumanResource-Definition-CharacteristicsandObjectives-DifferencebetweenPersonnel Management & Human Resource Management - Principles of HRM- Functions of HRM - Managerial and Operative Functions **UNITII-JOBANALYSISANDEVALUATION** JobAnalysis-Meaning-SkillsandCapabilitiesrequired-AdvantagesofJobAnalysis-JobDescription-SpecimenofJobDescriptionStatement-JobSpecification-SpecimenofJobSpecificationStatement-JobEvaluation-Objectives-MethodsofJobEvaluation-Advantages and Limitations. UNITIII-HUMANRESOURCEPLANNING Meaning-Definition-Importance-Objectives-FactorsinfluencingHumanResourcePlanning -Limitations-StepsinvolvedinHumanResourcePlanning **UNITIV-RECRUITMENT&SELECTION** Recruitment-Meaning-Definition-SourcesofRecruitment-Selection-Stepsinvolvedinselection-Specimen of Application Blank - Preliminary Interview - Test - Types of Tests -Interview-TypesofInterview 12 **UNITV-TRAINING&PERFORMANCEAPPRAISAL** Training-Meaning-NeedforTraining-ImportanceofTraining-ProcessofTraining-Methods of Training-Merits and Demerits-Performance Appraisal-Meaning-Features-Advantages-Methods of performance appraisal - Steps to make performance appraisal effective TUTORIAL LECTURE PRACTICAL TOTAL 0 60 0 60

## **TEXTBOOKS**

1.Dr.J.Jayasankar, HumanResourcesManagement, MarghamPublications, Chennai.

#### REFERENCES

1.C.B.Gupta, HumanResourcemanagementSultanChand&Sons, NewDelhi

	RSECODE	XBA403			L	T	P		
	RSENAME	E-COMMERCE			3	0	0		
	EQUISITE:	Nil			L	T	P		
C:P:A		3:0:0			3	0	0		
COUR	RSEOUTCOME	ES	Do	main	Lev	vel			
CO1	<b>Explain</b> the e related to e- c	merging technologies and other ommerce.	r concepts Co	gnitive	Unc	derstar	ding		
CO2	<b>Explain</b> the a business.	dvantages of electronic way of	doing Co	gnitive	Unc	derstar	ding		
CO3	Explain the n	najor driving forces behind e-co	ommerce. Co	gnitive	Unc	derstar	ding		
CO4	-	xplain the knowledge of setting and operatingCognitiveUnderstandingccessful e-business.							
CO5	Explain the F commerce	Regulations and legal aspects of	E- Co	gnitive	Understanding				
UNIT	I-INTRODUC	ΓΙΟΝ					12		
	•	E-Commerce v/s Traditional Co & benefits, Impacts & Limitatio	•		merce	e, EDI	_		
UNIT	II-E-COMMER	CE BUSINESS MODELS					12		
Busine	ess to Business, l	Business to customers, customer , E – Commerce strategy – Influ					nt,		
UNIT	III BUILDING	ANE-COMMERCE WEBSI	ГЕ				12		
		areas, Stages in System Devel ng Static WebPages,Integratior					_		
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C	Cours	se Name	Introduction to Entrepreneurship Development	L	Т	Р	С		
(	Cours	se Code	XUM004	1	0	0	1		
С	Р	Α		L	Т	SS	Н		
1	0	0		1	0	1	1		
Prere	equisi	te	Basic skills like critical thinking, creativity, risk-taki	ing, proble	em-solvir	ng, networkin	g, leader		
On su	iccess	ful complet	ion of this course, the students will be able to:						
			Course Outcomes	Doma	in	Leve	el		
CO1		Understan	the concept of Entrepreneurship	Cogniti	ve	Understanding			
CO2		Understan	d about an Entrepreneur	Cogniti	ve	Understa	inding		
CO3		Understan	d the characteristics of Entrepreneur	Cogniti	ve	Understa	inding		
<b>CO4</b>		Understan	d the ways to acquire skills of Entrepreneur	Cogniti	ve	Understa	inding		
CO5		Understan	erstand the concept of Intrepreneurship Cognitive				inding		
UNIT	۲1	INTRODU	CTION TO ENTREPRENEURSHIP			3+3	3		
Econo Entrej	omic prene	Developmen urship	of Entrepreneurship, History of Entrepreneurship Devent, Myths about Entrepreneurs, Agencies in Entrepreneur	-		t and Future	of		
UNII			TREPRENEUR	~ .		3+3			
XX71			oreneur, Skills/ Traits required for being an Entrepreneu on Process, Skill Gap Analysis, Role Models, Mentors ar			<b>e</b>			
Entrej Storie	es.								
Entrej Storie UNII	ез. Г <b>3</b>		CTERISTICS OF AN ENTREPRENEUR			+3			
Entrej Storie UNII Introc Differ and E and E	es. F <b>3</b> ductio rence Entrep	n-Character between an reneurship - rise - Differ		en the tern neur - Rela	enanEntr nsEntrep ationship	epreneurand preneur, Entre between Ent	epreneuri trepreneu		
Entrej Storie UNII Introc Differ and E and E Entrej	es. <b>J</b> uctio rence Entrep Enterp prene	n-Character between an reneurship - rise - Differ ur - Commo	<b>CTERISTICS OF AN ENTREPRENEUR</b> isticFeaturesofSuccessfulIndianEntrepreneurs-Differen Entrepreneur and an Intrapreneur - Relationship betwe Difference between a Scientist, Inventor and Entrepreneur ence between Entrepreneur and Enterprise - Difference	en the tern neur - Rela	enanEntr nsEntrep ationship	epreneurand preneur, Entre between Ent	epreneuri trepreneu on and		
Entrej Storie UNIT Introc Differ and E and E Entrej UNIT Bus	es. F <b>3</b> ductio rence Entrep prene F <b>4</b>	n-Character between an reneurship - rise - Differ ur - Commo SKILLS F( Manageme ng Skills – J	CTERISTICS OF AN ENTREPRENEUR isticFeaturesofSuccessfulIndianEntrepreneurs-Differen Entrepreneur and an Intrapreneur - Relationship betwe Difference between a Scientist, Inventor and Entreprene ence between Entrepreneur and Enterprise - Difference on Myths on Entrepreneur	een the tern neur - Rela between a sk-taking s astomer Se	enanEntre nsEntrep ationship a Self-en kills–Ne rvice Sk	epreneurand preneur, Entre b between Ent aployed perso 3 + tworking Ski ills – Financia	epreneuri trepreneu on and 3 Ils– Criti		

V	Vhat is In	trapreneurship–Understanding Intrapreneurship–Types of Intrapreneurs–Character	ristics of
I	ntraprene	urs – Examples of Intapreneurship	
]	Total	30	

# Total

## 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	s 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	2	0	0	0	0	1	1	1
VALUE									

OURSE	CODE	XBA404		L	Т	Р	C		
COUR	SE NAME	CUSTOMERRELATIONSHIP MANAGEMENT		3	0	0	3		
PRERI	EQUISITE:	NIL		L	Т	Р	H		
C:P:A		3:0:0		3	0	0	3		
COUR	SE OUTCOM	ËS	Don	nain	Do	main	-2		
CO1	<b>Illustrate</b> the	e concept of Relationship Marketing	Cog	nitive	Understanding				
CO2	Explain the	evolution of CRM	Cog	nitive	itive Understar				
CO3	<b>Explain</b> CRI	M in India	Cog	nitive	Understa		nding		
CO4	<b>Illustrate</b> the	e sales force management	Cog	nitive	Un	derstand	ing		
CO5	Summarize	the database marketing	Cog	nitive	Un	Understanding			
UNIT I	I - INTRODUO	CTION					07		
Overvie cycle	ewofRelationsh	ipmarketing-Basisofbuildingrelationship-Types	sofrelationshi	pmarket	ing –	custome	r life		
		80					T		

# UNITII-EVOLUTION OF CRM08CRM--Overview and evolution of CRM--CRM and Relationship marketing--CRM strategy- importance of customer divisibility in CRM10UNIT III - CRM IN INDIA10Sales Force Automation-contact management-concept-Enterprise Marketing Management-core beliefs - CRM in India10UNIT IV-VALUE CHAIN10Value Chain-concept-Integration Business Management-Benchmarks and Metrics-culture change - alignment with customer eco system - Vendor selection10UNIT V-DATABASE MARKETING10Database Marketing-Prospect database-Data warehouse and DataMining-analysis of customer relationship10

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. Sheela Rani, Customer Relationship Management, Margham Publications.

#### REFERENCES

- 1. S. Shajahan Relationship Marketing McGraw Hill, 1997
- 2. PaulGreenBerg-CRM-TataMcGrawHill,2002
- 3. PhilipKotler, Marketing Management, PrenticeHall, 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

COURS	E CODE	XBA501			L	Т	Р	С
COURS	E NAME	<b>COMMUNICATION FOR M</b>	ANAGERS		3	1	0	4
PRERE	QUISITE:	Nil			L	Т	Р	H
C:P:A		4:0:0			3	1	0	4
COURS	E OUTCOM	ES		Don	ain	Do	omain	
CO1	Explain the c	ommunication process		Cog	nitive	Ur	ndersta	nding
CO2	Explain the p	resentation techniques		Cog	nitive	Ur	ndersta	nding
CO3	Explain the	process of resume building		Cog	nitive	Ur	ndersta	nding
CO4	Explain how	to attend group discussion		Cog	nitive	Ur	ndersta	nding
CO5	Explain vario	us interview skills and practice m	nock interviews	Cog	nitive	Ur	ndersta	nding
UNIT I	BUSINESS C	COMMUNICATION						12
Public sp UNIT I Job searc	beaking. II: RESUME ch and Resume	- Chronological resume, Function						12
	V : GROUP D							12
Group D	iscussion – W	hat is GD? - Why GD? – Do's an	d Don'ts of GD –	Moch	GD			
UNIT V	: INTERVIE	W						12
Interview	v – Skills requ	ired – Types of Interview – Interv	view Etiquettes – I	Mock	Intervi	ew		
LECTU	RE	TUTORIAL	PRACTICAL			1	TOTAI	
45		- i	0				50	
TEXT F	OOKS	· · · · · · · · · · · · · · · · · · ·						
1. 1	Business Com	nunication – R.K.Madhukar, Vik	as Publications.					
REFERE	ENCES							
		nunication – K.K.Ramachandran ar, Macmillan India Ltd.,	, K.K.Lakshmi, K	.K.Ka	arthick	and		

# Table 1: Mapping of COs with Pos

	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

COUDS	E NAME					4			
		BUSINESS RESEAR	RCH TECHNIQUES		4	1	0		5
	QUISITE:	NIL			L	T	P		H
C:P:A		5:0:0		D	4	1	0		5
	E OUTCOMI			Don			Domai		
CO1	Explain how	to define a research pro	blem	Ũ	nitive		Unders	stan	ling
CO2	Explain the co	ncept of research desig	gn and sampling design	Cog	nitive		Unders	stan	ling
CO3	Explain the m	easurement and scaling	g techniques	Cog	nitive		Unders	stan	ling
CO4	Explain the v	arious methods of data	collection	Cog	nitive		Unders	stan	ling
CO5	Explain the t	echniques in report wri	ting	Cog	nitive		Unders	stan	ling
UNIT -	I: INTRODUO	TION - DEFINING	A RESEARCH PROBLE	M					15
What is a involved	a research prob in defining a p	lem? – Selecting the pr	Research - Research Procestores Procestores Procestores - Necessity for defi						n -
Designs	- Census and S of Selecting a S	ample Survey - Implica	rch Design - Features of R ations of a Sample Design haracteristics of a good sa	- Steps i	in Samj	pling	g Desig	n -	
		EMENT AND SCAL	ING TECHNIQUES						15
			surement - Tests of Sound Techniques - Scale Const				•	Mea	ning -
UNIT - I	IV: METHOD	S OF DATA COLLE	CTION						15
question Other me Collectio	naire - collection ethods of Data on.	on of data through sche Collection - Collection	nod - Interview Method - C dule - Difference between of Secondary Data - Selec	Questio	nnaires	and	Sched		or Data
	V: REPORT V								15
		of Report Writing - Sto Writing research repo	eps in Report Writing - La rt	yout of ]	Researc	ch Re	eport -	Тур	es of
LECTU		TUTORIAL	PRACTICAL				TOT	AL	
60		15	0				75		
TEXT B	BOOKS		· · · · ·						
1. (	C.R.Kothari, I	Research Methodology	y, New Age International	Publish	ners				

# Table 1: Mapping of COs with Pos

	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	<b>PO9</b>
<b>CO1</b>	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
<b>CO4</b>	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

# $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$

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

COUR	SE NAME	BUSINESS ORGANIZ ENVIRONMENT	CATION AND	4	1	0	5
PRERE	EQUISITE:	Nil		L	Т	Р	Η
C:P:A		5:0:0		4	1	0	5
COURS	SE OUTCOM	ES			Doma	in	
CO1	Explain what	t is business and classifica	tions of business.		Under	standing	,
CO2	Explain prep	aration of partnership dee	d.		Under	standing	5
CO3	-	nation of companies.			Under	standing	5
CO4	Explain the p	political, economic and leg	gal environment		Under	standing	5
CO5	Explain the o	concept of LPG			Under	standing	5
UNIT I	: INTRODUC	TION TO BUSINESS C	ORGANIZATION				15
Meaning	g of Business -	- Classification of Busines	ss Activities – Industry – Typ	bes of Ind	dustry -	- Comm	herce ·
	•	-Meaning - Advantages			-		
UNIT I	I : FORMS O	F BUSINESS ORGANIZ	ZATION				15
Sole Pro	oprietorship – I	Meaning – Characteristics	- Advantages and Disadvan	tages. Pa	rtnersł	nip – Me	eaning
			s - Types of Partners. Co-ope				
Characte	eristics – Type	s – Advantages and Disad	l vontogog				
Characte	ensues Type	s – Auvaillages allu Disac	ivantages.				
		OCK COMPANY	ivantages.				15
UNIT I	II: JOINT ST	OCK COMPANY	npanies – Formation of a Co	mpany.			15
UNIT I Meaning	II: JOINT ST	OCK COMPANY		mpany.			 
UNIT I Meaning UNIT I	II: JOINT ST g – Definition V : BUSINES	OCK COMPANY – Features – Types of Cor S ENVIRONMENT	npanies – Formation of a Co		c Soci	al Lega	15
UNIT I Meaning UNIT I Meaning	II: JOINT ST g – Definition V : BUSINES g and Importar	OCK COMPANY – Features – Types of Cor S ENVIRONMENT			c, Soci	al, Lega	15
UNIT I Meaning UNIT I Meaning Natural	II: JOINT ST g – Definition V : BUSINES g and Importar and Technolog	OCK COMPANY – Features – Types of Cor <b>S ENVIRONMENT</b> ace. Dimensions of Busine gical Environment.	npanies – Formation of a Co ess Environment – Political,		c, Soci	al, Lega	<b>15</b> ıl,
UNIT II Meaning UNIT I Meaning Natural UNIT V	II: JOINT ST g – Definition V : BUSINES g and Importar and Technolog	OCK COMPANY – Features – Types of Cor S ENVIRONMENT ace. Dimensions of Busine gical Environment. MENT AND BUSINESS	npanies – Formation of a Co ess Environment – Political,	Economi			15 1,
UNIT I Meaning UNIT I Meaning Natural UNIT V Meaning	II: JOINT ST g – Definition V : BUSINES g and Importar and Technolog / : GOVERNI g and Importar	OCK COMPANY – Features – Types of Cor S ENVIRONMENT ace. Dimensions of Busine gical Environment. MENT AND BUSINESS ace. Impact of Government	npanies – Formation of a Co ess Environment – Political,	Economi			15 1,
UNIT II Meaning UNIT I Meaning Natural UNIT V Meaning	II: JOINT ST g – Definition V : BUSINES g and Importar and Technolog / : GOVERNI g and Importar ation, privatiza	OCK COMPANY – Features – Types of Cor S ENVIRONMENT ace. Dimensions of Busine gical Environment. MENT AND BUSINESS	npanies – Formation of a Co ess Environment – Political,	Economi ustry wit		ence to	15 15 1, 15
UNIT II Meaning UNIT I Meaning Natural UNIT V Meaning liberaliz	II: JOINT ST g – Definition V : BUSINES g and Importar and Technolog / : GOVERNI g and Importar ation, privatiza	OCK COMPANY – Features – Types of Cor S ENVIRONMENT ace. Dimensions of Busine gical Environment. MENT AND BUSINESS ace. Impact of Government ation, and globalization.	npanies – Formation of a Co ess Environment – Political, at policy on business and ind	Economi ustry wit	h refer	ence to	15 1,
UNIT I Meaning UNIT I Meaning Natural UNIT V Meaning liberaliz LECTU	II: JOINT ST g – Definition V : BUSINES g and Importar and Technolog / : GOVERNI g and Importar ation, privatiza	OCK COMPANY – Features – Types of Cor S ENVIRONMENT ace. Dimensions of Busine gical Environment. MENT AND BUSINESS ace. Impact of Government ation, and globalization. TUTORIAL	npanies – Formation of a Co ess Environment – Political, T at policy on business and ind <b>PRACTICAL</b>	Economi ustry wit	h refer	ence to	15 1,
UNIT I Meaning UNIT I Meaning Natural UNIT V Meaning liberaliz LECTU 60 Text Bo	II: JOINT ST g – Definition V : BUSINES g and Importar and Technolog / : GOVERNI g and Importar cation, privatiza JRE	OCK COMPANY – Features – Types of Cor S ENVIRONMENT ace. Dimensions of Busine gical Environment. MENT AND BUSINESS ace. Impact of Government ation, and globalization. TUTORIAL	npanies – Formation of a Co ess Environment – Political, at policy on business and indu- PRACTICAL 0	Economi ustry wit	h refer	ence to	<b>15</b> ıl,
UNIT I Meaning UNIT I Meaning Natural UNIT V Meaning liberaliz LECTU 60 Text Bo	II: JOINT ST g – Definition V : BUSINES g and Importar and Technolog / : GOVERNI g and Importar ation, privatiza JRE	OCK COMPANY – Features – Types of Cor S ENVIRONMENT ace. Dimensions of Busine gical Environment. MENT AND BUSINESS ace. Impact of Government ation, and globalization. TUTORIAL 15	npanies – Formation of a Co ess Environment – Political, at policy on business and indu- PRACTICAL 0	Economi ustry wit	h refer	ence to	15 1,
UNIT I Meaning UNIT I Meaning Natural UNIT V Meaning liberaliz LECTU 60 Text Bo 1. Dr. A REFERI	II: JOINT ST g – Definition V : BUSINES g and Importar and Technolog / : GOVERNI g and Importar ation, privatiza JRE bok swathappa: Es ENCE	OCK COMPANY – Features – Types of Cor S ENVIRONMENT ace. Dimensions of Busine gical Environment. MENT AND BUSINESS ace. Impact of Government ation, and globalization. TUTORIAL 15	npanies – Formation of a Co ess Environment – Political, <sup>2</sup> at policy on business and indu- <b>PRACTICAL</b> 0	Economi ustry wit	h refer	ence to	<b>15</b> ıl,
UNIT I Meaning UNIT I Meaning Natural UNIT V Meaning liberaliz LECTU 60 Text Bo 1. Dr. A REFERI 1. Franc	II: JOINT ST g – Definition V : BUSINES g and Importar and Technolog / : GOVERNI g and Importar cation, privatiza JRE bok swathappa: Es ENCE cis Cherrunilan	OCK COMPANY – Features – Types of Cor S ENVIRONMENT ace. Dimensions of Busine gical Environment. MENT AND BUSINESS ace. Impact of Government ation, and globalization. TUTORIAL 15 sentials of Business Envir	npanies – Formation of a Co ess Environment – Political, at policy on business and indu- <b>PRACTICAL</b> 0 ronment, HPH.	Economi ustry wit	h refer	ence to	<b>15</b> ıl,
UNIT I Meaning UNIT I Meaning Natural UNIT V Meaning liberaliz LECTU 60 Text Bo 1. Dr. A REFERI 1. Franc 2. Munin	II: JOINT ST g – Definition V : BUSINES g and Importar and Technolog / : GOVERNI g and Importar zation, privatizz JRE Dok swathappa: Es ENCE eis Cherrunilan raju S.K. Podd	OCK COMPANY – Features – Types of Cor S ENVIRONMENT ace. Dimensions of Busine gical Environment. MENT AND BUSINESS ace. Impact of Government ation, and globalization. TUTORIAL 15 sentials of Business Environment, n : Business Environment,	npanies – Formation of a Co ess Environment – Political, at policy on business and indu- pRACTICAL 0 ronment, HPH. HPH. n&Environment , VBH	Economi ustry wit	h refer	ence to	<b>15</b> ıl,
UNIT I Meaning UNIT I Meaning Natural UNIT V Meaning liberaliz LECTU 60 Text Bo 1. Dr. A REFERI 1. Franc 2. Munin 3. Vivek	II: JOINT ST g – Definition V : BUSINES g and Importar and Technolog / : GOVERNI g and Importar ation, privatiza JRE bok swathappa: Es ENCE sis Cherrunilan raju S.K. Podd cMittall, – Bus	OCK COMPANY – Features – Types of Cor S ENVIRONMENT ace. Dimensions of Busine gical Environment. MENT AND BUSINESS ace. Impact of Government ation, and globalization. TUTORIAL 15 sentials of Business Environment, er – Business Organisatio	npanies – Formation of a Co ess Environment – Political, at policy on business and ind PRACTICAL 0 ronment, HPH. HPH. n&Environment , VBH Books, New Delhi.	Economi ustry wit	h refer	ence to	15 1,
UNIT I Meaning UNIT I Meaning Natural UNIT V Meaning liberaliz LECTU 60 Text Bo 1. Dr. A REFERI 1. Franc 2. Munin 3. Vivek 4. Raj A	II: JOINT ST g – Definition V : BUSINES g and Importar and Technolog / : GOVERNI g and Importar ation, privatiza JRE bok swathappa: Es ENCE sis Cherrunilan raju S.K. Podd cMittall, – Bus	OCK COMPANY – Features – Types of Cor S ENVIRONMENT ace. Dimensions of Busine gical Environment. MENT AND BUSINESS ace. Impact of Government ation, and globalization. TUTORIAL 15 sentials of Business Environment, er – Business Organisatio iness Environment, Excel	npanies – Formation of a Co ess Environment – Political, at policy on business and indu- pRACTICAL 0 conment, HPH. HPH. n&Environment , VBH Books, New Delhi. Books, New Delhi.	Economi ustry wit	h refer	ence to	15 1,

# Table 1: Mapping COs with Pos

	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
CO1	3	1	2	2					1
CO2	2	1	2	2					1
CO3	2	1	2	2					1
<b>CO4</b>	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	Т	Р	С
COURSENAME	ENTREPRENEURSHIP DEVELOPMENT	4	1	0	5
PREREQUISITES	NIL	L	Т	Р	Η
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	<b>Explain</b> the concept to financial analysis	Cognitive	Understanding
CO5	<b>Explain</b> the policy incentive for Entrepreneurial growth, s mall-scale industrial policy	Cognitive	Understanding

SYLLABUS

UNIT	CONTENT	Hours
		Allotted
Ι	ENTREPRENEURSHIP-ANINTRODUCTION	07
	Meaning-Originoftheterm-Definition-ApplicationofthetermstoBusiness - Characteristics of Entrepreneur - Need, Role and Importance of Entrepreneurship-Scope of Entrepreneurial Development -Limitations.	
Ш	CHARACTERISTICSOFANENTREPRENEUR Introduction-CharacteristicsfeaturesofsuccessfulIndianEntrepreneurs-Differences between an Entrepreneur and a Manager - Difference between anEntrepreneurandanIntrapreneur-RelationshipbetweenthetermsEntrepreneur, 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
	TextBook         JayashreeSuresh,EntrepreneurialDevelopment,MarghamPublications.
	JayashreeSuresh,EntrepreneurialDevelopment,MarghamPublications. <b>ReferenceBooks</b> 1.EssentialsofEntrepreneurshipandSmallBusinessManagement(6thEdition)byNorman
	JayashreeSuresh,EntrepreneurialDevelopment,MarghamPublications. <b>ReferenceBooks</b> 1.EssentialsofEntrepreneurshipandSmallBusinessManagement(6thEdition)byNorman M.Scarborough(Paperback -Jan13,2010)
	JayashreeSuresh,EntrepreneurialDevelopment,MarghamPublications. <b>ReferenceBooks</b> 1.EssentialsofEntrepreneurshipandSmallBusinessManagement(6thEdition)byNorman M.Scarborough(Paperback -Jan13,2010) 2. EntrepreneurshipandSmallBusinessManagement,StudentEditionbyGlencoeMcGraw-
	JayashreeSuresh,EntrepreneurialDevelopment,MarghamPublications. <b>ReferenceBooks</b> 1.EssentialsofEntrepreneurshipandSmallBusinessManagement(6thEdition)byNorman M.Scarborough(Paperback -Jan13,2010)

#### Table1:Mapping Cos withPOs

	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	PO9
CO1	2	1					1	2	1
CO2	2	1							1
CO3	2	1					1		1
<b>CO4</b>	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 rela	ation	1-Lo	ow relation	1	2-Medium	relation	3–High re	lation	

COUR	SECODE	XBA505B		L	Т	P	С
COUR	SENAME	RETAIL MARKETING		3	0	0	3
PRERI	EQUISITE: NIL L T					P	H
C:P:A			3	0	0	3	
COUR	SEOUTCOMI	ES	Don	nain		evel	
CO1	Explain the	concept of retail	Cog	Cognitive			nding
CO2	Explain the	retail model	Cog	Cognitive Under			nding
CO3	Explain the	strategic planning in retailing	Cog	nitive	U	ndersta	nding
CO4	Explain the	retail in India	Cog	nitive	U	ndersta	nding

	Explain the G	lobal Retail Markets	Cognitive	Understanding
UNIT I	INTRODUCTIO	ON TO RETAIL		7
Meanin	g – Functions and	Characteristics of a Retailer-Rea	sons for studying. Retailing	<u>_</u>
	•	ation – Marketing concepts applied	• • •	
Retailin			6 6	
UNIT I	I-RETAIL MOD	DEL AND THEORIES OF RETAIN	AIL DEVELOPMENT	8
Retail N	Iodel and Theorie	es of Retail Development – Life cy	cle and phases in growth of r	etail markets
		1-other Retail models.		
UNIT I	II STRATEGIC	PLANNING IN RETAILING		10
		ailing: Situation Analysis–Objectiv		ds-
		k and control – consumer decision	-making process.	
UNITI	V RETAIL IN I	NDIA		10
Retail ir	1 India: Evolution	and Size of retail in India–Driver	s of retail change in India–Fo	reign
		1–Challenges to retail development	e	8
		AIL MARKETS		10
		ategic planning process for global		
Challen	ges and Threats in	n global retailing – Factors influen	cing the success of a global re	stalling strategy.
L	ECTURE	TUTORIAL	PRACTICAL	TOTAL
	45	0	0	45
	BOOKS	Lunnan		
TEXTE		nagement Margham Publication n	lf	
	atarajan, RetailMa	nagement,MarghamPublication.pd	41	
Dr.L.Na	atarajan, RetailMa RENCEBOOKS			
Dr.L.Na Refer	RENCEBOOKS	ng Management–Text and Cases, 7		1,2004
Dr.L.Na <b>REFEF</b> Swapna	RENCEBOOKS			n,2004
Dr.L.Na <b>REFEF</b> Swapna Barry B	RENCEBOOKS Pradhan–Retailin erman and Joel R	ng Management–Text and Cases, T	fata McGraw Hill–2ndedition	1,2004
Dr.L.Na <b>REFER</b> Swapna Barry B A Strate	RENCEBOOKS Pradhan–Retailin erman and Joel R egic Approach, Pre	ng Management–Text and Cases, T Evans–Retailing Management–	Fata McGraw Hill–2ndedition	1,2004
Dr.L.Na REFER Swapna Barry B A Strate James R Gibson	RENCEBOOKS Pradhan–Retailin erman and Joel R egic Approach, Pro R. Ogden, Denise ( G Vedamani – Re	ng Management–Text and Cases, T Evans–Retailing Management– entice Hall of India, 8 <sup>th</sup> Edition, 20	Fata McGraw Hill–2ndedition 002. ement–Biztantra2005	
Dr.L.Na REFER Swapna Barry B A Strate James R Gibson	RENCEBOOKS Pradhan–Retailin erman and Joel R egic Approach, Pro R. Ogden, Denise (	ng Management–Text and Cases, T Evans–Retailing Management– entice Hall of India, 8 <sup>th</sup> Edition, 20 Ogden– Integrated, Retail Manage	Fata McGraw Hill–2ndedition 002. ement–Biztantra2005	
Dr.L.Na REFER Swapna Barry B A Strate James R Gibson	RENCEBOOKS Pradhan–Retailin erman and Joel R egic Approach, Pro R. Ogden, Denise ( G Vedamani – Re	ng Management–Text and Cases, T Evans–Retailing Management– entice Hall of India, 8 <sup>th</sup> Edition, 20 Ogden– Integrated, Retail Manage	Fata McGraw Hill–2ndedition 002. ement–Biztantra2005	
Dr.L.Na REFER Swapna Barry B A Strate James R Gibson	RENCEBOOKS Pradhan–Retailin erman and Joel R egic Approach, Pro R. Ogden, Denise ( G Vedamani – Re	ng Management–Text and Cases, T Evans–Retailing Management– entice Hall of India, 8 <sup>th</sup> Edition, 20 Ogden– Integrated, Retail Manage	Fata McGraw Hill–2ndedition 002. ement–Biztantra2005	

	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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

CO1       Explain the nature, scope, role, levels, functions and approaches of management       Co         CO2       Explain planning and decision making in management       Co         CO3       Explain organization structure and various organizing techniques       Co         CO4       Demonstrate the Direction, Co-ordination & Control mechanisms       Co         CO5       Illustrate the ethical practices of organisation.       Co         UNIT I-INTRODUCTION       Management: Importance – Definition – Nature and Scope of Management - Pra a Manager – Levels of Management – Development of Scientific Management and approaches.       UNIT II – PLANNING         Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectiv Methods – Natures and Types of Policies – Decision –making – Process of I Decision.       UNIT III – ORGANIZING         Organizing: Types of Organizations – Organization Structure – Span of Departmentalization – Informal Organization – Authority – Delegation – Decentr Authority and Power – Responsibility.       UNIT IV-DIRECTION         Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques a ordination – Controlling – Meaning and Importance – Control Process.       UNIT V – BUSINESS ETHICS         Definition of Business ethics - Types of Ethical issues -Role and importance of Business - Ethics internal - Ethics External - Environment Protection - Responsit       Cectro          Co1       0       0       0         TEXT BOOKS       7.       James A.F. Stoner, Edward Fr	4	Т	P	С			
C:P:A       4:0:0         LEARNING OBJECTIVE         6. To impart knowledge about evolution of management         7. To provide understanding on planning process and importance of decision n         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 implic         COURSE OUTCOMES       Do         CO1       Explain the nature, scope, role, levels, functions and co approaches of management       Co         CO2       Explain organization structure and various organizing techniques       Co         CO4       Demonstrate the Direction, Co-ordination & Control mechanisms       Co         CO5       Illustrate the ethical practices of organisation.       Co         UNIT 1-INTRODUCTION       Management: Importance – Definition – Nature and Scope of Management - Pra a Manager – Levels of Management – Development of Scientific Management and approaches.       UNIT II – PLANING         Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectiv Methods – Natures and Types of Policies – Decision –making – Process of I Decision.         UNIT II – ORGANIZING       Organizations – Organization Structure – Span of Departmentalization – Informal Organization – Need, Type and Techniques a ordination – Controlling – Meaning and Importance – Control Process.         UNIT IV-DIRECTION       Direction – Nature and Purp	Т	0	0	4			
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6. To impart knowledge about evolution of management         7. To provide understanding on planning process and importance of decision n         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 implificance of ethics in business and its implified on the process of management         CO2       Explain the nature, scope, role, levels, functions and coardination of approaches of management       Coardination of the process of management         CO3       Explain organization structure and various organizing techniques       Coardination of the process of organisation.       Coardination of the process of organisation.         CO5       Illustrate the ethical practices of organisation.       Coardination of the process of the process.         UNTT II - PLANNING         Planning: Nature - Importance - Forms - Types - Steps in Planning - Objective Methods - Natures and Types of Policies - Decision -making - Process of I Decision.         UNTT II - ORGANIZING         Organizing: Types of Organizations - Organization Structure - Span of Departmentalization - Informal Organization- Authority - Delegation - Decentra Authority and Power -	4	0	0	4			
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CO1         Explain         the nature, scope, role, levels, functions and approaches of management         Co           CO2         Explain planning and decision making in management         Co           CO3         Explain organization structure and various organizing techniques         Co           CO4         Demonstrate the Direction, Co-ordination & Control mechanisms         Co           CO5         Illustrate the ethical practices of organisation.         Co           UNIT I-INTRODUCTION         Management: Importance – Definition – Nature and Scope of Management – Pra a Manager – Levels of Management – Development of Scientific Management and approaches.         UNIT II – PLANNING           Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectiv Methods – Natures and Types of Policies – Decision –making – Process of I Decision.         Organization – Informal Organization Authority – Delegation – Decentr Authority and Power – Responsibility.           UNIT II - ORGANIZING         Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques a ordination – Controlling – Meaning and Importance – Control Process.           UNIT V - DIRECTION         Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques a ordination – Controlling – Meaning and Importance – Control Process.           UNIT V - BUSINESS ETHICS         Definition of Business ethics - Types of Ethical issues -Role and importance of Business - Ethics internal - Ethics External - Environment Protection - Responsi LeCTURE           T James A.F. Stoner, Edward Freema	main	Le	vel				
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CO4         Demonstrate         the Direction, Co-ordination & Control mechanisms         Co           CO5         Illustrate the ethical practices of organisation.         Co           UNIT I-INTRODUCTION         Management: Importance – Definition – Nature and Scope of Management - Pra a Manager – Levels of Management – Development of Scientific Management and approaches.         UNIT II – PLANNING           Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectiv Methods – Natures and Types of Policies – Decision –making – Process of I Decision.         Organizing: Types of Organizations – Organization Structure – Span of Departmentalization – Informal Organization- Authority – Delegation – Decentra Authority and Power – Responsibility.           UNIT IV-DIRECTION         Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques a ordination – Controlling – Meaning and Importance – Control Process.           UNIT V – BUSINESS ETHICS         Definition of Business ethics - Types of Ethical issues -Role and importance of Business - Ethics internal - Ethics External - Environment Protection – Responsi Lectrure – Go 0 0           TEXT BOOKS         7.           7. James A.F. Stoner, Edward Freeman R. and Daniel R. Gilbert, Management, Education, 2018.           8. Ricky W. Griffin, Management, Cengage India, 2017.           9. Stephen P. Robbins, Mary Coulterand David De Decenzo, Fundamentals of Pearson Education India, 2016.           10. Stephen P. Robbins, Mary Coulter, Yusuf Sidani and Dima Jamali S, Manag 2 <sup>nd</sup> Edition, Pearson Education, 2015.           REFERENCES	gnitive		derstar	-			
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600 <b>0TEXT BOOKS</b> 7. James A.F. Stoner, Edward Freeman R. and Daniel R. Gilbert, Management, Education, 2018.8. Ricky W. Griffin, Management, Cengage India, 2017.9. Stephen P. Robbins, Mary Coulterand David De Decenzo, Fundamentals of Pearson Education India, 2016.10. Stephen P. Robbins, Mary Coulter, Yusuf Sidani and Dima Jamali S, Manag 2 <sup>nd</sup> Edition, Pearson Education, 2015. <b>REFERENCES</b> 13. P.C. Tripathi and P.N Reddy, Principles of Management, 7 <sup>th</sup> Edition, McGra 14. L.M. Prasad, Principles and Practice of Management, Sultan Chand & Sons,							
<ol> <li>TEXT BOOKS</li> <li>James A.F. Stoner, Edward Freeman R. and Daniel R. Gilbert, Management, Education, 2018.</li> <li>Ricky W. Griffin, Management, Cengage India, 2017.</li> <li>Stephen P. Robbins, Mary Coulterand David De Decenzo, Fundamentals of Pearson Education India, 2016.</li> <li>Stephen P. Robbins, Mary Coulter, Yusuf Sidani and Dima Jamali S, Manag 2<sup>nd</sup>Edition, Pearson Education, 2015.</li> <li>REFERENCES</li> <li>P.C. Tripathi and P.N Reddy, Principles of Management, 7<sup>th</sup> Edition, McGra 14. L.M. Prasad, Principles and Practice of Management, Sultan Chand &amp; Sons,</li> </ol>	L			TAL			
<ol> <li>James A.F. Stoner, Edward Freeman R. and Daniel R. Gilbert, Management, Education, 2018.</li> <li>Ricky W. Griffin, Management, Cengage India, 2017.</li> <li>Stephen P. Robbins, Mary Coulterand David De Decenzo, Fundamentals of Pearson Education India, 2016.</li> <li>Stephen P. Robbins, Mary Coulter, Yusuf Sidani and Dima Jamali S, Manag 2<sup>nd</sup>Edition, Pearson Education, 2015.</li> <li><b>REFERENCES</b></li> <li>P.C. Tripathi and P.N Reddy, Principles of Management, 7<sup>th</sup> Edition, McGra 14. L.M. Prasad, Principles and Practice of Management, Sultan Chand &amp; Sons,</li> </ol>			(	50			
14. L.M. Prasad, Principles and Practice of Management, Sultan Chand & Sons,		ment,9 <sup>t</sup> Arab W	<sup>th</sup> Editi	on,			
<ol> <li>C.B.Gupta and Shruthi Mathur, Management Principles and Applications, 8 2022</li> </ol>	-	n, Scho					
16. Harold Koontz, Hienz Weihrich and Mark V. Cannice, Essentials of Manage Edition, 2020.	ement, A w Hill, 2 2021	/IcGraw	v Hill,	11 <sup>th</sup>			

### 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

	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	PO8	<b>PO9</b>
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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

COURS	E CODE	XLS104	I	L	Т	P	С
COURS	E NAME	ACCOUNTING FOR MANAGERS I	4	4	0	0	4
PRERE	QUISITE:	Nil	I	Ĺ	Т	Р	Н
C:P:A		4:0:0	4	4	0	0	4
LEARN	ING OBJECTIV	/E					
6. To in	npart knowledge	about basic concepts of accounting and its applica	tions				
		ret financial reports of a company					
		ss profit and net profit earned by organization					
		on Hire Purchase system					
		cedures of Accounting under Single entry system.	I		1		
COURS	E OUTCOMES		Domain	1	Leve	el	
CO1		lge about basic concepts of accounting and its	Cognitiv	ve	App	lying	
	applications						
CO2	•	iary book, statement and error rectification of a	Cognitiv	ve	App	lying	
	company		a				
CO3	<b>Construct</b> final	report of an organisation	Cognitiv			lying	
CO4	Explain Hire P	urchase system	Cognitiv	ve	Unde	erstand	ing
CO5		rocedures of accounting under single entry	Cognitiv	ve	Unde	erstand	ing
	system						
	INTRODUCTIO						12
		counting, Basic Accounting Concepts and Conven					nting –
	-	- Double Entry Book Keeping - Journal, Ledger, I	Preparatio	on of 1	rial B	alance	10
	-BOOKS				<b>C1 1</b>		12
	•	ration of cash Book - Bank reconciliation sta	tement –	recti	ficatio	n of e	rrors –
Suspense	e account						
UNIT II	I – FINAL ACC	OUNTS					12
Preparati	ion of Final Acco	unts – Adjustments – Closing stock, outstanding,	prepaid a	and ac	crued	, depre	ciation,
-		ovision and discount on debtors and creditors, inte				-	
UNIT IV	- HIRE PURCE	IASE SYSTEM					12
Hire Pure	chase System – D	efault and Repossession – Hire Purchase Trading	Account -	– Insta	allmen	t Syste	m.
	-					•	

UN	IT V – ENTRY SYST	`EM		12						
Sin	gle Entry - Meaning,	Features, Defects, Differences	between Single Entry and Double	e Entry System -						
Sta	tement of Affairs Meth	od – Conversion Method								
	LECTURE	TUTORIAL	PRACTICAL	TOTAL						
	60	0	0	60						
TE	XT BOOKS									
6.	D.K. Goel, Rajesh C	Goel and Shelly Goel, Fundar	mentals of Financial Accounting,	8 <sup>th</sup> Edition, Arya						
	Publications, 2018									
7.		, Simmi Agrawal and Monika S	Sehgal, Financial Accounting, Kalya	uni Publishers,						
	2020									
8.			counting, SCITECH, 3 <sup>rd</sup> Edition.							
9.			Sahitya Bhawan Publications, 2022							
		ulsian and Tushar Tulsian, Fina	ancial Accounting, S. Chand Publish	11ng, 2023						
RE	FERENCES									
6.	•	hy,Financial Accounting, Marg								
7.		al Accounting, Taylor and Franc								
8.		ng for Management, Himalaya								
9.		ncial Accounting, Vikas Publish								
10.	0	L. Sundern Gary and A. Elliott.	John, Introduction to Financial Acco	ounting, Pearson						
	Publications, 2017									
	EB RESOURCES									
6.			GT403_ACCOUNTING_FOR_MA							
7.			countingforManagementforMBA.pd	f						
8.		igtools.com/articles/2017/5/15/l								
9.		g/wiki/Single-entry_bookkeepi	ng_system\							
10.	https://www.profitboo	ks.net/what-is-depreciation								

# Table1 1: Mapping of Cos with POs

	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

COURSE CODE	XLS105	L	Т	Р	С
COURSE NAME	BASICS OF EVENT MANAGEME	ENT 2	0	0	2
PREREQUISITE:	: Nil	L	Т	Р	H
C:P:A	2:0:0	2	0	0	2
LEARNING OBJ	ECTIVE				
6. To know the ba	asic of event management its concepts				
7. To make an eve	ent design				
8. To make feasib	ility analysis for event.				
9. To understand	the 5 Ps of Event Marketing				
10. To know the fin	nancial aspects of event management and its F	Promotion.			
COURSE OUTCO	OMES	Domain	L	evel	
CO1 Explain	basics of event management	Cognitive	U	ndersta	nding
CO2 Explain	designing of events	Cognitive	U	ndersta	nding
CO3 Explain	feasibility of organising an event	Cognitive	Cognitive Understand		
CO4 Explain	marketing & promotion of event	Cognitive	U	ndersta	nding
•	92	•			

CO5	Explain event	budgeting	Cognitive	Understanding
UNIT I	I-INTRODUCTIO	ON	I	6
Introdu	ction: Event Mana	agement – Definition, Need, Imp	ortance, Activities.	
	II – EVENT DES	IGN		6
			eloping &, Evaluating event cond	-
1	C			1 0
UNIT I	III – EVENT FEA	ASIBILITY		6
Event F	Jeasibility: Resour	ces – Feasibility, SWOT Analys	ic	
	easionity. Resour	ces – reasibility, SwO1 Analys	15	
	IV- FVFNT PLA	NNING AND PROMOTION		6
			n – 5Ps of Event Marketing – P	Ŷ
	ion, Public Relation	6	1 = 51 s of Event Marketing = 1	Toduct, Trice, Trac
	V – EVENT BUD			6
	0	Analysis – Event Cost – Event S		
I	LECTURE	TUTORIAL	PRACTICAL	TOTAL
	30	0	0	30
	BOOKS			
			gement: A Booming Industry and	d an Eventful Caree
Ha	r-Anand Publicatio	ons, 2019		d an Eventful Caree
Hai 6. Sw	r-Anand Publicatio arup K. Goyal, Ev	ons, 2019 ent Management, Adhyayan Pub	blisher, 2013	d an Eventful Caree
Han 5. Sw 7. Sav	r-Anand Publicatio arup K. Goyal, Ev ⁄ita Mohan, Event	ons, 2019 ent Management, Adhyayan Pub Management Public Relations, I	blisher, 2013 Enkay Publishers, 2011	l an Eventful Caree
Hai 6. Sw 7. Sav 8. Lyi	r-Anand Publicatio arup K. Goyal, Ev vita Mohan, Event 11 Van Der Wager	ons, 2019 ent Management, Adhyayan Pub	blisher, 2013 Enkay Publishers, 2011	d an Eventful Caree
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	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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

COURSE CODE	XLS106	L	Т	Р	С
COURSE NAME	MANAGERIAL COMMUNICATION	2	0	0	2
PREREQUISITE	Nil	L	Т	Р	Η
C:P:A	2:0:0	2	0	0	2
LEARNING OBJECTIVE					

1. To educate students role & importance of communication skills

 $2\cdot$  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

COUF	RSE OUTCOM	ES		Domain	Level							
CO1	Explain comm	nunication process and its barriers		Cognitive	Understan	ding						
CO2	Explain busine	ess letter in different scenarios		Cognitive	Understan	ding						
CO2	Explain oral c	ommunications skills & conducting inter	rviews	Cognitive	Understan	ding						
CO4	Explain the m	anagerial writing for business communic	cation	Cognitive	Understan	ding						
CO5	Explain the usignificance for	usage of modern communication tool	s and its	Cognitive	Understan	ding						
UNIT	UNIT I- INTRODUCTION 6											
	Definition –Methods –Types–Principles of effective Communication –Barriers to Communication - Communication etiquette											
UNIT	' II – LETTER					6						
applic	ation.offer,acce	out- Kinds of Business Letters: ptance/acknowledgementandpromotionl ;,Sales,circulars,Grievances.	etters.Busi	nessDevelop	mentLetters	-						
	'III – INTERV					6						
Intervi	iews- Direct, te	lephonic & virtual interviews- Group dis	scussion- P	resentation sl	kills- body la	anguage						
UNIT	IV- REPORT					6						
Comm	nunication throu	igh reports – Agenda- Minutes of Meetin	ng – Resum	e writing								
UNIT	V – TRENDS					6						
		nmunication: podcast, E-mail, Virtual m lia – Professional Networking sites	eetings- W	ebsites and the	heir use in							
LECT	TURE	TUTORIAL PR	RACTICAI			TOTAL						
30		0 0				30						
TEXT	BOOKS											

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. Court land L. Bovee. John Yr. Thill. Roshan LalRaina, Business Com: nunication Today

	<b>PO 1</b>	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

# Table 1: Mapping of COs with Pos

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

COURS	SE CODE	XLSE01	L	Т	Р	С				
COURS	SE NAME	INTRODUCTION TO LOGISTICS	3	0	0	3				
		MANAGEMENT AND SHIPPING			T   P     0   0       Level     Understand     Understand     Understand					
PRERE	QUISITE:	Nil	L	Т	Р	H				
C:P:A		3:0:0	3	0	0	3				
LEARN	ING OBJECTI	VE								
1. To l	earn the logistics	theories, models and concepts								
		es of logistics management								
	earn the logistics									
	earn the aspects o									
		es of ship management		-						
	SE OUTCOMES		Domain							
CO1	Explain the im	portance of logistics & its role in the Economy	Cognitive	Unc	lerstand	nding				
CO2	Summarize va	rious activities of logistics management	Cognitive	Unc	Understandi				Understanding	
CO3	Explain the log	zistics strategies	Cognitive	Unc	Understanding					
CO4	Explain sea tra	nsport	Cognitive	Unc	lerstand	ling				
CO5	Explain ship m	anagement	Cognitive	Unc	lerstand	ling				
UNIT I	-INTRODUCTIO	DN				09				
0		story and Evolution- Objectives-Elements-activiti			ork of					
		ce with marketing-retails logistics-Emerging conc	cept in logistics	3.						
		MANAGEMENT				09				
		efinition-Achievement of competitive advantage t								
•	•	Integrated Logistics Management- Evolution of t	he concept- mo	odel - p	rocess-					
activitie										
UNIT I	II – LOGISTICS	STRATEGY				09				
Outsour	cing logistics-reas	sons - Logistics Strategy-Strategic role of logistics	s-Definition-ro	le of lo	gistics					
		sions- Designing & implementing logistical strate								
	rs in strategic deci	isions- Designing & implementing logistical strate	egy							

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 <b>LECTURE UTORIAL PRACTICAL Attract Total Attract Total</b> <												
market – Introduction – Chartering – Chartering Negotiations       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       0       0       45 <b>TEXT BOOKS</b> 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, 6 <sup>th</sup> Edition, McGraw Hill Education, 2022         5.       Raja G. Kasilingam, Logistics and Transportation: Design and Planning, Chapman and Hall, 1999 <b>REFERENCES</b> 1.         1.       Dong-Wook Song, Photis M. Panayides, Maritime Logistics: A Guide to Contemporary Shipping and Port Management. 3 <sup>rd</sup> 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.       Retodu/~lcrd3600/simulation/contents.html         2.												
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         Image: Costs - Fundamentals of English Law - Arbitration - The Contract - Remedies for breach of Contract         TOTAL           45         0         0         45           TEXT BOOKS         Introduction to Supply Chain Management, Palgrave Macmillan, 2002         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, 6 <sup>th</sup> Edition, McGraw Hill Education, 2022         Saja G. Kasilingam, Logistics and Transportation: Design and Planning, Chapman and Hall, 1999           REFERENCES         I. Dong-Wook Song, Photis M. Panayides, Maritime Logistics: A Guide to Contemporary Shipping and Port Management. 3 <sup>rd</sup> 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. Robotham, M., Introduction to Marine Cargo Management, Taylor & Francis, 2014           WEB RESOURCES           1. https://uh.edu/~lcr3600/simulation/contents.html           2. https://ink.springer.com/chapter/10.1007/978-1-4615-5277-2_1					argo Chartering							
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       TOTAL         45       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, 6 <sup>th</sup> 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, 3 <sup>rd</sup> 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 RES				ons								
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, 6 <sup>th</sup> 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. 3 <sup>rd</sup> Edition, Kogan Page, 2021         2.       Lalwani, C., Mangan, J., Calatayud, A., Global Logistics and Supply Chain Management, Wiley, 2020         3.       M.Dong-Wook Song, Photis M. Panayides, Maritime Logistics: A Guide to					**							
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       Introduction to Supply Chain Management, Palgrave Macmillan, 2002       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, 6 <sup>th</sup> Edition, McGraw Hill Education, 2022         5.       Raja G. Kasilingam, Logistics and Transportation: Design and Planning, Chapman and Hall, 1999 <b>REFERENCES</b> I. Dong-Wook Song, Photis M. Panayides, Maritime Logistics: A Guide to Contemporary Shipping and Port Management, 3 <sup>rd</sup> 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.       Resources         1.       Introduction to Marine Cargo Management, Taylor & Francis, 2014         WEB RESOURCES       1.         1.       https://uh.edu/~lcr3600/simulation/contents.html         2.       https://uh.edu/~lcr3600/simulation/contents.html         3.       https://ink.springer.com/chapter/10.1007/978-1-4615-5277-2_1         3.       https://ink.springer.com/chapt												
Contract         IECTURE         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, 6 <sup>th</sup> Edition, McGraw Hill Education, 2022           5.         Raja G. Kasilingam, Logistics and Transportation: Design and Planning, Chapman and Hall, 1999 <b>REFERENCES</b> 1.         Dong-Wook Song, Photis M. Panayides, Maritime Logistics: A Guide to Contemporary Shipping and Port Management, 3 <sup>rd</sup> 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.         Resources           1.         https://uh.edu/~lcr3600/simulation/contents.html           2.         https://uh.edu/~lcr3600/simulation/contents.html           3.         https://ink.springer.com/chapter/10.1007/978-1-												
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# 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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

COURSE	CODE	XUM001							L	Т	P	SS	C
COURSE	NAME	HUMAN EQUALI	ETHICS TY	5, VAI	LUES,	RIGHTS	ANI	<b>GENDER</b>	1	0	0	1	1
PREREQ	UISITES	Not Requ							L	Т	P	SS	Η
C:P:A		0.8:0.1:0.	1						1	0	0	1	2
COURSE	OUTCOM	/IES						Domain			Leve	el	
CO1	<b>Relate</b> ar	nd <b>Interpret</b>	the human	ethics a	nd huma	n relations	hips	Cognitive			nber stand		
CO2	Explain women	and Apply	gender issu	ies, equa	ality and	violence a	igainst	Cognitive		ders ply	stand	l,	
CO3	Classify challenge	and <b>Deve</b> es	elop the i	dentify	of wor	nen issue	s and	Cognitive & Affective	An	alyz ceiv			
CO4		and <b>Dissect</b>	human rig	hts and r	report on	violations.		Cognitive		ders alyz	stanc ze	l,	
CO5		respond to prruption by	•				, fight	Cognitive & Affective		men spoi	nber 1d	,	
UNIT I	HU	MAN ETH	ICS AND	VALUE	ES							3+3	
Honesty an Self-Confid UNIT IIG Gender Dis Status of W Dr.B.R. An	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         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												
Sexual Har	rassment, 7	Frafficking,	Remedial	Measure				ngainst women, en: Political Rig					
UNIT IV		on, Dowry IUMAN R		Act.								3+3	
Human Rig and Cultur its types. N	ghts and D al Rights, l	uties, Univ	ersal Decla nst torture,	Forced I	Labour, (			Civil, Political tellectual Prope			nica	l, Soc	
UNIT V		OOD GOV										8+3	
								governance and					
		and univers		ood.		overnmen	•	n of Redressal	. Cre				-
				-	<u>CTURE</u> 15		SELI	STUDY 15				<u>TAL</u> 30	
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13.Weblink Status report: https://www.hrw.org/world-report/2015/country-chapters/india

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

	<b>PO1</b>	PO2	PO3	<b>PO4</b>	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	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		

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

#### SEMESTER-II

COURS	E CODE	XLS203		L	Т	Р	С			
COURS	E NAME	MARKETING MANAGEMENT		4	0	0	4			
PRERE	QUISITE:	Nil		L	Т	Р	H			
C:P:A		4:0:0		4	0	0	4			
LEARN	ING OBJECTIV	VE								
1.To unc	lerstand the mark	etplace.								
		egmentation and the Product mix.								
3.To sele	ect the different p	ricing methods and channels of distribution								
		ation mix and sales promotion tools								
		the latest trends in market								
COURS	E OUTCOMES		Domain	n	Leve	el				
CO1	Explain the cor	e concepts of Marketing and its mix.	Cogniti	ive	Und	erstand	ling			
CO2	Outline market	segmentation, nature of product and PLC	Cogniti	ive	Und	erstand	ling			
CO3	Explain pricing	methods	Cogniti	Cognitive Understand						
CO4	Explain the imp	portance of various media	Cogniti	ive	Und	erstand	ling			
CO5	Explain sales for	orce and applications of digital marketing.	Cognit	ive	Und	erstand	ling			
UNIT I-	INTRODUCTIO	DN					12			
Fundame	entals of Marketin	ng – Role of Marketing – Relationship of Marke	eting With C	Other 1	Functio	onal Ar	eas-			
Concept	of Marketing Mi	x – Marketing Approaches – Various Environm	ental Factor	s Aff	ecting t	the Ma	rketing			
Function	IS				-					
UNIT II	I – SEGMENTA	TION & PRODUCT					12			
		Basis of Segmentation -Targeting - Positionin								
Product	- Characteristics	- Benefits - Classifications - Consumer Goods	- Industrial	l Good	ds. Nev	v Produ	ıct			
Develop	ment Process - Pr	oduct Life Cycle. Branding – Packaging.								
UNIT II	I – PRICING &	DISTRIBUTION					12			
Pricing -	- Factors Influenc	ing Pricing Decisions - Pricing Objectives. Phy	sical Distri	butior	n: Impo	rtance	_			
		ng Channels – Distribution Problems.			-					
		98								

UNIT IV- PROM	OTION		12
A Brief Overview	of Communication Mix- Typ	es of Media & its Characteristics- l	Print - Electronic - Outdoor -
Internet- A tool to	customer loyalty. Sales Prom	notion tools- IMC (Integrated marked	eting communication) -
Definition, Process	, Need & Significance - CRM	M – Importance.	
UNIT V – SALES			12
Sales Force Manag	ement: Personal Selling Proc	cess- Motivation, Compensation an	d Control of Sales Force-
Digital Marketing:	Introduction- Applications &	z Benefits	
LECTURE	TUTORIAL	PRACTICAL	TOTAL
60	0	0	60
TEXT BOOKS			
1Philip Kotler, Gar	y Armstrong, Prafulla Y. Ag	nihotri and Ehsan ul Haque, Princi	ples of Marketing: A South
	13 <sup>th</sup> Edition, Pearson Educat		
2Rajan Saxena, Ma	arketing Management, 6 <sup>th</sup> Edi	ition, McGraw Hill, 2019	
	rketing Management, Margh		
		les of Marketing, Vikas Publishing	g House, 2016
5.K. Karunakaran,	Marketing Management, Hir	nalaya Publishing House, 2023	
REFERENCES			
		n edition, Pearson Education, 2003	
		ciples of Marketing, Macmillan In	dia, 1994
		g, Oxford University Press, 2015	
	<u> </u>	<sup>1</sup> Edition, Kalyani Publishers, 2016	
WEB RESOURCE			
		hillip_Kotler_Marketing_Manager	ment_14th_Edition Book.pdf
		es/Marketing Management.pdf	
	esmba.com/2013/01/marketi	0 0	
		ScienceDirect.com by Elsevier	
5. Journal of Marke	ting Management   Taylor &	Francis Online (tandfonline.com)	

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

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

0 - NO Tela	0 – No relation, 1 – Low relation, 2 – Meutum relation, 5- righ relation										
COURSE CODE	XLSE03	L	Т	Р	С						
COURSE NAME	EXPORT IMPORT MANAGEMENT	3	0	0	3						
PREREQUISITE:	Nil	L	Т	Р	Η						
C:P:A	3:0:0	3	0	0	3						
LEARNING OBJECTI	VE	· · · ·		-							
1. To understand the na	ture and registration procedures of export- import bu	isiness.									

lerstand the nature and registration procedures of export- import business.

2. To enlighten on the documentation system of export-import business.

To comprehend the steps in export procedure and import dusmess.

4. To apprehend the steps in import procedure and important documentation

5. To familiarize with the global trends for Indian Business

COURS	EOUTCOMES	Domain	Level
CO1	Explain the nature and registration procedures of export- import business	Cognitive	Understanding

CO2	Explain the o	locumentatio	n system of export-	-import business	Cognit		Understanding		
CO3	Explain the o	letails on Exp	port Procedure and	Documentation	Cognit	ive	Understanding		
CO4	Explain the o	letails on Imp	port Procedure and	Documentation	Cognit	ive	Understanding		
CO5	Explain the g	global trends	for Indian Business	8	Cognit	ive	Understanding		
	NTRODUCTI						09		
							keting – Registration		
	·		·				ethods of Exporting		
- Paymer Importer		ter of Credit	<ul> <li>Liberalization of</li> </ul>	mports – Negan	ve List for I	mports –	Categories of		
-	– DOCUMEN	NTATION					09		
							- Consular Invoice		
	*		GR Form – ISO 900						
			e of Measurements			Documer	nts – Bill of Entry –		
	I – EXPORT		e or measurements	Treight Declard			09		
		in Export Pr	ocedure – Export C	Contract – Forwar	d Cover – F	xport – F	inance Institutional		
			Excise Clearance –						
		surance – Rol	e of Clearing and H	Forwarding Agent	s – Shippin	g and Cus			
	- IMPORT	<b>D</b> 11				· -	09		
			of Exports Proceeds						
U U		<b>•</b>	ure – Customs Forr ports – Retirement			•			
	-GLOBALIZ		ports Retrement				09		
GLOBA	LISATION OF	F INDIAN BU	USINESS - India's	competitive adva	ntage in Ind	lustries lil	ke IT, Textiles,		
Gems an	d iewelry- Indi	a's strength a	and woolknoog in Int	amational During	00				
Gems and jewelry- India's strength and weakness in International Business									
LECTU		TUTOR		PRACTICAL			TOTAL		
LECTU 45	RE	-					TOTAL 45		
LECTU 45 TEXT B	RE	TUTOR 0	IAL	PRACTICAL 0					
<b>LECTU</b> 45 <b>TEXT B</b> 1. Asee 2. Vire	RE OOKS om Kumar, Exp ndra K. Pamec	<b>TUTOR</b> 0 port and Impo	IAL ort Management, Ex to International Tra	PRACTICAI 0 xcel Books, 2008 ide and Export Ma	anagement,		<b>45</b> ostore, 2015		
<b>LECTU</b> <b>45</b> <b>TEXT B</b> 1. Asee 2. Vire 3. Direc	RE OOKS om Kumar, Exp ndra K. Pamec ctor General of	TUTOR       0       oort and Impo       ha, A Guide to       Foreign Trace	IAL ort Management, Ex to International Tra de, Foreign Trade I	PRACTICAL 0 xcel Books, 2008 ide and Export Ma Policy and Handb	anagement, pok of Proc	edures, 20	<b>45</b> ostore, 2015 015		
<b>LECTU</b> <b>45</b> <b>TEXT B</b> 1. Asee 2. Viren 3. Direc 4. Ram	RE OOKS em Kumar, Exp ndra K. Pamec ctor General of a Gopal, Expo	TUTOR       0       oort and Impo       ha, A Guide to       Foreign Trace	IAL ort Management, Ex to International Tra	PRACTICAL 0 xcel Books, 2008 ide and Export Ma Policy and Handb	anagement, pok of Proc	edures, 20	<b>45</b> ostore, 2015 015		
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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

COURS	E CODE	XLS204		L	Т	Р	С
COURS	E NAME	TRANSPORTATI MANAGEMENT	ON AND DISTRIBUTION	4	0	0	4
PRERE	QUISITE:	Nil		L	Т	Р	Η
C:P:A		4:0:0		4	0	0	4
LEARN	ING OBJECTIV	<b>/E</b>					
<ol> <li>To g</li> <li>To le</li> <li>To le</li> </ol>	ain knowledge in earn the various n earn the factors di	network planning nodes of transportation riving transportation j		C .			
	E OUTCOMES	· · · · ·		Domain	Lev	el	
CO1	Explain transpo	ortation and distribution	on management	Cognitive	Unc	lerstand	ling
CO2		distribution network	-	Cognitive	Unc	lerstand	ling
CO3	Explain the adv of transportatio	Unc	lerstanc	ling			
CO4	Explain the fact	tors driving the perfor	Cognitive	Unc	lerstanc	ling	
CO5	Explain the use	of information techn	ology in transportation	Cognitive	Unc	lerstanc	ling
UNIT I-	INTRODUCTIO			1			12
Role of I	Distribution in Su	pply Chain – Designi	ng Distribution Channels				•
UNIT II	– DISTRIBUTI	ON NETWORKS					12
			stribution Network Decision	ıs – Network I	Design	&	
Optimiza	ation Approach a	nd Techniques					
UNIT II	I – TRANSPOR	TATION					12
Transpor	tation – Transpor	tation mode Selection	ors influencing Transportation Process. Transportation Pri les, Performance Characteris	nciples and Pa	rticipa		
	- PERFORMA						12
		ce, Costs and Value I ansportation Routing	Aeasures – Factors driving T Decisions	ransportation	Costs -	- Catego	ories o
UNIT V	- TECHNOLO	GY					12
Transit C	Depration Softwar	e – Benefits of Trans	portation Software – Advanc on Security Initiatives and Ro			t Syste	
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<u>60</u>		0			60		
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TEXT B	UUKS						

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

## REFERENCES

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

## WEB RESOURCES

- 1. https://egyankosh.ac.in/bitstream/123456789/72288/1/Unit-7.pdf
- 2. 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
- 4. https://corporatefinanceinstitute.com/resources/valuation/distribution-management/
- 5. 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
<b>CO 4</b>	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

#### $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$

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

COURSE CODE	XLS205	L	Т	Р	С
COURSE NAME	MANAGERIAL SKILL DEVELOPMENT	2	0	0	2
<b>PREREQUISITE:</b>	Nil	L	Т	P	Η
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

COUR	SE 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

						- 1		- I	
CO5					strong written a	and	Cognitive	Under	standing
LINITT I	INTRODU		n skills neede	a in the wo	orkplace.				6
			matanding of	Salf Comm	onents of Self-	Salf ;	dontity Solf	on cont	6
					the right fit. Se				
	and applicati				g the fight fit. Se	en-lean	ling styles, at		valus
	I – SELF ES		1115						6
			ortance Com	nonents of	self-esteem, Hig	th and l	ow self_estee	m measu	-
					g tests, Appreciat			in, mease	unig oui
UNIT II	II – EMOTI	IONAL I	NTELLIGE	NCE					6
Building	g Emotional	Compete	nce: Emotion	al Intellige	nce — Meaning,	, Comp	onents, Impo	rtance and	d
Relevand	ce, Positive	and Nega	tive Emotion	s., Healthy	and Unhealthy	express	ion of Emotic	ons, The s	six-phase
			ICEDIP mode	el.					
UNIT IV	V- THINKI	<u>NG SKI</u>	LLS						6
					skills, Critical T				g
					nking, Emotions				
					nature of creativ				ivergent
				Brain Storm	ing), Image gen	eration	and evaluation	on.	
UNIT V	– COMMU	JNICAT	ION						6
					presentations, co				
reporting	g of case ana	lysis, ans	swering in Vi	va Voce, A	ssignment writin	ng Deb	ates, presenta	tions, role	e plays and
group di	scussions on		A set of the set of th	1 1 1 1					
					Recording of th	e abov	e exercises to	improve	the non-
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#### $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$

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

COURSE CODE	XLS206	L	Т	Р	С
COURSE NAME	BUSINESS ETIQUETTE AND CORPORATE	2	0	0	2
	GROOMING				

PREREQUISITE:	Nil	L	Т	Р	Η
C:P:A	2:0:0	2	0	0	2
LEARNING OBJECT	IVE				
<ol> <li>To provide understa</li> <li>To suggest on guide</li> </ol>	ge about basic etiquettes in professional conduct anding about the workplace courtesy and ethical i elines in managing rude and impatient clients ents about significance of cultural sensitivity and portance of attire			attire	
COURSE OUTCOME		Domain	Lev	el	
	c concepts of business etiquette and corporate	Cognitive		lerstan	ling
grooming.	e concepts of business enquette and corporate	Cognitive	One	ici stain	anng
CO2 Outline the et	iquette and grooming standards followed in ronment and the significance of communication	Cognitive	Understanding		
	ral awareness and moral practices in real life	Cognitive	Unc	lerstan	ding
CO4 Explain work	place courtesy and resolving ethical issues with uette and grooming for success	Cognitive	Unc	lerstand	ding
	ssionalism in the workplace considering	Cognitive	Unc	lerstan	ding
UNIT I-INTRODUCT					6
	s Etiquette: Introduction- ABCs of etiquette- mee l work behavior- role of good manners in busines	<b>U U</b>	•		
UNIT II – WORKPLA	ACE COURTESY				6
in a workplace-Etiquett	d Business Ethics: Workplace Courtesy- Practicin e at formal gatherings- Professional qualities expo				anners
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- 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
- 3. https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-
- 4. wardrobe-nbsp-.pdf
- 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	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO 1</b>	3	0	0	3	0	0	0	0	1
<b>CO 2</b>	3	0	0	3	0	0	0	0	1
<b>CO 3</b>	3	0	0	3	0	0	0	0	1
<b>CO 4</b>	3	0	0	0	0	2	0	0	1
<b>CO 5</b>	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** 

<sup>0 -</sup> No relation, 1 - Low relation, 2 - Medium relation, 3- High relation

COUF	RSE CODE	XUM002	Т	SS	Р	С		
COUF	RSE NAME	ENVIRONMENTAL STUDIES	0	1	0	1		
C:P:A		0.8: 0 : 0.2	Т	SS	Р	Н		
			1	0	1	0	2	
COUF	RSE OUTCOM	ĖS		DOM	AIN	LEV	EL	
CO1	Describe the si anthropogenic	gnificance of natural resources and explain impacts.	(	Cognit	ive	Unde	erstand	
CO2		gnificance of ecosystem, biodiversity and natural all cycles for maintaining ecological balance.	(	Cognit	ive	Unde	Understand	
CO3	•	cts, consequences, preventive measures of major recognize the disaster phenomenon.		Cognit Affect		Appl	y Receive	
CO4		cio-economic, policy dynamics and practice the res of global issues for sustainable development.	0	Cognit	ive	Unde	erstand	
CO5		impact of population and the concept of various welfa apply the modern technology towards protection.	ure (	Cognit	ive	Unde	erstand	
UNIT	- I INTRODUC	TION TO ENVIRONMENTAL STUDIES AND E	NE	RGY			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

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

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

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.

6

	LECTURE	TUTORIAL	PRACTICAL	SELF STUDY	TOTAL					
HOURS	15	0	0	15	30					
TEXT BOOKS										

#### 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

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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 0-No Relation, 1- Low Relation, 2-Medium Relation, 3-High Relation

#### SEMESTER III

COURSE NAME       CYBER LAW       4       0       0       4         PREEEQUISITE       Ni       L       T       P       H         C:P:A       3:1:0       4       0       0       5         COURSE OUTCOMES       Domain       Level       Inderstanding         CO1       Understand the basics of Cyber Law       Cognitive       Understanding         CO2       Understand the basics of Cyber Law       Cognitive       Understanding         CO3       Understand the basics of Intellectual Property Laws       Cognitive       Understanding         CO4       Understand the contemporary trends       Cognitive       Understanding         OC5       Understand the contemporary trends       Cognitive       Understanding         Ocnceptualandtheoreticalperspectiveofcyberlaw-ComputerandWebTechnology- Development of Cyber Law – National and International Perspective       10         Oncoreptualandtheoreticalperspectiveofcyberlaw-ComputerandWebTechnology- Development of Cyber Law – National and International Perspective       12         Role of law in the cyber world - General Principles of contract law and cyber space - Challengesinthecyberworld-Introductiontoelectroniccommerce-Onlinecontracts-Consumer protection in cyber world       13         Overview of Digital Signature - Digital Certificates - Electronic Governance - Regulation of certifyingauthorities-Cyberregulationappell	COURS	SE CODE	XBAL303		L	]	Г	Р	С				
:       3:1:0       4       0       0       5         COURSE OUTCOMES       Domain       Level         CO1       Understand the basics of Cyber Law       Cognitive       Understanding         CO2       Understand the basics of Cyber Law       Cognitive       Understanding         CO3       Understand the basics of Intellectual Property Laws       Cognitive       Understanding         CO4       Understand the contemporary trends       Cognitive       Understanding         OV       Understand the contemporary trends       Cognitive       Understanding         OS       Understand the contemporary trends       Cognitive       Understanding         ONTITICUNDAMENTALSOFCYBERLAW       10         Conceptualandtheoreticalperspectiveofcyberlaw-ComputerandWebTechnology- Development of Cyber Law - National and International Perspective       12         Role of law in the cyber world - General Principles of contract law and cyber space - Challengesinthecyberworld-Introductiontoelectroniccommerce-Onlinecontracts-Consumer protection in cyber world       13         Overview of Digital Signature - Digital Certificates - Electronic Governance - Regulation of obscene information - Penalties - Computer evidence & Computer Forensics       13         Overview of Digital Signature - Digital Certificates - Electronic Governance - Regulation of obscene information - Penalties - Computer evidence & Computer Forensics       13	COURS	SE NAME	CYBER LAW		4	0	)	0	4				
C:P:A       3:1:0       4       0       0       5         COURSE OUTCOMES       Domain       Level       Cognitive       Understanding         C01       Understand the basics of Cyber Law       Cognitive       Understanding         C02       Understand the basics of Cyber Law       Cognitive       Understanding         C03       Understand the basics of Intellectual Property Laws       Cognitive       Understanding         C04       Understand the contemporary trends       Cognitive       Understanding         ON       Understand the contemporary trends       Cognitive       Understanding         UNTIFUNDAMENTALSOFCYBERLAW       I0       Conceptual and theoretical perspective of cyberlaw-Computer and WebTechnology - Development of Cyber Law - National and International Perspective       I12         Role of law in the cyber world - General Principles of contract law and cyber space - Challengesinthecyberworld - General Principles of contract law and cyber space - Challengesinthecyberworld       I3         Overview of Digital Signature - Digital Certificates - Electronic Governance - Regulation of certifyingauthorities-Cyberregulationappellatetribunaloffences-Temporary-Hacking- Publication of obscene information - Penalties - Computer evidence & Computer Forensics       I3         Overview of Digital Signature - Digital Certificates - Electronic Governance - Registration of certifyingauthorities-Cyberregulationappellatetribunaloffences-Temporary-Hacking- Publication of ob	PRERE	QUISITE	Nil		L		Н						
COURSE OUTCOMES         Domain         Level           CO1         Understand the basics of Cyber Law         Cognitive         Understanding           CO2         Understand the regulatory framework of the Cyber world         Cognitive         Understanding           CO3         Understand the basics of Intellectual Property Laws         Cognitive         Understanding           CO4         Understand the basics of Intellectual Property Laws         Cognitive         Understanding           CO5         Understand the contemporary trends         Cognitive         Understanding           CO6         Understand the contemporary trends         Cognitive         Understanding           Conceptualand theoretical perspective Octyber Parket Nother State         10         Conceptualand theoretical perspective           UNITIREGULATORYFRAMEWORKOFTHECYBERWORLD         12         Role of law in the cyber world - General Principles of contract law and cyber space - Challengesinthecyberworld-Introductiontoelectronic commerce-Onlinecontracts-Consumer protection in cyber world         13           Overview of Digital Signature - Digital Certificates - Electronic Governance - Regulation of obscene information - Penalties - Computer evidence & Computer Forensics         13           UNITTIVINTELLECTUALPROPERTYLAWS         13         13           The trademark Act 1999 - Definition and Elements - Good trademark - Registration of Trademark Act 1999 - Definition and Elements - Go													
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         OV       Understand the contemporary trends       Cognitive       Understanding         ONTIFUNDAMENTALSOFCYBERLAW       10         Conceptualandtheoretical perspective of cyberlaw-ComputerandWebTechnology- Development of Cyber Law – National and International Perspective       12         Role of law in the cyber world - General Principles of contract law and cyber space - Challengesinthecyberworld-Introductiontoelectroniccommerce-Onlinecontracts-Consumer protection in cyber world       13         Overview of Digital Signature - Digital Certificates - Electronic Governance - Regulation of certifyingauthorities-Cyberregulationappellatertibunaloffences-Temporary-Hacking- Publication of obscene information - Penalties - Computer evidence & Computer Forensics       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-Registration p							-	-	5				
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         CO5       Understand the contemporary trends       Cognitive       Understanding         CO6       Understand the contemporary trends       Cognitive       Understanding         CO5       Understand the contemporary trends       Cognitive       Understanding         CO6       Understand the contemporary trends       Cognitive       Understanding         CO5       Understand the contemporary trends       Cognitive       Understanding         CO6       Understand the contemporary trends       Cognitive       Understanding         CO5       Understand the contemporary trends       Cognitive       Understanding         CO6       Understand the contemporary trends       Cognitive       Understanding         CO5       Understand the contemporary trends       Cognitive       Understanding         CO6       Conceptual and International Perspective       Conceptual and international Perspective	COURS	SE OUTCOM	ES		Domain	1	Lev						
CO3       Understand the basics of Intellectual Property Laws       Cognitive       Understanding         CO4       Understand the basics of Intellectual Property Laws       Cognitive       Understanding         CO5       Understand the contemporary trends       Cognitive       Understanding         UNITIFUNDAMENTALSOFCYBERLAW       10         Conceptual and the contemporary trends       Cognitive       Understanding         UNITIREGULATORYFRAMEWORKOFTHECYBERWORLD       12         Role of law in the cyber world - General Principles of contract law and cyber space -       Challengesinthecyberworld-Introductiontoelectronic commerce-Online contracts- Consumer protection in cyber world       13         Overview of Digital Signature - Digital Certificates - Electronic Governance - Regulation of certifyingauthorities-Cyberregulationappellatetribunaloffences-Temporary-Hacking- Publication of obscene information - Penalties - Computer evidence & Computer Forensics       13         The trademarks Act 1999 - Definition and Elements - Good trademark - Registration of Trademark (Procedure) - Appellate Board - Indian Copyright Act 1970 - Meaning - Copy Right Board - Rights of the Owner - Infringement of Copy Right - The patent Act 1970 - Meaning - Copy Right Board - Rights of the Owner - Infringement of Copy Right - The patent Act 1970 - Meaning - Copy Right Board - Rights of the Owner - Infringement of Copy Right SofPatentees - Infringement and reliefs       12         UNITYCONTEMPORARYTRENDS       12         Impactof cyberwafrae oprivacy, ide	CO1	Understand t	he basics of Cyber Law										
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CO5Understand the contemporary trendsCognitiveUnderstandingUNITIFUNDAMENTALSOFCYBERLAW10Conceptualandtheoretical perspective of cyber law - National and International Perspective10UNITIREGULATORYFRAMEWORKOFTHECYBERWORLD12Role of law in the cyber world - General Principles of contract law and cyber space - Challengesinthecyberworld-Introductiontoelectroniccommerce-Onlinecontracts- Consumer protection in cyber world13Overview of Digital Signature - Digital Certificates - Electronic Governance - Regulation of certifyingauthorities-Cyberregulationappellatetribunaloffences-Temporary-Hacking- Publication of obscene information - Penalties - Computer evidence & Computer Forensics13UNITIVINTELLECTUALPROPERTYLAWS13The 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 reliefs12UNITVCONTEMPORARYTRENDS12Impactocyberwarfareonprivacy, identitytheft-InternationallawgoverningCensorship, online privacy, copyright regulations - Online Intermediaries in the governance of Internet Social Networking Sites Vis-à-vis Human Rights.13LECTURETUTORIALPRACTICALTOTAL 45	CO3	Understandth	nebasicsofInformationTechnol	logy Act	Cognitiv	/e	Unc	lerstanc	ling				
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Conceptualandtheoreticalperspectiveofcyberlaw-ComputerandWebTechnology- Development of Cyber Law – National and International Perspective       12         ONITTIIREGULATORYFRAMEWORKOFTHECYBERWORLD       12         Role of law in the cyber world - General Principles of contract law and cyber space - Challengesinthecyberworld-Introductiontoelectroniccommerce-Onlinecontracts-Consumer protection in cyber world       13         UNITTIINFORMATIONTECHNOLOGYACT       13         Overview of Digital Signature - Digital Certificates - Electronic Governance - Regulation of certifyingauthorities-Cyberregulationappellatetribunaloffences-Temporary-Hacking- Publication of obscene information - Penalties - Computer evidence & Computer Forensics       13         UNITIVINTELLECTUALPROPERTYLAWS       13         The trademarks Act 1999 - Definition and Elements - Good trademark - Registration of rademark (Procedure) - Appellate Board - Indian Copyright Act 1957 - Meaning - Copy Right Board - Rights of Patent-RegistrationprocedureofPatent-OppositionBoard-RightsofPatentees - Infringement and reliefs       12         UNITVVCONTEMPORARYTRENDS       12         Impactofcyberwarfareonprivacy, identitytheft-InternationallawgoverningCensorship, online privacy, copyright regulations - Online Intermediaries in the governance of Internet Social Networking Sites Vis-à-vis Human Rights.       12         LECTURE       TUTORIAL       PRACTICAL       TOTAL         45       15       0       60	CO5	Understand t	he contemporary trends		Cognitiv	/e	Unc	ling					
Cyber Law – National and International Perspective       12         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       13         Overview of Digital Signature - Digital Certificates - Electronic Governance - Regulation of certifyingauthorities-Cyberregulationappellatetribunaloffences-Temporary-Hacking- Publication of obscene information - Penalties - Computer evidence & Computer Forensics       13         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       12         UNITVCONTEMPORARYTRENDS       12         Impactofcyberwarfareonprivacy, identitytheft-InternationallawgoverningCensorship, online privacy, copyright regulations - Online Intermediaries in the governance of Internet Social Networking Sites Vis-à-vis Human Rights.       12         LECTURE       TUTORIAL       PRACTICAL       TOTAL         45       15       0       60	UNITI	FUNDAMENT	TALSOFCYBERLAW						10				
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Challengesinthecyberworld-Introductiontoelectroniccommerce-Onlinecontracts-Consumer protection in cyber world       13         UNITIIIINFORMATIONTECHNOLOGYACT       13         Overview of Digital Signature - Digital Certificates - Electronic Governance - Regulation of certifyingauthorities-Cyberregulationappellatetribunaloffences-Temporary-Hacking- Publication of obscene information - Penalties - Computer evidence & Computer Forensics       13         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       12         Impactofcyberwarfareonprivacy, identitytheft-InternationallawgoverningCensorship, online privacy, copyright regulations - Online Intermediaries in the governance of Internet Social Networking Sites Vis-à-vis Human Rights.       12         LECTURE       TUTORIAL       PRACTICAL       TOTAL 45	UNITII	REGULATO	RYFRAMEWORKOFTHE	CYBERWORLI	)				12				
Overview of Digital Signature - Digital Certificates - Electronic Governance - Regulation of certifyingauthorities-Cyberregulationappellatetribunaloffences-Temporary-Hacking- Publication of obscene information - Penalties - Computer evidence & Computer ForensicsUNITIVINTELLECTUALPROPERTYLAWS13The 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 reliefs12Impactofcyberwarfareonprivacy, identitytheft-InternationallawgoverningCensorship, online privacy, copyright regulations - Online Intermediaries in the governance of Internet Social Networking Sites Vis-à-vis Human Rights.12LECTURETUTORIALPRACTICALTOTAL4515060	Challen Consum	gesinthecyberv her protection in	vorld-Introductiontoelectronic n cyber world										
certifyingauthorities-Cyberregulationappellatetribunaloffences-Temporary-Hacking- Publication of obscene information - Penalties - Computer evidence & Computer Forensics13UNITIVINTELLECTUALPROPERTYLAWS13The 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 reliefs12Impactof cyberwarfareonprivacy, identity theft-International law governing Censorship, online privacy, copyright regulations - Online Intermediaries in the governance of Internet Social Networking Sites Vis-à-vis Human Rights.12LECTURETUTORIALPRACTICALTOTAL4515060	UNITII	IINFORMAT	TONTECHNOLOGYACT						13				
UNITVCONTEMPORARYTRENDS12Impactofcyberwarfareonprivacy,identitytheft-InternationallawgoverningCensorship, online privacy, copyright regulations - Online Intermediaries in the governance of Internet Social Networking Sites Vis-à-vis Human Rights.Vis-à-vis Human Rights.LECTURETUTORIALPRACTICALTOTAL4515060	certifyir obscene UNITIV The trad Tradema - Rights Registra	ngauthorities-C information - VINTELLEC lemarks Act 19 ark(Procedure) of the Owner ationprocedure	yberregulationappellatetribun Penalties - Computer evidence FUALPROPERTYLAWS 1999 - Definition and Elements 1 - Appellate Board - Indian Cu - Infringement of Copy Right of Patent-OppositionBoard-Rig	aloffences–Temp e & Computer For - Good trademark opyright Act 1957 - The patent Act	orary–Ha rensics x - Regis 7 – Mean	tratic	ng- Pu on of - Copy	v Right	on of 13				
Impactof cyberwarfare on privacy, identity theft-International law governing Censorship, online privacy, copyright regulations - Online Intermediaries in the governance of Internet Social Networking Sites Vis-à-vis Human Rights.LECTURETUTORIALPRACTICALTOTAL4515060									12				
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- 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

Table11:MappingofCoswithPos

	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO</b> 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	Т	Р	С
COURSE NAME	BUSINESS STATISTICS	4	0	0	4
PREREQUISITE:	Nil	L	Т	Р	Н
C:P:A	4:0:0	4	0	0	4

COUR	SE OUTCOMES	Domain	Level
CO1	Apply statistical concepts including classification,	Cognitive	Applying
	tabulation, and data representation to problems in different domains.	Cognitive	Applying
CO2	Identify and interpret the mean, median, modefora	Comition	۵ ممایین م
	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		

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, Quartiled eviation, Mean Deviation, Standard Deviation - Measures of Skewness.

#### **UNITILI CORRELATION**

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

#### UNITIV TIME SERIES

Time series Analysis- Trend- Seasonal variations- Interpolation-Newtons and Lagranges method of estimation.

#### **UNITV INDEX NUMBERS & TESTS OF SIGNIFICANCE**

Index numbers - aggregative and relative index - chain and fixed indeed wholesale index - Cost of living index-SamplingTechniques-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	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	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 Re	lation, 2-	Mediu	m Relati	on, 3- Hi	gh Relati	on			
1-5→1,6-10→2,11-	15→3									

#### SEMESTER IV

COUR	SE CODE	XBAL401	L	Т	Р	С		
COURSE NAME BUSINESS PROJECT DEVELOPMENT				4		0	4	
PREREQUISITE : C:P:A		Nil		L	Т	Р	Н	
		4:0:0		4	0	0	4	
COUR	SE OUTCON	IES	Dom	ain	Le	vel		
CO1	Explain Proj	ect Management	Cogi	nitive	Ur	Understanding		
CO2	Explain Proj	ect Implementation	Cogi	Cognitive U			Understanding	
CO3	Explain Proj	ect Teams	Cogi	nitive	Ur	derstan	ding	
CO4	Explain Prog	gress and Performance of the project	Cogi	nitive	Ur	derstan	ding	
CO5	Explain Proj	ect Audit and Closure	Cogi	nitive	Ur	derstan	ding	
UNIT	I INTRODUC	CTION TO PROJECT MANAGEMENT					10	

Concept of Project -Project characteristics -Project classifications- Project Life Cycle - Importance of Project Management

#### UNIT II PROJECT IMPLEMENTATION

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

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

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

13

10

12

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

60	0	0	60			
LECTURE	TUTORIAL	PRACTICAL	TOTAL			

TEXT BOOKS

- 1. Clifford E. Gray, Erik W. Larson, Gautam V. Desai (2017), "Project Management" 6<sup>th</sup> Edition, McGraw Hill Publication, New Delhi
- Erik W. Larson, Clifford E. Gray (2017), "Project Management" 7<sup>th</sup> 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 -

12

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 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

60 0 0

# 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 CODEXBAL403COURSE NAMECOST ACCOUNTINGC:P:A 5:0:00

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 <b>Explain</b> the labour cost control methods and methods of wages paymincentives.	ent, Cognitive	Understanding
CO4 Explain the different classifications of over heads and methods of abs	e	6
	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 Total Cost Build up and CostSheet, Emerging Termsviz. Life Cycle Costin Back Flush Costing.		
UNITII: MATERIALS CONTROL	15	
Meaning – Steps Involved – Material and Inventory – Techniques of Mater Inventory – Material Losses	rial/Inventory Contr	rol – Valuation of
UNITIII: LABOUR COST CONTROL		15
Direct and Indirect Labour, Steps Involved – Treatment of Idle time, Holida Casual Workers & OutWorkers–Labour Turnover–Methods of Wage Paymer	• •	•
UNITIV: OVER HEADS		15
Meaning and Classification of Overheads – Treatment of Specific Items of Involved in Distribution of Overheads–Methods of Absorption of Overhea Absorption of Overheads/		U
UNITV: METHODS OF COSTING		15
Single Output Costing - Job Costing - Contract & Batch Costing - Process	Costing (including	Join 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), CostAccounting–PrinciplesPractices, 1<sup>st</sup>edition, PearsonEducation 2. Rajasekaran (2010), Cost Accounting, 1<sup>st</sup> edition, Pearson Education.

## REFERENCES

1. Maheshwari, S.N. and Mittal, S.N. (2009), CostAccounting–Theoryand Problems, 22<sup>nd</sup> Revised Edition, Shri Mahavir Book Depot.

2. Lal, Jawaharand Srivastava, Sema, (2008), CostAccounting, 4th Edition, McGrawHill Education.

3. Jain and Narang, (2008), Cost Accounting, Kalyani Publisers.

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

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

1-5□1,6-10□2,11-15□3

	SE CODE	XBAL404		L	Т	Р	C
COUR	SE NAME	<b>OPERATIONS RESEAR</b>	CH	4	1	0	5
PRERI	EQUISITE:	Nil		L	Т	Р	H
C:P:A		5:0:0		4	1	0	5
COUR	SEOUTCON	IES	De	main	L	evel	
CO1	Solve linea	r programming problems.	Со	ognitive	Ap	plying	
CO2	Solve trans	portation problems.	Co	ognitive	Ap	plying	
CO3	Solve assig	nment problems.	Сс	ognitive	Ap	plying	
CO4	Solve repla	cement problems.	Со	ognitive	Ap	plying	
CO5	Solve critic	al path method problems.	ognitive	Ap	plying		
UNIT	<b>LINEAR P</b>	ROGRAMMING			<del>z</del>		20
Introdu	ction to Linea	r Programming, Graphical m	ethod, Simplex method				
UNIT	I: TRANSPO	ORTATION MODEL					20
		portation Model,North-West	Corner Method, Matrix–Mir	nima me	thod,	Vogel's	i
Approx	imation Meth	od				č	
UNIT I	II:ASSIGNN	MENT MODEL					10
Assigni	nent Problem	s – Balanced and Unbalanced	I				Į
UNIT	V: REPLAC	EMENT MODEL					
		s which deteriorate with time	gradually				
-		PATH METHOD	8 mm J				
	Network Dia	gram, Critical Path Method					<u>l</u>
						тот	AL
Project		TUTORIAL	PRACTICA	L		101	
Project L	ECTURE	TUTORIAL 15				-	5
Project L	ECTURE					-	5
Project L EXTBO	ECTURE 60 ЭОК	15 ntionsResearch;VikasPublishi				-	5
Project L EXTBA 1. S.Ka REFH 1. Prem	ECTURE 60 OOK lavathy,Opera ERENCES KumarGupta	15 ntionsResearch;VikasPublishi	ngHousePvtLtd.			-	5
Project L TEXTBO 1. S.Ka REFI 1. Prem 2. Shar	ECTURE 60 OOK lavathy,Opera ERENCES KumarGupta	tionsResearch; VikasPublishi HiraD:S; OperationsResearch	ngHousePvtLtd.			-	5

# 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	l – Low R	elation. 2	2- Medi	um Rela	tion. 3- I	High Rela	ation		
$1-5 \rightarrow 1.6-10 \rightarrow 2.1$									

Cou	Course Name Introduction to Entrepreneurship Development					Т	Р	С
Course Code		de	XUM004	1	0	0	1	
С	P		A		L	Т	SS	H
1	0		0		1	0	1	1
Prerequisite         Basic skills like critical thinking, creativity, risk-taking, problem-solving, networking, leadersh						king,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	<b>Understand</b> the ways to acquire skills of Entrepreneur	Cognitive	Understanding
CO5	Understand the concept of Intrepreneurship	Cognitive	Understanding
UNIT 1	INTRODUCTION TO ENTREPRENEURSH	IIP	3+3
0	and Concept of Entrepreneurship, History of Entre Development, Myths about Entrepreneurs, Agence eurship		• •
UNIT 2	THE ENTREPRENEUR		3+3
•	come Entrepreneur, Skills/ Traits required for bei eurial Decision Process, Skill Gap Analysis, Role		0 0

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 termsEntrepreneur, Entrepreneurial and Entrepreneurship - Difference between a Scientist, Inventor and Entrepreneur - Relationship between Entrepreneur and Enterprise - Difference between Entrepreneur and Enterprise - Difference between a Selfemployed 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 Intapreneurship

# 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.

				CO	s vs Po	DS			
	PO 1	PO2	PO3	PO4	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	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
FOTAL	10	7	0	0	0	0	2	2	5
SCALED			0	0	•	0	4		

# SYLLABUS FOR BBA (HOSPITALITY MANAGEMENT(FT)

# ACADEMIC YEAR 2023-24

SEMESTER I

COURS	SE CODE	XHM103			L	Т	P	С
	SE NAME	PRINCIPLES OF MANAG	EMENT		4	0	0	4
	EQUISITE:	Nil			L	T	P	H
C:P:A		4:0:0			4	0	0	4
	NING OBJECT				-	U	U	
11. To i 12. To j 13. To i 14. To i 15. To i <b>COURS</b> CO1 CO2 CO3 CO4 CO5 <b>UNIT I</b> Manage	provide understa learn the applica study the process familiarize stude <b>SE OUTCOME</b> <b>Explain</b> the approaches of <b>Explain</b> organ techniques <b>Demonstrate</b> mechanisms <b>Illustrate the</b> <b>-INTRODUCT</b> ment: Importan	ge about evolution of managen nding on planning process and tion of principles in organizati s of effective controlling in or ents about significance of ethic <b>S</b> nature, scope, role, levels, management ing and decision making in m ization structure and various of the Direction, Co-ordination ethical practices of organisation	d importance of d on ganization s in business and functions and anagement organizing & Control on.	its im Doma Cogn Cogn Cogn Cogn ageme	plicati ain itive itive itive itive itive	ons. Lev Und Und Und Und	el lerstan lerstan lerstan lerstan	ding ding ding ding ding ding lding lding
Procedu making UNIT I Organiz Departn betweer UNIT I	res and Method – Types of Deci II – ORGANIZ ing: Types of Content ing: Types of Content	ING Drganizations – Organization nformal Organization- Author Power – Responsibility.	cies – Decision – Structure – Span ity – Delegation	makin n of C – Dec	g – Pr ontrol entrali	and C	of Dec Commi – Diff	ttees – ference
UNIT V Definiti Values Busines	7 – <b>BUSINESS</b> on of Business of in Business - Et s	ethics - Types of Ethical issu hics internal - Ethics Externa	es -Role and imp 1 - Environment	oortanc Protec	e of E	Busine	onsibil	ities of
	ECTURE	TUTORIAL	PRACT	ICAL			TOT	
TEXT	60 BOOKS	0	0				60	,
<ol> <li>Jam Edu</li> <li>Ricl</li> <li>Ricl</li> <li>Step Edit</li> <li>Step</li> <li>2<sup>nd</sup>E</li> <li><b>REFER</b></li> <li>P.C</li> <li>L.M</li> <li>C.B</li> </ol>	es A.F. Stoner, E cation, 2018. ky W. Griffin,M ohen P. Robbins, tion, Pearson Ed ohen P. Robbins, Edition, Pearson <b>RENCES</b> . Tripathi and P. I. Prasad, Princij .Gupta and Shru	Edward Freeman R. and Danie anagement, Cengage India, 20 , Mary Coulterand David De I ucation India, 2016. , Mary Coulter, Yusuf Sidani a Education, 2015. N Reddy, Principles of Manage ples and Practice of Managem thi Mathur, Management Prin	017. Decenzo, Fundam and Dima Jamali gement, 7 <sup>th</sup> Editio ent, Sultan Chanc	entals S, Ma n, Mc 1 & So	of Ma nagem Graw I ons, 20	nagen ent, A Hill, 20 21	nent,9 <sup>tt</sup> rab W	orld
19. C.B			ciples and Applic					Schol

20. Harold Koontz, Hienz Weihrich and Mark V. Cannice, Essentials of Management, McGraw Hill, 11<sup>th</sup> 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. <u>https://blog.hubspot.com/marketing/management-principles</u>

## Table 1: Mapping of COs with Pos

	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

COUR	SE CODE	XHM104	L	Т	Р	С
COUR	SE NAME	ACCOUNTING FOR MANAGERS I	4	0	0	4
PRER	EQUISITE:	Nil	L	Т	Р	Η
C:P:A		4:0:0	4	0	0	4
LEAR	NING OBJECT	IVE				
11. To	impart knowledg	e about basic concepts of accounting and its app	olications			
		pret financial reports of a company				
13. To	understand the gi	oss profit and net profit earned by organization				
		on Hire Purchase system				
		ocedures of Accounting under Single entry syst				
COUR	SE OUTCOME	S	Domain	Lev	el	
CO1	Apply knowle	dge about basic concepts of accounting and its	Cognitive	App	olying	
	applications					
CO2	·	diary book, statement and error rectification of	Cognitive	App	olying	
	a company					
CO3	<b>Construct</b> fina	al report of an organisation	Cognitive	App	olying	
CO4	Explain Hire I	Purchase system	Cognitive	Unc	lerstan	ding
CO5	Compare the	procedures of accounting under single entry	Cognitive	Unc	lerstan	ding
	system					
UNIT	I-INTRODUCT	ON				12
		Accounting, Basic Accounting Concepts an				
	-	g Transactions - Double Entry Book Keeping	– Journal, I	Ledger, 1	Prepara	ation of
Trial B						
	II – BOOKS					12
	-	aration of cash Book - Bank reconciliation sta	tement – re	ctificati	on of e	errors -
Suspen	se account					
	III – FINAL AC					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.

arawings and capital.			
UNIT IV- HIRE PURC			12
Hire Purchase System	- Default and Repossession	- Hire Purchase Trading Accord	unt – Installment
System.	_	-	
UNIT V – ENTRY SYS			12
		s between Single Entry and Doub	le Entry System –
	thod – Conversion Method		T
LECTURE	TUTORIAL	PRACTICAL	TOTAL
60	0	0	60
TEXT BOOKS			
11. D.K. Goel, Rajesh (	Goel and Shelly Goel, Fundar	nentals of Financial Accounting,	8 <sup>th</sup> Edition, Arya
Publications, 2018			
	ng, Simmi Agrawal and Monil	ka Sehgal, Financial Accounting, I	Kalyani
Publishers, 2020			
		Accounting, SCITECH, 3 <sup>rd</sup> Editior	
		ng, Sahitya Bhawan Publications,	
	Tulsian and Tushar Tulsian, H	Financial Accounting, S. Chand Pu	ublishing, 2023
REFERENCES			
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	cial Accounting, Taylor and Fi		
	ting for Management, Himala	•	
	ancial Accounting, Vikas Pub		
-	-	ott John, Introduction to Financial	Accounting,
Pearson Publications	s, 2017		
WEB RESOURCES			
	in/management/mba/term_1/I	DMGT403_ACCOUNTING_FOR	R_MANAGERS.p
df			
		Accounting for Management for MB	A.pdf
		15/basic-accounting-principles	
11 https://www.ruilting.dia	-1.1 - 1.1 - 1.1		

- 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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

COURSE CODE	XHM105	L	Т	Р	С
COURSE NAME	<b>BASICS OF EVENT MANAGEMENT</b>	2	0	0	2
PREREQUISITE:	Nil	L	Т	Р	Η
C:P:A	2:0:0	2	0	0	2
LEARNING OBJEC	ΓΙVΕ				
11. To know the basic	of event management its concepts				

10 T						
	nake an event design					
	nake feasibility analy					
	inderstand the 5 Ps of	bects of event manager	ment and its Prom	otion		
	SE OUTCOMES	Jeets of event manager	ment and its i follo	<b>Domain</b>	Level	
CO1	Explain basics of e	vent management		Cognitive	Understa	nding
CO2	<b>Explain</b> designing of	-		Cognitive	Understa	nding
CO3	Explain feasibility	of organising an event		Cognitive	Understa	nding
CO4	Explain marketing	& promotion of event		Cognitive	Understa	nding
CO5	Explain event budg	geting		Cognitive	Understa	nding
UNIT I	-INTRODUCTION					6
Introduc	tion: Event Managen	nent – Definition, Nee	d, Importance, Act	ivities.		•
UNIT I	I – EVENT DESIGN	1				6
Concept	and Design of Event	ts: Event Co-ordination	n, Developing &, I	Evaluating ever	nt concept –	Event
Design						
UNIT I	II – EVENT FEASI	BILITY				6
Event Fe	easibility: Resources -	– Feasibility, SWOT A	Analysis			
		ING AND PROMOT				6
	0	n – Marketing & Pron	notion – 5Ps of E	vent Marketing	– Product,	Price,
Place, P	romotion, Public Rela	ations				
UNIT V	– EVENT BUDGE	Т				6
		•				v
	udget – Financial Ana	alysis – Event Cost – I	<u> </u>			
			<u> </u>	CTICAL	ТОТ	ΓAL
	udget – Financial Ana CCTURE 30	alysis – Event Cost – I	<u> </u>			ΓAL
LE TEXT I	udget – Financial Ana CCTURE 30 BOOKS	alysis – Event Cost – I TUTORIAL 0	PRAC	OTICAL	3	ГАL 0
<b>TEXT I</b> 9. Dev	udget – Financial Ana CCTURE 30 BOOKS esh Kishore and Ga	alysis – Event Cost – I TUTORIAL 0 anga Sagar Singh, E	PRAC	OTICAL	3	ГАL 0
<b>TEXT I</b> 9. Dev Even	udget – Financial Ana CCTURE 30 BOOKS esh Kishore and Ga ntful Career, Har-Ana	alysis – Event Cost – I TUTORIAL 0 anga Sagar Singh, E and Publications, 2019	vent Managemen	<b>CTICAL</b> 0 :: A Booming	3	ГАL 0
<b>TEXT I</b> 9. Dev Ever 10. Swa	udget – Financial Ana         CCTURE         30         BOOKS         esh Kishore and Ga         ntful Career, Har-Ana         rup K. Goyal, Event 1	alysis – Event Cost – I TUTORIAL 0 anga Sagar Singh, E and Publications, 2019 Management, Adhyay	vent Managemen an Publisher, 2013	<b>CTICAL</b> 0 :: A Booming	3	ГАL 0
<b>TEXT I</b> 9. Dev Even 10. Swa 11. Savi	udget – Financial Ana         CTURE         30         BOOKS         esh Kishore and Ga         ntful Career, Har-Ana         rup K. Goyal, Event I         ita Mohan, Event Mar	alysis – Event Cost – I TUTORIAL 0 anga Sagar Singh, E and Publications, 2019 Management, Adhyay nagement Public Relat	vent Managemen an Publisher, 2013 ions, Enkay Publis	<b>CTICAL</b> 0 :: A Booming shers, 2011	3	ГАL 0
LETEXT I9. Dev Even10. Swa11. Savi12. Lyn	udget – Financial Ana         CTURE         30         BOOKS         esh Kishore and Ga         ntful Career, Har-Ana         rup K. Goyal, Event I         ita Mohan, Event Mar	alysis – Event Cost – I TUTORIAL 0 anga Sagar Singh, E and Publications, 2019 Management, Adhyay	vent Managemen an Publisher, 2013 ions, Enkay Publis	<b>CTICAL</b> 0 :: A Booming shers, 2011	3	ГАL 0
LETEXT I9. DevEven10. Swa11. Savi12. LynREFER	udget – Financial Ana         CTURE         30         BOOKS         esh Kishore and Ga         ntful Career, Har-Ana         rup K. Goyal, Event I         ita Mohan, Event Mar         n Van Der Wagen and         ENCES	alysis – Event Cost – I TUTORIAL 0 anga Sagar Singh, E and Publications, 2019 Management, Adhyay nagement Public Relat	vent Managemen an Publisher, 2013 ions, Enkay Publis t Management, Ce	t: A Booming shers, 2011 ngage, 2018	3	ГАL 0
LFTEXT I9. Dev Even10. Swa11. Savi12. LynREFER9. Kris10. Anto	udget – Financial Ana         CTURE         30         BOOKS         esh Kishore and Ga         ntful Career, Har-Ana         rup K. Goyal, Event I         ita Mohan, Event Mar         n Van Der Wagen and         ENCES         ihna Chaudhary, Ever         on Shone and Bryn Pa	alysis – Event Cost – I TUTORIAL 0 anga Sagar Singh, E and Publications, 2019 Management, Adhyay nagement Public Relat d Lauren White, Event nt Management, Bio-G arry, Successful Event	PRAC PRAC vent Managemen an Publisher, 2013 ions, Enkay Publis t Management, Ce reen Publishers, 2 Management, 5 <sup>th</sup>	<b>CTICAL</b> 0 t: A Booming shers, 2011 ngage, 2018 023 Edition, Cengaş	Industry a ge, 2019	ΓAL 0 und an
LF           TEXT I           9. Dev           Ever           10. Swa           11. Savi           12. Lyn           REFER           9. Kris           10. Anto           11. Raza	udget – Financial Ana         CTURE         30         BOOKS         esh Kishore and Ga         ntful Career, Har-Ana         rup K. Goyal, Event I         ita Mohan, Event Mar         n Van Der Wagen and         ENCES         ihna Chaudhary, Ever         on Shone and Bryn Pa         aq Raj, Paul Walter	alysis – Event Cost – I TUTORIAL 0 anga Sagar Singh, E and Publications, 2019 Management, Adhyay nagement Public Relat d Lauren White, Event nt Management, Bio-G arry, Successful Event rs and Tahir Rashid,	PRAC PRAC vent Managemen an Publisher, 2013 ions, Enkay Publis t Management, Ce reen Publishers, 2 Management, 5 <sup>th</sup>	<b>CTICAL</b> 0 t: A Booming shers, 2011 ngage, 2018 023 Edition, Cengaş	Industry a ge, 2019	ΓAL 0 und an
LETEXT I9. DevEven10. Swa11. Savi12. LynREFER9. Kris10. Anto11. RaziEdit	udget – Financial Ana         CTURE         30         BOOKS         esh Kishore and Ga         ntful Career, Har-Ana         rup K. Goyal, Event I         ita Mohan, Event Mar         n Van Der Wagen and         ENCES         shna Chaudhary, Ever         on Shone and Bryn Pa         aq Raj, Paul Walter         ion, Sage Publication	alysis – Event Cost – I TUTORIAL 0 anga Sagar Singh, E and Publications, 2019 Management, Adhyay nagement Public Relat d Lauren White, Event nt Management, Bio-G arry, Successful Event rs and Tahir Rashid, as, 2017	PRAC PRAC PRAC vent Management an Publisher, 2013 ions, Enkay Publis t Management, Ce reen Publishers, 2 Management, 5 <sup>th</sup> Event management	<b>CTICAL</b> <b>0</b> t: A Booming shers, 2011 ngage, 2018 023 Edition, Cengag ent: Principles	Industry a ge, 2019 and Practic	rAL 0 ind an
LETEXT I9. DevEven10. Swa11. Savi12. LynREFER9. Kris10. Anto11. RazzEdit12. Judy	udget – Financial Ana         CTURE         30         BOOKS         esh Kishore and Ga         ntful Career, Har-Ana         rup K. Goyal, Event I         ita Mohan, Event Mar         n Van Der Wagen and         ENCES         hna Chaudhary, Ever         on Shone and Bryn Pa         aq Raj, Paul Walter         ion, Sage Publication         v Allen, Event Plan	alysis – Event Cost – I TUTORIAL 0 anga Sagar Singh, E and Publications, 2019 Management, Adhyay nagement Public Relat d Lauren White, Event nt Management, Bio-G arry, Successful Event rs and Tahir Rashid, is, 2017 ning Ethics and Etiqu	PRAC PRAC vent Managemen an Publisher, 2013 ions, Enkay Publis t Management, Ce reen Publishers, 2 Management, 5 <sup>th</sup> Event management uette: A Principle	<b>CTICAL</b> <b>0</b> t: A Booming shers, 2011 ngage, 2018 023 Edition, Cengag ent: Principles	Industry a ge, 2019 and Practic	rAL 0 ind an
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 PO1
 PO2
 PO3
 PO4
 PO5
 PO6
 PO7
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 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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

COURSE CODE	XHM106	L	Т	P	С
COURSE NAME	MANAGERIAL COMMUNICATION	2	0	0	2
PREREQUISITE	Nil	L	Т	Р	Н
C:P:A	2:0:0	2	0	0	2
LEARNING OBJECTIV	VE				

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

CO1		ication process and its barriers	Cognitive	Understan	0
CO2	Explain business	letter in different scenarios	Cognitive	Understan	ding
CO2	Explain oral com	munications skills & conducting interviews	Cognitive	Understan	ding
CO4	Explain the mana	gerial writing for business communication	Cognitive	Understan	ding
CO5	Explain the usa significance for r	ge of modern communication tools and its nanagers	Cognitive	Understan	ding
UNIT	I I- INTRODUC	TION			6
	ition –Methods –7 nunication etiquet	ypes–Principles of effective Communication – e	Barriers to C	ommunicati	on -
	II – LETTER				6
applic	ation.offer,accepta	Kinds of Business Letters: nce/acknowledgementandpromotionletters.Busi les,circulars,Grievances.	nessDevelop	mentLetters	-
Engui					-
	TII – INTERVIE	W			6
UNIT		W nonic & virtual interviews- Group discussion- P	resentation sl	kills- body l	
UNIT Interv			resentation sl	kills- body l	
UNIT Interv UNIT	iews- Direct, telep			kills- body l	anguage
UNIT Interv UNIT Comr	iews- Direct, telep	nonic & virtual interviews- Group discussion- P		kills- body l	anguage
UNIT Interv UNIT Comr UNIT Mode	iews- Direct, telep <b>TV- REPORT</b> nunication through <b>TV – TRENDS</b> rn Forms of comm	nonic & virtual interviews- Group discussion- P	ne writing		anguage 6

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PREREUUIS         C:P:A         LEARNING O         6.       To familian         7.       To underst         solving.       solving.         8.       To Underst         9.       To describe         10.       To Provide         COURSE OU         CO1       Expland         CO2       Expland         CO3       Expland         CO4       Expland         CO5       Expland         UNIT I-INTR       Expland	<b>ITE:</b> <b>DBJEC</b> rize stud and the tand the e the pri- e insight	Nil3:0TIVEdents wirapplicate optimaicing strts to theESvarious	ith concepts tions & imp al point of c rategies that various ma	s of econor plications o cost analys t are consi arket struct	mics and its of economi is and prod stent with e sures in an	ics in decis luction fac evolving n economy.	L 3 e in busine sion-makin tors of the narketing r	T 0 ess scena ng and p firm. needs	P 0 ario	H 3
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CO5 Expla UNIT I-INTR		duction,	, cost and si		ysis for bus	siness	Cognitive	Und	lerstai	nding
UNIT I-INTR	<b>ain</b> pric	ing strat	tegies				Cognitive	Und	lerstai	nding
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UNIT II – DE		ANAL	ANSIS							09
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analysis Mean		•			•	•	•			
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UNIT III – PF	RODUC	CTION A	AND COS	T ANALY	YSIS					09
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UNIT IV- PR	e propo – Cost o	output r	elationship	short run	and long	run – Rev				09

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

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		LASSIFICATION		09
		Perfect competition - Monog	poly – Monopolistic compet	ition – Duopoly
Oligopol	•			
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TEXT B				
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		ffrey T. Prince, Managerial Ec	onomics and Business Strateg	gy, $8^{m}$ Edition,
	Fraw Hill Educa			
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	Fraw Hill Educa		oundations of Busiliess Alla	lysis and Subleg
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	ESOURCES			
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	-	e-and-variable-proportions/51		
10	https://www.i	ntelligenteconomist.com/profit	t-maximization-rule/	

Table 1: Mapping	COs with POs
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	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	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	ation 1-I	Low relatio	n ź	2- Medium	relation	3 – High	relation		

124

	E CODE	XUM001				L	Т	Р	S S	
COURSE	E NAME	HUMAN ETHIC RIGHTS AND G		LITY		1	0	0	1	Ì
PREREC	UISITES	Not Required				L	Т	Р	S S	Ť
C:P:A		0.8:0.1:0.1				1	0	0	1	T
COURSI	E OUTCOM	ES			Domain		L	evel		
CO1	Relate an relationship	d <b>Interpret</b> the s	human ethics	and human	Cognitive	e Remember, Understand				
CO2	Explain and Apply gender issues, equality and violence against women Cognitiv						nders pply	tand	,	
CO3	Classify and Develop the identify of women issues and Cognitive & Analyze Receive									
CO4	Classify and Dissect human rights and report on violations.       Cognitive							tand. e	,	
CO5	List and respond to family values, universal brotherhood, fight against corruption by common man and good governance. Cognitiv & Affectiv						Remember, Respond			
UNIT I	HUN	IAN ETHICS AND	VALUES					3	3+3	-
Sharing, Empathy, UNIT IIC Gender D Economic GEM. Co UNIT II Women I violence, Property I UNIT IV Human I Economic	Honesty an Self respect, GENDER EC Discrimination Status of W INTERDUCTION Status of W INTERDUCTION Sexual Haras Rights, and R Z Rights and cal, Social a al Property R GO OVERNANCE -	in society and in fa /omen in India in E f Dr.B.R. Ambethka SUES AND CHAI hallenges- Female I ssment, Trafficking, ights to Education, I UMAN RIGHTS Duties, Universal ind Cultural Rights ights (IPR) and its ty OD GOVERNANC Democracy, Peopl corruption on socie	Management, Cersonality Development, Cersonality Development amily, Gender equation, Health r, ThanthaiPeriya <b>LLENGES</b> Infanticide and F Remedial Measu Dowry Prohibition Declaration of s, Rights agains ypes. National Por CE e's Participation ty and Remedial	Co-operation, opment uity, equality, n, Employment ar and Phule to Feticide, Violen res – Acts rela on Act. Human Righ st torture, For olicy on occupa	Commitment and empower , Definition Women Emp nce against ated to wome ts (UDHR), rced Labour tional safety	erme of l poww wom en: I C and nan	ent. S HDI, erme nen, Politio ivil, hild heal ce at	athy ocia GDI nt. 2 Dom cal R Poli help th. 2 cal a	an 3+3 l an l an 3+3 westi 3+3 tica bline 3+3 udi	
Corruptio	an 1 -		nd universal broth	herhood.						_
Corruptio	of People frie	ndly environment a	LECTURE	SELF	STUDY		Т	OTA	L	

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

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

 $1-5 \rightarrow 1, \quad 6-10 \rightarrow 2, \quad 11-15 \rightarrow 3$ 

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

**SEMESTER II** 

	E CODE	XHME02				L	Т	P	
COURSE			ONAL BUSINES	SS		3	0	0	3
PREREQ		Nil				L	Т	Р	H
	NG OBJECTIV								
			cepts of Internatio						
			f international trac						
			ange market and f	oreign direct in	vestment				
	derstand the glo		ary Issues of Inter	mational Busing					
<b>C:P:A</b>	in knowledge on	3:0:0	ary issues of filter	national Dusine	200	3	0	0	3
	E OUTCOMES	5.0.0			Don	L		evel	5
CO1	1	nodes of entry t	o International Bu	isiness	ļ	nitive		ndersta	nding
CO2		mational trade th			Cog	nitive	Uı	ndersta	nding
CO3						nitive		ndersta	U
		ign exchange m							-
CO4		Global Business				nitive		ndersta	U
CO5	Identify the 1 blocs	elevance of inte	ernational institution	ons and trading	Cog	nitive	Uı	ndersta	nding
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			portance, nature a	nd scope of inte	rnational	busine	ss-		
			es - Modes of ent					eir	
involveme	ent in Internation	al Ducinaca Ad	1		_				
		ai business- Ac	ivantage and prob.	lems of MNCs					
UNIT II -	– THEORIES –	FOREIGN TR	RADE						9
UNIT II - Introductio	- THEORIES - on of Trade theo	FOREIGN TR ries— Mercanti	RADE lism — Absolute	Advantage — 0					
UNIT II - Introductio	- THEORIES - on of Trade theo	FOREIGN TR ries— Mercanti	RADE	Advantage — 0					
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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO 1</b>	3	0	0	0	0	0	0	0	1
<b>CO 2</b>	3	2	0	0	0	0	0	0	1
<b>CO 3</b>	3	2	0	0	2	0	0	0	1
<b>CO 4</b>	3	2	0	0	2	0	0	0	1
<b>CO 5</b>	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

 $\underline{1 \text{-}5 \rightarrow 1, 6 \text{-}10 \rightarrow 2, 11 \text{-}15 \rightarrow 3}$ 

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

	<u>ODE</u>	<u>XHM203</u>				<u>L</u>	<u>T</u>	<u>P</u>	<u>C</u>
COURSE NA	AME	MARKETING	MANAGE	MENT		<u>4</u>	0	0	4
PREREQUI	<u>SITE:</u>	Nil				L	T	P	H
<u>C:P:A</u>		<u>4:0:0</u>				<u>4</u>	0	0	4
LEARNING	OBJECT	TVE							
1.To understa	and the ma	rketplace.							
		t segmentation and	d the Product	mix.					
3.To select th	e differen	t pricing methods	and channels	of distribution					
		nication mix and sa		on tools					
<u> </u>	-	to the latest trends	<u>s in market</u>						
COURSE OL	JTCOMES	<u>S</u>			<u>Doma</u>	in	Lev	<u>el</u>	
CO1 Exp	lain the co	ore concepts of Ma	arketing and	its mix.	Cogni	tive	Unc	lerstan	ding
CO2 Out	line marke	et segmentation, na	ature of prod	uct and PLC	Cogni	tive	Und	lerstan	ding
~ ~ •		ng methods	*		Cogni	tive	Unc	lerstan	ding
~~ .		nportance of vario	us media		Cogni	tive	Unc	lerstan	ding
		force and applicat		al marketing.	Cogni	tive	Und	lerstan	ding
UNIT I-INT			or angle	<u></u>				-	12
		eting – Role of Ma	rketing – Re	lationship of M	arketing	With (	Other 1	Functio	_
		keting Mix – Mark	•	•	•				
he Marketing	•	•						-	
UNIT II – SI	EGMENT	<b>TATION &amp; PROL</b>	DUCT						12
		and Basis of Segm							
		cs – Benefits – Cla				lustria	l Good	ls. Ne	W
		Process - Product I		randing – Pack	aging.				
UNIT III – P	DICINC				0 0				1
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				ing Objectives.		Distri	butior	: Impo	
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Pricing – Fac – Various Kii	tors Influe nds of Mar	encing Pricing Dec rketing Channels –	isions – Pric			Distri	butior	: Impo	- 1
Pricing – Fac – Various Kii <u>UNIT IV- PI</u>	tors Influe nds of Mar ROMOTI	encing Pricing Dec rketing Channels – <u>ON</u>	isions – Pric - Distributior	Problems.	Physical				ortanc
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Pricing – Fac – Various Kii <u>UNIT IV- PI</u> A Brief Over Outdoor – Int	tors Influe nds of Mar <b>ROMOTI</b> view of Co ernet- A to	encing Pricing Dec rketing Channels – <u>ON</u> ommunication Mix ool to customer log	isions – Pric - Distributior <- Types of N yalty. Sales I	Problems. Aedia & its Cha Promotion tools	Physical racteristi	cs- Pr	int - E	lectroi	ortanc 12 nic -
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## **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>P07</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

OURSE NAME         ACCOUNTING FOR MANAGERS II           REREQUISITE:         Nil           :P:A         4:0:0           EARNING OBJECTIVE            To provide basic understanding of cost concepts and classification.         To develop skills in tools & techniques and critically evaluate de           To understand various ratios and cash flow related to finance         To recognize the role of budgets and variance as a tool of plannin.           To gain insights into the fundamental principles of accounting ar scenarios         Sourcomestand various ratios and compare with standards to assess deviations           O1         Explain cost sheet & write comments.         Sourcompare cost, management & financial accounting           O3         Choose various ratios and compare with standards to assess deviations         Sourcounting and its components           O4         Develop budget and use budgetary control         Sourcounting and its components		4	0		
<b>EP:A4:0:0EARNING OBJECTIVE</b> To provide basic understanding of cost concepts and classificationTo develop skills in tools & techniques and critically evaluate deTo understand various ratios and cash flow related to financeTo recognize the role of budgets and variance as a tool of planninTo gain insights into the fundamental principles of accounting ar scenariosOURSE OUTCOMESO1 Explain cost sheet & write comments.O2Compare cost, management & financial accountingO3Choose various ratios and compare with standards to assess deviationsO4Develop budget and use budgetary controlO5Identify marginal costing and its components			U	0	4
EARNING OBJECTIVE         To provide basic understanding of cost concepts and classification.         To develop skills in tools & techniques and critically evaluate de         To understand various ratios and cash flow related to finance.         To recognize the role of budgets and variance as a tool of plannin.         To gain insights into the fundamental principles of accounting an scenarios         COURSE OUTCOMES         O1       Explain cost sheet & write comments.         O2       Compare cost, management & financial accounting         O3       Choose various ratios and compare with standards to assess deviations         O4       Develop budget and use budgetary control         O5       Identify marginal costing and its components		L	Т	P	Η
<ul> <li>To provide basic understanding of cost concepts and classification.</li> <li>To develop skills in tools &amp; techniques and critically evaluate de To understand various ratios and cash flow related to finance.</li> <li>To recognize the role of budgets and variance as a tool of plannin.</li> <li>To gain insights into the fundamental principles of accounting an scenarios</li> <li>OURSE OUTCOMES</li> <li>O1 Explain cost sheet &amp; write comments.</li> <li>O2 Compare cost, management &amp; financial accounting</li> <li>O3 Choose various ratios and compare with standards to assess deviations</li> <li>O4 Develop budget and use budgetary control</li> <li>O5 Identify marginal costing and its components</li> </ul>		4	0	0	4
<ul> <li>To develop skills in tools &amp; techniques and critically evaluate de To understand various ratios and cash flow related to finance</li> <li>To recognize the role of budgets and variance as a tool of plannin To gain insights into the fundamental principles of accounting ar scenarios</li> <li>OURSE OUTCOMES</li> <li>O1 Explain cost sheet &amp; write comments.</li> <li>O2 Compare cost, management &amp; financial accounting</li> <li>O3 Choose various ratios and compare with standards to assess deviations</li> <li>O4 Develop budget and use budgetary control</li> <li>O5 Identify marginal costing and its components</li> </ul>					
OURSE OUTCOMES         01       Explain cost sheet & write comments.         02       Compare cost, management & financial accounting         03       Choose various ratios and compare with standards to assess deviations         04       Develop budget and use budgetary control         05       Identify marginal costing and its components	cision mang and co	ontrol.			usiness
O2Compare cost, management & financial accountingO3Choose various ratios and compare with standards to assess deviationsO4Develop budget and use budgetary controlO5Identify marginal costing and its components	Doma	ain	Le	vel	
O3       Choose various ratios and compare with standards to assess deviations         O4       Develop budget and use budgetary control         O5       Identify marginal costing and its components	Cogn	itive	Un	derstan	ding
deviations       O4     Develop budget and use budgetary control       O5     Identify marginal costing and its components	Cogn	itive	Un	Understand	
O5 Identify marginal costing and its components	s Cogn	Cognitive		Applying	
	Cogn	itive	Ap	plying	
NIT I-COST ACCOUNTING	Cogn	itive	Ap	plying	
					12
ost accounting – Meaning, nature, scope and functions, need, import oncepts and classification – cost sheets – Tenders & Quotation	rtance an	d limi	tation	s- Cost	
NIT II – MANAGEMENT ACCOUNTING					12
Ianagement accounting – Meaning, nature, scope and functions, nee Ianagement Accounting vs. Cost Accounting. Management Accounting nalysis and Interpretation of financial statements – Nature, objective omparative Statements, Common Size statement and Trend analysie NIT III – RATIO ANALYSIS	iting vs. H ves, essen	Financ	cial Ac	counti	ng.
atio Analysis – Interpretation, benefits and limitations. Classification rofitability, turnover. Cash flow and Funds flow statement.	on of ratio	os - Li	iquidit	y,	
NIT IV- BUDGETS					12
udgets and budgetary control – Meaning, objectives, merits and der udgets and cash budget	merits – S	Sales,	Produ	ction, f	lexible

UN	NIT V – MARGINA	L COSTING		12
Ma	arginal Costing – CV	/P analysis – Break e	even analysis	
	ECTURE	TUTORIAL	PRACTICAL	TOTAL
60		0	0	60
TE	EXT BOOKS			
1.			ed Accountancy, Sultan Chanc	
2.			t Accounting. 2 <sup>nd</sup> Edition, Mc	
3.			countancy (Vol 2). Kalyani, 20	
4.			nd Sharad K. Maheswari, Adv	anced Accountancy (Vol
	2), 11 <sup>th</sup> Edition, Vik	as Publishing, 2018		
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W	EB RESOURCES			
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		-of-management-acco		
2.			l-accounting/management-acco	
3.			nent-accounting/management-a	ccountingmeaning-
	limitations-and-scop			
4.	*	eetmojo.com/ratio-ana	•	
5.	http://www.account accounting/10656	ingnotes.net/cost-acco	ounting/variance-analysis/what-	-is-varianceanalysis-cost-

	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	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
<b>CO 4</b>	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

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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

COURSE CODE	XHM205	L	Т	Р	С
COURSE NAME	MANAGERIAL SKILL DEVELOPMENT	2	0	0	2
PREREQUISITE:	Nil	L	Т	Р	Η
C:P:A	2:0:0	2	0	0	2
LEARNING OBJECT	ΓΙνε				

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

Commun projects, 1 presentati above exe LECTUE 30 TEXT B 1.Arora A 2.Mukta ( 3.K. Alex 4.Cynthia 5.Kevin ( Press, 20) REFERE 6. G. Jo 7. E.H. 8. D. W 9. P. Va 10. Sume	OOKS Abhishek, Man Goyal, Manag A Managerial S Menezes Pra Gallagher, Skil 13 NCES shi, Campus to McGrath, Bas hetten, Develourshney and A. tet Suseelan, I Mapping of	ase anal s and gr rove the TUT 0 nagerial serial Sk Skills, S bhu, Ma Ils Deve o Corpo ic Mana oping M . Dutta, EQ- Sof	ysis, answ roup discus non-verba ORIAL Skill Develo S.Chand, 2 anagerial S elopment f prate: Your agerial Ski lanagemen Manageria ft skills for	elopment, H pment, Not 015 Skills 2, Per for Business r Roadmap ills, 9 <sup>th</sup> Edit nt Skills, Pr al Skill Dev	va Voce, As urrent topics ication and j PRACT 0 Kalyani Pub ion Press, 2 n to Print Pus s and Manag to Employa ion, Prentice entice Hall J velopment, A Career, Per 9 0	signmen s. Audio profession ICAL lishers, 1 022 iblishing gement S bility, S e Hall In India, 20 Alfa Put	and Video onal etiquet 2010 2010 2022 Students, Ox age Publica idia, 2011 011 lications, 20	ebates, Recording tes. 30	6 orting of g of the AL
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		to com	se: How to	o make ora	presentatio	ons. con	lucting mee	tings rep	6
UNITV			→ 1						
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	t thinking, Ide								
	ns and Reason y: Definition a								and
	skills: The Mi								Making
	- THINKING								6
-	del of Creativ		-	IP model.					
Relevanc	e, Positive and	l Negati	ive Emotic	ons., Health					
Building	Emotional Co	mpeten	ce: Emotic	onal Intellig	gence — Me	eaning, <b>(</b>	Components	, Importa	nce and
UNIT III	I – EMOTION	NAL IN	TELLIG	ENCE					6
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	g our self-este								
	- SELF EST em: Meaning &		rtance Co	mnonente c	of self-estee	m High	and low cal	f_esteem	
	hange and app – SELF EST		15 OI SKIIIS	•					6
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	e Competency								
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	and oral com		ion skills 1	needed in th	ne workplac	e.			I -
	Outline persu	-			•		Cognitive	Under	standing
	solutions.								
	investigate co					ble			
CO4	Summarize cr			A A			Cognitive	Under	standing
	Explain practiuse in manage					maie	Cognitive	Unders	standing
	a positive env				no of immo	liata	Cognitive	Undow	standing
	resolution, en				eams and cre	eating			
	Explain advar						Cognitive	Under	standing
	the world of w		1				0		0
CO2	• •		qualities f	hat are nee	ded to susta	in in	Cognitive	Under	standing
CO2	Classify the p	ersonal						Level	

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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

COUR	SE CODE	XHM206			L	Т	Р	С								
~~~~	SE NAME	<b>BUSINESS ETIQUETTE</b>	AND CORPORA	TE	2	0	0	2								
		GROOMING														
	EQUISITE:	Nil			L	Т	P	H								
C:P:A		2:0:0			2	0	0	2								
LEARN	NING OBJECT	IVE														
<b>1.</b> To im	part knowledge a	about basic etiquettes in profe	ssional conduct													
2.To pro	ovide understand	ing about the workplace court	tesy and ethical issu	ues invo	lved											
3.To su	ggest on guidelin	es in managing rude and impa	atient clients													
		s about significance of cultura	l sensitivity and the	e relativ	e busi	ness at	tire									
	ess on the impor					-										
COUR	SE OUTCOME	S		Doma	in	Lev	<b>'el</b>									
CO1	Describe basic	concepts of business etiquette	e and corporate	Cogni	tive	Unc	lerstand	ding								
	grooming.	- *	-					_								
CO2		quette and grooming standard		Cogni	tive	Unc	lerstand	ding								
	business envir	onment and the significance o	of communication					-								
CO3	Explain cultur	al awareness and moral praction	ces in real life	Cogni	tive	Unc	lerstand	ding								
	workplace sce															
CO4		place courtesy and resolving et		Cognitive		Cognitive		Cognitive		Cognitive		Cognitive		Unc	lerstand	ding
		uette and grooming for succes														
CO5		sionalism in the workplace co	onsidering	Cognitive		Unc	lerstand	ding								
	diversity and c	•														
	-INTRODUCT							6								
		Etiquette: Introduction- ABC														
		work behavior- role of good	manners in busines	ss - prof	ession	al con	duct an	d								
A	l spacing.															
		CE COURTESY						6								
337 1 1			<b>O A D A C C</b>													
		Business Ethics: Workplace						anner								
in a wor	kplace-Etiquette	at formal gatherings- Profess	ional qualities expo	ected fro	om an	emplo	yer's									
in a wor perspect	kplace-Etiquette tive - Hierarchy a	at formal gatherings- Profess and Protocol. Ethical issues - J	ional qualities exponenting sexual h	ected fromarassmo	om an ent- co	emplo onflict	yer's resolut									
in a wor perspect strategie	kplace-Etiquette tive - Hierarchy a es - Choosing app	at formal gatherings- Profess and Protocol. Ethical issues - J propriate gift in the business e	ional qualities exponenting sexual h	ected fromarassmo	om an ent- co	emplo onflict	yer's resolut									
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in a wor perspect strategie compan UNIT I Telepho Masteria	kplace-Etiquette tive - Hierarchy a es - Choosing ap y policy for busi II – TELEPHO one Etiquette, em ng the telephone	at formal gatherings- Profess and Protocol. Ethical issues - propriate gift in the business e ness etiquette <b>NE ETIQUETTE</b> ail etiquette and Disability Eti courtesy, handling rude or im	ional qualities experiences of the preventing sexual here invironment - real left iquette inpatient clients -interview of the second se	ected fro narassmo ife worl	om an ent- co cplace	emplo onflict scena	yer's resolut rios -	ion 6								
in a wor perspect strategie compan UNIT I Telepho Masteri email et	kplace-Etiquette tive - Hierarchy a es - Choosing ap y policy for busi II – TELEPHO one Etiquette, em ng the telephone iquette, online cl	at formal gatherings- Profess and Protocol. Ethical issues - propriate gift in the business e ness etiquette <b>NE ETIQUETTE</b> ail etiquette and Disability Eti courtesy, handling rude or im hat etiquette guidelines -Basic	ional qualities experiences of the preventing sexual here invironment - real left iquette inpatient clients -interview of the second se	ected fro narassmo ife worl	om an ent- co cplace	emplo onflict scena	yer's resolut rios -	ion 6 e,								
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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

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- 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
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- 8. 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-
- 10. wardrobe-nbsp-.pdf
- 11. https://www.tutorialspoint.com/business\_etiquette/grooming\_etiquettes.htm
- 12. https://wikieducator.org/Business\_etiquette\_and\_grooming

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

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

<sup>0 –</sup> No relation, 1 – Low relation, 2 – Medium relation, 3- High relation

COUF	RSE CODE	XUM002	L		Т	SS	Р	С
COUF	RSE NAME	ENVIRONMENTAL STUDIES	1		0	1	0	1
C:P:A	L	0.8: 0 : 0.2	L		Т	SS	Р	Н
			1		0	1	0	2
COUF	RSE OUTCOM	ES		DO	MA	IN	LEV	EL
CO1	Describe the si anthropogenic	gnificance of natural resources and explain impacts.		Cog	gniti	ve	Unde	rstand
CO2		gnificance of ecosystem, biodiversity and natural l cycles for maintaining ecological balance.		Cog	gniti	ve	Unde	rstand
CO3	•	ets, consequences, preventive measures of major recognize the disaster phenomenon.			gniti ecti		Appl	y Receive
CO4		cio-economic, policy dynamics and practice the res of global issues for sustainable development.		Cog	gniti	ve	Unde	rstand
CO5	•	impact of population and the concept of various w apply the modern technology towards protection.	velfare	e Cog	gniti	ve	Unde	rstand

# UNIT - I INTRODUCTION TO ENVIRONMENTAL STUDIES AND ENERGY

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

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

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

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

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
	VO				

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

Table:1 Mapping of COs with POs:

 PO1
 PO2
 PO3
 PO4
 PO5
 PO6
 PO7
 PO8
 PO9

6

6

6

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
<b>CO4</b>	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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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			С		
COURSE NAME	PRINCIPLES OF MANAGI	EMENT	4		0	0	4		
PREREQUISITE:	Nil		L	,	Т	Р	Н		
C:P:A	4:0:0		4		0	0	4		
LEARNING OBJECT	TIVE								
<ol> <li>To provide underst</li> <li>To learn the application</li> <li>To study the process</li> </ol>	ge about evolution of manageme anding on planning process and ation of principles in organizatio as of effective controlling in orga	importance of dec n nization			-	organi	zation		
	ents about significance of ethics								
COURSE OUTCOM	ES	Γ	Domain	l	Lev	el			
CO1 <b>Explain</b> the approaches of	nature, scope, role, levels, f management	unctions and C	Cognitiv	/e	Und	lerstan	ding		
CO2 Explain plan	ning and decision making in mar	agement C	Cognitiv	/e	Und	lerstar	ding		
	nization structure and various or	-	Cognitiv	ognitive Unders					
1	the Direction, Co-ordination &	Control C	Cognitiv	/e	Und	lerstar	ding		
	ethical practices of organisation		Cognitiv	/e	Und	lerstar	ding		
UNIT I-INTRODUCT	, î		0				12		
	nce – Definition – Nature and	Soona of Man-	omart	п	rocca	п			
Planning: Nature – In Procedures and Methor	nportance – Forms – Types – ls – Natures and Types of Polici								
Planning: Nature – In Procedures and Method making – Types of Dec <b>UNIT III – ORGANIZ</b> Organizing: Types of Departmentalization – between Authority and <b>UNIT IV-DIRECTIO</b> Direction – Nature an excellent Co-ordinatior <b>UNIT V – BUSINESS</b>	portance – Forms – Types – ls – Natures and Types of Polici ision. ZING Organizations – Organization S Informal Organization- Authorit Power – Responsibility. N d Purpose. Co- ordination – N a – Controlling – Meaning and Ir ETHICS	es – Decision –m tructure – Span o y – Delegation – feed, Type and T nportance – Contr	aking - of Con Decent Fechniq rol Pro	- Pro	and C zation and r	Commi – Dif	icies - cision - lttees - ference ltes fo ltes fo		
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24. Harold Koontz, Hienz Weihrich and Mark V. Cannice, Essentials of Management, McGraw Hill, 11<sup>th</sup> Edition, 2020.

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- 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	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

COURS	E CODE							
COURS	E NAME	ACCOUNTING FOR MANAGERS I		4	0	0	4	
PRERE	QUISITE:	Nil		L	Т	Р	Н	
C:P:A		4:0:0		4	0	0	4	
LEARN	ING OBJECTI	VE						
17. To a 18. To u 19. To f	nalyze and inter nderstand the gr oster knowledge	e about basic concepts of accounting and its app pret financial reports of a company coss profit and net profit earned by organization on Hire Purchase system cocedures of Accounting under Single entry syst		ns				
COURS	E OUTCOME	5	Dom	ain	Lev	el		
CO1     Apply knowledge about basic concepts of accounting and its applications     Cognitive     Applying								
CO2	<b>Identify</b> subsid	liary book, statement and error rectification of	Cogn	itive	App	lying		
CO3	<b>Construct</b> fina	l report of an organisation	Cogn	itive	App	lying		
CO4	Explain Hire I	Purchase system	Cogn	itive	Und	erstanc	ling	
CO5	<b>Compare</b> the payment system	procedures of accounting under single entry	Cogn	itive	Und	erstanc	ling	
UNIT I-	INTRODUCTI	ON	•				12	
	ing – Accountin	Accounting, Basic Accounting Concepts an g Transactions – Double Entry Book Keeping						
UNIT II	– BOOKS						12	
	ry book – Prepa e account	aration of cash Book – Bank reconciliation sta	itement	- rec	ificatio	on of e	rrors –	
UNIT II	I – FINAL AC	COUNTS					12	
deprecia		ccounts – Adjustments – Closing stock, ou doubtful debts, provision and discount on de		· ·	<b>^</b>			
UNIT I	V- HIRE PURC	CHASE SYSTEM					12	
I								

Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.

UNIT V – ENTRY SYS	TFM		12
		s between Single Entry and Dou	
	thod – Conversion Method	s between single Entry and Dou	ible Entry System -
LECTURE	TUTORIAL	PRACTICAL	TOTAL
60	0	0	60
TEXT BOOKS	-	-	
Publications, 2018 17. S.P. Jain, K.L. Naran Publishers, 2020 18. R. Rakesh Shankar a 19. S.M. Shukla and K.I 20. P.C. Tulsian, Bharat <b>REFERENCES</b> 16. TS Reddy and A.Mu	ng, Simmi Agrawal and Monik nd S. Manikandan, Financial J. Gupta, Advanced Accountin Tulsian and Tushar Tulsian, F rthy,Financial Accounting, M	0	, Kalyani on. 5, 2022
18. M.N. Arora, Account 19. S.N. Maheswari, Fin		ya Publications House, 2019	al Accounting,
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df 17. <u>https://www.drnishil</u> 18. https://www.account 19. https://en.wikipedia.	antjha.com/booksCollection/A	DMGT403_ACCOUNTING_FO AccountingforManagementforM 5/basic-accounting-principles eping_system\	

# Table1 1: Mapping of Cos with POs

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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

COURS	SE CODE	XDM105		L	Т	Р	С
COURS	E NAME	BASICS OF EVENT MANAGE	MENT	2	0	0	2
PRERE	QUISITE:	Nil		L	Т	Р	Η
C:P:A		2:0:0		2	0	0	2
LEARN	ING OBJECT	IVE					
16. To k	mow the basic of	f event management its concepts					
17. To r	nake an event d	esign					
18. To r	nake feasibility	analysis for event.					
19. To u	inderstand the 5	Ps of Event Marketing					
20. To k	now the financi	al aspects of event management and	l its Promotion.				
COURS	E OUTCOME	S	Doma	in	Le	evel	
CO1	Explain basic	s of event management	Cognit	tive	Un	ndersta	nding
CO2	Explain desig	ning of events	Cognit	tive	Un	ndersta	nding

CO3	Explain feasib	ility of organising an event	Cognitive	e Ur	nderstanding
CO4	Explain marke	eting & promotion of event	Cognitive	e Ur	nderstanding
CO5	Explain event	budgeting	Cognitive	e Ur	nderstanding
UNIT I		5 5			6
Introdu	ction: Event Mar	agement – Definition, Need, In	portance, Activities.		
LINIT I	I – EVENT DE	SIGN			6
		Events: Event Co-ordination, D	eveloping & Evaluating	event cor	•
Design	t and Design of	Events. Event co ordination, D	eveloping &, Evuluting	event cor	leept Lver
U	III – EVENT FF	ASIBILITY			6
		rces – Feasibility, SWOT Anal	zeie		
Lvent I	easibility. Resol	ices – reasibility, SwO1 Allal	y 515		
UNIT	IV- EVENT PL	ANNING AND PROMOTION	1		6
		otion – Marketing & Promotic		ting _ Pr	÷
	Promotion, Public		m = 51.5 of Event Marke	ung – 11	ouuer, Thee
	V – EVENT BU				6
	-	ll Analysis – Event Cost – Even			TOTAL
	ECTURE	TUTORIAL	PRACTICAL		TOTAL
L	ECTURE 30				TOTAL 30
L TEXT	ECTURE 30 BOOKS	TUTORIAL 0	PRACTICAL 0		30
TEXT 13. Dev	ECTURE 30 BOOKS vesh Kishore ar	TUTORIAL       0       d Ganga Sagar Singh, Event	PRACTICAL 0	ning Indu	30
TEXT 13. Dev Eve	ECTURE 30 BOOKS vesh Kishore ar entful Career, Ha	TUTORIAL         0         d Ganga Sagar Singh, Event         r-Anand Publications, 2019	PRACTICAL 0 Management: A Boom	ning Indu	30
Ll TEXT 13. Dev Eve 14. Swa	ECTURE 30 BOOKS vesh Kishore ar entful Career, Ha arup K. Goyal, E	TUTORIAL0d Ganga Sagar Singh, Eventr-Anand Publications, 2019vent Management, Adhyayan P	PRACTICAL 0 Management: A Boom ublisher, 2013	ning Indu	30
LI TEXT 13. Dev Eve 14. Swa 15. Sav	ECTURE 30 BOOKS wesh Kishore ar entful Career, Ha arup K. Goyal, E vita Mohan, Even	TUTORIAL0d Ganga Sagar Singh, Eventr-Anand Publications, 2019vent Management, Adhyayan Pt Management Public Relations	PRACTICAL 0 Management: A Boom ublisher, 2013 , Enkay Publishers, 2011	-	30
LI TEXT 13. Dev Eve 14. Swa 15. Sav 16. Lyr	ECTURE 30 BOOKS vesh Kishore ar entful Career, Ha arup K. Goyal, E vita Mohan, Even in Van Der Wag	TUTORIAL0d Ganga Sagar Singh, Eventr-Anand Publications, 2019vent Management, Adhyayan P	PRACTICAL 0 Management: A Boom ublisher, 2013 , Enkay Publishers, 2011	-	30
LI TEXT 13. Dev Eve 14. Swa 15. Sav 16. Lyr REFEI	ECTURE 30 BOOKS vesh Kishore ar entful Career, Ha arup K. Goyal, E vita Mohan, Even in Van Der Wag RENCES	TUTORIAL0d Ganga Sagar Singh, Eventr-Anand Publications, 2019vent Management, Adhyayan Pt Management Public Relationsen and Lauren White, Event Ma	PRACTICAL 0 Management: A Boom ublisher, 2013 , Enkay Publishers, 2011 nagement, Cengage, 2015	-	30
LI TEXT 13. Dev Eve 14. Sw 15. Sav 16. Lyr <b>REFEH</b> 13. Kri	ECTURE 30 BOOKS vesh Kishore ar entful Career, Ha arup K. Goyal, E vita Mohan, Even in Van Der Wag RENCES shna Chaudhary,	TUTORIAL0d Ganga Sagar Singh, Eventr-Anand Publications, 2019vent Management, Adhyayan Pt Management Public Relationsen and Lauren White, Event MaEvent Management, Bio-Greer	PRACTICAL 0 Management: A Boom ublisher, 2013 , Enkay Publishers, 2011 nagement, Cengage, 2018 Publishers, 2023	8	30 1stry and a
Ll TEXT 13. Dev Eve 14. Swi 15. Sav 16. Lyr <b>REFEH</b> 13. Kri 14. Ant	ECTURE 30 BOOKS vesh Kishore ar entful Career, Ha arup K. Goyal, E vita Mohan, Even in Van Der Wag RENCES shna Chaudhary, ton Shone and Br	TUTORIAL0d Ganga Sagar Singh, Eventr-Anand Publications, 2019vent Management, Adhyayan Pt Management Public Relationsen and Lauren White, Event MaEvent Management, Bio-Greerryn Parry, Successful Event Ma	PRACTICAL 0 Management: A Boom ublisher, 2013 , Enkay Publishers, 2011 nagement, Cengage, 2018 Publishers, 2023 nagement, 5 <sup>th</sup> Edition, Ce	8 ngage, 20	30 ustry and a
LI TEXT 13. Dev Eve 14. Swa 15. Sav 16. Lyr <b>REFEI</b> 13. Kri 14. Ant 15. Raz	ECTURE 30 BOOKS vesh Kishore ar entful Career, Ha arup K. Goyal, E vita Mohan, Even in Van Der Wag RENCES shna Chaudhary, ton Shone and Br zaq Raj, Paul V	TUTORIAL         0         d Ganga Sagar Singh, Event         r-Anand Publications, 2019         vent Management, Adhyayan P         t Management Public Relations         en and Lauren White, Event Ma         Event Management, Bio-Greer         ryn Parry, Successful Event Ma         Valters and Tahir Rashid, Event	PRACTICAL 0 Management: A Boom ublisher, 2013 , Enkay Publishers, 2011 nagement, Cengage, 2018 Publishers, 2023 nagement, 5 <sup>th</sup> Edition, Ce	8 ngage, 20	30 ustry and a
LI TEXT 13. Dev Eve 14. Swa 15. Sav 16. Lyr <b>REFEH</b> 13. Kri 14. Ant 15. Raz Edi	ECTURE 30 BOOKS vesh Kishore ar entful Career, Ha arup K. Goyal, E vita Mohan, Even in Van Der Wag RENCES shna Chaudhary, ton Shone and Br zaq Raj, Paul V tion, Sage Public	TUTORIAL0d Ganga Sagar Singh, Eventr-Anand Publications, 2019vent Management, Adhyayan Pt Management Public Relationsen and Lauren White, Event MaEvent Management, Bio-Greerryn Parry, Successful Event MatValters and Tahir Rashid, Eventations, 2017	PRACTICAL 0 Management: A Boom ublisher, 2013 , Enkay Publishers, 2011 nagement, Cengage, 2015 Publishers, 2023 nagement, 5 <sup>th</sup> Edition, Ce ent management: Princip	8 ngage, 20 ples and	30 Istry and a D19 Practice, 3
LI TEXT 13. Dev Eve 14. Swi 15. Sav 16. Lyr <b>REFEH</b> 13. Kri 14. Ant 15. Raz Edi 16. Jud	ECTURE 30 BOOKS vesh Kishore ar entful Career, Ha arup K. Goyal, E vita Mohan, Even in Van Der Wag RENCES shna Chaudhary, ton Shone and Br zaq Raj, Paul V tion, Sage Public y Allen, Event	TUTORIAL0d Ganga Sagar Singh, Eventr-Anand Publications, 2019vent Management, Adhyayan Pt Management Public Relationsen and Lauren White, Event MaEvent Management, Bio-Greerryn Parry, Successful Event Mat/alters and Tahir Rashid, Eventvations, 2017Planning Ethics and Etiquette	PRACTICAL 0 Management: A Boom ublisher, 2013 , Enkay Publishers, 2011 nagement, Cengage, 2018 Publishers, 2023 nagement, 5 <sup>th</sup> Edition, Ce ent management: Princip : A Principled Approac	8 ngage, 20 ples and	30 Istry and a D19 Practice, 3
Ll TEXT 13. Dev Eve 14. Swa 15. Sav 16. Lyr <b>REFEH</b> 13. Kri 14. Ant 15. Raz Edi 16. Jud Spe	ECTURE 30 BOOKS vesh Kishore ar entful Career, Ha arup K. Goyal, E vita Mohan, Even in Van Der Wag RENCES shna Chaudhary, ton Shone and Br zaq Raj, Paul V tion, Sage Public y Allen, Event ecial Event Mana	TUTORIAL0d Ganga Sagar Singh, Eventr-Anand Publications, 2019vent Management, Adhyayan Pt Management Public Relationsen and Lauren White, Event MaEvent Management, Bio-Greerryn Parry, Successful Event Mat/alters and Tahir Rashid, Eventations, 2017	PRACTICAL 0 Management: A Boom ublisher, 2013 , Enkay Publishers, 2011 nagement, Cengage, 2018 Publishers, 2023 nagement, 5 <sup>th</sup> Edition, Ce ent management: Princip : A Principled Approac	8 ngage, 20 ples and	30 Istry and a D19 Practice, 3
LI TEXT 13. Dev Eve 14. Swa 15. Sav 16. Lyr <b>REFEH</b> 13. Kri 14. Ant 15. Raz Edi 16. Jud Spe WEB F	ECTURE 30 BOOKS vesh Kishore ar entful Career, Ha arup K. Goyal, E vita Mohan, Even in Van Der Wag RENCES shna Chaudhary, ton Shone and Br zaq Raj, Paul V tion, Sage Public y Allen, Event ecial Event Mana RESOURCES	TUTORIAL         0         d Ganga Sagar Singh, Event         r-Anand Publications, 2019         vent Management, Adhyayan P         t Management Public Relations         en and Lauren White, Event Ma         Event Management, Bio-Greer         ryn Parry, Successful Event Ma         /alters and Tahir Rashid, Event         ations, 2017         Planning Ethics and Etiquette         gement, Wiley Publishers, 2003	PRACTICAL         0         Management:       A Boom         ublisher, 2013       , Enkay Publishers, 2011         nagement, Cengage, 2013       .         Publishers, 2023       .         nagement, 5 <sup>th</sup> Edition, Ce       .         ent management:       Principled Approac	8 ngage, 20 bles and h to the	<b>30</b> Istry and a D19 Practice, 3 Business o
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LI TEXT 13. Dev Eve 14. Swi 15. Sav 16. Lyr <b>REFEH</b> 13. Kri 14. Ant 15. Raz Edi 16. Jud Spe <b>WEB H</b> 22. http 23. http	ECTURE 30 BOOKS vesh Kishore ar entful Career, Ha arup K. Goyal, E vita Mohan, Even in Van Der Wag RENCES shna Chaudhary, ton Shone and Br zaq Raj, Paul V tion, Sage Public y Allen, Event ecial Event Mana RESOURCES ps://ebooks.lpude ps://www.indersc	TUTORIAL         0         Id Ganga Sagar Singh, Event         r-Anand Publications, 2019         vent Management, Adhyayan P         t Management Public Relations         en and Lauren White, Event Ma         Event Management, Bio-Greer         ryn Parry, Successful Event Ma         /alters and Tahir Rashid, Event         vations, 2017         Planning Ethics and Etiquette         gement, Wiley Publishers, 2003         .in/management/bba/term_5/DN         ience.com/jhome.php?jcode=ijl	PRACTICAL 0 Management: A Boom ublisher, 2013 , Enkay Publishers, 2011 nagement, Cengage, 2018 Publishers, 2023 nagement, 5 <sup>th</sup> Edition, Ce ent management: Princip : A Principled Approac	8 ngage, 20 bles and h to the	<b>30</b> Istry and a D19 Practice, 3 Business o
Ll TEXT 13. Dev Eve 14. Swi 15. Sav 16. Lyr <b>REFEH</b> 13. Kri 14. Ant 15. Raz Edi 16. Jud Spe <b>WEB F</b> 22. http 23. http 24. Inte	ECTURE 30 BOOKS vesh Kishore ar entful Career, Ha arup K. Goyal, E vita Mohan, Even in Van Der Wag RENCES shna Chaudhary, ton Shone and Br zaq Raj, Paul V tion, Sage Public y Allen, Event cial Event Mana RESOURCES ps://ebooks.lpude ps://www.indersc ernational Journa	TUTORIAL         0         Id Ganga Sagar Singh, Event         r-Anand Publications, 2019         vent Management, Adhyayan P         t Management Public Relations         en and Lauren White, Event Ma         Event Management, Bio-Greer         ryn Parry, Successful Event Ma         /alters and Tahir Rashid, Event         /ations, 2017         Planning Ethics and Etiquette         gement, Wiley Publishers, 2003         .in/management/bba/term_5/DM         ience.com/jhome.php?jcode=ijl         l of Hospitality & Event Manage	PRACTICAL         0         Management:       A Boom         ublisher, 2013       .         , Enkay Publishers, 2011       .         nagement, Cengage, 2013       .         Publishers, 2023       .         nagement, 5 <sup>th</sup> Edition, Ce       .         ent management:       Principled         A Principled Approac       .         MGT304_EVENT_MANA       .         ememt       .	8 ngage, 20 bles and h to the	<b>30</b> Istry and a D19 Practice, 3 Business o
LI TEXT 13. Dev Eve 14. Swa 15. Sav 16. Lyr <b>REFEI</b> 13. Kri 14. Ant 15. Raz Edi 16. Jud Spe <b>WEB F</b> 22. http 23. http 24. Inte 25. http	ECTURE 30 BOOKS vesh Kishore ar entful Career, Ha arup K. Goyal, E vita Mohan, Even in Van Der Wag RENCES shna Chaudhary, ton Shone and Br vaq Raj, Paul V tion, Sage Public y Allen, Event ecial Event Mana RESOURCES ps://ebooks.lpude ps://www.indersc ernational Journa ps://www.emeralo	TUTORIAL         0         d Ganga Sagar Singh, Event         r-Anand Publications, 2019         vent Management, Adhyayan P         t Management Public Relations         en and Lauren White, Event Ma         Event Management, Bio-Greer         ryn Parry, Successful Event Mar         /alters and Tahir Rashid, Event         /alters and Tahir Rashid, Event         /alters and Tahir Rashid, Event         /alters, 2017         Planning Ethics and Etiquette         gement, Wiley Publishers, 2003         .in/management/bba/term_5/DN         ience.com/jhome.php?jcode=ijl         of Hospitality & Event Manag         lgrouppublishing.com/journal/i	PRACTICAL         0         Management:       A Boom         ublisher, 2013       .         , Enkay Publishers, 2013       .         nagement, Cengage, 2013       .         Publishers, 2023       .         nagement, 5 <sup>th</sup> Edition, Ce       .         ent management:       Principled         // APT304_EVENT_MANA       .         ement       .         effm       .	8 ngage, 20 bles and h to the	<b>30</b> Istry and a D19 Practice, 3 Business o
LI TEXT 13. Dev Eve 14. Swi 15. Sav 16. Lyr <b>REFEH</b> 13. Kri 14. Anti 15. Raz Edi 16. Jud Spe <b>WEB F</b> 22. http 23. http 24. Inte 25. http 26. Inte	ECTURE 30 BOOKS vesh Kishore ar entful Career, Ha arup K. Goyal, E vita Mohan, Even in Van Der Wag RENCES shna Chaudhary, ton Shone and Br zaq Raj, Paul V tion, Sage Public y Allen, Event cial Event Mana RESOURCES ps://ebooks.lpude ps://www.indersc ernational Journa	TUTORIAL         0         d Ganga Sagar Singh, Event         r-Anand Publications, 2019         vent Management, Adhyayan P         t Management Public Relations         en and Lauren White, Event Ma         Event Management, Bio-Greer         ryn Parry, Successful Event Ma         /alters and Tahir Rashid, Event         /alters and Tahir Rashid, Event         /alters, 2017         Planning Ethics and Etiquette         gement, Wiley Publishers, 2003         .in/management/bba/term_5/DN         ience.com/jhome.php?jcode=ijl         of Hospitality & Event Manage         dgrouppublishing.com/journal/ij         of Event and Festival Manage	PRACTICAL         0         Management:       A Boom         ublisher, 2013       .         , Enkay Publishers, 2013       .         nagement, Cengage, 2013       .         Publishers, 2023       .         nagement, 5 <sup>th</sup> Edition, Ce       .         ent management:       Principled         // APT304_EVENT_MANA       .         ement       .         effm       .	8 ngage, 20 bles and h to the	<b>30</b> Istry and a D19 Practice, 3 Business c
LI TEXT 13. Dev Eve 14. Swa 15. Sav 16. Lyr <b>REFEH</b> 13. Kri 14. And 15. Raz Edi 16. Jud Spe <b>WEB H</b> 22. http 23. http 24. Inte 25. http 26. Inte 27. http	ECTURE 30 BOOKS vesh Kishore ar entful Career, Ha arup K. Goyal, E vita Mohan, Even in Van Der Wag RENCES shna Chaudhary, ton Shone and Br zaq Raj, Paul V tion, Sage Public y Allen, Event ecial Event Mana RESOURCES bs://ebooks.lpude bs://www.indersc ernational Journa bs://www.eventbr bs://www.eventbr	TUTORIAL         0         d Ganga Sagar Singh, Event         r-Anand Publications, 2019         vent Management, Adhyayan P         t Management Public Relations         en and Lauren White, Event Ma         Event Management, Bio-Greer         ryn Parry, Successful Event Mar         /alters and Tahir Rashid, Event         /alters and Tahir Rashid, Event         /alters and Tahir Rashid, Event         /alters, 2017         Planning Ethics and Etiquette         gement, Wiley Publishers, 2003         .in/management/bba/term_5/DN         ience.com/jhome.php?jcode=ijl         of Hospitality & Event Manag         lgrouppublishing.com/journal/i	PRACTICAL         0         Management:       A Boom         ublisher, 2013       .         , Enkay Publishers, 2013       .         nagement, Cengage, 2013       .         Publishers, 2023       .         nagement, 5 <sup>th</sup> Edition, Ce       .         ent management:       Principled         // APT304_EVENT_MANA       .         ement       .         effm       .	8 ngage, 20 bles and h to the	<b>30</b> Istry and a D19 Practice, 3 Business o

# 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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

COU	RSE CODE	X	DM106		L T P				С	
	RSE NAME			RIAL COMM	UNICATI	ON	2	0	0	2
PREF	REQUISITE	N	il				L	Т	Р	Н
C:P:A		2	:0:0				2	0	0	2
LEAF	RNING OBJEC	TIVE								
2. To 3.To in 4.To u	ducate students build their lister atroduce the mo anderstand these acilitate the stu	iing, reading. dem commun kills required	Writing &s ication for r for facing	peaking comr managers interview	nunication s					
COUF	RSE OUTCOM	ES				Doma	ain	L	evel	
CO1	Explain comm	unication pro	cess and its	barriers		Cogn	itive	U	ndersta	anding
CO2	Explain busine	ess letter in di	ferent scen	arios		Cogn	itive	U	ndersta	anding
CO2	Explain oral co	ommunication	s skills & c	conducting int	erviews	Cogn	itive	anding		
CO4	Explain the ma	anagerial writ	ng for busi	ness commun	ication	Cogn	itive	U	ndersta	anding
CO5	Explain the usignificance for	-	lern comm	unication too	ols and its	Cogn	itive	U	ndersta	anding
UNIT	' I- INTRODU	CTION								6
	tion – Methods nunication etiqu		ciples of eff	fective Comm	unication –	Barrier	s to	Com	munica	tion -
UNIT	II – LETTER									6
applic	ess letters- Layo ation.offer,acce ry,replies,Order	ptance/acknow	vledgement	andpromotion	letters.Busi	nessDe	evelo	pmei	ntLette	rs-
	III – INTERV		-,							6
Interv	iews- Direct, tel	ephonic & vii	tual intervi	ews- Group d	iscussion- P	resenta	tion	skill	s- body	language
UNIT	<b>IV- REPORT</b>									6
Comn	nunication throu	gh reports – A	genda- Mi	nutes of Meet	ing – Resun	ne writi	ng			
	V – TRENDS									6
	rn Forms of con ess- Social med				neetings- W	ebsites	and	their	use in	
LECI		TUTORIAL		-	RACTICA	L				TOTAL
30		0		0				30		
TEXT	BOOKS									
Press, 2.Mal	hanMohanandM 2017 likaNawal,Busin rtlandL.Bovee.J	nessCommuni	cation,2ndE	Edition,Cenga	geIndia2019	)		nity		

# Table 1: Mapping of COs with Pos

	<b>PO 1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	<b>PO9</b>
CO 1	3	0	0	3	0	0	0	0	0
<b>CO 2</b>	3	0	0	3	0	0	0	0	0
CO 3	3	0	0	3	0	0	0	0	0
<b>CO 4</b>	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

 $1-5 \rightarrow 1$ ,  $6-10 \rightarrow 2$ ,  $11-15 \rightarrow 3$ 0 - No relation, 1 - Low relation, 2 - Medium relation, 3 - High relation

COUD	SE CODE	XDME01		L	Т	Р	C
	SE CODE SE NAME	MANAGERIAL ECONOMICS	2		0	0	3
	QUISITE:	Nil	•	3	T	P	- 3 - H
C:P:A	QUISITE:	3:0:0			0	0	<u>п</u> 3
	ING OBJECTIV			3	5 0 0		3
		with concepts of economics and its					
		ications & implications of economi			m solvi	ng.	
		mal point of cost analysis and prod					
	1 U	strategies that are consistent with e he various market structures in an	<u> </u>	leeds			
	SE OUTCOMES	the various market structures in an	economy.	Domain	Lev	el	
CO1		ous accoromia concents in individu	al & husinges				
COI	decisions.	ous economic concepts in individu	al & busiliess	Cognitive	Und	lerstandi	ng
CO2		l concepts, underlying theories and	identify demand	Cognitive	Und	lerstandi	ng
	forecasting techn		-	)			0
CO3		ion, cost and supply analysis for bu	usiness decision	Cognitive	Und	lerstandi	ng
	making						
CO4	Explain pricing	strategies		Cognitive	Und	lerstandi	ng
CO5	Explain market	under competitive scenarios.		Cognitive	Und	lerstandi	ng
UNIT I	-INTRODUCTIO	N					09
Nature	and scope of man	agerial economics - definition o	f economics - imp	ortant conce	pts of	econom	ics –
relations	ship between micro	, macro and managerial economics	- nature and scope -	<ul> <li>objectives of</li> </ul>	f firm.		
	I – DEMAND ANA						09
		of consumer behavior – Marginal				-	-
		nand – Types of demand-Determi	inants of demand –	- Elasticity o	f dema	nd –De	mand
forecast	Ų						
		N AND COST ANALYSIS					09
		sis – Production – Factors of pro					
		of return to scale and economics of	•		cost co	ncepts –	- Cost
	•	n and long run – Revenue curves of	f firms – Supply ana	lysis.			
	V- PRICING MET		1 11 1	<u> </u>	.1 1	<u> </u>	. 09
	methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Price discrimination						
Dual pri	cing – Price discrin	nination					
	- MARKET CL	ASSIFICATION					09
				D 1	011		
		fect competition – Monopoly – Mo	nopolistic competiti	on – Duopoly	-Olig	opoly	

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, 8th 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

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- 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-andmanagement/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.economicsdiscussion.net/laws-of-production/laws-of-production-laws-ofreturns-to-scaleand-variable-proportions/5134
- 15. https://www.intelligenteconomist.com/profit-maximization-rule/

COURSE	1	XUM001		L	Т	Р	S	С
CODE							S	I
COURSE		HUMAN ETHICS, VALUES, RIGHTS AND EQUALITY	GENDER	1	0	0	1	1
NAME			m	n	G			
PREREQ	UISIT	Not Required		L	Т	Р	S S	Н
ES		000101		1	0	0	5 1	2
C:P:A		0.8:0.1:0.1	<b>D</b> •	1		•	-	2
COURSE			Domain	F		Lev	-	
CO1	Relate	and <i>Interpret</i> the human ethics and human relationships	Cognitive			mbe stan		
CO2	<i>Explain</i> women	<i>n</i> and <i>Apply</i> gender issues, equality and violence against	Cognitive	Un Ap		stan	d,	
CO3	Classify and Develop the identify of women issues and Cognitive							
CO4		yand <i>Dissect</i> human rights and report on violations.	Cognitive		Understand, Analyze			
CO5		d <b>respond</b> to family values, universal brotherhood, fight corruption by common man and good governance.	Cognitive & Affective	Re Re		mbe ond	r,	
UNIT I	I	IUMAN ETHICS AND VALUES				3	8+3	
Human Et Honesty a	IAN ETHICS AND VALUES In Ethics and values - Family and Society, Social service, Social Justice, Integrity, Caring and Sharir sty and Courage, Time Management, Co-operation, Commitment, Sympathy and Empathy, Self respe Confidence, Personality Development							
	UNIT IIGENDER EQUALITY							
UNIT HGENDER 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 GEN Contributions of Dr.B.R. Ambethkar, ThanthaiPeriyar and Phule to Women Empowerment.								
UNIT III	WOME	N ISSUES AND CHALLENGES				3	8+3	
		142						

Women Issues and Challenges- Female In	fanticide and Feticide	, Violence against women, D	omestic violence,					
Sexual Harassment, Trafficking, Remedi	ial Measures - Acts	related to women: Politica	l Right, Property					
Rights, and Rights to Education, Dowry Prohibition Act.								
UNIT IV HUMAN RIGHTS			3+3					
Human Rights and Duties, Universal De	claration of Human	Rights (UDHR), Civil, Polit	ical, Economical,					
Social and Cultural Rights, Rights against	torture, Forced Labo	ur, Child helpline- Intellectu	al Property Rights					
(IPR) and its types. National Policy on occ	cupational safety and	health.						
UNIT V GOOD GOVERNAN	CE		3+3					
Good Governance - Democracy, People's	s Participation, Trans	parency in governance and	audit, Corruption,					
Impact of corruption on society and Reme	dial measures, Gover	nment system of Redressal.	Creation of People					
friendly environment and universal brothe	rhood.							
	LECTURE	SELF STUDY	TOTAL					
	15	15	30					
REFERENCES								
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   Bajwa, G.S. and Bajwa, D.K. Human Rights in India: Implementation and Violations (New Delhi: D.K. Publications, 1996).
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	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1								2						
CO2								3	1					
CO3								2						
<b>CO4</b>								3		2				
CO5								3	2	2		2		
Total		2						13	3	4		2		
Scaled		1						3	1	1		1		

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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

### SEMESTER II

COURSE CO	ODE	XDME02		L	Т	P	С
<b>COURSE NA</b>	AME	INTERNATIONAL BUSI	NESS	3	0	0	3
PREREQUIS	SITE:	Nil		L	Т	Р	Η
LEARNING	<b>OBJEC</b>	TIVE:					
11. To famili	arize stud	ents with basic concepts of In	ternational Busine	ess			
12. To impart	t knowled	ge about theories of internation	onal trade.				
		pts of foreign exchange mark	et and foreign dire	ect investr	nent		
		global environment					
<u> </u>	nowledge	on the Contemporary Issues	of International B		<b>T</b> .		
C:P:A		3:0:0		3	0	0	3
COURSE O				Domain		evel	
CO1 Ex	<b>xplain</b> the	modes of entry to Internation		Cognitive			anding
CO2 Ex	<b>xplain</b> int	ernational trade theories		Cognitive	U	nderst	anding
CO3 Ex	<b>xplain</b> Fo	reign exchange market and Fl	DI	Cognitive	U	nderst	anding
CO4 <b>O</b>	utline the	Global Business Environmer	nt	Cognitive	U	nderst	anding
CO5 Id	l <b>entify</b> the	relevance of international in	stitutions and	Cognitive	U	nderst	anding
	ading bloc			U			U
UNIT I – IN	<b>FRODUC</b>	CTION					9
		tional Business: Importance					
		ocess and Approaches - Mo			1 Corp	oratio	ns and
		ernational Business- Advanta	ige and problems	of MNCs			
		S – FOREIGN TRADE					9
		heories— Mercantilism — A					
		Theory — The New Trade	e Theory — Por	ter's Dia	mond	Com	petitive
Advantage Th							
UNIT III – F	OREIGN	INVESTMENTS					9
Foreign Invest	stments-P	attern, Foreign exchange rat	es and their impa	act on tra	ide an	d inve	stment
		reign Exchange Market- Fore					
		entry - Horizontal and Vertica	al Foreign Direct l	Investmer	t - A	dvant	ages of
Host and Hon		ies.					
UNIT IV- DI							9
		n - Globalisation of Markets,	-				1.
	•	nd services — Major trends a	nd developments-	World tra	ide and	1	
UNIT V – RI		and non-tariff barriers					9
		Dupings in Practice- Levels of	Pagional Econor	nia Intogr	otion I	Dogion	
		portant Regional Economic G					
		ss- Institutional support to inte					
Bank, ILO an		institutional support to int		5 IIKC DIC		,	W offa
LECTU		TUTORIAL	PRACTI	CAL		TO	ГAL
45		0	0		<b>i</b>		5
TEXTBOOK	K				A		
		tional Business, S Chand, 20					
		International Business: Comp	beting in the Globa	al Market	place,	13 <sup>th</sup> E	Edition,
McGraw			4h				
		n, International Business: Tex			I Lear	ning, 2	2020
11. Justin Pau	ıl, Interna	tional Business, 6 <sup>th</sup> Edition, P	'HI Learning, 2013	3			

# Table 1: Mapping of Cos with Pos

	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	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	Т	P	С
COURSE NAME	MARKETING MANAGEMENT	1	4	0	0	4
PREREQUISITE:	Nil		L	Т	Р	Η
C:P:A	4:0:0		4	0	0	4
LEARNING OBJECT	IVE					
6. To understand the n	narketplace.					
7. To identify the mark	ket segmentation and the Product mix	ζ.				
8. To select the different	ent pricing methods and channels of d	listribution				
9. To know the comm	unication mix and sales promotion to	ols				
10. To prepare according	g to the latest trends in market					
COURSE OUTCOME	S	Dom	ain	Lev	el	
CO1 Explain the co	ore concepts of Marketing and its mix	K. Cogi	nitive	Und	erstand	ding
CO2 <b>Outline</b> marke	et segmentation, nature of product an	d PLC Cogi	nitive	Und	erstand	ding
CO3 Explain pricin	ng methods	Cogi	nitive	Und	erstand	ding
CO4 <b>Explain</b> the ir	nportance of various media	Cogi	nitive	Und	erstand	ding
CO5 Explain sales	force and applications of digital mar	keting. Cogi	nitive	Und	erstand	ding
UNIT I-INTRODUCT	ION					12
Fundamentals of Marke	eting - Role of Marketing - Relation	nship of Market	ing Wit	h Oth	er Fun	ctional
-	keting Mix – Marketing Approaches -	<ul> <li>Various Enviro</li> </ul>	onmenta	al Fact	ors Aff	fecting
the Marketing Function						
UNIT II – SEGMENT		D '/' '				12
	nd Basis of Segmentation -Targeting cs – Benefits – Classifications – C		Indu	atmial	Coode	Now
	rocess - Product Life Cycle. Brandin,		– mau	isuiai	Goous	. INEW
UNIT III – PRICING		g – I ackaging.				12
		in the Dha	1 D'-+ 1	1	. T	
-	ncing Pricing Decisions – Pricing Ob	• •	al Distr	bution	i: impo	ortance
	keting Channels – Distribution Probl	ems.				
UNIT IV- PROMOTIO			• .•	D	771	12
	ommunication Mix- Types of Media					
	tool to customer loyalty. Sales Pro- ition, Process, Need & Significance			legrate	eu mar	keting
UNIT V – SALES	inton, 110cess, Need & Significance		unce.			12
	nt: Personal Selling Process- Motiv	ation, Compensa	ation ar	nd Cor	trol of	
	g: Introduction- Applications & Ben					
LECTURE	TUTORIAL	PRACTICAI	4		TOT	AL

60	0	0	60
TEXT BOOKS			·
11. Philip Kotler, Gary	Armstrong, Prafulla Y. Agnih	otri and Ehsan ul Haque, Princip	les of Marketing:
	pective, 13 <sup>th</sup> Edition, Pearson		
12. Rajan Saxena, Mark	eting Management, 6 <sup>th</sup> Editio	n, McGraw Hill, 2019	
13. L. Natarajan, Marke	ting Management, Margham	Publications, 2017	
14. J. P. Mahajan and A	nupama Mahajan, Principles	of Marketing, Vikas Publishing H	House, 2016
15. K. Karunakaran, Ma	rketing Management, Himala	ya Publishing House, 2023	
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13. Philip Kotler, Marke	eting Management, 11th edition	on, Pearson Education, 2003	
14. V.S. Ramaswamy an	nd S. Namakumari, Principles	of Marketing, Macmillan India,	1994
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16. C. N. Sontakki, Mar	keting Management, 7 <sup>th</sup> Editi	on, Kalyani Publishers, 2016	
WEB RESOURCES			
11. http://eprints.stiperd	harmawacana.ac.id/24/1/Phill	lip_Kotler_Marketing_Managem	ent_14th_Edition
Book.pdf			
12. https://mrcet.com/do	wnloads/MBA/digitalnotes/N	Marketing Management.pdf	
13. https://www.enotesr	nba.com/2013/01/marketing-	management-notes.html	
14. Industrial Marketing	Management   Journal   Scie	nceDirect.com by Elsevier	
15. Journal of Marketing	g Management   Taylor & Fra	ncis Online (tandfonline.com)	

15. Journal of Marketing Management | Taylor & Francis Online (tandfonline.com)

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

	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO 1	3	0	2	0	0	0	0	0	1
<b>CO 2</b>	3	0	2	0	0	0	0	0	1
<b>CO 3</b>	3	0	2	0	0	0	0	0	1
<b>CO 4</b>	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  $\Box$  1, 6– 10  $\Box$  2, 11-15  $\Box$  3 0 – No relation, 1 – Low relation, 2 – Medium relation, 3- High relation

COURS	SE CODE	XDM204	L	Т	Р	С		
COURS	SE NAME	ACCOUNTING FOR MANAGERS II	4	0	0	4		
PRERE	QUISITE:	Nil	L	Т	Р	Н		
C:P:A		4:0:0	4	0	0	4		
LEARN	LEARNING OBJECTIVE							
<ol> <li>7. To c</li> <li>8. To u</li> <li>9. To r</li> <li>10. To g</li> <li>scen</li> </ol>	levelop skills in inderstand vario ecognize the rol	derstanding of cost concepts and classification. tools & techniques and critically evaluate deci us ratios and cash flow related to finance e of budgets and variance as a tool of planning o the fundamental principles of accounting and $\mathbf{S}$	sion making i and control.		-day bı	ısiness		
CO1	Explain cost s	heet & write comments.	Cognitive	Un	derstan	ding		
CO2Compare cost, management & financial accountingCognitiveUn						ding		
CO3	<b>Choose</b> variou deviations	Cognitive	Арј	olying				

CO4	Devel	o <b>p</b> budge	t and use	e budgeta	ry contro	ol		Cogn	itive	Applying	
CO5	Identi	<b>fy</b> margi	nal costi	ng and its	s compon	ients		Cogn	itive	Applying	
UNIT I	-COST	ACCOU	NTING								12
Cost ad	counting	g – Mea	ning, na	ture, sco	ope and	function	s, need,	importar	ice and	limitations-	- Cos
concept	ts and cla	assificatio	on – cost	sheets -	Tenders	& Quota	tion	_			
		NAGEM									12
										e and limitat	
•			0		•	•		•		incial Accou	•
									itials an	d tools, meth	nods -
		TIO AN			atement	and Tren	d analys	18.			12
	-		-					ssification	n of ra	atios - Liqu	uidity
	•		ash flow	and Fun	ds flow s	tatement	•				
	V-BUD										12
•		<b>·</b> ·		Meaning	, objectiv	ves, meri	ts and de	merits – S	Sales, P	roduction, fl	exible
budgets	s and cas	h budget									
UNIT	V – MAI	RGINAL	COST	NG							12
Margin	al Costin	ig – CVP	analysis	– Break	even ana	alysis					
L	ECTUR	E	Τ	UTORI	AL		PRA	CTICAL		TOTA	٩L
	60			0				0		60	
5. R.L	. Gupta	and M. R	ladhaswa	ımy. Adv	anced A	ccountan	cy, Sulta	in Chand	& Sons	5, 2013	
		hwari, S ion, Vika				Sharad K	. Mahes	wari, Adv	vanced	Accountancy	v (Vo
				C	.0					-	, (•0
	RENCES										, (•0
6. T.S	S. Reddy tony Atk	and Har			/lanagem					ation, 2016 Publications	
<ol> <li>T. S</li> <li>Ant</li> <li>201</li> </ol>	S. Reddy tony Atk 5.	and Har inson, Re	ebert S K	alpan, A	/anagem dvance N	/lanagem	ent Acco	ounting, F	earson	ation, 2016 Publications	,
<ol> <li>T. S.</li> <li>Anti- 201</li> <li>Hot</li> </ol>	S. Reddy tony Atk 5. rngren St	and Har inson, Re underu S	ebert S K tratton, I	alpan, A ntroducti	Aanagem dvance N on to Ma	/lanagem	ent Acco	ounting, F nting, Pea	earson arson E	ation, 2016	, 3.
<ol> <li>T. \$</li> <li>Anti 201</li> <li>Hot 9. Raj 201</li> </ol>	S. Reddy tony Atk 5. rngren St iv Kuma 9	and Har inson, Re underu S ar Goel	ebert S K tratton, I and Isha	alpan, A ntroducti an Goel	Aanagem dvance N on to Ma , Concep	Aanagemer nagemer t Buildir	nent Account Account Account Approv	ounting, F nting, Pea oach to 1	earson arson E	ation, 2016 Publications ducation,201	, 3.
<ol> <li>T. S</li> <li>Anti 201</li> <li>Hot</li> <li>Hot</li> <li>Raj 201</li> <li>Col</li> </ol>	S. Reddy tony Atk 5. rngren Si iv Kuma 9 in Drury	and Har inson, Re underu S ar Goel	ebert S K tratton, I and Isha	alpan, A ntroducti an Goel	Aanagem dvance N on to Ma	Aanagemer nagemer t Buildir	nent Account Account Account Approv	ounting, F nting, Pea oach to 1	earson arson E	ation, 2016 Publications ducation,201	, 3.
<ol> <li>T. S</li> <li>Anti-201</li> <li>Hor</li> <li>Raj 201</li> <li>Col</li> <li>WEB F</li> </ol>	S. Reddy tony Atk 5. rngren St iv Kuma 9 in Drury <b>RESOUI</b>	and Har inson, Re underu S ar Goel 7, Manage RCES	ebert S K tratton, I and Isha ement an	alpan, A ntroducti an Goel d Cost A	Managem dvance M on to Ma , Concep .ccountin	Aanagemen nagemer t Buildin g, Cenga	nt Account Account Account Account Account and Account	ounting, F nting, Pea oach to 1	earson arson E Manage	ation, 2016 Publications ducation,201 ement Accou	, 3.
<ol> <li>T. S</li> <li>Anti-201</li> <li>Hor</li> <li>Raj 201</li> <li>Raj 201</li> <li>Col</li> <li>WEB F</li> <li>http</li> </ol>	5. Reddy tony Atk 5. rngren St iv Kuma 9 lin Drury <b>RESOUI</b> os://www	and Har inson, Re underu S ar Goel 7, Manage RCES 7.toppr.cc	ebert S K tratton, I and Isha ement an	alpan, A ntroducti an Goel d Cost A s/fundan	Aanagem dvance M on to Ma , Concep .ccountin	Aanagemer inagemer it Buildin g, Cenga f-accoun	nt Account Account Account Account Account and Account	ounting, F nting, Pea oach to 1	earson arson E Manage	ation, 2016 Publications ducation,201 ement Accou	, 3.
<ol> <li>T. S</li> <li>Anti-201</li> <li>8. Hor</li> <li>9. Raj</li> <li>201</li> <li>10. Col</li> <li>WEB F</li> <li>6. http://acc</li> </ol>	S. Reddy tony Atk 5. rngren Si iv Kum 9 lin Drury <b>RESOUI</b> os://www ounting/	and Har inson, Re underu S ar Goel , <u>Manage</u> RCES 7.toppr.cc meaning-	ebert S K tratton, I and Isha ement an om/guide of-mana	alpan, A ntroducti an Goel d Cost A s/fundan gement-a	Aanagem dvance N on to Ma , Concep .ccountin nentals-or accountir	Managemen nagemen t Buildin g, Cenga f-accoun ng/	nt Account Account Account Account Account and Appropriate and the second state and the secon	ounting, Featoria (1997) bach to 1	Pearson Earson Ear	ation, 2016 Publications ducation,201 ement Accou	, 3.
<ol> <li>T. S.</li> <li>Ant.</li> <li>201</li> <li>8. Hot.</li> <li>9. Raj.</li> <li>201</li> <li>10. Col.</li> <li>WEB F</li> <li>6. http://acc.</li> <li>7. http://acc.</li> </ol>	S. Reddy tony Atk 5. rngren Si iv Kuma 9 lin Drury <b>RESOUI</b> os://www ounting/: os://efina	and Har inson, Re underu S ar Goel 7, Manage RCES 7.toppr.cc meaning- ncemana	ebert S K tratton, I and Isha ement an om/guide of-mana gement.c	alpan, A ntroducti an Goel d Cost A s/fundan gement-a com/fina	Aanagem dvance M on to Ma , Concep .ccountin nentals-of accountir ncial-acco	Aanagemen nagemen t Buildin g, Cenga f-accoun ng/ ounting/i	ting/function	ounting, Featoria (1997) oach to 1 lamentals	Pearson Ed Manage -of-cost unting	ation, 2016 Publications ducation,201 ment Accou	, 3.
<ol> <li>T. S.</li> <li>Anti-201</li> <li>Raj-201</li> <li>Raj-201</li> <li>Col</li> <li>WEB F</li> <li>http://acc</li> <li>http://acc</li> <li>http://acc</li> <li>http://acc</li> <li>http://acc</li> </ol>	5. Reddy tony Atk 5. rngren St iv Kum 9 in Drury <b>RESOUI</b> os://www ounting/2 os://efina o://www.	and Har inson, Re underu S ar Goel 7, Manage RCES 7.toppr.co meaning- ncemana accounti	ebert S K tratton, I and Isha ement an om/guide of-mana gement.c ngnotes.i	alpan, A ntroducti an Goel d Cost A s/fundan gement-a com/fina	Aanagem dvance M on to Ma , Concep .ccountin nentals-of accountir ncial-acco	Aanagemen nagemen t Buildin g, Cenga f-accoun ng/ ounting/i	ting/function	ounting, Featoria (1997) oach to 1 lamentals	Pearson Ed Manage -of-cost unting	ation, 2016 Publications ducation,201 ement Accou	, 3.
<ol> <li>T. S.</li> <li>Ant.</li> <li>201</li> <li>8. Hor.</li> <li>9. Raj.</li> <li>201</li> <li>10. Col.</li> <li>WEB I</li> <li>6. http.</li> <li>acc.</li> <li>7. http.</li> <li>8. http.</li> <li>lim.</li> </ol>	5. Reddy tony Atk 5. rngren Si iv Kum 9 lin Drury RESOUI os://www ounting/ os://efina o://www. itations-a	and Har inson, Re underu S ar Goel <u>7, Manage</u> RCES 7.toppr.cc meaning- ncemana accounti and-scop	ebert S K tratton, I and Isha ement an om/guide of-mana gement.o ngnotes.n e/5859	alpan, A ntroducti an Goel d Cost A s/fundan gement-a com/finan net/mana	Aanagem dvance M on to Ma , Concep .ccountin nentals-of accountir ncial-acco	Aanagemer inagemer it Buildin g, Cenga f-accoun f-accounting/n accounting/n	ting/function	ounting, Featoria (1997) oach to 1 lamentals	Pearson Ed Manage -of-cost unting	ation, 2016 Publications ducation,201 ment Accou	, 3.
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	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

 $1-5 \rightarrow 1, 6-10 \rightarrow 2, 11-15 \rightarrow 3$ 

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

= =	SE CODE	XDM205	L	Т	Р	С
COURS	SE NAME	MANAGERIAL SKILL DEVELOPMENT	Г 2	0	0	2
PRERE	QUISITE:	Nil	L	Т	Р	Η
C:P:A		2:0:0	2	0	0	2
LEARN	ING OBJECT	IVE	•			
<ol> <li>To a worl</li> <li>8. To a</li> <li>9. To i solu</li> </ol>	uddress self-awa king with teams assess the Emot nduce critical-th tions	-confidence, groom the personality and build en reness and the assessment of core management and creating a positive environment for change ional intelligence ninking and analytical skills to investigate comp	t skills such a e.	s com	munica	
		sional etiquettes	D	T	1	
	SE OUTCOME		Domain	Lev		
CO1	<b>Classify</b> the p the world of w	ersonal qualities that are needed to sustain in vork.	Cognitive	Un	derstan	ding
CO2	resolution, em	nced Management Skills such as conflict powerment, working with teams and creating ronment for change.	Cognitive	Un	derstan	ding
CO3		ical management skills that are of immediate ment or leadership positions.	Cognitive	Un	derstan	ding
CO4	Summarize c	ritical-thinking and analytical skills to mplex business problems to propose viable	Cognitive	Un	derstan	ding
CO5	·	asive presentations that reveal strong written nunication skills needed in the workplace.	Cognitive	Un	derstan	ding
UNIT I-	-INTRODUCT			1		6
- confid towards	ence and Self-i change and app	Understanding of Self, Components of Self- mage. Skill Analysis and finding the right fi lications of skills				ttitude
	I – SELF ESTH					6
		& Importance, Components of self-esteer em and its effectiveness, Personality mapping to				
UNIT I	II – EMOTION	AL INTELLIGENCE				6
	Fractional Co		Common on	to Im	portan	
Relevan phase m	ce, Positive and odel of Creative	mpetence: Emotional Intelligence — Meaning Negative Emotions., Healthy and Unhealthy e Thinking: ICEDIP model.	•		<b>.</b>	he six
Relevan phase m UNIT I	ce, Positive and odel of Creative V- THINKING	Negative Emotions., Healthy and Unhealthy e Thinking: ICEDIP model. SKILLS	expression of	Emot	ions, T	he six
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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, Manageria	al Skills, S.Chand, 2015					
0 Countlie Manager		D.1.( D.11.1.1.)				

- 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

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- 11. G. Joshi, Campus to Corporate: Your Roadmap to Employability, Sage Publication, 2015
- 12. E.H. McGrath, Basic Managerial Skills, 9th 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
CQ 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

 $1\text{-}5 \rightarrow 1, 6-10 \rightarrow 2, 11\text{-}15 \rightarrow 3$ 

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

COURS	<b>E CODE</b>	XDM206	L	Т	Р	0	
COURS	E NAME	<b>BUSINESS ETIQUETTE AND CORPORATE</b>	2	0	0	2	
		GROOMING					
PRERE	QUISITE:	Nil	L	Т	Р	H	
C:P:A	-	2:0:0	2	0	0	2	
LEARN	ING OBJECTIV	E					
6. To in	mpart knowledge a	about basic etiquettes in professional conduct					
		ing about the workplace courtesy and ethical issues i	nvolved				
		es in managing rude and impatient clients					
9. To f	amiliarize students	about significance of cultural sensitivity and the rel	ative business	attire			
10. To s	tress on the import	tance of attire					
COURS	<b>E OUTCOMES</b>	E OUTCOMES Domain Level					
CO1 <b>Describe</b> basic		concepts of business etiquette and corporate	rporate Cognitive Under			erstanding	
	grooming.		C		U		
CO2	Outline the etic	uette and grooming standards followed in business	Cognitive	Une	derstand	ing	
	environment and	d the significance of communication					
CO3	Explain cultur	al awareness and moral practices in real life	Cognitive	Une	derstand	ing	
	workplace scena						
CO4		ace courtesy and resolving ethical issues with	Cognitive	Une	derstand	ing	
		ette and grooming for success					
CO5							
	and courtesy						
	INTRODUCTIO					6	
		tiquette: Introduction- ABCs of etiquette- meeting a			-	-	
of excen	tional work behav	ior- role of good manners in business - professional of	conduct and p	ersonal	spacing	5.	
	- WORKPLAC				1 0	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

6

6

6

# UNIT III – TELEPHONE ETIQUETTE

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**

Diversity and Cultural Awareness at Workplace Impact of diversity - Cultural Sensitivity - Taboos and Practices - Inter - Cultural Communication

#### **UNIT V – BUSINESS ATTIRE**

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
TEVT DOOVS			

#### 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

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- 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-
- 16. wardrobe-nbsp-.pdf
- 17. https://www.tutorialspoint.com/business\_etiquette/grooming\_etiquettes.htm

18. https://wikieducator.org/Business\_etiquette\_and\_grooming

		B													
	<b>PO1</b>	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						

### Table1 1: Mapping of Cos with POs

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

TEXTBOOKS

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

	SECODE	XUM002			L	, T	SS	Р	C	
COURSENAME						0	1	0	1	
C:P:A		0.8:0 :0.2	2		Ι	, T	SS	P	H	
					1	0	1	0	2	
COUR	SEOUTCOM	IES				DOMA	IN	LEVE	L	
CO1	anthropogenicimpacts.							Unders	tand	
CO2	Illustrate andnaturalbi	Cogniti	ve	Understand						
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CO4			c,policydynamicsandp issuesforsustainablede			Cogniti	ve	Unders	nderstand	
CO5	variouswelfa		t of population a and applythemodern to			Cogniti	ve	Unders	tand	
UNIT-I	INTRODUC	CTION TOE	NVIRONMENTALS	TUDIESANDI	ENERG	Y			6	
renewat Landres	ole	energy asaresource,la	neral resources: Enviro roblems, Water loggin sources; anddegradation,soilero	ng, Salinity-En Alternate	ergy res	sources: energy	Renew	able and res	l Non ource	
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#### ERESOURCES

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

# 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

# $1 - 5 \rightarrow 1, 6 - 10 \rightarrow 2, 11 - 15 \rightarrow 3$

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