



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

Criterion 1 – Curricular Aspects

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.

DEPARTMENT OF MANAGEMENT STUDIES

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

1. List of courses for the programmes in order of

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

2. Syllabus of the courses as per the list.

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

1. List of Courses

Name of the Course	Course Code	Year of introduction	Activities with direct bearing on Employability/ Entrepreneurship/ Skill development
MBA – FT			
Principles of Management	YBA101	2018-19	Employability & Entrepreneurship - Planning, Organizing, Directing, Controlling, Coordinating.
Organizational Behavior	YBA102	2015-16	Employability & Entrepreneurship - Team activity on Group behavior, Team Management, Conflict Management, Leadership activities
Economic Analysis and Business Environment	YBA103	2013-14	Employability -Feasibility study
Accounting for Managers	YBA104	2021-22	Employability - Corporate account statement analysis
Business Mathematics and Statistics	YBA105	2013-14	Employability - Statistics analysis of certain commodities
Business Legislation for Management	YBA106	2021-22	Employability - Analysing business cases by “A day with Advocate”
Business Communication	YBA108	2016-17	Employability s-Business communication activities
Financial Management	YBA201	2013-14	Employability -Financial Statement Analysis
Human Resource Management	YBA202	2013-14	Employability -Mock HRP, Recruitment and PA
Marketing Management	YBA203	2013-14	Employability -Designing advertisement for a selected product
Production and Operations Management	YBA204	2013-14	Employability - Mock Production scheduling and controlling
Information Management	YBA205	2013-14	Employability - Proto typing of data base management
Business Research Methods	YBA206	2013-14	Employability -Research on business problems & publishing in research journals
Entrepreneurship Management	YBA208	2013-14	Entrepreneurship-Designing business plan for an innovated business
Strategic Management	YBA301	2013-14	Employability -Strategic planning
Supply Chain and Logistics Management	YBAE67	2013-14	Employability - Mock supply chain management
Product Design	YBAE68	2013-14	Entrepreneurship-Innovate a new product design
Quality Management	YBAE69	2013-14	Employability - Implementing Quality Structure
Investment Management	YBAE70	2013-14	Entrepreneurship- Portfolio Management
Mergers and Acquisitions	YBAE71	2013-14	Entrepreneurship- Analysing real time M&A activity

Banking and Insurance Management	YBAE72	2016-17	Employability - A day with Banker
Training and Development	YBAE73	2013-14	Employability - Mock Training session
Industrial Relations and Labour Law	YBAE74	2015-16	Employability - Real time exposure about the legal proceedings
Compensation Management	YBAE75	2015-16	Employability - Designing compensation structure
Retail Management	YBAE76	2019-20	Employability - Real time Exposure in setting up the model Retail outlet
Consumer Behaviour	YBAE77	2016-17	Employability - Analyzing Consumer buying behaviour
Integrated Marketing Communication	YBAE78	2013-14	Employability - Promotion Management
Business Analytics	YBAE79	2016-17	Employability - Analysing Business Data
Enterprise Resource Planning	YBAE80	2013-14	Employability - Data Base Management Systems
E-Business	YBAE81	2013-14	Employability & Entrepreneurship- Startup with online business.
Technology Appreciation and IPR	YBAE82	2019-20	Entrepreneurship- Intellectual property rights , Patents Apply, Trade register
Advertisement Management for Entrepreneurs	YBAE83	2019-20	Entrepreneurship-Designing Advertisement Campaign for an innovated business
Technology and Innovation	YBAE84	2019-20	Entrepreneurship-Designing business plan for an innovated business
Business Plan Preparation for Small Business	YBAE85	2019-20	Entrepreneurship-Designing business plan for a Small business
Small Business Promotion	YBAE86	2019-20	Entrepreneurship-Inculcate the Small business idea
Business Regulation	YBAE87	2019-20	Employability - To frame the rules and regulation for small business
Rural Business Management	YBA401	2013-14	Entrepreneurship- Designing Rural business Model
International Business Management	YBA402	2019-20	Employability - Analyzing and identifying the suitable strategies for international business
Project Management	YBA403	2013-14	Employability - Design the project execution structure
Business Research Project	YBA404	2013-14	Employability & Entrepreneurship- Identifying corporate problems, analysing and providing solutions
BBA- FT			
Communication skills in English	XGL101	2018-19	Employability -Role Play, Group Discussion
Principles of Management	XBA102	2016-17	Entrepreneur-Designing organization structure
Fundamentals of Economics	XBA103	2016-17	Employability - Practicing on real time business accounting
Fundamentals of Computer - Theory	XBA104	2018-19	Employability -Design content for business presentation, Minutes, Data

			sheet content preparation
Fundamentals of Computer - Lab	XBA105	2018-19	Employability -Creating business presentation, Minutes, Data sheet preparation
English for Effective Communication	XGL201	2018-19	Employability -Role play, Stage presentation
Vaniha Tamil	XGL203A	2016-17	Employability - Exercising on business Tamil to answer competitive exam questions
Business Statistics	XBA204	2017-18	Employability -Analysing data for various commodities
Organizational Behaviour	XBA205	2016-17	Employability - Group activity on organization culture Entrepreneurship-Team business activities,Conflict management
Business Law for Managers	XBA206	2016-17	Employability - Activity on business legal formalities, Analyzing cases related to contracts and partnership
Commercial Correspondence	XBA301	2019-20	Employability - Practicing on business correspondence
Fundamentals of Financial and Management Accounting	XBA302	2019-20	Employability - Companies Financial statement Analysis
Production and Operations Management	XBA303	2017-18	Employability -Production scheduling
Marketing Management	XBA304	2017-18	Employability -Analyzing market and sales promotions for a selected product sales
Entrepreneurship Development	XBA305	2018-19	Entrepreneurship-Generating Business Ideas
Office Management	XBA401	2019-20	Employability - Setting up a mock office atmosphere
Financial Management	XBA402	2017-18	Employability - Companies Financial statement Analysis
Human Resource Management	XBA403	2017-18	Employability -Mock recruitment process
Insurance Management	XBA404A	2019-20	Employability & Entrepreneurship-Practicing Insurance concept and sales
Human Resource Management	XBAOE3	2017-18	Employability -Mock recruitment process
Communication for Managers	XBA501	2017-18	Employability s-Business communication activities
Business Research Techniques	XBA502	2017-18	Employability -Research on business problems & publishing in research journals
Business Organization and Environment	XBA503	2017-18	Employability -Team activity on Group behavior, Government Policy, Incorporation
Entrepreneurship Development	XBA504	2017-18	Entrepreneurship-Generating Business Ideas
Organizational Development	XBA505A	2017-18	Employability - Group activity on organization culture, Organization

			Climate, Working Conditions
Retail Marketing	XBA505 B	2017-18	Employability -Organized and Un-organized Retail, Retail Format.
Business Plan	XBAOE1	2017-18	Employability -Designing business plan for an Innovated business
Employability and Corporate Skill	XBA601	2017-18	Employability - Analyzing and identifying the suitable strategies for business
Business Plan	XBA602	2017-18	Employability -Designing business plan for an Innovated business
Industrial Relation and Labour Welfare	XBA603A	2017-18	Employability - Know the Safety Measures, Grievance,
Behavioural Finance	XBA603B	2017-18	Employability - Investor Behaviour towards investment and Finance
Advertising and Sales Promotion	XBA604	2017-18	Entrepreneurship - Creating advertisement for a product
Supply Chain Management	XBA604B	2017-18	Employability - Analysing companies SCM activities
Business Research Project	XBA605	2017-18	Employability - Design the project execution structure

REGULATION 2021

SEMESTER I

Code No	COURSE TITLE	L	T	P	C
YBA 101	Principles of Management	3	0	0	3
YBA 102	Organizational Behaviour	3	0	0	3
YBA 103	Economic Analysis and Business Environment	3	0	0	3
YBA 104	Accounting for Managers	4	0	0	4
YBA 105	Business Mathematics and Statistics	3	1	0	4
YBA 106	Business Legislation for Management	3	0	0	3
YBA 107	Business Ethics and Corporate Governance	3	0	0	3
YBA 108	Business Communication	3	1	0	4
	Total	25	2	0	27

Total Credits-27

SEMESTER II

Code No	COURSE TITLE	L	T	P	C
YBA 201	Financial Management	3	0	0	3
YBA 202	Human Resource Management	3	0	0	3
YBA 203	Marketing Management	3	0	0	3
YBA 204	Production and Operations Management	4	0	0	4
YBA 205	Information Management	3	0	0	3

YBA 206	Business Research Methods	3	1	0	4
YBA 207	Operations Research	3	1	0	4
YBA 208	Entrepreneurship Development	3	0	0	3
	Total	25	2	0	27

Total Credits-27

COURSE CODE	YBA101	L	T	P	C
COURSE NAME	PRINCIPLES OF MANAGEMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3

LEARNING OBJECTIVES

1. To know the management concepts and practices
2. To know the role of planning in an organisation
3. To know the purpose of organizing and staff in an organization
4. To the know the ways of direct and managing people
5. To understand the process of controlling in an organization

COURSE OUTCOMES

		Domain	Level
CO1	<i>Illustrate</i> the management concepts and integrate the management principles into management practices.	Cognitive	Understanding
CO2	<i>Explain</i> the role of Planning and its importance in an organization.	Cognitive	Understanding
CO3	<i>Relate</i> the nature of organizing and staffing in an organization.	Cognitive	Understanding
CO4	<i>Interpret</i> the ways to direct and managing people in an organization.	Cognitive	Understanding
CO5	<i>Explain</i> the process of controlling in an organization.	Cognitive	Understanding

UNIT I INTRODUCTION TO MANAGEMENT

9

Organization- Management- Role of managers- Evolution of management thought- Organization and the environmental factors- Managing globally- Organization, Global, Social and ethical environment

UNIT II PLANNING

9

Nature and purpose of planning- Planning process- Types of plans- Objectives- Managing by Objective (MBO) strategies- Strategies – Policies – Decision Making- Types of decision- Decision making process- Rational decision making process- Decision making under different conditions.

UNIT III ORGANIZING

9

Nature and purpose of organizing- Organization structure- Formal and informal groups/organization- Line and staff authority- Departmentation- Span of control- Centralization and decentralization- Delegation of authority- Staffing- Selection and Recruitment- Orientation- Career development- Career stages- Training- Performance appraisal

UNIT IV DIRECTING

9

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

UNIT V CONTROLLING

9

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

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45
TEXT BOOK Harold Koontz and Heinz Weihrich,(2012),“Essentials of management: An International &Leadership Perspective”, 9th edition, Tata McGraw-Hill Education,. REFERENCE BOOK P C Tripathi P N Reddy (2006), “Principles of Management”, 4th edition, Tata McGraw Hill. J S Chandan (1997), “Management Concepts and Strategies”, 2nd edition, Vikas Publishing House Pvt Ltd. Stephen P Robbins, David A. De Cenzo and Mary Coulter, Fundamentals of Management, Prentice Hall of India, 2012			

Table1: Mapping of POs with COs

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

1-5 → 6-10 2→11-15 3 →

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

COURSE CODE	YBA102	L	T	P	C
COURSE NAME	ORGANIZATIONAL BEHAVIOUR	3	0	0	3
PREREQUISITE	NIL	L	T	P	H
C:P:A	3:0:0	3	0	0	3
LEARNING OBJECTIVES <ol style="list-style-type: none"> 1. To learn the challenges and opportunities for OB and OB Model 2. To learn various concepts of individual behaviour 3. To learn various leadership styles 4. To learn the concepts in group behaviour 5. To learn organizational climate, culture and change 					
COURSE OUTCOMES		Domain		Level	
CO1	<i>Explain</i> the challenges and opportunities for OB and OB Model	Cognitive		Understanding	
CO2	<i>Understand</i> the concept of Personality, Learning, Attitude, Value, Perception and Motivation	Cognitive		Understanding	
CO3	<i>Summarise</i> the styles and theories of leadership and difference between a manager and a leader	Cognitive		Understanding	
CO4	<i>Understand</i> the group formation, team building and	Cognitive		Understanding	

	communication		
CO5	Outline the organizational climate, culture, Job Satisfaction, Organizational Change, Stress and Work Life Balance.	Cognitive	Understanding
UNIT I INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR			5
Definition of Organizational Behavior - Disciplines contributing to the OB Field: Psychology, Social Psychology, Sociology, Anthropology - Challenges and Opportunities for OB: Managing Workforce Diversity, Improving Quality and Productivity, Outsourcing - Developing of OB Model - Contingency OB Model			
UNIT II THE INDIVIDUAL BEHAVIOUR			12
Personality – types – Factors influencing personality – Theories; Learning - The learning process, Learning theories; Emotional Intelligence; Attitudes – Characteristics – Components – Formation – Measurement – Theories; Values; Perceptions – Importance - Factors influencing perception - Interpersonal perception; Motivation Concepts and Theories			
UNIT III LEADERSHIP AND POWER			8
Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers ; Sources of power – Power centers – Power and Politics; Conflict and Negotiation.			
UNIT IV GROUP BEHAVIOUR			8
Defining and Classifying Groups - Stages of Group Development – Group Decision making - Groups and Teams - Types of Teams - Creating Effective Teams; Function of Communication-Communication Process - Direction of Communication - Barriers to effective Communication			
UNIT V DYNAMICS OF ORGANIZATIONAL BEHAVIOUR			12
Organizational culture and climate – Factors affecting organizational climate – Importance; Job satisfaction Determinants – Measurements – Influence on behaviour; Organizational change – Importance – the change process – Resistance to change – Managing change; Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life; Organizational development – Characteristics – objectives – Organizational effectiveness - Developing Gender sensitive workplace.			
	LECTURE	TUTORIAL	TOTAL
	45	0	45
TEXT BOOKS			
1. Stephen P. Robbins, Timothy A .Judge and SeemaSanghi, Organizational Behaviour, 13th edition, Pearson Education, New Delhi, 2008			
REFERENCES			
1. Fred Luthans, Organizational Behaviour, 11th edition, McGraw Hill International Edition, 2008.			
2. Hughes, Ginnet, Curphy, Leadership, 6th edition, Tata McGraw Hill publishing Company, 2008			
3. Gregory Moorehead and R.W. Griffin, Managing People and Organizations, Jaico, 1994.			
4. Judith R. Gordon, A Diagnostic Approach to Organizational Behaviour, Allyn& Bacon, 1993.			
5. Harold Koontz, Heinz Weihrich, Essentials of Management 5th Edition Tata McGraw Hill publishing Company.			

Table 1: Mapping of COs with POs

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

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

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE	YBA103	L	T	P	C
COURSE NAME	ECONOMIC ANALYSIS AND BUSINESS ENVIRONMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
LEARNING OBJECTIVES <ol style="list-style-type: none"> 1. To learn the principles of economics 2. To learn the laws of supply and demand 3. To learn the economies and diseconomies of scale 4. To learn the various market structures 5. To learn the macro economics concepts such as GDP, CPI etc., 6. To learn fiscal and monetary policy concepts 					
COURSE OUTCOMES		Domain	Level		
CO1	<i>Define</i> the fundamentals and principles of economics <i>Explain</i> the principles of economics	Cognitive	Understanding		
CO2	<i>Explain</i> the laws of supply and demand	Cognitive	Understanding		
CO3	<i>Explain</i> production costs, and the economies and diseconomies of scale	Cognitive	Understanding		
CO4	<i>Explain</i> various market structures	Cognitive	Understanding		
CO5	<i>Explain</i> GDP, CPI, WPI and PMI	Cognitive	Understanding		
CO6	<i>Explain</i> Fiscal & monetary policies, inflation, balance of payment and use of game theory in economics	Cognitive	Understanding		
UNIT I					8
Fundamentals of economics – Principles of economics, Circular flow diagram, Production possibilities frontier, Economics Nobel laureates					
UNIT II					8
Supply and Demand - Demand, Law of demand, Factors that affect demand, Supply, Law of supply, Factors that affect supply, Elasticity, Elastic demand, Inelastic demand, Elastic supply, Inelastic supply .					
UNIT III					7
Production costs, Cost curves, Short run cost, Long run cost, Economies of scale, Diseconomies of scale					
UNIT IV					8
Markets - Competitive markets, Decision to shutdown, Decision to exit, Profit, Monopoly, Causes for monopoly, Monopoly profit, Price discrimination, Oligopoly, Monopolistic competition					
UNIT V					7
Nation's income – Gross domestic product, Components of GDP, Cost of living –, Calculation of CPI, WPI, PMI					
UNIT VI					7
Fiscal policy, Monetary policy, Inflation, Balance of payment, Game theory – Prisoner's dilemma, Oligopolies as prisoner's dilemma, Bargaining					

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45
TEXT BOOKS			
1. N. Gregory Mankiw – Principles of Economics, 6 th Ed, Cengage Learning, 2016			
2. S. Sankaran - Business Economics – Margham publications, Chennai, 2014			
REFERENCES			
1. Gregory Mankiw, Economics – Principles and Applications, Cengage Learning			
2. Dutt, Sundaram, Indian Economic Development, S. Chand			
3. Dwivedi, Managerial Economics, Vikas			

Table1 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	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
CO6	3	1	2	1	1	0	0	0	0	0	0
Total	15	2	2	1	2	0	0	0	1	0	0
Scaled to 0,1,2,3	3	1	1	1	1	0	0	0	1	0	0

1-5 →1, 6 – 10 →2, 11-15 →3

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

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

Ratio Analysis: Classification of Ratios, Preparation of Common Size Statements, Preparation of Cash Flow Statement, Fund Flow Statement, Forensic Accounting, ICAI, ESG Metrics, ESG Analysis.

UNIT III COSTING **12**

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

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

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

UNIT V CONTEMPORARY CONCEPTS **8**

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

LECTURE	TUTORIAL	PRACTICAL	TOTAL
60	0	0	60

TEXT BOOKS

1. T.S. Reddy & Y. 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. Sakthivel Murugan, Revised Edition, Accounting for Management, S Chand & Co., Ltd 2010

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

Table 1: Mapping of COs with POs

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

1-5 → 1, 6-10 → 2, 11-15 → 3

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

COURSE CODE	YBA 105	L	T	P	C
COURSE NAME	BUSINESS MATHEMATICS AND STATISTICS	3	1	0	4
PREREQUISITE:	Nil	L	T	P	H
C:P:A	4 : 0 : 0	3	1	0	4
LEARNING OBJECTIVES					
1. To learn how to solve problems using functions					
2. To learn how to solve linear equations using matrices					
3. To learn how to analyse data using correlation and regression					
4. To learn the applications of probability distributions					
5. To learn how to use hypothesis testing					
COURSE OUTCOMES		Domain		Level	
CO1	Solve problems in functions, differentiation, maxima and minima, and progressions	Cognitive		Apply	
CO2	Apply matrix algebra to solve linear equations	Cognitive		Apply	
CO3	Apply correlation and regression analysis to data	Cognitive		Apply	
CO4	Solve problems using discrete and continuous probability distributions	Cognitive		Apply	
CO5	Apply hypothesis testing to data	Cognitive		Apply	
UNIT I-BUSINESS MATHEMATICS					15
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					10
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					15
Introduction to Probability - Basic Concepts of Probability – Discrete Probability Distribution – Binomial, Poisson, Continuous Probability Distributions –Normal.					
UNIT IV – HYPOTHESIS TESTING					10
Introduction to Sampling, Testing Hypotheses – Chi Square Test, F – Test, ANOVA.					
UNIT V- BUSINESS FORECASTING					10
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), <i>Statistics for Management</i> , 7 th Edition, Pearson.					
2. Raghawachari M, (2004), <i>Mathematics for Management</i> , Tata McGraw Hill.					
REFERENCES					
1. Gupta, S.P and M.P.Gupta, (2007), <i>Business Statistics</i> , 5 th edition, Sultan Chand & Sons.					
2. Monga C.S, (2008), <i>Mathematics and Statistics for Economics</i> , VikasPublication..					

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	3
CO 3	3	2	0	0	3	0	0	0	2	0	3
CO 4	3	2	0	0	3	0	0	0	0	0	3
CO 5	3	2	0	0	3	0	0	0	0	0	3
Total	15	6	0	0	9	0	0	0	2	0	12
Scaled to 0,1,2,3	3	2	0	0	2	0	0	0	1	0	3

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE	YBA106	L	T	P	C
COURSE NAME	BUSINESS LEGISLATION FOR MANAGEMENT	3	0	0	3
PREREQUISITE	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
LEARNING OBJECTIVES					
1. To understand legal concepts of contract					
2. To learn about companies act					
3. To learn contract of sales and negotiable instruments in business					
4. To understand concepts of IPR					
5. To learn about IT act and competition act for business					
COURSE OUTCOMES		Domain		Level	
CO1	Understand the different legal terms in a contract	Cognitive		Understanding	
CO2	Outline the formation and legal part in company	Cognitive		Understanding	
CO3	Understand the sales contract and negotiable instruments	Cognitive		Understanding	
CO4	Understand the concepts of IPR, Patent,Copyrights and Trademark	Cognitive		Understanding	
CO5	Understand IT and Competition act	Cognitive		Understanding	
UNIT I LAW OF CONTRACT					9
Meaning and Essentials of a valid contract - Offer, Acceptance and Agreement - Formation of Agreement - Consideration and Contracts - Performance of the contract - Void Contract - Contingent Contract - Breach, Damages and compensation.					
UNIT II COMPANIES ACT					9

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

UNIT III SALES CONTRACT & NEGOTIABLE INSTRUMENTS	10
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Definition And Characteristics of a Sales Contract- Contract Conclusion-Essential Elements of a Sales Contract - Nonessential Elements of a Sales Contract- Seller's Obligations- Buyer's Obligations- Objections- Seller's Liability- Buyer's Liability- Concept of Negotiable Instruments and its importance - Promissory note - cheque and bill of exchange-

UNIT IV - IPR	11
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Concept Of Intellectual Property - Patents-Product/Process Patents-Duration of Patents - Patentable Subject Matter - Non Patentable Subject Matter - Object of Trade Marks Law- Important Definitions In The Trade Marks Act, 1999-Registration of Trade Marks - Meaning of Copyright And The Rights Conferred - Works In Which Copyright Subsists copyright Pertaining To Software - Authorship And Ownership - Concept Of Design - Geographical Indication concept.

UNIT V - INFORMATION TECHNOLOGY ACT & COMPETITION ACT	6
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Introduction – IT Act- Digital Signature- Electronic Governance-Attribution, Acknowledgment and Despatch of Electronic Records-Cyber crime- Introduction to Competition law- Role of CCI- Abti Competitive agreement- Abuse of Dominance- Regulations of combinations- Remedies

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45

TEXT BOOKS

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

REFERENCES

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

Table1 1: Mapping of COs with POs

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

1-5 →1, 6 – 10 →2, 11-15 →3

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

COURSE CODE	YBA107	L	T	P	C
COURSE NAME	BUSINESS ETHICS AND COPORATE GOVERNANCE	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
LEARNING OBJECTIVES 1. To Know the types of Ethical Theories 2. To understand the relationship of ethics and governance 3. To know the business ethics in Management 4. To understand the organization culture and ethics 5. To know the corporate governance and its principles					
COURSE OUTCOMES		Domain		Level	
CO1	Explain the Ethical Theories and various types of Approaches	Cognitive		Understanding	
CO2	Outline the Ethics and Governance	Cognitive		Understanding	
CO3	Summarize Business Ethics in Management	Cognitive		Understanding	
CO4	Interpret Organization Culture and Ethics	Cognitive		Understanding	
CO5	Explain Corporate Governance and its Principles	Cognitive		Understanding	
UNIT I INTRODUCTION TO THEORY OF ETHICS					10
Introduction-Definition and Ontology of Ethics-Beliefs Values Attitude and Virtue Theory of ethics-Theory of Entitlement and Property Right-Theory of Justices- Ethics and Market structure-Monopoly-Oligopoly and Case Studies					
UNIT II ETHICS AND GOVERNANCE					12
Introduction- Ethics and Law, Governance, Bureaucracy and Ethics, Globalization, Global Governance and Ethical Issues, Ethics of care and compassion-Care, cost and Conflict - care and relationship					
UNIT III BUSINESS ETHICS AND MANAGEMENT					8
Introduction-Relation between Ethics and Business Ethics, Business Codes Dilemmas and Dialectics, Ethical Issues in Marketing and Advertisement, Finance and Accounting Human Resource Management, Production and Operation Management and Information Technology- Professional Ethics and Human Values					
UNIT IV ORGANISATION CULTURE AND ETHICS					8
Introduction-Organisation Structure, Leadership and Ethical culture- Employee rights and Conflict of Interest-Social Audit-Whistle Blowing-Business Ethics: A cross Country Perspective-Japan, America India, China and Arab World-Ethical decision Making					
UNIT V CORPORATE GOVERNANCE					7
Introduction-Corporate Governance: Principles Issues and Trend, Corporate Social Responsibility, Corporate Governance in India-History and Evolution of Corporate Governance in India, Major Defects and Improvement in Corporate Governance in India- Models of Corporate Governance-Ethics and International Business					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	0	0		45	
TEXT BOOKS					
B.N. Ghosh (2012) “Business Ethics and Corporate Governance” McGraw Hill Education New Delhi					
REFERENCE					
Laura P H and Abha C. (2007) “Perspectives in Business Ethics” The McGraw-Hill Companies, New Delhi					

Table1 1: Mapping of COs with POs

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

1-5 →1, 6 – 10 →2, 11-15 →3

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

COURSE CODE	YBA108	L	T	P	C
COURSE NAME	BUSINESS COMMUNICATION	3	1	0	4
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 1 : 0	3	1	0	4
LEARNING OBJECTIVES					
1. To know the process of communication					
2. To understand the parts of report and the presentation techniques					
3. To know the procedure of meetings					
4. To know how to search job and resume writing					
5. To know the group discussion techniques, interview and negotiating skills					
COURSE OUTCOMES		Domain		Level	
CO1	<i>Explain</i> the communication process.	Cognitive		Understanding	
CO2	<i>Identify</i> the parts of a report and <i>demonstrate</i> the presentation techniques.	Cognitive		Understanding	
CO3	<i>Explain</i> the procedure for conducting meetings.	Cognitive		Understanding	
CO4	<i>Analyze</i> how to search job, build own resume and job application letter.	Cognitive		Understanding	
CO5	<i>Recognize</i> various group discussion techniques, acquire interview skills and negotiating skills. .	Cognitive		Understanding	
UNIT I BUSINESS COMMUNICATION					9
Business Communication Foundations – Benefits of effective communication, Goals of business communication, Internal communication, External communication, Communication process, Communication barriers - Body Language, E-mail etiquette					
UNIT II REPORT WRITING					9
Report Writing – Types of reports, Parts of reports - Oral communication - Presentation – Do’s and Don’ts of Presentation - Presentation Etiquettes and Public speaking.					
UNIT III CONDUCTING MEETING					9
Conducting Meetings: Procedure – Preparing Agenda, Minutes and Resolutions Conducting Seminars & Conferences: Procedure of Regulating Speech					
UNIT IV .JOB SEARCH					9

Job search and Resume – Chronological resume, Functional resume and Job Application letter

UNIT V GROUP DISCUSSION **9**

Group Discussion – Do's and Don'ts - Interview Skills& Etiquettes - Negotiation Skills.

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	15	0	60

TEXT BOOKS

R K Madhukar, *Business Communication*, Vikas Publishing House.

REFERENCES

1. Meenakshi Raman and Sangeetha Sharma, *Technical Communication - Principles and Practice*, Oxford University Press.
2. Krishna Mohan and MeeraBanerji, *Developing Communication Skills*, Macmillan.
3. Williams K., Krizan A.C.B., Logan J. & Merrier P, *Communicating In Business*, engage Learning India Pvt. Ltd., New Delhi.

Table1: Mapping of POs with COs

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

1-5 → 1 6-10 → 2 11-15 → 3

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

SEMESTER II

COURSE CODE	YBA 201	L	T	P	C
COURSE NAME	FINANCIAL MANAGEMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
LEARNING OBJECTIVES					
1. To learn overview of Financial Management and Time value of Money					
2. To learn capital budgeting techniques					
3. To learn the capital structure and dividend policy					
4. To learn basics of inventory management					
5. To learn basics of mergers and takeovers					
COURSE OUTCOMES		Domain		Level	
CO1	Understanding the overview of Financial Management and Time value of Money.	Cognitive		Understanding	
CO2	Understanding capital budgeting techniques.	Cognitive		Understanding	
CO3	Understanding the capital structure and dividend policy	Cognitive		Understanding	
CO4	Understanding the sources of long term finance and basics of inventory management.	Cognitive		Understanding	
CO5	Understanding the sources of short term finance and basics of mergers and takeovers	Cognitive		Understanding	
UNIT I-NATURE AND SCOPE OF FINANCIAL MANAGEMENT, TIME VALUE OF MONEY					9
Meaning-Definition-Objectives and Functions of Financial Management-Role of Finance Manager-Scope of Financial Management. Meaning for Time preference for Money-Techniques of Time value of Money- Time Value of Money Problems using any one of the basic software.					
UNIT II-RISK AND RETURN, COST OF CAPITAL, CAPITAL BUDGETING					12
Meaning of Risk-Systematic Risk and Unsystematic Risk-Relationship between Risk and Return-Capital Asset Pricing Model (CAPM). Meaning and Definition of Cost of Capital-Computation of Cost of Capital- Meaning and Definitions of Capital Budgeting- Methods-Payback period Method-Accounting Rate of Return Method- Discounted Cash Flow Method.					
UNIT III- CAPITAL STRUCTURE AND LEVERAGES, WORKING CAPITAL MANAGEMENT, DIVIDEND POLICY					12
Meaning and Definition of Capital Structure- Theories of Capital Structure-Define Leverage – Types of Leverage. Working Capital Management-Working capital policy-Cash and Liquidity Management. Meaning of Dividend-Models of Dividend policy-Walter’s Models-Gordon’s Model-Modigliani Miller Model-Forms of Dividend					
UNIT IV-SOURCES OF FINANCE					5
Sources of Long term Finance, Equity Shares-Preference Shares-Debentures or Bonds-Term Loans-Retained Earnings, Sources of Short term Finance -Factoring-Trade credit -Merits and Demerits.					
UNIT V-BOND VALUATION &CORPORATE RISK MANAGEMENT					7
Bond Valuation, Measuring and Managing Credit Risk, Market Risk, Derivative Risk, Commodity Risk, Enterprise Risk Management.					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	0	0		45	
TEXT BOOKS					
Chandra, Prasanna, Financial Management–Theory and Practice, Eighth edition, TMH Publishing Company Ltd., New Delhi,					
REFERENCES					

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	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 to 0,1,2,3	3	1	1	1	1	0	0	0	1	0	0

1-5→1, 6-10 →2, 11-15→3

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

COURSE CODE	YBA202	L	T	P	C	
COURSE NAME	HUMAN RESOURCE MANAGEMENT	3	0	0	3	
PREREQUISITE:	Nil	L	T	P	H	
C:P:A	3 : 0 : 0	3	0	0	3	
LEARNING OBJECTIVES						
1. To learn the evolution of human resource management						
2. To learn how to forecast manpower need						
3. To learn the recruitment practices and selection procedure						
4. To learn the new perspectives in Training						
5. To learn application of grievance handling mechanism						
COURSE OUTCOMES		Domain		Level		
CO1	Learn the evolution of human resource management	Cognitive		Understanding		
CO2	Identify the demand forecasting of human resource required and hire right person for right place at right time	Cognitive		Understanding		
CO3	Identify the various recruitment practices and selection procedure	Cognitive		Understanding		
CO4	Analyze new perspectives in Training and executive development	Cognitive		Understanding		
CO5	Recognize the performance evaluation and learn how to handle grievance.	Cognitive		Understanding		
UNIT I INTRODUCTION TO HUMAN RESOURCE MANAGEMENT					05	
Evolution of Human Resource Management –Functions of HRM – Techniques in HRM - Role of Human Resource Manager – Qualities of Human Resource Manager						
UNIT II HUMAN RESOURCE PLANNING, JOB ANALYSIS AND DESIGN					10	
Human Resource Planning - Objectives of HRP - Factors affecting HRP - Process of HRP; Job Analysis - Objectives of Job Analysis – Process of Job Analysis - Job Description - Job Specifications - Job Evaluation – Objectives – Process of Job Evaluation - Methods .						
UNIT III EMPLOYEE RECRUITMENT, SELECTION & SOCIALIZATION					10	
Recruitment - Factors affecting recruitment, Constraints and Challenges in Recruitment Process, Process of Recruitment, Sources of Recruitment and Recruitment Practices in India; Selection - Steps in Selection Procedure, Socialization process.						
UNIT IV TRAINING & EXECUTIVE DEVELOPMENT					10	
Concept of Training, Training Methods, New Training Techniques, Evaluation of Training, Emerging Issues in Training, Training Need Analysis – Neuro Linguistic Programme (NLP)- Executive Development – Objectives – Methods.						
UNIT V PERFORMANCE APPRAISAL AND GREIVANCE REDRESSAL					10	
Performance Appraisal, Methods of Performance Appraisal, Potential Appraisal, Possible Errors in the Appraisal Process; Work From Home (WHF) vs Performance Appraisal, Employee Diversity and Performance Appraisal;Grievance – Causes – Implications - Redressal Procedure.						
LECTURE		TUTORIAL		PRACTICAL		TOTAL
45		0		0		45
TEXT BOOKS						
C.B.Gupta, Human Resource Management - Text and Cases, Sultan Chand & Sons, New Delhi.						
REFERENCES						
1. Gary Dessler and BijuVarkkey, Human Resource Management, Pearson Education, New Delhi.						

2. R. Wayne Mondy, Human Resource Management, Prentice Hall, 2011.
3. Venkataraman&Srivastava, Personnel Management & Human Resources
4. Edwin B. Flippo, Personnel Management , McGraw-Hill, 1984

WEB REFERENCE

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

Table 1: Mapping of COs with Pos

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

1-5 →1, 6-10 →2, 11-15 →3

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

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

REFERENCES

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

Table 1: Mapping of COs with POs

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

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE	YBA204	L	T	P	C
COURSE NAME	PRODUCTION AND OPERATIONS MANAGEMENT	4	0	0	4
PREREQUISITE:	Nil	L	T	P	H
C:P:A	4 : 0 : 0	4	0	0	4
LEARNING OBJECTIVES 1. To learn productivity and product design 2. To learn the different types of processes and layouts 3. To learn how to forecast 4. To learn aggregate planning and inventory control 5. To learn MRP and lean production					
COURSE OUTCOMES		Domain	Level		
CO1	<i>Explain</i> operations, productivity and the various steps in product design.	Cognitive	Understanding		
CO2	<i>Explain</i> the types of processes, process selection, capacity planning and facility layout.	Cognitive	Understanding		
CO3	<i>Solve</i> forecasting problems.	Cognitive	Apply		
CO4	<i>Explain</i> supply chain management,aggregate planning and inventory control.	Cognitive	Understanding		
CO5	<i>Explain</i> material requirements planning, scheduling and lean production.	Cognitive	Understanding		
UNIT I-INTRODUCTION TO OPERATIONS, PRODUCT DESIGN					12
Operations, Transformation process, Operations management, Productivity, Product design - Product design process					
UNIT II-PROCESS SELECTION, CAPACITY PLANNING					12
Process selection and design - Classification, Product-process matrix, Process flow chart, Capacity management - Capacity planning					
UNIT III- FACILITY LAYOUT, FORECASTING					12
Facility Layout – Types of layouts, Product layout, Process layout, Forecasting – Components of demand, Forecasting techniques, Qualitative techniques, Time series analysis, Forecast errors					
UNIT IV-AGGREGATE PLANNING, INVENTORY CONTROL					12
Supply Chain Management, Aggregate Sales and Operations Planning - Planning Strategies Inventory Control - Inventory costs, Inventory systems, Fixed order quantity model					
UNIT V-MATERIAL REQUIREMENTS PLANNING, SCHEDULING, LEAN PRODUCTION					12
Material Requirement Planning - Master production schedule, Bill of materials, Operations scheduling,Theory of constraints, Lean production					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
60	0	0		60	
TEXT BOOKS					
1. Roberta S Russell, Bernard W Taylor (2012), <i>Operations Management</i> , 7 th Edition, Wiley.					
REFERENCES					
1. Richard B Chase, F Robert Jacobs, Nicholas J Aquilano, Nitin K Agarwal (2013), <i>Operations Management for Competitive Advantage</i> , Tata McGraw-Hill.					
2. Mahadevan B (2010), <i>Operations Management: Theory and Practice</i> , Pearson.					

Table 1: Mapping of COs with POs

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

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE	YBA205	L	T	P	C
COURSE NAME	INFORMATION MANAGEMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
COURSE OUTCOMES		Domain		Level	
CO1	<i>Understand</i> the basic concept of Information system	Cognitive		Understanding	
CO2	<i>Understand</i> the system flow	Cognitive		Understanding	
CO3	<i>Understand</i> the concept of Data Base Management System.	Cognitive		Understanding	
CO4	<i>Understand</i> the security system concept	Cognitive		Understanding	
CO5	<i>Understand</i> the new advancements in IT	Cognitive		Understanding	
UNIT I INTRODUCTION					10
Data, Information, , Information Technology, Role of IT in Business , Information System, evolution, typesbased on functions and hierarchy, Role of Technology in Manufacturing- PLC, Automation, CNC, Robotics, Industry 4.0, 3D printing, MRP					
UNIT II TECHNOLOGY IN BUSINESS OPERATIONS					9
Role of Technology in Business Operations - HRMS, CRM, Digital Marketing, Sales Planning, Forecasting, Financial Systems, Block chains, Bitcoins					
UNIT III DBMS, DATA WAREHOUSING, DATA MINING					10
DBMS, , Data warehousing, Data warehouse Architecture, Data Mart, Data Mining- Data Mining Techniques, Applications of Data Mining, Market Basket Analysis.					
UNIT IV SECURITY CONTROL AND REPORTING					8

Security, Testing, Error detection, Controls, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web, Intranets and Wireless Networks, Software Audit, Ethics in IT, User Interface and reporting.

UNIT V NEW IT INITIATIVES

8

Role of information management in ERP, e-business, e-governance, Data Mining, Business Intelligence, Pervasive Computing, Cloud computing, CMM, Big data, IOT, SMAC, Machine learning

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45

TEXT BOOKS

1. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.
2. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2012.
3. Text Book(s) Information Technology for Management: Advancing Sustainable, Profitable Business Growth - Efraim Turban, Linda Volonino, Gregory R Wood

REFERENCES

1. Rahul de, MIS in Business, Government and Society, Wiley India Pvt Ltd, 2012
2. Gordon Davis, Management Information System : Conceptual Foundations, Structure and Development, Tata McGraw Hill, 21st Reprint 2008.
3. Haag, Cummings and Mc Cubbrey, Management Information Systems for theInformation Age, McGraw Hill, 2005. 9th edition, 2013.
4. Turban, McLean and Wetherbe, Information Technology for Management –Transforming Organisations in the Digital Economy, John Wiley, 6th Edition, 2008.
5. Raymond McLeod and Jr. George P. Schell, Management Information Systems,Pearson Education, 2007.
6. James O Brien, Management Information Systems – Managing InformationTechnology in the E-business enterprise, Tata McGraw Hill, 2004.
7. Raplh Stair and George Reynolds, Information Systems, Cengage Learning, 10th Edition, 2012
8. Corey Schou and Dan Shoemaker, Information Assurance for the Enterprise – ARoadmap to Information Security, Tata McGraw Hill, 2007.
9. Frederick Gallegor, Sandra Senft, Daniel P. Manson and Carol Gonzales, InformationTechnology Control and Audit, Auerbach Publications, 4th Edition, 2013.
10. Adriaans P. and Zantinge. (2007). Data Warehousing in the Real World, I/e Pearson Education

Table 1: Mapping of COs with Pos

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

Total	10	15	0	0	0	0	2	0	8	0	0
Scaled Value	2	3	0	0	0	0	1	0	2	0	0

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE	YBA 206	L	T	P	C
COURSE NAME	BUSINESS RESEARCH METHODS	3	1	0	4
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 1 : 0	3	1	0	4
LEARNING OBJECTIVES					
1. To know the process in business research projects					
2. To understand the business problems					
3. To know the way of data collection and to investigate it					
4. To know how the questionnaires are design for data collection					
5. To know the usage of statistical tools					
COURSE OUTCOMES		Domain		Level	
CO1	Understand the process in business research projects	Cognitive		Understanding	
CO2	Define business problem	Cognitive		Understanding	
CO3	Analyzing of collected data to investigate the research problem	Cognitive		Understanding	
CO4	Designing of questionnaires for data collection	Cognitive		Understanding	
CO5	Interpret of data using statistical techniques	Cognitive		Understanding	
UNIT I INTRODUCTION					10
Meaning of Research, Objective of Research, Motivation in Research, Types of Research Approaches, Significance of Research, research process, criteria of good Research, Problems Encountered by Researchers in India					
UNIT II PROBLEM DEFINITION					10
Research Problems, Selecting the problem, Necessity of defining the Problem, technique involved in defining a problem, Research Design, meaning, need for research design, features of a good design, important concepts relating to research design, different research designs					
UNIT III SAMPLING, MEASUREMENT & SCALING					12
Sampling Need for Sampling, Definitions, Important Sampling Distributions, Method of Sampling Measurement in Research, Measurement Scales, Sources of Errors in Measurement, Tests of Sound Measurement, Techniques of developing Measurement Tools, Meaning of Scaling, Scale Classification Bases, Important Scaling Techniques, Scale Construction Techniques					
UNIT IV DATA COLLECTION					13
Collection of Primary Data, Observation Method, Interview Method, Collection of Data through Questionnaires, Collection of Data through Schedules, Difference between Questionnaires and Schedules, Other methods of data collection, collection of Secondary Data, Selection of appropriate method for data collection, Case Study method					
UNIT V DATA ANALYSIS & REPORT PREPARATION					15
Introduction to Uni-variate, Bi-variate and Multi-variate techniques, Report Writing. Techniques of interpretation, writing report with statistical output using Excel Spreadsheet or SPSS Package					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	

45	15	0	60
TEXT BOOKS			
Kothari C R, Research Methodology, New Age International Publishers			
REFERENCES			
Cooper D.R. & Schindler P.S., Business Research Methods, McGraw Hills, New Delhi			

Table1: Mapping of Cos with POs

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

1-5 →1, 6 – 10 →2, 11-15 →3

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

COURSE CODE	YBA207	L	T	P	C
COURSE NAME	OPERATIONS RESEARCH	3	1	0	4
PREREQUISITE:	Nil	L	T	P	H
C:P:A	4 : 0 : 0	3	1	0	4
LEARNING OBJECTIVES					
1. To learn how to solve linear programming problems					
2. To learn how to solve transportation and assignment problems					
3. To learn how to solve replacement problems					
4. To learn how to solve queuing and machine sequencing problems and simulation					
5. To learn how to solve CPM and PERT problems					
COURSE OUTCOMES		Domain	Level		
CO1	<i>Solve</i> linear programming problems.	Cognitive	Apply		
CO2	<i>Solve</i> transportation and assignment problems.	Cognitive	Apply		
CO3	<i>Solve</i> replacement problems.	Cognitive	Apply		
CO4	<i>Solve</i> queuing, machine sequencing, simulation and decision analysis problems.	Cognitive	Apply		
CO5	<i>Solve</i> CPM and PERT problems.	Cognitive	Apply		
UNIT I-OPERATIONS RESEARCH & LINEAR PROGRAMMING					15
Introduction to Operations Research, Linear Programming, Application of LP in Management, Graphical method, Simplex method					

UNIT II-TRANSPORTATION MODELSAND ASSIGNMENT MODELS			10
Introduction to Transportation Model, North-West Corner Method, Matrix – Minima method, Vogel’s Approximation Method, Optimal Solutions by MODI Method.			
UNIT III- ASSIGNMENT AND REPLACEMENT MODELS			10
Assignment Problems, Travelling Salesman Problem. Introduction to Replacement model, Replacement policy for items which deteriorate with time gradually.			
UNIT IV-QUEUEING MODELS, SEQUENCING& GAME THEORY			12
Introduction to Queuing model - Single server model. Introduction to sequencing problem, Sequencing of ‘n’ jobs and ‘2’ machines. Introduction to Game theory, Two person zero sum games. Simulation, Decision Analysis			
UNIT V-SCHEDULING BY CPM AND PERT			13
Introduction to Project, rules for constructing a Project Network Diagram, Critical Path Method, and Program Evaluation and Review Technique (PERT)			
LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	15	0	60
TEXT BOOKS			
Anderson D.R., Sweeney D.J., Williams T.A. & Martin K, <i>An Introduction to Management Science – Quantitative Approaches to Decision Making</i> , Cengage Learning India Pvt. Ltd., New Delhi.			
REFERENCES			
1. Prem Kumar Gupta, Hira D.S, <i>Operations Research</i> , S. Chand Company Ltd, New Delhi. 2. S. Kalavathy, <i>Operations Research</i> , Vikas Publishing House Pvt Ltd. 3. Sharma J.K, <i>Operations Research, Theory & Applications</i> , Macmillan Publishers India Ltd, New Delhi.			

Table 1: Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CO 1	3	3	0	0	2	0	0	0	0	0	0
CO 2	3	3	0	0	2	0	0	0	0	0	0
CO 3	3	0	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	6	0	0	10	0	0	0	0	0	0
Scaled to 0,1,2,3	3	2	0	0	2	0	0	0	0	0	0

1-5 →1, 6-10 →2, 11-15 →3

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

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

3. P.Saravanel, 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”, Udemey online Education, <https://www.udemy.com/entrepreneurship-from-idea-to-launch/>

Table1 1: Mapping of Cos with POs

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

1-5 →1, 6 – 10 →2, 11-15 →3

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

III SEMESTER 2018 REGULATION

Subject Code	Course Title	L	T	P	C
YBA301	Strategic Management	4	0	0	4
OPERATIONS -ELECTIVES					
YBAE67	Supply Chain and Logistics Management	3	0	0	3
YBAE68	Product Design	3	0	0	3
YBAE69	Quality Management	3	0	0	3
FINANCE – ELECTIVES					
YBAE70	Investment Management	3	0	0	3
YBAE71	Mergers and Acquisitions	3	0	0	3
YBAE72	Banking and Insurance Management	3	0	0	3
HUMAN RESOURCE - ELECTIVES					
YBAE73	Training and Development	3	0	0	3

YBAE74	Industrial Relations and Labour Law	3	0	0	3
YBAE75	Compensation Management	3	0	0	3
MARKETING – ELECTIVES					
YBAE76	Retail Management	3	0	0	3
YBAE77	Consumer Behaviour	3	0	0	3
YBAE78	Integrated Marketing Communication	3	0	0	3
SYSTEMS- ELECTIVES					
YBAE79	Business Analytics	3	0	0	3
YBAE80	Enterprise Resource Planning	3	0	0	3
YBAE81	E-Business	3	0	0	3
ENTREPRENEURSHIP- ELECTIVES					
YBAE82	Technology Appreciation and IPR	3	0	0	3
YBAE83	Advertisement Management for Entrepreneurs	3	0	0	3
YBAE84	Technology and Innovation Management	3	0	0	3
MICRO SMALL MEDIUM SMALL ENTERPRISE- ELECTIVES					
YBAE85	Business Plan Preparation for Small Business	3	0	0	3
YBAE86	Small Business Promotion	3	0	0	3
YBAE87	Business Regulation	3	0	0	3

COURSE CODE	YBA 301	L	T	P	C
COURSE NAME	STRATEGIC MANAGEMENT	4	0	0	4
PREREQUISITE:	Nil	L	T	P	H
C:P:A	4 : 0 : 0	4	0	0	4
LEARNING OBJECTIVES					
<ol style="list-style-type: none"> 1. To learn the steps in the process of strategic management. 2. To learn the process of analyzing internal and external environment of businesses. 3. To learn different types of strategies adopted by firms to overcome competition in the business level. 4. To learn different types of strategies adopted by firms to overcome competition in the corporate level. 5. To learn different types of strategies adopted by firms to overcome competition in the international level. 					
COURSE OUTCOMES		Domain	Level		
CO1	<i>Explain</i> the steps in the strategic management process.	Cognitive	Understanding		
CO2	<i>Analyze</i> the external and internal environment of businesses.	Cognitive	Understanding Analysing		
CO3	<i>Compare</i> various business level strategies.	Cognitive	Understanding Analysing		
CO4	<i>Compare</i> various corporate level strategies.	Cognitive	Understanding Analysing		
CO5	<i>Compare</i> various international strategies.	Cognitive	Understanding Analysing		
UNIT I – INTRODUCTION					10
Strategy, Strategic management, Strategic management process, Mission statement, Stakeholders, Corporate governance.					
UNIT II - SITUATION ANALYSIS					20
External environment: Macro environment, Industry environment, Industry analysis – Five forces model.					

Internal environment: Resources and capabilities - Value chain model, SWOT analysis.			
UNIT III - BUSINESS LEVEL STRATEGY			10
Business level strategies: Cost leadership, Differentiation, Focus.			
UNIT IV - CORPORATE LEVEL STRATEGY			10
Corporate level strategies: Concentration, Vertical integration, Diversification, Divestment, Portfolio analysis – BCG Matrix.			
UNIT V - INTERNATIONAL STRATEGY			10
International strategy: Global, Multidomestic, Transnational strategy, Modes of entering international markets.			
LECTURE	TUTORIAL	PRACTICAL	TOTAL
60	0	0	60
TEXT BOOKS			
1. Raghavan Parthasarathy, <i>Fundamentals of Strategic Management</i> , Biztantra, 2008.			
REFERENCES			
1. John A. Pearce II, Richard B Robinson, Jr & Amita Mital, <i>Strategic Management: Formulation, Implementation and Control</i> , 12 th Edition, McGraw Hill Education, 2017.			
2. Charles W.L. Hill & Gareth R. Jones, <i>Strategic Management: An Integrated approach</i> , 9 th Edition, Cengage, 2012.			

Table 1: Mapping of COs with POs

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

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE	YBAE67	L	T	P	C
COURSE NAME	SUPPLY CHAIN AND LOGISTICS MANAGEMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
LEARNING OBJECTIVES					
1. To learn the processes in supply chain management. 2. To learn the drivers of supply chain performance. 3. To learn how to design a distribution network. 4. To learn how to design a transportation network. 5. To learn the various sourcing options in a supply chain.					
COURSE OUTCOMES		Domain	Level		
CO1	<i>Explain</i> supply chain management and the process view of supply chain	Cognitive	Understanding		
CO2	<i>Explain</i> supply chain strategy and the drivers of supply chain performance	Cognitive	Understanding		
CO3	<i>Explain</i> the various distribution network designs	Cognitive	Understanding		
CO4	<i>Explain</i> the various modes of transportation and transportation network designs	Cognitive	Understanding		
CO5	<i>Explain</i> the sourcing options and coordination in supply chains	Cognitive	Understanding		
UNIT I – INTRODUCTION					7
Supply chain, Decision phases in a supply chain, Process view of supply chain, Supply chain macro processes					
UNIT II - STRATEGY AND DRIVERS					9
Supply chain strategy, Strategic fit, Drivers of supply chain performance: Facilities, Inventory, Transportation, Information, Sourcing, Pricing					
UNIT III - DISTRIBUTION NETWORK					10
Distribution, Factors influencing distribution network design, Design options for a distribution network, Online sales and distribution					
UNIT IV – TRANSPORTATION					10
Transportation, Modes of transportation and their performance characteristics, Design options for a transportation network, Trade-Offs in Transportation Design					
UNIT V - SOURCING AND COORDINATION					9
Sourcing, Inhouse or Outsource, Third- Party Suppliers, Supply chain coordination, Bullwhip effect, Continuous replenishment and Vendor-Managed Inventories					
LECTURE	TUTORIAL	PRACTICAL			TOTAL
45	0	0			45
TEXT BOOKS					
1. Sunil Chopra, Peter Meindl & Dharam Vir Kalra, <i>Supply Chain Management: Strategy, Planning and Operation</i> , 6 th Edition, Pearson, 2016.					
REFERENCES					
1. John J Koyle, C. John Langley Jr., Robert A. Novack & Brian J. Gibson, <i>Managing Supply Chains: A Logistics Approach</i> , 9 th Edition, Cengage Learning, 2014.					

Table:1 Mapping of COs with POs

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

1-5 → 1 6-10 → 2 11-15 → 3

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

COURSE CODE	YBAE68	L	T	P	C
COURSE NAME	PRODUCT DESIGN	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
LEARNING OBJECTIVES					
1. To learn the steps in the development of products.					
2. To learn the steps in the development of concepts.					
3. To learn how to generate and select concepts.					
4. To learn how to test concepts.					
5. To learn how to protect intellectual property.					
COURSE OUTCOMES		Domain	Level		
CO1	Explain the product development process.	Cognitive	Understanding		
CO2	Explain the concept development process.	Cognitive	Understanding		
CO3	Explain the methods used for concept generation and selection.	Cognitive	Understanding		
CO4	Illustrate concept testing and prototyping methods.	Cognitive	Understanding		
CO5	Illustrate various types of intellectual property.	Cognitive	Understanding		
UNIT I – INTRODUCTION					9
Product, types of products, product development process.					
UNIT II - CONCEPT DEVELOPMENT					9
Concept development process, identifying customer needs.					
UNIT III - CONCEPT GENERATION AND SELECTION					9
Concept generation method, concept screening, concept scoring.					
UNIT IV - CONCEPT TESTING AND PROTOTYPING					9
Concept testing method, types of prototypes.					
UNIT V - PATENTS AND INTELLECTUAL PROPERTY					9
Patent, trademark, trade secret, copyright, design thinking					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	0	0		45	
TEXT BOOKS					

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

REFERENCES

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

Table 1: Mapping of COs with POs

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

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE	YBAE69	L	T	P	C
COURSE NAME	QUALITY MANAGEMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3

LEARNING OBJECTIVES

1. To introduce the principles and practice of quality management to students who are going to play a major role in development and management of organizations.
2. To learn about the different alternatives for continuous improvement.
3. To familiarize with benchmarking and its benefits
4. To learn about QMS.
5. To familiarize with different statistical tools.

COURSE OUTCOMES		Domain	Level
CO1	<i>Summarize</i> the principles and practices of Quality Management	Cognitive	Understanding
CO2	<i>Explain</i> the continuous process of improvement	Cognitive	Understanding
CO3	<i>Summarize</i> benchmarking	Cognitive	Understanding
CO4	<i>Outline</i> the quality management systems	Cognitive	Understanding
CO5	<i>Explain</i> statistical process control	Cognitive	Understanding

UNIT I INTRODUCTION TO QUALITY MANAGEMENT

7

Basic Approach, Gurus of QM, Defining Quality, **Obstacles in Implementing Quality Management, benefits of QM**

UNIT II CONTINUOUS PROCESS IMPROVEMENT

14

Process of CPI, Juran Trilogy, Improvement Strategies, Types of Problems, PDSA Cycle, Problem Solving Method, Kaizen, Reengineering, Six Sigma

UNIT III BENCHMARKING

7

Define Benchmarking, Process of benchmarking, deciding what to benchmark, understanding current performance, planning of benchmarking, learning from data, using the findings, pitfalls and criticism of benchmarking			
UNIT IV QUALITY MANAGEMENT SYSTEMS			8
Benefits of ISO Registration, ISO 9000 series of Standards, IOS 9001 requirements, Implementation of QMS, Documentation, writing Documents, Internal Audits, Registration			
UNIT V STATISTICAL PROCESS CONTROL			9
Pareto Diagram, Process Flow Diagram, Cause and Effect Diagram, Check Sheets, Histogram, Statistical Fundamentals, Control Charts, Variable Control Charts, Process Performance, Measurement System Analysis (MSA) Scatter Diagram			
LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45
TEXT BOOKS			
Dale H Besterfield, Mary Besterfield, Carol Besterfield, Glen H. Besterfield, Hermant Urdhwarsire and Rashmi Urdhwarsire, (2014), “ Total Quality Management” Pearson Education, New Delhi			
REFERENCE			
1. James R.Evans, William M.Lindsay(2012) “The Management and Control of Quality” Cengage Learning			
2. Kanishka Bedi(2006) “Quality Management” Oxford Higher Education.			

Table 1: Mapping of COs with POs

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

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE	YBAE70	L	T	P	C
COURSE NAME	INVESTMENT MANAGEMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
LEARNING OBJECTIVE					
1. To introduce the various investment alternatives.					
2. To disseminate the ideas on expected return & risk of a security.					
3. To give exposure to students in analyzing the Valuation of Debentures/ Bonds					
4. To learn how to analysis the portfolio and how to select it.					
5. To learn how to evaluate the performance of portfolio.					
COURSE OUTCOMES		Domain		Level	
CO1	<i>Explain</i> the overview of Capital Markets.	Cognitive		Understanding	
CO2	<i>Define</i> and Apply valuation Models for equity.	Cognitive		Understanding Applying	

CO3	Analyse the nature of Bonds and Derivatives.	Cognitive	Analysing
CO4	<i>Explain</i> and analyse the portfolio.	Cognitive	Understanding Analysing
CO5	<i>Explain</i> the management of portfolio and analyse the performance.	Cognitive	Understanding Analysing
UNIT I-OVERVIEW OF CAPITAL MARKET			9
Market of securities, Stock Exchange and New Issue Markets - their nature, structure, functioning and limitations; Trading of securities: equity and debentures/ bonds. Regulatory Mechanism: SEBI and its guidelines; Investor Protection.			
UNIT II-RISK & RETURN			6
Concept of Risk, Measures of risk and return, calculation, trade off, systematic and unsystematic risk components. Nature of Stock Markets: EMH (Efficient Market Hypothesis) and its implications for investment decision. Valuation of Equity: Nature of equity instruments, Equity Valuation Models. Approaches to Equity Valuation: Technical Approach – overview of concept & tools used and Fundamental Approach – economy, industry and company analysis.			
UNIT III- VALUATION OF DEBENTURES/ BONDS AND DERIVATIVES			6
Valuation of Debentures/ Bonds: nature of bonds, valuation, Bond theorem, Term structure of interest rates, Duration. Valuation of Derivatives (Options and futures): concept, trading, valuation.			
UNIT IV-PORTFOLIO ANALYSIS AND SELECTION			12
Portfolio concept, Portfolio risk and return, Beta as a measure of risk, calculation of beta, Selection of Portfolio: Markowitz's Theory, Single Index Model, Capital market theorem, CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory.			
UNIT V-PORTFOLIO MANAGEMENT AND PERFORMANCE EVALUATION			12
Performance evaluation of existing portfolio, Sharpe and Treynor measures; Finding alternatives and revision of portfolio; Portfolio Management and Mutual Fund Industry			
LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45
TEXT BOOKS			
1. Chandra P, Investment Analysis and Portfolio Management, Tata Mc Graw Hill, 2010.			
REFERENCES			
1. Fischer and Jordan, Security Analysis and Portfolio Management, Prentice-Hall, 1996, 6th edition.			
2. Ranganatham , Investment Analysis and Portfolio Management Pearson Education, 2015, 1 st Ed.			
3. Pandian P, Security Analysis and Portfolio Management, Vikas Publishing, 2012, 1 st Ed.			
4. Bodie, Kane, Marcus & Mohanti ,Investment and Indian Perspective TMH, 2009, 6 th Ed			

Table 1: Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO 1	PSO 2
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 to 0,1,2,3	3	1	1	1	1	0	0	0	1	0	0
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1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE	YBAE71	L	T	P	C
COURSE NAME	MERGERS AND ACQUISITIONS	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3

LEARNING OBJECTIVE

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

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

UNIT I-BASICS OF MERGERS AND ACQUISITIONS

9

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

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

9

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

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

9

(Problems to be discussed under this topic)

Defensive actions on takeover bids. Valuation Models on Merger & Acquisition: (a) DCF Model, (b) Public Enterprises, (c) Book Value, (d) Adjusted Book value (e) Three Stage growth model

UNIT IV-RATIO ANALYSIS AND VALUATION STRATEGIES

7

Swap Ratio, Valuation Practices in India, LBO, MBO, Case Study-Tata Tetley

UNIT V-TAXATION ASPECTS IN M&A AND POST MERGER ANALYSIS

11

Treatment of goodwill, premium & Taxation aspects 72A, 2(140, Tax Benefit of Merger & Acquisition. Success and failure of Merger & Acquisition, International Cases: AOL & Time Warner.

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45

TEXT BOOKS

1. Prasanna Chandra, (2008), "Financial Management: Theory and Practice" 7th Edition, Tata

McGraw- Hill Publishing Company Limited New Delhi.

REFERENCES

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

Table 1: Mapping of COs with POs

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

1-5 → 1, 6-10 → 2, 11-15 → 3

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

COURSE CODE	YBAE72	L	T	P	C
COURSE NAME	BANKING AND INSURANCE MANAGEMENT	3	0	0	3
PREREQUISITE	Nil	L	T	P	H
C:P:A	3: 0 : 0	3	0	0	3
LEARNING OBJECTIVE					
LO1	To describe the general banking operations				
LO2	To interpret the lending and credit appraisal process				
LO3	To learn and use the advance recovery and credit appraisal system.				
LO4	To learn the concepts of risk management.				
LO5	To explain the insurance concept.				
COURSE OUTCOMES		Domain	Level		
CO1	<i>Able to describe the Indian banking system evolution, its operations and E-banking system.</i>	Cognitive	Understanding		
CO2	<i>Able to summarize</i> the concept of lending approaches and credit appraisal process.	Cognitive	Understanding		
CO3	<i>Ability to use</i> advances recovery methods& NPA management system with Government regulations.	Cognitive	Apply		
CO4	<i>Able to explain</i> the various risks, and apply methods to handle risk.	Cognitive	Understanding, Apply		
CO5	<i>Able to express</i> the principles of Insurance and various types of insurance and in addition to Government regulatory bodies	Cognitive	Understanding		
UNIT I - OVERVIEW OF BANKING					8

Indian Financial system-Commercial Banking – Classification of Banks – Functions – Banking Structure - Central Banking – Evolution –Role and Functions of RBI - Banking Operations: Acceptance of Deposits, Lending of Funds- E Banking/Online banking- Electronic Funds transfer systems, Clearing House operations- Foreign Exchange operations- Wealth Management/Private Banking operations.

UNIT II - OVERVIEW OF LENDING PRODUCTS AND CREDIT APPRAISAL PROCESS

9

Principles of Lending-Secured and Unsecured loans- Lending approach to Individuals, Industry, Trade, Agriculture, MSME- Security aspects and Documentation-Loan processing, Sanctioning and Monitoring of Trade advances, Industrial advances, *Agricultural advances*, Home Loans and Unsecured personal loans.

UNIT III - RECOVERY OF ADVANCES, NPA AND RESOLUTION

10

Recovery of Advances- Methods –Classification of assets as Standard, Non Performing Assets, Doubtful debts – Causes and Remedial Measures – Management of NPA's – DebtRecovery Tribunals – Lok Adalats-Asset Reconstruction Fund-SARFAESI ACT.

UNIT IV - RISK MANAGEMENT

6

Definition of Risk- Classification of Risks; Methods of handling risk –Risk management- Objectives-Personal risk management process.

UNIT V - BASICS OF INSURANCE

12

Principles of Insurance -Types of Insurance: Life Insurance, General Insurance, Health & Medical Insurance, Property related Insurance, Liability Insurance, Reinsurance. Insurance pricing, Underwriting. Principles governing marketing of insurance products. IRDA- Role.

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45

TEXT BOOKS

1. Management of Banking and Financial Services, Padmalatha Suresh and Justin Paul, Second edition, Pearson, 2011
2. Banking and Financial System – B.Santhanam, Margham Publications; 5th edition (2012)

REFERENCES

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

Table 1: Mapping of COs with POs

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

0,1,2,3											
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1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE	YBAE75	L	T	P	C
COURSE NAME	TRAINING AND DEVELOPMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
LEARNING OBJECTIVES					
Able to understand the importance of T & D					
Able to understand different types of trainings					
Able to know the purpose of training program					
Able to evaluate the effectiveness of training					
Able to design a training programme					
COURSE OUTCOMES		Domain	Level		
CO1	Know the importance of Training and Development.	Cognitive	Understanding		
CO2	Know different types of trainings	Cognitive	Understanding		
CO3	Understand the purpose of training program	Cognitive	Understanding		
CO4	Describe the training effectiveness and evaluation	Cognitive	Understanding		
CO5	Know to design a training program	Cognitive	Understanding		
UNIT I INTRODUCTION					8
Concept of Training-Need for Training-Importance of Training-Types of Training-Identifying Training Needs, Objectives of Training.					
UNIT II TYPES OF TRAINING					10
On-the Job Training (OJT)- Off-the Job Training- Apprenticeship Training- Classroom Training- Internship Training-E-Learning, Computer Aided Training, Simulation Training Lecture Method, Conference Leadership, The Case Method, Role Plays, Games and Simulations.					
UNIT III THE PURPOSE OF TRAINING PROGRAMME					9
Responsibility for Training- Selecting and Motivating the target Group-Preparing the Trainers-Developing Training Package-Presentation of training programme-Performance Tryout- Follow up actions after a Training Programme					
UNIT IV EVALUATING TRAINING EFFECTIVENESS					9
Need for Evaluation-concept of Training Effectiveness-Evaluation Criteria, Reactions, Learning, Behaviour, Results-Methods of Evaluation, Types of Feedback- On-line assessment, Evaluation through social media.					
UNIT V DESIGNING A TRAINING PROGRAM					9
American Society for Training and Development (ASTD)-Assess Organisational Training & Development Needs- Define Your Training Objective- Training Program Design- Adopt Training Principles- Training Program Development- Training Program Implementation- Evaluate Your Training Program					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	0	0		45	
TEXT BOOKS					
1. P.Jyothi and D N Venkatesh, (2012), “Human Resource Management”, Oxford University Press, New Delhi.					
REFERENCES					
11. Gupta C.B., (2011), “Human Resource Management”, Sultan Chand and Sons, New Delhi					
2. Gupta C.B. (2014), “ A textbook of Organisational Behaviour with Text and Cases”, S.					

Table1 1: Mapping of COs with POs

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

1-5 →1, 6 – 10 →2, 11-15 →3

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

COURSE CODE	YBAE74	L	T	P	C
COURSE NAME	INDUSTRIAL RELATIONS AND LABOUR LAW	3	0	0	3
PREREQUISITE	Nil	L	T	P	H
C:P:A	3:0:0	3	0	0	3
LEARNING OBJECTIVES					
LO1	To understand the need for developing sound industrial relations				
LO2	To know about types of industrial disputes				
LO3	To understand the collective bargaining process				
LO4	To discuss about how to manage promotions, transfers and demotion				
LO5	To learn the concept of quality circle				
COURSE OUTCOMES		Domain	Level		
CO1	<i>Define</i> the role of trade union in industrial relations	Cognitive	Remembering Understanding		
CO2	<i>Define</i> the various measures to prevent industrial disputes and <i>Illustrate</i> the settlement of Industrial disputes.	Cognitive	Remembering Understanding		
CO3	<i>Illustrate</i> Collective Bargaining in India	Cognitive	Remembering Understanding		
CO4	<i>List</i> the concept of Career Planning, need and importance for Quality of Work life and <i>Summarise</i> the Work-life Balancing initiatives of various companies in India.	Cognitive	Remembering Understanding		
CO5	<i>Relate</i> the concept of Quality Circle	Cognitive	Remembering Understanding		
UNIT I INDUSTRIAL RELATIONS & TRADE UNION					10

Meaning & Objectives, Importance, Role of Three Actors to Industrial Relations, Causes for poor IR, Developing sound IR, Trade Union - Meaning, Why do workers join unions, Types of trade unions, Problems of trade unions, Functions of trade unions, Measures to strengthen trade unions - The Trade Union Act, 1926			
UNIT II INDUSTRIAL DISPUTES			5
Definition, Causes of Industrial disputes, Types of Industrial disputes, Prevention of Industrial disputes, Settlement of Industrial disputes - Strikes, Lock-outs, Lay-off & Retrenchment, The Industrial Disputes Act, 1947 - The Industrial Employment (Standing Orders) Act, 1946.			
UNIT III COLLECTIVE BARGAINING			5
Definition, Importance, Prerequisites of collective bargaining – Union bargaining process – Types of bargaining– Collective bargaining in India.			
UNIT IV CAREER PLANNING, QUALITY OF WORK LIFE AND WORK LIFE BALANCING			13
Career Planning, Factors affecting Career Choices; Career Stages, Career anchors, Need for Career Planning, Managing Promotions, Transfers & Demotions. QWL - Concept and Definition, Elements of QWL, Importance and conceptual factors influencing QWL, QWL Index, Tips for improving the Quality of Work life. Work life Balance - Concept, Factors influencing work life balancing, Need for Work life balance, Benefits to corporate and employees, Work life balance initiatives: strategies and programmes, Work life balance practices.			
UNIT V QUALITY CIRCLES			12
Quality Circle - Concept, objectives, features, process in initiating Quality Circles, Training for Quality Circles, Structure of Quality Circle, self managed teams.			
	LECTURE	TUTORIAL	TOTAL
	45	0	45
TEXT BOOKS			
1. Human Resource Management - C.B.Gupta (S.Chand Publications).			
REFERENCES			
1. Employee Relationship Management - R.K.Saxena, Zabiulla and Aruna Rani (Kalyani Publishers).			

Table 1: Mapping of COs with POs

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

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE		YBAE75	L	T	P	C
COURSE NAME		COMPENSATION MANAGEMENT	3	0	0	3
PREREQUISITE		NIL	L	T	P	H
C:P:A		3:0:0	3	0	0	3
LEARNING OBJECTIVE <ul style="list-style-type: none">• To learn basic compensation concepts and the context of compensation practice.• To increase student knowledge and comprehension about the compensation function.• To learn the various dimensions of Compensation Management.• To familiarize the role of various bodies involved in Compensation Management.• To learn how to manage international compensation.						
COURSE OUTCOMES			Domain	Level		
CO1	<i>Explain</i> the concept of Compensation Management, its issues, components and Framework.		Cognitive	Understanding		
CO2	<i>Outline</i> the essentials of a sound wage and salary structure, methods of wage payment and Wage Policy in India		Cognitive	Understanding		
CO3	<i>Classify</i> job evaluation methods, advantage and its limitations.		Cognitive	Understanding		
CO4	<i>Summarize</i> wage incentive plan, its types and profit sharing.		Cognitive	Understanding		
CO5	<i>Explain</i> tax planning and emerging trends in compensation.		Cognitive	Understanding		
UNIT I COMPENSATION MANAGEMENT					5	
Compensation Management - Issues in Compensation Management - Components of Compensation - Framework of Compensation - Factors affecting Compensation.						
UNIT II WAGE AND SALARY ADMINISTRATION					14	
Wage Concepts - Introduction to Wage and Salary Administration - Objectives of Wage and Salary - Principles - Essentials of a sound wage and salary structure - Methods of wage payment - The process of wage determination - Wage Policy in India - Supplementary Compensation - Executive Compensation.						
UNIT III JOB EVALUATION					6	
Concept of Job Evaluation - Objectives of job Evaluation - Process of Job Evaluation - Advantages of Job Evaluation - Limitations of Job Evaluation - Essentials of successful Job Evaluation - Methods of Job Evaluation.						
UNIT IV INCENTIVE COMPENSATION					12	
Meaning of Wage Incentives - Essentials of Sound Incentive Plan - Wage Incentives in India - Types of Wage Incentive Plans - Concept of Profit Sharing - Labour Co-Partnership - Fringe Benefits - Employee Stock Option Plans - Moonlighting.						
UNIT V EMERGING ISSUES AND TRENDS IN COMPENSATION					8	
Tax planning – Comparative International compensation – Overview of Future Trends in Compensation Management						
		LECTURE	TUTORIAL	TOTAL		
		45	0	45		
TEXT						
1. Luthans F (1998) OB, Boston, Massachusetts: Mcgraw – hill, International students edition.						
REFERENCES						
1. G.L Kothari, Wages, Dearness Allowance and Bonus, N.H. Tripal (Pvt) Ltd.						
2. Human Resource Management by VSP Rao.						
3. Human Resource Management by Dessler.						

4. Human Resource Management by K. Aswathappa

Table1: Mapping of COs with POs

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

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE	YBAE 76	L	T	P	C
COURSE NAME	RETAIL MANAGEMENT	3	0	0	3
PREREQUISITE	Nil	L	T	P	C
C:P:A	3: 0 : 0	3	0	0	3
Learning Objective					
LO 1	To impart knowledge about the retail trends in India & Global level.				
LO 2	To provide application skills towards retail format				
LO 3	To analyze retailing decisions.				
LO 4	To manage the retail business process				
LO5	To infer about retail shoppers behavior.				
COURSE OUTCOMES		Domain		Level	
CO1	Ability to discuss the challenges and opportunities of retailing and explain the trends in global and Indian retailing	Cognitive		Understanding	
CO2	Ability to apply the knowledge of organized and unorganized formats, Emerging trends in retail formats and MNC's role in organized retail formats.	Cognitive		Apply	
CO3	Ability to analyze the Choice of retail locations, Positioning of retail shops, Building retail store Image , Merchandizing and category management	Cognitive		Analyse	
CO4	Ability to engage in self-study to formulate, design, implement, analyze and demonstrate an Retail advertising and promotions, Online retail Emerging trends	Cognitive		Analyse	
CO5	Evaluate real and complex Understanding of Retail shopper behaviour and Shopper Profile Analysis	Cognitive		Evaluate	
UNIT I-INTRODUCTION					10

An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retails.			
UNIT II-RETAIL FORMATS			8
Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC's role in organized retail formats.			
UNIT III- RETAILING DECISIONS			10
Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions. Merchandising and category management – buying.			
UNIT IV-RETAIL SHOP MANAGEMENT			9
Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail Management Information Systems - Online retail – Emerging trends .			
UNIT V-RETAIL SHOPPER BEHAVIOUR			8
Understanding of Retail shopper behaviour – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behaviour – Complaints Management - Retail sales force Management – Challenges in Retailing in India.			
LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45

TEXT BOOKS
Ramkrishnan and Y.R.Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008
REFERENCES
1. Michael Havy ,Baston, Aweitz and Ajay Pandit, Retail Management, Tata Mcgraw Hill, Sixth Edition, 2007
2. J K Nayak, Prakash C.Dash, Retail Management, Cengage, 2017
3. Dr.Harjit Singh, Retail Management A Global Perspective, S.Chand Publishing, 3rd Edition,2014
4. Patrick M. Dunne and Robert F Lusch, Retailing, Cengage, 8th edition, 2013.
5. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 3rd Edition 2016.
6. Swapna Pradhan, Retail Management -Text and Cases, Tata McGraw Hill, 4th Edition, 2012.

Table 1: Mapping of COs with POs

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

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE	YBAE77	L	T	P	C
COURSE NAME	CONSUMER BEHAVIOUR	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
LEARNING OBJECTIVE					
<ul style="list-style-type: none">To introduce students to consumers, consumer behaviour in the market place and their impact on marketing strategy.To learn the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process.To familiarize with research in consumer behavior with special focus on social psychology to help appreciate some of key psychological processes that potentially influence consumer behavior.To gain a strong foundation for critical thinking in the area of consumer behavior.To learn the various aspects of consumer behavior and its applications in marketing.					
COURSE OUTCOMES		Domain		Level	
CO1	Explain the concept of consumer behavior.	Cognitive		Understanding	
CO2	Identifythe internal influencing factor.	Cognitive		Analyzing	
CO3	Identifythe external influencing factor.	Cognitive		Analyzing	
CO4	Analyze the purchase decision process.	Cognitive		Understanding	
CO5	Explain the concept of consumerism.	Cognitive		Understanding	
UNIT I					7
Introduction Concept of Consumer Behavior - Need, Importance - Inter disciplinary approach - Buying roles and Motives - Characteristics of Indian Consumer - challenges in predicting consumer behavior.					
UNIT II					11
Internal Influences Foundation of Individual Behavior - Psychological factors: Motivation and Personality Perception, Consumer learning, Attitudes.					
UNIT III					8
External Influences Culture and Consumer Behavior - Role of Family – References group: Role of Celebrities –Word of Mouth- Opinion leadership.					
UNIT IV					11
Purchase Decision Process Consumer Decision Making - Models of consumer behavior - Consumer involvement Purchase and Post Purchase Processes - Organizational Consumer Behaviour.					
UNIT V					8
Consumerism - Diffusion of Innovation - Managing Dissonance - Online purchase decision process - Emerging Issues –Ethical issues.					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	0	0		45	
TEXT BOOKS					
1. Leon Schiffman and Leslie Kanuk, Consumer Behaviuor, Prentice Hall, New Delhi.					
REFERENCES					
1. Del, Roger, Kenneth and Amit, Consumer Behaviour, Tata McGraw Hill, New Delhi.					
2. Ramesh Kumar, Consumer Behaviuor, Pearson, New Delhi.					
3. Satish K Batara and Kazmi, Consumer Behaviour, Excel Books, New Delhi.					
4. Ramanuj Majumdar, Consumer Behaviour, Prentice Hall, New Delhi.					
5. Della and Bitta, Consumer Behaviour: Concepts & Applications, Tata McGraw Hill.					
6. Wayne Hoyer and Deborah Macinnis, Consumer Behavior, Houghton Mifflin Company, Newyork.					
7. Henry Assael, Consumer behaviour strategic approach Biztantra, New Delhi.					

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

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE	YBAE78	L	T	P	C
COURSE NAME	INTEGRATED MARKETING COMMUNICATION	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
Learning Objectives Able to know the principle of advertisement Able to visualize the media plan and advertisement Able to distinguish different types of sales promotion Able to relate the PRO functions Able to know the types of publicity					
COURSE OUTCOMES		Domain	Level		
CO1	<i>Principle</i> of Advertisement	Cognitive	Understanding		
CO2	<i>Media</i> Plan and advertisement.	Cognitive	Understanding		
CO3	<i>Types</i> of Sales Promotion.	Cognitive	Analysing		
CO4	<i>Public</i> Relation and its function	Cognitive	Understanding		
CO5	<i>Types</i> of Publicity.	Cognitive	Understanding		
UNIT I INTRODUCTION					9
Concept–definition-scope-Objectives-functions-principles of advertisement – Social, Economic and Legal Implications of advertisements – setting advertisement objectives – Advertisement Agencies – Selection and remuneration – Advertisement campaigns – case studies.					
UNIT II ADVERTISEMENT MEDIA					9
Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - related to sales – Media strategy and scheduling, design and execution of advertisements -Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio. T.V. and Web advertisements – Media Research – Testing validity and Reliability of ads – Measuring impact of advertisements –case studies					
UNIT III SALES PROMOTION					9

Scope and role of sales promotion – Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented. Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Out sourcing sales promotion, national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions- case studies.

UNIT IV PUBLIC RELATIONS	9
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Introduction – Meaning – Objectives –Scope-Functions-integrating PR in to Promotional Mix- Marketing Public Relation function- Process of Public Relations-advantages and disadvantages of PR-Measuring the Effectiveness of PR- PR tools and techniques. PR and Media Relations, - PR consultancy: Pros and Cons. - Discussion on opinion survey of PR in Public and Private Enterprises. PR- Research, Evaluation, Counseling-Marketing Public Relations (MPR)-Structure of Public Relations Department, Budgeting of PR, PR Agencies

UNIT V PUBLICITY	9
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Introduction – Meaning – Objectives - Tools – Goals of Publicity – Scope of Publicity – Importance of Publicity – Difference between Marketing, PR and Publicity - Social publicity – Web Publicity and Social media – Publicity Campaigns

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45

TEXT BOOKS

1. George E Belch and Michel A Belch, Advertising & Promotion, Tata McGraw Hill, 7th edition, 2010.

REFERENCES

1. Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education 7th Edition, 2007.
2. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi, 2003.

Table1 1: Mapping of COs with POs

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

1-5 →1, 6 – 10 →2, 11-15 →3

COURSE CODE		YBAE79	L	T	P	C
COURSE NAME		BUSINESS ANALYTICS	3	0	0	3
PREREQUISITE:		Nil	L	T	P	H
C:P:A		3 : 0 : 0	3	0	0	3
LEARNING OBJECTIVE						
To learn different types of data analysis, and how to make optimal decisions by analyzing data using business analytics techniques.						
COURSE OUTCOMES			Domain	Level		
CO1	Explain business analytics and its types.		Cognitive	Understanding		
CO2	Organize data and solve descriptive analytics problems		Cognitive	Applying		
CO3	Solve regression, decision tree, forecasting and clustering problems		Cognitive	Applying		
CO4	Solve prescriptive analytics problems using linear programming		Cognitive	Applying		
CO5	Illustrate various applications of business analytics		Cognitive	Understanding		
UNIT I – INTRODUCTION						5
Introduction to Business Analytics, Types of Business Analytics						
UNIT II - DESCRIPTIVE ANALYTICS						8
Classification of Data, Measures of Central Tendency, Measures of Variation, Data Visualization						
UNIT III - PREDICTIVE ANALYTICS						12
Regression, Decision tree, Forecasting, Clustering						
UNIT IV - PRESCRIPTIVE ANALYTICS						10
Prescriptive Analytics Problems, Linear Programming, Sensitivity Analysis						
UNIT V- APPLICATIONS						10
Big Data Analytics, Web and Social Media Analytics						
LECTURE		TUTORIAL	PRACTICAL		TOTAL	
45		0	0		45	
TEXT BOOKS						
1. Dinesh Kumar, Business Analytics: The Science of Data-Driven Decision Making, 1 st Edition, Wiley, 2017.						
REFERENCES						
1. James Evans, Business Analytics, 2 nd Edition, Pearson, 2017.						

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	2	0	0	0	0	0	0	0	0	3
CO 3	3	2	0	0	0	0	0	0	0	0	3
CO 4	3	2	0	0	0	0	0	0	0	0	3
CO 5	3	0	0	0	0	0	0	0	0	0	0
Total	15	6	0	0	0	0	0	0	0	0	9
Scaled to 0,1,2,3	3	2	0	0	0	0	0	0	0	0	2

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE		YBAE80	L	T	P	C
COURSE NAME		ENTERPRISE RESOURCE PLANNING	3	0	0	3
PREREQUISITE:		Nil	L	T	P	H
C:P:A		3 : 0 : 0	3	0	0	3
LEARNING OBJECTIVES						
Able to describe the evolution, risk and benefits of ERP						
Able to explain the business modules in ERP						
Able to relate the ERP function in Industrial Sector						
Able to illustrate the process of ERP implementation						
Able to analyze the ERP related case studies						
COURSE OUTCOMES			Domain		Level	
CO1	Describe the Evolution, Risk and Benefits of ERP.		Cognitive		Remembering	
CO2	Know the Business Modules of ERP.		Cognitive		Remembering	
CO3	Know the relationship of ERP and Technologies		Cognitive		Remembering	
CO4	Know and Analyze the process of ERP Implementation		Cognitive		Understanding	
CO5	Analyze ERP Case Studies.		Cognitive		Analysing	
UNIT I INTRODUCTION TO ERP					8	
Overview of enterprise systems- Evolution- Risks and benefits- Fundamentals technology- Issues to be consider in planning design and implementation of cross functional integrated ERP systems- Case studies.						
UNIT II ERP BUSINESS MODULES					15	
Overview of ERP software solutions- Small medium and large enterprise vendor solutions, BPR, Business Engineering and best Business Practices – Business process Management. Overview of ERP modules- sales and Marketing, Accounting and Finance, Materials and Production management etc.- Case studies. ERP Implementation- Planning Evaluation and Selection of ERP Systems- Implementation life cycle- ERP implementation.						
UNIT III ERP AND RELATED TECHNOLOGIES					5	
Business Process Reengineering-Management of Information System-Decision Support System-Executive Information System-Data warehousing- supply chain management						
UNIT IV ERP IMPLEMENTATION					8	
Pre-evaluation screening-Package Evaluation-Project Planning Phase- Gap Analysis-Reengineering-Configuration-Implementation Team Training-Test-Going Live-End User Training-Post Implementation						
UNIT V ERP RELATED CASE STUDIES					9	
SAP R/3at Kapp Germany-Peoplesoft at Alcone Marketing Group-SAP R/3 at Mercedes Benz-Oracle at Cisco Systems-MFG/PRO at Black & Decker-Bann at Shrin Corpoaration						
LECTURE		TUTORIAL		PRACTICAL		TOTAL
45		0		0		45
TEXT BOOKS						
1.Alexis Leon, Enterprise Resource Planning, second edition, Tata McGraw –Hill , 2008.						
REFERENCES						
1. Jagan Nathan Vaman, ERP in practice, Tata McGraw –Hill , 2008						
2. Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2006.						
3.Vinod Kumar Grag and N.K. Venkitakrishnan, ERP- Concepts and Practice, Prentice Hall of India 2006.						

Table 1: Mapping of COs with POs

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

1-5 →1, 6 – 10 →2, 11-15 →3

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

COURSE CODE	YBAE81	L	T	P	C
COURSE NAME	E-BUSINESS	3	0	0	3
PREREQUISITE:	Nil	L	T	P	C
C:P:A	3: 0 : 0	3	0	0	3
LEARNING OBJECTIVE					
LO1	To learn the E-business models.				
LO2	To give an insight into Intra Business applications				
LO3	To use internet for marketing				
LO4	To apply electronic payment system and security mechanism into business.				
LO5	To infer the emerging trends in e-business.				
COURSE OUTCOMES		Domain	Level		
CO1	Able to summarise the E-Business concepts, forms of e-business with the models in practise.	Cognitive	Understanding		
CO2	Able to apply the E-business knowledge in intra business operations.	Cognitive	Apply		
CO3	Able to apply knowledge to E-Marketing	Cognitive	Apply		
CO4	Able to use electronic payment system and security options in business	Cognitive	Apply		
CO5	Able to outline E-business trends with reference to the Government norms.	Cognitive	Analyse		
UNIT I - INTRODUCTION					10
Definitions of Electronic Business, Categories of E-business (b2b, b2c, b2a etc).Introduction to Whiteley's Model (Electronic Markets, EDI, Internet Commerce).Emerging cyber economy – Opportunities and challenges offered by internet – generic business models on the net-types and technology and economic changes.					
UNIT II -INTRA BUSINESS APPLICATIONS					8
Online sales force automation, online customer service & support, virtual organization, logistics management, distribution & payment channel, corporate digital library network centric computing, EDI implementation & standards, software, network carrier & mode of information transmission, business applications.					

UNIT III - MARKETING THROUGH THE INTERNET				10
Advertising & Marketing on the internet – Analysis of markets – Building of electronic market place of buyers & sellers, E-intermediaries, mercantile models – consumers & merchants perspective. E-Commerce & retailing – Case studies of products and services marketed on the internet.				
UNIT IV-ELECTRONIC PAYMENT SYSTEMS				9
Electronic payment systems & electronic cash E-Commerce & banking. Internet monetary payment & security requirements – confidentiality of payment information, payment information integrity, account holder & merchant authentication payment & purchase order process, account holder registration, merchant registration, account holder ordering, payment authorization, online e-cash anonymity, double spending, interoperability, electronic payment schemes – digital cash, credit cards, internet cheque, debit card, smart cards, financial EDI, E-wallets, micro transactions, payment clearing service providers.				
UNIT V-EMERGING TRENDS				8
Cyber communities – new communication paradigm, building infrastructure, gaining access, multi-sensory communications, mass markets / verticals / affinity groups, e governance. Legal & regulatory issues, global learning infrastructure, computer based education & training, digital copyrights.				
LECTURE	TUTORIAL	PRACTICAL		TOTAL
45	0	0		45
TEXT BOOKS				
1. E-commerce, By Dr. M. MAMOUDI Maymand, Deep and Deep publications PVT Ltd., 2. E-commerce, India Edition, Gary P. Schneider – Cengage Learning.				
REFERENCES				
1. Information Systems today Leonard Jessup / Joseph VALLACICH. PHI learning PVT Ltd., 2. E-business in the 21st century – Realities and outlook by Junu XV and Mohamed Quaddus, Cambridge University Press India Ltd., ISBN : 978-981- 283-674-8 3. Essentials of E-commerce Technology By V. Rajaraman – PHI learning PVT Ltd., 4. Introduction to Information Systems by Alexis Leon and Mathens Leon Tata Mcgraw hill Co., 5. E-Commerce and Web Marketing by Hanson and Kalyanam, India Edition Cengage learning. 6. Internet Marketing, By Mary Lou Roberts, India Edition, Cengage learning.				

Table 1: Mapping of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CO 1	2	3	2	1	0	0	0	2	2	0	0
CO 2	2	3	1	2	0	0	0	2	2	0	0
CO 3	2	3	1	3	0	0	0	2	2	0	0
CO 4	2	3	2	1	0	0	0	2	2	0	0
CO 5	2	3	2	0	0	0	2	2	2	0	0
Total	10	15	8	7	0	0	2	10	10	0	0
Scaled to 0,1,2,3	2	3	2	2	0	0	1	2	2	0	0

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE	YBAE82	L	T	P	C
COURSE NAME	TECHNOLOGY APPRECIATION AND IPR	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
LEARNING OBJECTIVES					
1. To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.					
2. To disseminate knowledge on patents, patent regime in India and abroad and registration aspects					
3. To disseminate knowledge on copyrights and its related rights and registration aspects.					
4. To disseminate knowledge on trademarks and registration aspects.					
5. To disseminate knowledge on Design, Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects					
COURSE OUTCOMES		Domain		Level	
CO1	Summarize the different kinds of IPR	Cognitive		Understanding	
CO2	Explain Patents and its elements	Cognitive		Understanding	
CO3	Outline nature of copyrights summarize the registration procedure	Cognitive		Understanding	
CO4	Explainconcept of trademarks and its different kinds	Cognitive		Understanding	
CO5	Summarize the other forms of IPs	Cognitive		Understanding	
UNIT I OVERVIEW OF INTELLECTUAL PROPERTY					10
Introduction and the need for intellectual property right (IPR) - Kinds of Intellectual Property Rights: Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design – Genetic Resources and Traditional Knowledge– Trade Secret - IPR in India : Genesis and development – IPR in abroad – MajorInternational Instruments concerning Intellectual Property Rights: Paris Convention, 1883, the Berne Convention, 1886, the Universal Copyright Convention, 1952, the WIPO Convention, 1967,the Patent Co-operation Treaty, 1970, the TRIPS Agreement, 1994					
UNIT II PATENTS					8
Patents - Elements of Patentability: Novelty , Non Obviousness (Inventive Steps), Industrial Application - Non - Patentable Subject Matter - Registration Procedure, Rights and Duties of Patentee, Assignment and licence , Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties - Patent office and Appellate Board					
UNIT III COPYRIGHTS					9
Nature of Copyright - Subject matter of copyright: original literary, dramatic, musical, artistic works; cinematograph films and sound recordings - Registration Procedure, Term of protection, Ownership of copyright, Assignment and licence of copyright - Infringement, Remedies & Penalties – Related Rights - Distinction between related rights and copyrights					
UNIT IV TRADEMARKS					8
Concept of Trademarks - Different kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks) - Non Registrable Trademarks - Registration of Trademarks - Rights of holder and assignment and licensing of marks - Infringement, Remedies & Penalties - Trademarks registry and appellate board					
UNIT V OTHER FORMS OF IP					10
Design: meaning and concept of novel and original – Procedure for registration, effect of registration and term of protection. Geographical indication(GI): meaning, and difference between GI and trademarks – Procedure for registration, effect of registration and term of protection . Plant variety protection: meaning and benefit sharing and farmers’ rights – Procedure for registration, effect of registration and term of protection. Layout Design protection: meaning – Procedure for registration, effect of registration and term of protection					
LECTURE		TUTORIAL		PRACTICAL	
45		0		0	
				TOTAL	
				45	

TEXT BOOKS
1. Neeraj Pandey and Khusdeep Dharni; Intellectual Property Rights; PHI learning Pvt.Ltd., India 2014
REFERENCE
1. V K Ahuja; Law relating to Intellectual Property Rights; Lexis Nexis, 2017
2. CGPDTM: Manual of Patent Office Practice and Procedure
3. CGPDTM: Manual of Designs Practice and Procedure
4. CGPDTM: Manual of Trademarks Practice and Procedure
5. Copyright Office: A Handbook of Copyright law

Table 1: Mapping of COs with POs

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

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE	YBAE83	L	T	P	C
COURSE NAME	Advertisement Management for Entrepreneurs	3	0	0	3
PREREQUISITE	Nil	L	T	P	C
C:P:A	3: 0 : 0	3	0	0	3
LEARNING OBJECTIVE					
LO 1	To explain advertising management.				
LO 2	To know advertising agency and advertising budget.				
LO 3	To discuss about understanding persuasive messages				
LO 4	To understand the media trends and role of media planner				
LO5	To know the rural mind and buying process				
COURSE OUTCOMES		Domain		Level	
CO1	Ability to choose and advertising agency	Cognitive		Understanding	
CO2	Ability to set advertising objectives	Cognitive		Understanding	
CO3	Ability to explain the factors influencing attitude of buyers	Cognitive		Understanding	
CO4	Ability to frame an advertising budget	Cognitive		Apply	
CO5	Ability to infer an innovative use of media in rural	Cognitive		Apply	

	areas		
UNIT I-OVERVIEW OF ADVERTISING MANAGEMENT			10
Introduction, Meaning and Framework of Advertising; Defining Advertising; Advertising to Persuade the Buyer; Importance of Advertising in Marketing; Role of Advertising in Marketing Mix and Positioning; Advertisers and Advertising Agencies; Choosing an Advertising Agency The exciting world of Indian Advertising: Introduction, Emerging Areas of Growth, Shifting patterns of consumption; Factors that Affect Marketing and Advertising			
UNIT II-STRUCTURE OF AN ADVERTISING AGENCY			9
Introduction, Overview of an Advertising Agency; Departments of an Advertising Agency, Creative department, Media department, Client servicing department, Marketing research department; Ancillary Services; Interfacing with Client's Organisation; Integration of Services Setting Advertising objectives: Introduction, Marketing Objectives; Advertising Objectives, Sales-oriented/ Behavioural objectives, Communication-oriented objectives.			
UNIT III- UNDERSTANDING PERSUASIVE MESSAGES			9
Introduction, Communication Response Hierarchy, Securing Attention; Interpretation and Processing of Information; Persuasion; Attitude Change, Factors that influence or change attitudes; Theories of Advertising Advertising Copy and Design strategy - Introduction, Advertising Copy, Types of advertising copy; Creativity in Advertising; Copy Testing Methods; Visual Strategies, Art department specialists, Developing a layout, Power of synergy			
UNIT IV- MEDIA PLANNING & ADVERTISING BUDGETS			9
Introduction, Media Objectives; Media Options; Measuring Media Audiences; Determining Media Weight; Media Schedule Decisions; Space and Time Buying; Cost Considerations; The Role of a Media Planner and a Media Buyer; Media Trends Advertising Budgets - Introduction, Factors Influencing Budget Setting, Typical Spending Patterns, Common Budgeting Approaches, Budgeting Methods, Decision Support System (DSS), Structure of DSS, Allocating the Marketing Communication Budget.			
UNIT V- RURAL ADVERTISING & ETHICS IN ADVERTISING			8
Fundamental Nature of Rural Market, Understanding the rural mind and buying process, Advertising and Marketing in Rural Areas, Innovative Use of Media in Rural Areas, The Size of Rural Market, Promising Growth Ethics in Advertising - Introduction, Perceived Role of Advertising; The Advertising Standards Council of India (ASCI); Forms of Ethical Violations; Misleading advertising; Advertising to children, Product endorsements, Stereotyping, Cultural, religious and racial sensitivity in advertising, Obscenity in advertising			
LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45
TEXT BOOKS			
Rajeev Batra, John G. Myers, David.A.Aaker, Advertising Management 5th Edition, Pearson			
REFERENCES			
1. Jaishri Jethwaney, Shruthi Jain, Advertising Management, 2 nd Edition, Oxford University Press 2. Kavitha Sharma, Advertising Planning and Decision Making, Taxmann Publications 3. Sandra Moriarty, Nancy D Mitchell William D Wells, Advertising & IMC Tenth Edition, Pearson			

Table 1: Mapping of COs with POs

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

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE	YBAE84	L	T	P	C
COURSE NAME	TECHNOLOGY AND INNOVATION MANAGEMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
LEARNING OBJECTIVE: Able to understand the concept and meaning of TIM Able to know the issues and changes of TIM Able to understand the methods of implementation of TIM Able to know the social and human aspects issues in TIM Able to know the methods of sustaining the technology in TIM					
COURSE OUTCOMES		Domain		Level	
CO1	States the concept and meaning of Technology and Innovation Management	Cognitive		Remember	
CO2	List the issues and changes of Technology management	Cognitive		Remember	
CO3	Outline the implementation of Technology and Innovation	Cognitive		Remember	
CO4	Distinguish the Human Aspects and Social Issues in TIM	Cognitive		Understanding	
CO5	List the sustainability of technology	Cognitive		Remember	
UNIT I CONCEPTUAL FOUNDATION OF TECHNOLOGY AND INNOVATION MANAGEMENT					12
Concept and Meaning of Technology – Elements of Technology- Product and Services-Brief History of Technology Development-Characteristic of Technology- Evolution and Growth of Technology-Impact of Technology on Society and Business- Technology Typology-Role of Technology in Formulating and Implementing Strategy of a Business-Management of Technology					
UNIT II INNOVATION MANAGEMENT					9
Theories of Technological Change- Difference between Innovation and Creativity-Innovation and Creativity in Business Context-Goals of Innovation-Innovation Dimensions-Types of Innovation-Process of Innovation-Innovation Life Cycle					
UNIT III TECHNOLOGY AND INNOVATION IMPLEMENTATION					8

Business Goals-Technology and Innovation Project Implementation-TIM Implementation Process-TIM Implementation Responsibility and Accountability- Role of Chief Technology Officer-CTO Challenges and Suggested Best Practices			
UNIT IV HUMAN ASPECTS AND SOCIAL ISSUES			8
Technology and Humanity-Importance of values in Technology and Design-Socio Technical Systems and Modeling-Technology Impact on Future of Employment-Technology Risk Management- Technology and Ethical Concerns			
UNIT V TECHNOLOGY AND SUSTAINABILITY			8
Perspective of Technology and Sustainability-Government Policy-Various Government Actions for Green Technology-Role of IT in Green Enterprise-Diffusion of Green Technology and IP Rights			
LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45
TEXT BOOKS			
Sanjiva Skanker Dubey (2017), “ Technology and Innovation Management, PHI Learning, New Delhi			

REFERENCES
Scott Shane (2008), “ Handbook of Technology and Innovation Management” Wiley Publication, USA (e-book)

Table1 1: Mapping of COs with POs

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

1-5 →1, 6 – 10 →2, 11-15 →3

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

COURSE CODE	YBAE85	L	T	P	C
COURSE NAME	BUSINESS PLAN PREPARATION FOR SMALL BUSINESS	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
LEARNING OBJECTIVES					
<ol style="list-style-type: none"> 1. To familiarize the students with small business. 2. To learn about the purpose of a business plan. 3. To disseminate knowledge about different sources available for preparing a business plan. 4. To disseminate knowledge about different forms of ownership possible for a small business. 5. To familiarize the students with the key elements of a business plan. 					

COURSE OUTCOMES		Domain	Level
CO1	<i>Outline</i> the basics of small business	Cognitive	Understanding
CO2	<i>Explain</i> need of a business plan	Cognitive	Understanding
CO3	<i>Summarize</i> the different sources of business plan process	Cognitive	Understanding
CO4	<i>Explain</i> different kinds of suitable ownerships for small business.	Cognitive	Understanding
CO5	<i>Outline</i> the business plan components	Cognitive	Understanding
UNIT I BASICS OF SMALL BUSINESS ENTERPRISE			11
Small Business – Definition – Features – Role of Small Business in Economic Development – Reasons for Establishing Small Business – Quality of Small Businessmen – Advantages and Disadvantages of Small Business – Reasons for Failures of Small Business – Characteristics of Successful Small Businessmen – Different Stages of Small business – Steps in Setting up a Small Business – Crisis Management in Business – Relationships between Small and Large Units – Small Sector in India			
UNIT II INTRODUCTION TO BUSINESS PLAN			8
Business Plan –Meaning – The why of business plan –Basic parameters – Timing of decision undertaken project parameters – the common considerations – Factors of successful business capital management – financial control – anticipating change and adaptability			
UNIT III BUSINESS PLAN PROCESS			8
Business plan process – sources of information – Internet, government sources and statistics – offline research resources – library – SBDC'S – Trade and industries associations – sources of market research – evaluating data-benefits of market study – coverage of market study – information sources.			
UNIT IV FORMS OF OWNERSHIP FOR SMALL BUSINESS			7
Sole Proprietorship, Partnership, Corporations and other forms of ownership. Criteria for choosing the suitable ownership for small business.			
UNIT V COMPONENTS OF BUSINESS PLAN			11
Business plan components – The Executive summary – company description – Industry analysis and trends – Target market – Competition – strategic position and risk assessment – Marketing plan and sales strategy – operations – Technology plan – management and organization.			
LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45
TEXT BOOKS			
2. Rhonda Abrams “The Successful business plan secret and strategies “prentices. 3. Rhonda Abrams “The business plan in a day “ Prentice. 4. Barrow C. The Essence of Small Business, Prentice Hall of India, New Delhi, 1997. 5. Bedapatai Mohanty, Economics of Small Scale Industries, Ashish, New Delhi, 1986 6. Charantimath P.M., Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi, 2006.			
Table 1: Mapping of Cos with POs			

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

CO 3	3	1	2	3	0	0	3	0	0	0	0
CO 4	3	0	0	3	0	3	3	0	0	0	0
CO 5	3	1	2	3	0	2	3	0	0	0	0
Total	15	2	7	15	0	5	15	0	0	0	0
Scaled Value	3	1	2	3	0	1	3	0	0	0	0

1-5 →1, 6 – 10 →2, 11-15 →3

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

COURSE CODE	YBAE86	L	T	P	C
COURSE NAME	SMALL BUSINESS PROMOTION	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
LEARNING OBJECTIVE					
LO1 To learn the importance of small business organization					
LO2 To expose methods of market survey to identify opportunities for small business					
LO3 To detail the process of identifying a feasible location for small business					
LO4 To introduce the concepts of intellectual property and the entrepreneurship patents					
LO5 To trace the scope for small business entrepreneurship in international business					
COURSE OUTCOMES		Domain		Level	
CO1	<i>Explain</i> the importance of small business organization.	Cognitive		Understanding	
CO2	<i>Outline</i> the market survey and opportunity for small business.	Cognitive		Understanding	
CO3	<i>Identify</i> a feasible location.	Cognitive		Applying	
CO4	<i>Explain</i> the intellectual property and the entrepreneurship patents.	Cognitive		Understanding	
CO5	<i>Relate</i> the small entrepreneurship in international business.	Cognitive		Understanding	
UNIT I INTRODUCTION					7
Definition – Importance – Opportunities for an Entrepreneurial Career – Forms of Small Business Organizations – SSI Registration benefits – Subsidies and Incentives – Export possibilities.					
UNIT II STRATEGIES FOR SMALL BUSINESS					11
Market survey and Opportunity – Business planning – start up strategies for Small Business. Preparation of the parts of the Business plan: Choosing a product or service – Criteria – Evaluating an existing business – Buyout Vs. New venture Decisions – Understanding the legalities of Buyouts- Government Regulation and necessary paper work for Business start – ups.					
UNIT III IDENTIFICATION OF LOCATION					9
Identification of a feasible location – Importance of location for small business – marketing research for site selection – Locating a manufacturing plant – Site criteria used by the high – Technology companies – the influence role off industrial parks.					
UNIT IVSUPPORT SYSTEMS					9

Intellectual property and the Entrepreneur – patents – patent process – Copyrights – Trademarks. Support systems – District Industry centers, SFC's, SISI, NABARD, National Small Industries corporation and other relevant institutions / organizations at the state level.

UNIT VGLOBAI SETUP

9

Small Enterprise in International Business – Export potentials of small units – Major constraints

– Strategies for growth in small business – Managing growth and Transition.

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45

TEXT BOOKS

Colin Barrow, "The Essence of Small Business", Prentice Hall. 1993

REFERENCES

Khanka S.S. (2001): Entrepreneurial Development, S.Chand & Co., New Delhi, 2001.
 Narasaiah M.L., Small Scale Entrepreneurship, Discovery Publishing House, New Delhi, 2001.
 Parekh. H.T., Management of Industry India, Vora & Co., Bombay, 1971.
 Bedapatai Mohanty, Economics of Small Scale Industries, Ashish, New Delhi, 1986
 Joseph R.Manauso, "How to start, finance and manage your small business ", Prentice Hall.
 C.B.Gupta&N.P.Srinivasan, "Entrepreneurship Development" Sultan Chand & Sons, 1992.
 David H.Holt. "Entrepreneurship – New Venture Creation", Prentice Hall, 1992.
 K.C.Nanda, "Credit and Banking". Response Books, 1999. 6. S.S.Khanka, "Entrepreneurial Development", Sultan chand& Sons, 1999.
 Nicholas Siropolis, "Entrepreneurship and Small Business Management", Houghton Mifflin Co., 1998.
 Justin G.Longecker et al, "Small Business Management", South Western College Publication, 1999.

Table1 1: Mapping of COs with Pos

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

1-5 →1, 6 – 10 →2, 11-15 →3

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

COURSE CODE	YBAE87	L	T	P	C
COURSE NAME	BUSINESS REGULATION	3	0	0	3
PREREQUISITE	Nil	L	T	P	C
C:P:A	3: 0 : 0	3	0	0	3
LEARNING OBJECTIVE					
LO 1	To explain Indian legal procedures for business.				
LO 2	To know about SEBI regulations for capital market entry.				
LO 3	To discuss about environment and consumer protection act.				

LO 4	To apply CSR and ethics in business.		
LO5	To use the competitive regulation structure.		
COURSE OUTCOMES		Domain	Level
CO1	Ability to explain the legal framework and MSME act	Cognitive	Understanding
CO2	Ability to infer the capital market entry and SEBI act	Cognitive	Understanding
CO3	Ability to explain the acts related to environment and consumer protection	Cognitive	Understanding
CO4	Ability to use knowledge about corporate social responsibilities towards society in ethical manner.	Cognitive	Apply
CO5	Ability to apply the competitive regulations in terms of IPR and IT usage.	Cognitive	Apply
UNIT I-INTRODUCTION			10
The Legal framework – Industrial policy of government of India and Policy Relating to Foreign Private Investment in India – Small Scale Industries – MSMED Act 2008 – Role of Public Sector Industries –Disinvestments of PSUs – The Securities contract (Regulations) Act 1956, Sec. 13 to 22A.			
UNIT II-CAPITAL MARKET ENTITIES			9
The Securities and Exchange Board of India Act 1991 – SEBI Guideline for Capital Issues – OTCEI – NSEI Organisation and Transactions – Investor Protection – Trade and Merchandise Marks Act, 1956 – Patents Act 1970.			
UNIT III- ENVIRONMENT & CONSUMER			9
The environment protection Act, 1986 – Government measures – General powers of GOI – Consumer protection Act, 1986.			
UNIT IV-BUSINESS & SOCIETY			9
The Business Enterprise in the society – Corporate Social Responsibility – Government Regulation of Business – Privatisation process in India – Ethics and Values in Business – Social Accounting – Social Audit.			
UNIT V-REGULATION OF COMPETITION			8
Competitive Law – Intellectual Property Rights – Information Technology Act, 2002 – FEMA 1999 – Important Provisions – Corporate Governance Code – Practices – K.Birla Report – Case laws.			
LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45
TEXT BOOKS			
1 BARE ACTS, 2017 2 Francis Cherunilam,“Business Environment and Policy”, 2nd Edn, Oscar Publications, 2001.			
REFERENCES			
1 Kazmi Azhar, “Business Policy” ,New Delhi, TMH, 2002. 2 P.K.Ghosh, ”Business Policy, Strategic planning and Management”, Sultan Chand & Co., New Delhi, 2002. 3 Made Gowda, “Business Environment And Policy” Deep & Deep Publications 2000. 4 Corporate Laws, Taxman,2002. 5 Henry A.Tombari,“Business and Society: Strategies for the Environment and Public Policy”, Dryden Press. E-BOOKS 1 http://www.mca.gov.in/Ministry/pdf/CompaniesAct2013.pdf MOOC 1 https://www.class-central.com/course/coursera-law-and-the-entrepreneur-699			

ONLINE RESOURCES 1. <https://www.familybusinessmatters.consulting/videos/>

Table 1: Mapping of COs with POs

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

1-5 →1, 6-10 →2, 11-15 →3

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

SEMESTER IV 2018 REGULATION

Subject. Code	Subject Title	L	T	P	C
YBA401	Rural Business Management	3	0	0	3
YBA402	International Business Management	3	0	0	3
YBA403	Project Management	3	0	0	3
YBA404	Business Research Project	0	0	0	18

IV SEMESTER

COURSE CODE	YBA401	L	T	P	C
COURSE NAME	RURAL BUSINESS MANAGEMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
LEARNING OUTCOMES: Able to state the physical structure of rural area Able to list out the behaviour of rural consumers Able to explain the resources available in rural area Able to list out the product produce in rural area Able to carry out the marketing research in rural area					
COURSE OUTCOMES		Domain		Level	
CO1	State the physical structure of rural area.	Cognitive		Understanding	
CO2	List the behavior of rural consumers	Cognitive		Understanding	
CO3	Recall the resources of rural area.	Cognitive		Understanding	
CO4	Label the product produce in rural area.	Cognitive		Understanding	

CO5	Outline the marketing research in rural area.	Cognitive	Understanding
UNIT I INTRODUCTION			10
Introduction to Rural Management, Importance, Market Size and Physical Structure of Rural Society, Corporate- Interest in Rural Market, Classification of Rural Product and Rural Market. Socio-Economic Reforms, Use of Durable and Non-Durables by Indian Rural folk, Marketing of Consumer-Durables. Rural Communication-Challenges and Strategies, Types of Rural Communication			
UNIT II RURAL CONSUMERS IN INDIA			8
Rural Consumer's in India –Geographical Spread and Differentiation, Behaviour of Rural consumers, Rural- Market Segmentation- Occupational Segmentation, Sociological Segmentation, Thomson Rule of Market Index- Lin-Quest and MICA Rating, Targeting, Selection of Segments, Product, Pricing and Promotion Strategies.			
UNIT III MARKETING OF RURAL PRODUCTS			9
Marketing of Rural Products – Rural Inputs and their Types, Government Efforts, Challenges -Rural Marketing, Marketing Rural Non-Farm Products, Marketing Network, Social Structure of Rural - Society, Different Marketing Agencies and Institutions, Various Types of Distribution Channels in Rural Marketing.			
UNIT IV MARKETING RESEARCH			9
Marketing Research, Major techniques of Market Research, Methods of Collection of Information- Dissemination of Market Information, Advantages of Market Report and Market Report- Introduction to Rural Financing, Sources of Finance, Requisites of a Good Finance System, National Level- Credit Agency- NABARD, Functions of NABARD, Schemes and Patterns of NABARD.			
UNIT V RURAL SEGMENTATION			9
Maas Market Strategy, Market segmentation strategy, Levels of market segmentation, useful of segmentation, Bases of segmentation, Behaviour Segmentation, Segmentation of markets, variable of segmentation.			
LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45
TEXT BOOKS			
1. Gopala swamy T.P(2014), “Rural Marketing Environment, Problems and Strategies, Vikas Publication-New Delhi. 2. Predeep Kashyap, (2012), “Rural Marketing” Pearson Education, 2 nd Edition, New Delhi			
REFERENCES			
1. Katar Singh, (2009), “Rural Development: Principles Policies and Management, 3 rd Edition, SAGE Publications Pvt. Ltd, New Delhi			

Table1 1: Mapping of Cos with POs

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

Total	15	10	10	10	15	15	10	10	10	15	10
Scaled Value	3	2	2	2	3	3	2	2	2	3	2

1-5 → 1, 6 – 10 → 2, 11-15 → 3

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

COURSE CODE	YBA402	L	T	P	C
COURSE NAME	INTERNATIONAL BUSINESS MANAGEMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
LEARNING OBJECTIVE					
1. To familiarize the students to the basic concepts, of international business management					
2. To disseminate knowledge about WTO/GATT in terms of international trade.					
3. To learn about the different forms of International business.					
4. To disseminate knowledge about different managerial functions with respect to International Business					
5. To learn about the conflicts and ethical issues faced by Global managers.					
COURSE OUTCOMES		Domain	Level		
CO1	Summarize an overview of International Business	Cognitive	Understanding		
CO2	Explain the role of WTO/GATT on International trade	Cognitive	Understanding		
CO3	Outline different forms of International business, its advantages and issues faced	Cognitive	Understanding		
CO4	Summarize production, marketing, financial and human resource management of global business	Cognitive	Understanding		
CO5	Explain the conflicts and ethical issues in International business	Cognitive	Understanding		
UNIT I INTRODUCTION					6
International Business –Definition – Internationalizing business-Advantages –factors causing globalization of business- international business environment – country attractiveness –Political, economic and cultural environment – Protection Vs liberalization of global business environment					
UNIT II INTERNATIONAL TRADE AND INVESTMENT					11
Promotion of global business – the role of GATT/WTO – multilateral trade negotiation and agreements – VIII & IX, round discussions and agreements – Challenges for global business – global trade and investment – theories of international trade and theories of international investment – Need for global competitiveness – Regional trade block – Types – Advantages and disadvantages – RTBs across the globe – brief history					
UNIT III INTERNATIONAL STRATEGIC MANAGEMENT					11
Strategic compulsions-Standardization Vs Differentiation – Strategic options – Global portfolio management- global entry strategy – different forms of international business – advantages-organizational issues of international business – organizational structures – controlling of international business – approaches to control – performance of global business- performance evaluation system.					
UNIT IV PRODUCTION, MARKETING, FINANCIAL AND HUMAN RESOURCE MANAGEMENT OF GLOBAL BUSINESS					11

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

UNIT V CONFLICT MANAGEMENT AND ETHICS IN INTERNATIONAL BUSINESS MANAGEMENT	8
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Disadvantages of international business – Conflict in international business- Sources and types of conflict – Conflict resolutions – Negotiation – the role of international agencies –Ethical issues in international business – Ethical decision-making.

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45

TEXT BOOKS

1. 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.
3. K. Aswathappa, International Business, 5th Edition, Tata Mc Graw Hill, New Delhi, 2012.
4. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, 7th Edition, Cengage Learning, New Delhi, 2010.
5. Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi, 2009.
6. Vyuptakesh Sharan, International Business, 3rd Edition, Pearson Education in South Asia, New Delhi, 2011.

Table1 1: Mapping of Cos with POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CO 1	3	0	3	2	0	1	3	0	0	0	0
CO 2	3	1	3	3	0	1	3	3	0	0	0
CO 3	3	0	3	1	0	2	3	0	0	0	0
CO 4	3	0	3	3	0	3	3	2	0	0	0
CO 5	3	0	3	2	0	1	3	2	0	0	0
Total	15	1	15	11	0	8	15	7	0	0	0
Scaled Value	3	1	3	3	0	2	3	2	0	0	0

1-5 →1, 6 – 10 →2, 11-15 →3

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

COURSE CODE	YBA403	L	T	P	C
COURSE NAME	PROJECT MANAGEMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
LEARNING OBJECTIVES					
1. To learn how to select projects. 2. To learn how to plan projects. 3. To learn how to schedule projects using network diagrams. 4. To learn how to track progress and control projects. 5. To learn how to organize the workers for projects.					
COURSE OUTCOMES		Domain	Level		
CO1	<i>Explain</i> the various project selection methods and the required qualities of a project manager	Cognitive	Understanding		
CO2	<i>Explain</i> project planning and work break down structure	Cognitive	Understanding		
CO3	<i>Develop</i> network diagram for project scheduling	Cognitive	Applying		
CO4	<i>Explain</i> the project control process and the tools used to track progress	Cognitive	Understanding		
CO5	<i>Explain</i> the types of project organization and their advantages	Cognitive	Understanding		
UNIT I - INTRODUCTION					9
Project Management, Lifecycle, Project Selection Methods, Project Manager, Project Team					
UNIT II - PROJECT PLANNING					9
Work Break down Structure, Organization breakdown structure, Time and Cost Estimation, Top down and Bottom up approaches					
UNIT III - PROJECT NETWORKS					9
Scheduling using network diagram, Critical Path Method (CPM), Early start, Early finish, Late start, Late finish, Slack					
UNIT IV - PROJECT CONTROL					9
Project control process, Baseline, Gantt chart, Tracking Gantt chart, Earned value, Schedule variance, Cost variance					
UNIT V - PROJECT ORGANIZATION					9
Functional organization, Dedicated project team, Matrix organization, Advantages and disadvantages					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	0	0		45	
TEXT BOOKS					
1. Clifford F. Gray, Erik W. Larson and Gautam V. Desai, <i>Project Management: The Managerial Process</i> , 6 th Edition, McGraw Hill Education, 2017.					
REFERENCES					
1. Jack R. Meredith and Samuel J. Mantel, <i>Project Management: A Managerial Approach</i> , 8 th Edition, Wiley. 2014.					

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	1	0	0	0	0	0
CO 2	3	1	0	0	0	0	0	0	0	0	0
CO 3	3	1	0	0	0	0	0	0	0	0	0
CO 4	3	1	0	0	0	0	0	0	0	0	0
CO 5	3	0	0	0	0	1	0	0	0	0	0
Total	15	3	0	0	0	2	0	0	0	0	0
Scaled to 0,1,2,3	3	1	0	0	0	1	0	0	0	0	0

1-5 →1, 6-10 →2, 11-15 →3

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

**BACHELORS OF BUSINESS ADMINISTRATION (MBA)
REGULATION 2018**

SEMESTER I

Sl. No.	Category	Code No	COURSE TITLE	L	T	P	C
1	AECC-1	XGL101	Communication skills in English	2	0	1	3
2	CC- 1	XBA102	Principles of Management	4	1	0	5
3	CC -2	XBA103	Fundamentals of Economics	4	1	0	5
4.	CC- 3A	XBA104	Fundamentals of Computer - Theory	4	0	0	4
5	CC- 3B	XBA105	Fundamentals of Computer - Lab	0	0	4	2
6	UMAN-1	XUM106	Human Ethics, Values, Rights, and Gender Equality	3	0	0	0
				17	2	5	19

Total Credits -19

SEMESTER II

Sl. No.	Category	Code No	COURSE TITLE	L	T	P	C
1	AECC-2	XGL201	English for Effective Communication	2	0	0	2
2	AECC -3	XES202	Environmental science	2	0	0	2
3	LAN	XGL203A/ XGL203B	Vaniha Tamil / English for Employability	3	0	0	3
4.	CC – 4	XBA204	Business Statistics	4	1	0	5
5	CC – 5	XBA205	Organizational Behaviour	4	1	0	5
6	CC – 6	XBA206	Business Law for Managers	4	1	0	5
				19	3	0	22

Total Credits -22

SEMESTER III

Sl. No.	Category	Code No	COURSE TITLE	L	T	P	C
1	SEC – I	XBA301	Commercial Correspondence	3	1	0	4
2	CC – 7	XBA302	Fundamentals of Financial and Management Accounting	4	1	0	5
3	CC – 8	XBA303	Production and Operations Management	4	0	0	4

4.	CC – 9	XBA304	Marketing Management	4	0	0	4
5	GE – I	XBAOE4	Entrepreneurship Development	3	0	0	3
6	UMAN- II	XUM306	Disaster Management	3	0	0	0
				21	2	0	20

Total Credits -20

SEMESTER IV

Sl. No.	Category	Code No	COURSE TITLE	L	T	P	C
1	SEC – II	XBA401	Office Management	3	1	0	4
2	CC – 10	XBA402	Financial Management	4	1	0	5
3	CC – 11	XBA403	Human Resource Management	4	1	0	5
4.	DSE – I	XBA404A /XBA404B	Elective – I (Insurance Management / Customer Relationship Management)	3	0	0	3
5	GE – II	XBAOE3	Human Resource Management	3	0	0	3
6			Total	17	3	0	20
	Minor Course*		Introduction to MS Excel	0	0	0	1

Total Credits -20

SEMESTER V

Sl. No.	Category	Code No	COURSE TITLE	L	T	P	C
1	SEC – III	XBA501	Communication for Managers	3	1	0	4
2	CC – 12	XBA502	Business Research Techniques	4	1	0	5
3	CC – 13	XBA503	Business Organization & Environment	4	1	0	5
4.	CC – 14	XBA504	Entrepreneurship Development	4	1	0	5
5	DSE – II	XBA505A /XBA505B	Elective – II (Organizational Development / Retail Marketing)	3	0	0	3
6	GE – III	XBAOE1	Business Plan	3	0	0	3
			Total	21	4	0	25
	Minor Course*		Interpersonal Effectiveness	0	0	0	1

Total Credits -25

SEMESTER VI

Sl. No.	Category	Code No	COURSE TITLE	L	T	P	C
1	SEC – IV	XBA601	Employability and Corporate Skills	3	1	0	4
2	CC-15	XBA602	Business Plan	3	1	0	3
3	DSE – III	XBA603A /XBA603B	Elective – IV (Industrial Relations & LabourWelfare / Behavioural Finance)	3	0	0	3
4.	DSE – IV	XBA604A /XBA604B	Elective – I (Advertisement & Sales Promotion & Supply Chain Management)	3	0	0	3
5		XBA605	Business Research Project	0	0	12	6
6			Total	12	2	12	19
			NCC/NSS/SPORTS/RRC/YRC*	0	0	0	1
	Minor Course*		Life skills for Managers	0	0	0	1

Total Credits -19

Total Number of Credits for BBA Program = 125

BBA (Regulation 2018)
Semester I

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

Table 1: Mapping of Cos with POs:

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

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

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

COURSE CODE		XBA102	L	T	P	C
COURSE NAME		PRINCIPLES OF MANAGEMENT	3	0	0	3
PREREQUISITE:		Nil	L	T	P	H
C:P:A		3 : 0 : 0	3	0	0	3
COURSE OUTCOMES			Domain		Level	
CO1	Understand the functions, qualities and skills of a manager.		Cognitive		Understanding	
CO2	Understand the principles of planning and the concept of MBO.		Cognitive		Understanding Analysing	
CO3	Understand the concept of recent trends in organizing and principles of directing.		Cognitive		Understanding Analysing	
CO4	Learn the motivational theories, leadership styles and communication flow in an organization.		Cognitive		Understanding	
CO5	Understand the management control system and coordination.		Cognitive		Understanding	
UNIT I						8
Management – Various approaches to Management – Management in global environment – Functions – Qualities and Skill of a Manager – Levels of Management.						
UNIT II						8
Planning – Importance – Principles of Planning – Types – MBO - Forecasting – Decision making process.						
UNIT III						8
Organizing – Recent trends in organization – Organisation Charts – Centralisation & Decentralisation - Direction and principles of Direction.						
UNIT IV						13
Motivation - Theories of Motivation – Leadership styles – Communication - process, methods and barriers.						
UNIT V						8
Management Controlling system – Methods of Control – Span of Control –Need – Co-ordination – Techniques of coordination.						
LECTURE		TUTORIAL		PRACTICAL		TOTAL
45		0		0		45
TEXT BOOKS						
Dr.J.Jayasankar - Principles of Management, Margham Publications, Chennai						
REFERENCE BOOKS						
1. L.M. Prasad – Principles of Management, Sultan Chand & Sons.						

2. Tripathy and Reddy – Principles of Management, Tata McGraw Hill.
3. Koontz and O' Donnel – Essentials of Management, Tata McGraw Hill.
4. T. Ramasamy – Management Principles, Himalaya Publishers.
5. Peter F. Drucker – Essence of Management, Taylor and Francis Publishers.

Table 1: Mapping of COs with POs

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

1-5 → 1, 6-10 → 2, 11-15 → 3

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

COURSE CODE		XBA103	L	T	P	C
COURSE NAME		FUNDAMENTALS OF ACCOUNTING	4	0	0	4
PREREQUISITE:		Nil	L	T	P	H
C:P:A		4 : 0 : 0	4	0	0	4
COURSE OUTCOMES			Domain		Level	
CO1	<i>Explain</i> the fundamentals and principles of accounting.		Cognitive		Understanding	
CO2	<i>Outline</i> the accounting transaction analysis.		Cognitive		Understanding	
CO3	<i>Build</i> the Bank Reconciliation Statement and subsidiary books.		Cognitive		Applying	
CO4	<i>Construction</i> of Balance Sheets		Cognitive		Applying	
CO5	<i>Explain</i> the Double Entry System		Cognitive		Understanding	
UNIT I- INTRODUCTION TO FINANCIAL ACCOUNTING						12
Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting – Users of Accounting Information – Limitations of Accounting – Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards –List of Indian Accounting Standards.						
UNIT II-ACCOUNTING PROCESS						12
Meaning – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems.						
UNIT III- SUBSIDIARY BOOKS						10
Meaning – Significance – Types of Subsidiary Books – Purchases Book – Sales Book – Purchase Returns Book – Sales Return Book – Bills Receivable Book – Bills Payable Book – Cash Book (Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book) and Journal proper. Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement.						
UNIT IV- FINAL ACCOUNTS OF PROPRIETARY CONCERN						10
Preparation of Profit& Loss Account and Balance Sheet (Vertical form).						
UNIT V- SINGLE ENTRY SYSTEM						16
Meaning – Features – Types – Merits – Demerits – Differences between single entry and double entry systems – Preparation of Opening Statement of Affairs, Closing Statement of Affairs,						

Computation of Profit/Loss and Revised Statement of Affairs. Conversion of single entry to double entry system.

LECTURE	TUTORIAL	PRACTICAL	TOTAL
60	0	0	60
TEXT BOOKS			
1. Reddy T.S and Murthy A., Financial Accounting, Margham Publications Pvt. Ltd., Chennai, 2015			
REFERENCES			
1. Jawaharlal & Seema Srivastava: Financial Accounting, HPH			
2. R.G Saha, Fundamentals of Accounting, HPH			
3. Dr. S.N. Maheswari, Financial Accounting, HPH			
4. Dr. Venkataraman R. & others, Fundamentals of Accounting, VBH			
5. S Jayapandian: Financial Accounting from Zero,			
6. Grewal and Gupta, Advanced Accounting, Sultan Chand.			
7. S. P Jain and K. L. Narang ; Financial Accounting, Kalyani Publishers.			
8. SoundraRajan A & K. Venkataramana, Financial Accounting, SHB Publishers.			
9. Dr. Alice Mani: Fundamentals of Accounting, SBH			
E-REFERENCES			
https://www.youtube.com/user/vedbangia/featured			

Table 1: Mapping of COs with POs

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

1-5 → 1, 6-10 → 2, 11-15 → 3

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

COURSE CODE	XBA104	L	T	P	C
COURSE NAME	Business Organization and Environment	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 3	3	0	0	3
COURSE OUTCOMES			Domain		
CO1	Understand what is business and classifications of business.		Understanding		
CO2	Understand preparation of partnership deed.		Understanding		
CO3	Understand formation of companies.		Understanding		
CO4	Understand the political, economic and legal environment		Understanding		
CO5	Learn the concept of LPG		Understanding		
UNIT I: INTRODUCTION TO BUSINESS ORGANIZATION			07		
Meaning of Business – Classification of Business Activities – Industry – Types of Industry – Commerce – Trade – Aids to Trade –Meaning – Advantages and Disadvantages.					

UNIT II : FORMS OF BUSINESS ORGANIZATION		10
Sole Proprietorship – Meaning – Characteristics – Advantages and Disadvantages. Partnership – Meaning – Characteristics – Advantages and Disadvantages - Types of Partners. Co-operative Society - Meaning – Characteristics – Types – Advantages and Disadvantages.		
UNIT III: JOINT STOCK COMPANY		08
Meaning – Definition – Features – Types of Companies – Formation of a Company.		
UNIT IV : BUSINESS ENVIRONMENT		10
Meaning and Importance. Dimensions of Business Environment – Political, Economic, Social, Legal, Natural and Technological Environment.		
UNIT V : GOVERNMENT AND BUSINESS		10
Meaning and Importance. Impact of Government policy on business and industry with reference to liberalization, privatization and globalization.		
LECTURE	TUTORIAL	PRACTICAL
45	0	0

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

Table 1: Mapping of COs with POs

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

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE	XBA105	L	T	P	C
COURSE NAME	FUNDAMENTALS OF ECONOMICS	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
COURSE OUTCOMES		Domain		Level	
CO1	<i>Understand</i> the nature, scope and objectives of a firm.	Cognitive		Understanding	
CO2	<i>Understand</i> the Law of Demand, Types of demand, demand forecasting and production function.	Cognitive		Understanding Analysing	

CO3	<i>Learn</i> the cost - output relationships and concept of pricing.	Cognitive	Understanding Analysing
CO4	<i>Learn</i> the market classification and price determination.	Cognitive	Understanding
CO5	<i>Understand</i> the estimation of national income and trade cycle.	Cognitive	Understanding
UNIT I			8
Managerial Economics – Nature and scope - Objectives of the firm - Theory of Consumer Behavior - Indifference curve analysis			
UNIT II			12
Law of demand - Types of demand - Elasticity of demand – Demand forecasting -Production and cost analysis - Factors of production - Production function - Law of variable proportion - Law of return to scale..			
UNIT III			10
Cost concepts - Cost output relationships - Short run and long run – Supply analysis - Pricing - Objectives - Factors of pricing – Types of pricing – Price discrimination.			
UNIT IV			8
Market classification – Price determination - Perfect competition - Monopoly - Monopolistic competition - Duopoly – Oligopoly			
UNIT V			7
Trade cycle – Phases or stages of a Trade cycle – National Income –Estimation of National Income – Real and Money income.			
LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45
TEXT BOOKS			
S. Sankaran - Business Economics – Margham publications, Chennai, 2014			
REFERENCES			
1. R.Cauvery, U.K. Sudhanayak, M. Girija, R. Meenakshi–Managerial Economics, S.Chand& Sons.			
2. Gupta G.S – Managerial Economics, Tata McGraw Hill.			
3. R.L. Varshney& K.L. Maheshwari – Managerial Economics, Sultan Chand & Sons.			
4. R. K. Lekhi – Managerial Economics Kalyani Publisher.			

Table 1: Mapping of COs with POs

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

1-5 →1, 6-10 →2, 11-15 →3

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

SEMESTER II
BBA (Regulation 2018)
I Semester

COURSE CODE		XGL201	L	T	P	SS	H	C
COURSE NAME		ENGLISH FOR EFFECTIVE COMMUNICATION	2	0	0	0	2	2
C:P:A - 3:0:0								
COURSE OUTCOMES:			Domain		Level			
CO1	<i>Explain</i> the process of listening and its characteristics		Cognitive		Understanding			
CO2	<i>Practicing</i> the types of speeches		Cognitive		Apply			
CO3	<i>Recognize</i> the basic expressions and using it effectively		Cognitive		Understanding			
CO4	<i>Construct</i> the means of writing contents to media		Cognitive		Create			
CO5	<i>Employing</i> various techniques in preparing communication letters		Cognitive		Apply			
SYLLABUS							HOURS	
UNIT I	LISTENING SKILLS							
Academic Listening, Barriers to Listening, Listening to Announcements – News on Radio and Televisions – Casual Conversations							9	
UNIT II	TYPES OF SPEECH							
Manuscript, Impromptu, Rememorized and Extemporaneous speeches							9	
UNIT III	COMMON EXPRESSIONS							
Greeting and Introduction – Making Requests – Asking and Giving Permission – Offering Help – Giving Instructions							9	
UNIT IV	COMMUNICATION AND MEDIA							
English for News Paper, Radio, TV, Film, Writing Stories, Drama							9	
UNIT V	CAREER SKILLS							
Curriculum Vitae and Covering letters – facing an interview – Note taking and Note making							9	
Total Hours							45	
Text books								
1. Kiranmai Dutt. A Course in Communication Skills. Foundation Books, Chennai. 2013								
2. John Sealy. Writing and Speaking, Oxford University Press, New Delhi, Third Edition 2009.								
Sanjay Kumar, Pushp Lata, “Communication Skills”, Oxford University Press, New Delhi								

Table 1: Mapping of Cos with POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	0	0	0	0	0	2	0	1	0	0	0	0	0
CO2	2	0	0	0	0	0	2	0	1	0	0	0	0	0
CO3	1	0	0	0	0	0	1	0	1	0	0	0	0	0
CO4	2	0	0	0	0	0	1	0	1	0	0	0	0	0
CO5	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	7	0	0	0	0	0	6	0	4	0	0	0	0	0
Scaled Value	2	0	0	0	0	0	2	0	1	0	0	0	0	0
	1	0	0	0	0	0	1	0	1	0	0	0	0	0

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

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

SEMESTER - II
VANIHATHAMIZH

COURSE OUTCOMES (COs)

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

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

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

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

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

SYLLABUS (பாடத்திட்டம்)

X

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

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

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

Table 1: Cos Vs PO mapping

Cos	PO ₁	PO ₂	PO ₃	PO ₄	PO ₅	PO ₆	PO ₇	PO ₈	PO ₉	PO ₁₀	PSO1
CO ₁	1	2	1	0	2	2	0	2	0	1	1
CO ₂	1	2	1	0	2	1	2	2	1	2	2
CO ₃	1	2	1	0	2	1	1	2	0	1	0
CO ₄	1	2	1	0	2	3	0	2	0	1	1
CO ₅	1	2	2	0	1	2	3	3	1	1	2
Total	5	10	6	0	9	9	6	11	2	6	6
Scaled value	1	2	2	0	2	2	2	3	1	2	2

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

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

COURSE CODE		XBA204	L	T	P	C
COURSE NAME		BUSINESS STATISTICS	4	1	0	5
PREREQUISITE:		SOME BASIC KNOWLEDGE OF STATISTICS IS REQUIRED	L	T	P	H
C:P:A		3.5:0.5:0.5	4	1	0	5
COURSE OUTCOMES			Domain		Level	
CO1	Explain the statistical data in the form of table, diagram and graph.		Cognitive		Applying	
CO2	Find the measures of central tendency and measures of dispersion and skewness for the given data.		Cognitive		Understanding Applying	
CO3	Evaluate correlation coefficient using Karl Pearson's and find the regression line for the given data.		Cognitive		Understanding Applying	
CO4	Solve the problem in the time series using the method of seasonal variation and find the interpolation using Newtons and Lagranges method.		Cognitive Psychomotor		Applying Imitation	
CO5	Find the index number using aggregative, relative and cost of living index number method. Define the sampling technique and Apply the concept of test of significance for t, f and chi-square.		Cognitive Affective		Remembering Applying Receiving	
UNIT I						15
Introduction - Classification and tabulation of statistical data - Diagrammatic and graphical representation of data.						
UNIT II						15
Measures of Central tendency - Mean, Median and Mode - Dispersion, Range, Quartile deviation, Mean Deviation, Standard Deviation - Measures of Skewness.						
UNIT III						15
Correlation - Karl Pearson's co-efficient of correlation - Spearman's Rank Correlation regression lines and Co-efficient.						
UNIT IV						15
Time series Analysis - Trend - Seasonal variations - Interpolation - Newtons and Lagranges method of estimation.						
UNIT V						15
Index numbers - aggregative and relative index - chain and fixed index - Cost of living index - Sampling Techniques - types of sample and sampling procedure - tests of significance - Normal, t, F, chi -square - Simple Problems.						
LECTURE		TUTORIAL	PRACTICAL		TOTAL	
60		15	0		75	
TEXT BOOKS						
1. Statistical methods - S.P. Gupta - S. Chand & Co., New Delhi.						
REFERENCES						
1. The Fundamentals of Statistics - Elhance. Elhance publication.						
2. Business Mathematics and Statistics - Dr. P. R. Vittal - Margham Publications, Chennai.						
E REFERENCES						
www.nptel.ac.in						
1. Advanced Engineering Mathematics Prof. Somesh Kumar						
2. Department of Mathematics, Indian Institute of Technology, Kharagpur.						

TABLE 1: COs VS GAs Mapping

	GA1	GA2	GA3	GA4	GA5	GA6	GA7	GA8	GA9	GA10
CO 1	3	2		1	1				1	
CO 2	3	2		1					1	
CO 3	3	2		1					1	0
CO 4	3	2		1	1				1	0
CO 5	3	2		1	1				1	0
	15	10	0	5	3	0	0	0	0	5

1 - Low , 2 – Medium , 3- high

COURSE CODE	XBA205	L	T	P	C
COURSE NAME	ORGANIZATIONAL BEHAVIOUR	3	0	0	3
PREREQUISITE	NIL	L	T	P	H
C:P:A	3:0:0	3	0	0	3
COURSE OUTCOMES		Domain		Level	
CO1	Understand the challenges and opportunities for OB and OB Model	Cognitive		Understanding	
CO2	Understand the concept of Personality, Attitude, Value and Perception	Cognitive		Understanding	
CO3	Understand the styles and theories of leadership and motivation	Cognitive		Understanding	
CO4	Understand the group formation, team building and communication	Cognitive		Understanding	
CO5	Understand the concept of managing changes and dealing with resistance to change	Cognitive		Understanding	
UNIT I INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR				5	

Definition of Organizational Behavior - Disciplines contributing to the OB Field: Psychology, Social Psychology, Sociology, Anthropology - Challenges and Opportunities for OB: Managing Workforce Diversity, Improving Quality and Productivity, Outsourcing - Developing of OB Model - Contingency OB Model			
UNIT II THE INDIVIDUAL BEHAVIOUR			10
Personality – types – Factors influencing personality – Theories; Attitudes – Characteristics – Components – Formation – Measurement – Theories; Values; Perceptions – Importance - Factors influencing perception - Interpersonal perception.			
UNIT III LEADERSHIP AND MOTIVATION			12
Leadership concept - characteristics - leadership theories - leadership styles managerial grid - leadership continuum - leadership effectiveness. Motivation - concept and importance - motivators - financial and Non-financial - theories of motivation.			
UNIT IV GROUP BEHAVIOUR			8
Defining and Classifying Groups - Stages of Group Development – Group Decision making - Groups and Teams - Types of Teams - Creating Effective Teams; Function of Communication-Communication Process - Direction of Communication - Barriers to effective Communication			
UNIT V MANAGEMENT OF CHANGE			10
Meaning - importance - resistance to change - causes - dealing with resistance to change - concepts of social change and organizational causes - factors contributing to organizational change - introducing change in large organizations - change agents - organizational development - meaning and process.			
	LECTURE	TUTORIAL	TOTAL
	45	0	45
TEXT BOOKS			
S.S.Khanka, Organizational Behaviour (Text and Cases), S. Chand & Company (P) Ltd.,			
REFERENCES			
1. Fred Luthans, Organizational Behaviour, 11th edition, Mc Graw Hill International Edition, 2008.			
2. Hughes, Ginnet, Curphy, Leadership, 6th edition, Tata Mc Graw Hill publishing Company, 2008			
3. Gregory Moorehead and R.W. Griffin, Managing People and Organizations, Jaico, 1994.			
4. Judith R. Gordon, A Diagnostic Approach to Organizational Behaviour, Allyn & Bacon, 1993.			
5. Harold Koontz, Heinz Weihrich, Essentials of Management 5th Edition Tata Mc Graw Hill publishing Company.			

Table 1: Mapping of COs with POs

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

CO 5	2							1
Total	10			2		4		4
Scaled to 0,1,2,3	2			1		1		1

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE		XBA206		L	T	P	C
COURSE NAME		BUSINESS LAW FOR MANAGERS		4	1	0	5
PREREQUISITE:		Nil		L	T	P	H
C:P:A		3 : 0 : 0		4	1	0	5
COURSE OUTCOMES				Domain		Level	
CO1	Explain essentials of Contract, performance and breach of Contract under Indian Contract Act 1872			Cognitive		Understanding	
CO2	Interpret necessary formalities of contract of sale and rights of unpaid seller under the Sale of Goods Act 1930.			Cognitive		Understanding Analysing	
CO3	Illustrate the objectives of Consumer Protection Act and jurisdiction of Consumer Protection Councils			Cognitive		Understanding	
CO4	Explain the essentials of partnership, rights and duties of partners under Partnership Act 1932.			Cognitive		Understanding	
CO5	Summarize the effects of dishonor of negotiable instruments under Negotiable Instruments Act 1881.			Cognitive		Understanding	
UNIT I: THE INDIAN CONTRACT ACT, 1872							15
Nature of contract – Definition – essentials for valid contract – Consideration – Performance of contracts - Discharge of contracts- Remedies for breach of contract – Quasi contracts							
UNIT II: THE SALE OF GOODS ACT, 1930							15
Formation of the contract of sale– Conditions and Warranties-Transfer of ownership and delivery of goods- Unpaid seller and his rights							
UNIT III: CONSUMER PROTECTION ACT, 1986							15
Objectives, Consumer, goods, service, defect in goods, deficiency in service, unfair trade practice, restrictive trade practice. Consumer Protection Councils at the Central, State and District Levels – Objectives & jurisdiction							
UNIT IV: THE INDIAN PARTNERSHIP ACT, 1932							15
Nature of Partnership-Rights and duties of partners-Registration and dissolution of a firm							
UNIT V: NEGOTIABLE INSTRUMENTS ACT,1881							15
Definition-Acceptance and negotiation- Rights and liabilities of Parties-Dishonour of negotiable Instrument-Relationship between Bankers and Customers							
LECTURE		TUTORIAL		PRACTICAL		TOTAL	
60		15		0		75	
TEXT BOOKS							
Kapoor N.D., “Elements of Mercantile Law”, Sultan Chand & Sons, New Delhi, 2014							
REFERENCES							
1. Desai T.R, “Indian Contract Act, Sale of Goods Act and Partnership Act”, S.C. Sarkar & Sons Pvt. Ltd., Kolkata, 1968							
2. Khergamwala J.S, “The Negotiable Instruments Act”, N.M.Tripathi Pvt. Ltd, Mumbai, 1975							
3. Avtar Singh, “Principles of Mercantile Law”, Eastern Book Company, Lucknow, 2011							

Table 1: Mapping of COs with POs

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

Total	13	6	0	0	2	5	5	0	5
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1-5 →1, 6-10 →2, 11-15 →3

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

SEMESTER III

COURSE CODE	XBA301	L	T	P	C
COURSE NAME	COMMERCIAL CORRESPONDENCE	3	1	0	4
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 1 : 0	3	1	0	4
COURSE OUTCOMES		Domain	Level		
CO1	<i>Summarize</i> the process and barriers to Communication	Cognitive	Understanding		
CO2	<i>Classify</i> the structure and different kinds of business letters	Cognitive	Understanding		
CO3	<i>Write</i> circulars, adjustments and complaint letters in the appropriate format.	Cognitive	Understanding		
CO4	<i>Explain</i> the importance of sales and collection letter with sample	Cognitive	Understanding		
CO5	<i>Summarize</i> the different context in banking correspondence.	Cognitive	Understanding		
UNIT I Introduction to business communication					12
Communication – Meaning – Definition – Process– Principles of effective communication - Importance – Barriers of communication – Measures to Overcome the Barriers.					
UNIT II Business letters I					12
Structure of a business letter – Kinds of Business Letters — Letter of Enquiry – Quotations – Offers – Order letters – Trade Reference - Execution of order – Cancellation of an order.					
UNIT III Business letters II					12
Complaint letters – Adjustment and Settlements – Circular letters.					
UNIT IV Collection & Sales Letter					12
Collection letters – Series Of Collection Letter – Sales letters – Three P’s of Sales Letters – Functions of Sales Letters.					
UNIT V Banking Correspondence					12
Banking letters – Importance – Principles – Functions of bank – Asking for Overdraft and Loans – Correspondence with Head office and Other Banks - Status enquiries – Replies and their types – Bank references - Job Applications .					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	15	0		60	
TEXT BOOKS					
1. Commercial Correspondence and Office management – R.S.N.Pillai and Baghavathi 2. Modern Business Correspondence and Minutes writing – J.C. Bahi and S.M. Nagamia 3. Essentials of Business communication – Rajendrapal anf J.S.Korlahali 4. Business correspondence and Report writing – R.C. Sharma , Krishna mohan					
REFERENCES					
1. Modern Business Letter – L. Gartside 2. Communication – C.S. Rayudu 3. Communication Skills – Dr. Nageshwar Rao and Dr. Rajendra P. Das					

Table 1: Mapping of COs with Pos

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

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE		XBA302		L	T	P	C
COURSE NAME		Fundamentals of Financial and Management Accounting		4	1	0	5
PREREQUISITE:		Nil		L	T	P	H
C:P:A		4 : 1 : 0		4	1	0	5
COURSE OUTCOMES				Domain		Level	
CO1	Explain the fundamentals and principles of accounting.			Cognitive		Understanding	
CO2	Outline the accounting transaction analysis.			Cognitive		Understanding	
CO3	Build theBank Reconciliation Statement and subsidiary books.			Cognitive		Applying	
CO4	Construction of Balance Sheets			Cognitive		Applying	
CO5	Explain the Double Entry System			Cognitive		Understanding	
UNIT I- INTRODUCTION TO FINANCIAL ACCOUNTING							15
Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting – Users of Accounting Information – Limitations of Accounting – Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards –List of Indian Accounting Standards. Meaning – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems.							
UNIT II-SUBSIDIARY BOOKS							15
Meaning – Significance – Types of Subsidiary Books – Purchases Book – Sales Book – Purchase Returns Book – Sales Return Book – Bills Receivable Book – Bills Payable Book – Cash Book (Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book) and Journal proper. Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement. Preparation of Profit& Loss Account and Balance Sheet (Vertical form).							
UNIT III- MANAGEMENT ACCOUNTING							15
Objectives – Functions of Management Accounting –Nature and Scope of Management Accounting, Financial statement analysis-Comparative Statements – Common Size Statements – Ratio Analysis – Fund Flow Statement – Cash Flow Analysis – Uses and Construction							
UNIT IV-MARGINAL COSTING AND BUDGET							15
Objectives and Limitations – Cost Volume Profit (CVP) Analysis Break Even Analysis – Margin of Safety, Preparation of Sales, Production, Material, Cash,							
UNIT V-BUDGET AND VARIANCE ANALYSIS							15
Master Budgets and Flexible Budgets. Concept and Importance of Variance- Types – Direct variance analysis only– Material Variance – Labor Variance – Simple Problems							
LECTURE		TUTORIAL		PRACTICAL		TOTAL	
60		15		0		75	

TEXT BOOKS
1.Reddy T.S and Murthy A,Financial Accounting, Margham Publications P Ld.Chennai,2015 2.T.S.Reddy and Y.Reddy, Management Accounting , Margham Publications
REFERENCES
1. Jawaharlal & Seema Srivastava: Financial Accounting, HPH 2. R.G Saha, Fundamentals of Accounting, HPH 3. Dr. S.N. Maheswari, Financial Accounting, HPH 4. Dr. Venkataraman R. & others, Fundamentals of Accounting, VBH 5. S Jayapandian: Financial Accounting from Zero, 6. Grewal and Gupta, Advanced Accounting, Sultan Chand. 7. S. P Jain and K. L. Narang ; Financial Accounting, Kalyani Publishers.
E-REFERENCES
https://www.youtube.com/user/vedbangia/featured

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

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE	XBA303	L	T	P	C
COURSE NAME	PRODUCTION AND OPERATIONS MANAGEMENT	4	0	0	4
PREREQUISITE:	NIL	L	T	P	H
C:P:A	3:0:0	4	0	0	4
COURSE OUTCOMES		Domain		Level	
CO1	<i>Explain & Describe</i> the scope and significance of production	Cognitive		Understanding	
CO2	<i>Summarize & Identify</i> the work study and time study	Cognitive		Understanding	
CO3	<i>Understand</i> the production planning and control	Cognitive		Understanding	
CO4	<i>Understand</i> the quality control measures	Cognitive		Understanding	
CO5	<i>Explain, Identify & Make Use</i> the concept of Just in Time.	Cognitive		Understanding	
UNIT I INTRODUCTION TO PRODUCTION SYSTEM					12
Production Management– Scope and Significance –Production System – Functions and Types – Factors influencing Plant Location – Plant Layout and its kinds.					
UNIT IIWORK STUDY AND TIME STUDY					12

Work Study - Time Study - Motion Study – Work Measurement – Principles and factors - Maintenance of Plant – Types.			
UNIT II PRODUCTION PLANNING AND CONTROL			12
Definition – Objectives and Importance – Elements of Production Planning – Routing and Scheduling.			
UNIT IV QUALITY CONTROL AND INSPECTION			12
Quality Control and Inspection – Objectives and Significance – SQC – AGMARK, ISI and ISO – Certification Marks.			
UNIT V MATERIAL MANAGEMENT			12
Material Management – Objectives and importance – Purchasing – Procedure – Store Keeping – Objectives – Functions – Types - JIT.			
LECTURE	TUTORIAL	PRACTICAL	TOTAL
60	0	0	60
TEXT BOOKS			
5. P.Saravanavel and S.Sumathi, Production and Material Management, Margham Publications, Chennai.			
REFERENCES			
4. Production and Operations Management – K.ASWATHAPPA, Himalaya Publishing House			

Mapping COs with POs

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

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

COURSE CODE	XBA304	L	T	P	C
COURSE NAME	MARKETING MANAGEMENT	4	0	0	4
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 3	4	0	0	4
COURSE OUTCOMES		Domain		Level	
CO1	<i>Explain</i> the importance of market and marketing in an organization.	Cognitive		Understanding	
CO2	<i>Infer</i> the dimensions of market segmentation; consumer behavior.	Cognitive		Understanding	
CO3	<i>Explain</i> the product planning and pricing methods.	Cognitive		Understanding	
CO4	<i>Show</i> the importance & functions of marketing channels.	Cognitive		Understanding	
CO5	<i>State</i> the significance of promotion mix.	Cognitive		Understanding	
UNIT I: MARKET AND MARKETING					12

Distinction between marketing and selling - Types of market – Concepts – Functions - Marketing management – Objectives – Importance - Marketing Environment - Marketing Information System.			
UNIT II : MARKET SEGMENTATION			12
Criteria of effective segmentation – Benefits – Bases for market segmentation - Factors influencing consumer behavior – Buyer motives – Buying process.			
UNIT III:MARKETING MIX			12
Product planning and development – Product mix decisions – New product development – Product life cycle and strategies - Pricing – Meaning – Influencing factors – Objectives – Pricing methods.			
UNIT IV :MARKETING CHANNEL			12
Marketing channels -Need and importance – Classification – Types of Intermediaries – Wholesalers – Functions – Retailers – Functions - Physical distribution – Elements of physical distribution (logistics)			
UNIT V : PROMOTION MIX			12
Promotion mix - Personal selling –Process - Advertising – Objectives – Types - Sales promotion – Objectives – Sales promotion methods, publicity and public relations.			
LECTURE	TUTORIAL	PRACTICAL	TOTAL
60	0	60	0
TEXT BOOKS			
6. Dr.J.Jayasankar. Marketing 3 rd Edition Reprint2016 Margham Publications.			
REFERENCES			
5. Ramaswamy and Namakumari, Marketing Management, 5th Edition Revised McGraw Hill Education(India) Pvt. Ltd			
6. Philip Kotler, Marketing Management, 14th edition, Pearson.			

Table 1: Mapping of COs with POs

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

1-5 →1, 6-10 →2, 11-15 →3

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

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

COURSE OUTCOMES

Cos	Outcome	Domain	Level
CO1	<i>Explain</i> the importance of Outsourcing and business model.	Cognitive	Understanding

CO2	<i>Infer</i> the dimensions of call centers	Cognitive	Understanding
CO3	<i>Explain</i> the Business Process Outsourcing scope and framework	Cognitive	Understanding
CO4	<i>Show</i> the types of BPO and models.	Cognitive	Understanding
CO5	<i>State</i> the significance and selection of Service supplier.	Cognitive	Understanding

SYLLABUS

UNIT	CONTENT			Hours Allotted
I	OUTSOURCING Definition, need and scope – Guidelines – Issues – Best practices - Competitiveness – Evaluation – achieving business transformation -- Business Model.			8
II	CALL CENTERS Call centers – Evolution, Technology and Success factors.			7
III	BUSINESS PROCESS OUTSOURCING Service scope, benefits – Indian Scenario – Framework for execution – Managing transition			10
IV	BUSINESS PROCESSES Types – Strategy and Process of outsourcing – Challenges -- Classification of BPO outfits – Models – Governance – Legal issues – Regulatory issues.			10
V	SERVICE SUPPLIER Service supplier selection – service level agreement – Transition from BPO to KPO up the value chain – The road ahead for business outsourcing – Pre-requisites and precautions – Service quality issues in business outsourcing			10
		Lecture	Tutorial	Total
		45Hours	0 Hours	45 Hours
Text Book Business Process Outsourcing – A supply chain of expertises – Vinod V. Sople – Eastern Economy Edition – 2009 Edition – PHI Learning Pvt. Ltd. , New Delhi.				
Reference Outsourcing and insourcing in an International context – Marc J. Schniederjans et al – 2008 edition – Prentice Hall of India.				

Mapping COs with POs

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

CO5	2		2	2					1
Total	10	0	08	02	0	0	0	0	5
Scaled	2	0	2	1	0	0	0	0	1

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

SEMESTER IV

COURSE CODE		XBA401	L	T	P	C
COURSE NAME		OFFICE MANAGEMENT	3	1	0	4
PREREQUISITE:		Nil	L	T	P	H
C:P:A		3 : 0 : 0	3	1	0	4
COURSE OUTCOMES			Domain		Level	
CO1	<i>Define</i> the qualities and functions of an Office Manager		Cognitive		Remembering	
CO2	<i>List</i> out the objectives of office environment		Cognitive		Remembering	
CO3	<i>Summarize</i> the types of filing and its advantages		Cognitive		Understanding	
CO4	<i>Explain</i> the importance of Indexing with its advantages		Cognitive		Understanding	
CO5	<i>Outline</i> the factors and components of MIS		Cognitive		Understanding	
UNIT I						12
Office – Meaning and Importance – Functions of Office – Office Manager – Qualities of a Manager – Functions of an Office Manager.						
UNIT II						12
Office Environment : Office layout – Objectives – Open office and Private office – Advantages and Disadvantages – Physical Conditions of the Office						
UNIT III						12
Mail Handling – Centralised and Decentralised Mail Handling –Filing – Advantages – Objectives - Types of Filing.						
UNIT IV						12
Indexing – Meaning – Types of index – Advantages and Disadvantages – Office forms - Meaning – Types of forms – Objectives and its Advantages.						
UNIT V						12
Office Appliances – Meaning – Importance – Factors in Selecting Office Machines – Modern devices – MIS – Components of MIS.						
LECTURE		TUTORIAL	PRACTICAL			TOTAL
45		15	0			60
TEXT BOOK Commercial correspondence and Office management – R.S.N.Pillai and Baghavathi Office Management – R.K. Chopra Office Management – Prasanta K. Ghosh						
REFERENCE BOOK Office Organisation and Management – S. P. Arora Business Communication (Text, cases and Laboratory Manual) – C.S.C. Krishnamacharyulu And Lalitha Ramakrishnan.						

COURSE CODE	XBA401	L	T	P	C
COURSE NAME	OFFICE MANAGEMENT	3	1	0	4
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	1	0	4
COURSE OUTCOMES		Domain		Level	
CO1	Definethe qualities and functions of an Office Manager	Cognitive		Remembering	
CO2	List out the objectives of office environment	Cognitive		Remembering	
CO3	Summarizethe types of filing and its advantages	Cognitive		Understanding	
CO4	Explainthe importance of Indexing with its advantages	Cognitive		Understanding	
CO5	Outline the factors and components of MIS	Cognitive		Understanding	
UNIT I					12
Office – Meaning and Importance – Functions of Office – Office Manager – Qualities of a Manager – Functions of an Office Manager.					
UNIT II					12
Office Environment : Office layout – Objectives – Open office and Private office – Advantages and Disadvantages – Physical Conditions of the Office					
UNIT III					12
Mail Handling – Centralised and Decentralised Mail Handling –Filing – Advantages – Objectives - Types of Filing.					
UNIT IV					12
Indexing – Meaning – Types of index – Advantages and Disadvantages – Office forms - Meaning – Types of forms – Objectives and its Advantages.					
UNIT V					12
Office Appliances – Meaning – Importance – Factors in Selecting Office Machines – Modern devices – MIS – Components of MIS.					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	15	0		60	
TEXT BOOKS					
1. Commercial correspondence and Office management – R.S.N.Pillai and Baghavathi					
2. Office Management – R.K. Chopra					
3. Office Management – Prasanta K. Ghosh					
REFERENCES					
1. Office Organisation and Management – S. P. Arora					
2. Business Communication (Text, cases and Laboratory Manual) – C.S.C. Krishnamacharyulu And Lalitha Ramakrishnan.					

Table 1: Mapping of COs with Pos

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

COURSE CODE	XBA403	L	T	P	C
COURSE NAME	HUMAN RESOURCES MANAGEMENT	3	0	0	3
PREREQUISITE:	NIL	L	T	P	H

C:P:A		3:0:0		3	0	0	3
COURSE OUTCOMES				Domain	Level		
CO1	Explain & Describe the managerial and operative functions			Cognitive	Understanding		
CO2	Summarize & Identify the Job Analysis and Job Evaluation			Cognitive	Understanding		
CO3	Understand the steps in Human Resource Planning			Cognitive	Understanding		
CO4	Explain, Identify & Make Use the concept and sources of recruitment and selection process			Cognitive	Understanding		
CO5	Explain, Identify & Make Use the concept, importance, methods of training and performance appraisal system.			Cognitive	Understanding		
UNIT I - INTRODUCTION TO HRM							06
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							07
Job Analysis - Meaning - Skills and Capabilities required - Advantages of Job Analysis - Job Description - Specimen of Job Description Statement - Job Specification - Specimen of Job Specification Statement - Job Evaluation - Objectives - Methods of Job Evaluation - Advantages and Limitations.							
UNIT III – HUMAN RESOURCE PLANNING							07
Meaning - Definition - Importance - Objectives - Factors influencing Human Resource Plan - Limitations - Steps involved in Human Resource Planning							
UNIT IV -RECRUITMENT & SELECTION							12
Recruitment - Meaning - Definition - Sources of Recruitment - Selection - Steps involved in selection of candidates - Specimen of Application Blank - Preliminary Interview - Test Types of Tests - Interview - Guidelines for making the interview successful - Types of Interview							
UNIT V-TRAINING & PERFORMANCE APPRAISAL							13
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	
45		0		0		45	
TEXT BOOKS							
Dr.J.Jayasankar, Human Resources Management, Margham Publications, Chennai.							
REFERENCES							
C.B.Gupta , Human Resource management Sultan Chand & Sons, New Delhi.							

Table 1: Mapping of COs with POs

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

Total	10	2				5		2	
Scaled to 0,1,2,3	2	1				1		1	

1-5 →1, 6-10 →2, 11-15 →3

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

COURSE CODE		XBA404A	L	T	P	C
COURSE NAME		INSURANCE MANAGEMENT	3	0	0	3
PREREQUISITE:		NIL	L	T	P	H
C:P:A		3:0:0	3	0	0	3
COURSE OUTCOMES			Domain		Domain	
CO1	Understand the concept of Insurance		Cognitive		Understandin g	
CO2	Understand the concept of Life Insurance		Cognitive		Understandin g	
CO3	<i>Understand</i> the concept of Marine Insurance		Cognitive		Understandin g	
CO4	<i>Understand</i> the concept of Fire Insurance		Cognitive		Understandin g	
CO5	<i>Understand</i> the concept of Motor insurance		Cognitive		Understandin g	
UNIT - I: INTRODUCTION						8
Concept of Insurance – nature – role and importance of insurance management – principles and functions – role of an insurance company manager.						
UNIT II - LIFE INSURANCE						8
Nature of Life Insurance – classification of policies – selection of risk – measurement of risk–surrender value – valuation and surplus – management of LIC of India.						
UNIT III – MARINE INSURANCE						12
Nature of Marine Insurance contracts – classification of policies – policy conditions – premium calculations – marine losses – payment claims – management of marine insurance – role of manager in marine insurance business – recent trends in marine insurance business.						
UNIT IV - FIRE INSURANCE						10
Nature and uses of Fire Insurance – Fire insurance contract – kinds of policies – policy conditions – rate fixation in fire insurance –Payment of claim – management of fire insurance–role of a manager in fire insurance – Recent trends in fire insurance business.						
UNIT V- MOTOR INSUARNC						07
Motor Insurance – Burglary Insurance – Personal Accident Insurance – Rural Insurance in India – role of a manager of these insurance – Privatisation of Insurance Industry and its impacts.						
LECTURE		TUTORIAL	PRACTICAL		TOTAL	
45		0	0		45	
TEXT BOOKS						
1. Insurance- Principles and Practice – M.N.Mishra						
REFERENCES						
1. Georges Dionne- Handbook of Insurance 2 nd Edition-Springer Science & Media -2013						
2. Kaninika Mishra-Fundamentals of Life Insurance: Theories and Application-PHI Learning Pvt Ltd-2010						
3. Anand Ganguly- Insurance management-New ge International Publisher-2002						

Table 1: Mapping of COs with Pos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
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

SEMESTER V

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

1. Business Communication – R.K.Madhukar, Vikas Publications.

REFERENCES

1. Business Communication – K.K.Ramachandran, K.K.Lakshmi, K.K.Karthick and M.Krishnakumar, Macmillan India Ltd.,

Table 1: Mapping of COs with Pos

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

COURSE CODE		XBA502	L	T	P	C
COURSE NAME		BUSINESS RESEARCH TECHNIQUES	4	1	0	5
PREREQUISITE:		NIL	L	T	P	H
C:P:A		4:1:0	4	1	0	5
COURSE OUTCOMES			Domain		Domain	
CO1	<i>Understand</i> how to define a research problem		Cognitive		Understanding	
CO2	<i>Understand</i> the concept of research design and sampling design		Cognitive		Understanding	
CO3	<i>Explain</i> the measurement and scaling techniques		Cognitive		Understanding	
CO4	<i>Understand</i> the various methods of data collection		Cognitive		Understanding	
CO5	<i>Understand</i> the techniques in report writing		Cognitive		Understanding	
UNIT - I: INTRODUCTION - DEFINING A RESEARCH PROBLEM						15
Meaning of Research - Objectives - Types of Research - Research Process - Criteria for Good Research - What is a research problem? - Selecting the problem - Necessity for defining the problem - Technique involved in defining a problem.						
UNIT - II: RESEARCH DESIGN & SAMPLING DESIGN						15
Meaning of Research Design - Need for Research Design - Features of Research Design - Different Research Designs - Census and Sample Survey - Implications of a Sample Design - Steps in Sampling Design - Criteria of Selecting a Sampling procedure - Characteristics of a good						

sample design - Different types of sample designs.			
UNIT - III: MEASUREMENT AND SCALING TECHNIQUES			15
Measurement Scales - Sources of Error in Measurement - Tests of Sound Measurement - Scaling - Meaning - Scale Classification Bases - Important Scaling Techniques - Scale Construction Techniques.			
UNIT - IV: METHODS OF DATA COLLECTION			15
Collection of Primary Data - Observation Method - Interview Method - Collection of Data through questionnaire - collection of data through schedule - Difference between Questionnaires and Schedules - Other methods of Data Collection - Collection of Secondary Data - Selection of Appropriate Method for Data Collection.			
UNIT - V: REPORT WRITING			15
Meaning - Significance of Report Writing - Steps in Report Writing - Layout of Research Report - Types of Report - Precautions for Writing research report			
LECTURE	TUTORIAL	PRACTICAL	TOTAL
60	15	0	75
TEXT BOOKS			
1. C.R.Kothari, Research Methodology, New Age International Publishers..			

Table 1: Mapping of COs with Pos

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

COURSE CODE	XBA503	L	T	P	C
COURSE NAME	BUSINESS ORGANIZATION AND ENVIRONMENT	4	1	0	5
PREREQUISITE:	Nil	L	T	P	H
C:P:A	4 : 1 : 0	4	1	0	5
COURSE OUTCOMES			Domain		
CO1	Understand what is business and classifications of business.		Understanding		
CO2	Understand preparation of partnership deed.		Understanding		
CO3	Understand formation of companies.		Understanding		
CO4	Understand the political, economic and legal environment		Understanding		

CO5	Learn the concept of LPG	Understanding
UNIT I: INTRODUCTION TO BUSINESS ORGANIZATION		15
Meaning of Business – Classification of Business Activities – Industry – Types of Industry – Commerce – Trade – Aids to Trade – Meaning – Advantages and Disadvantages.		
UNIT II : FORMS OF BUSINESS ORGANIZATION		15
Sole Proprietorship – Meaning – Characteristics – Advantages and Disadvantages. Partnership – Meaning – Characteristics – Advantages and Disadvantages - Types of Partners. Co-operative Society - Meaning – Characteristics – Types – Advantages and Disadvantages.		
UNIT III: JOINT STOCK COMPANY		15
Meaning – Definition – Features – Types of Companies – Formation of a Company.		
UNIT IV : BUSINESS ENVIRONMENT		15
Meaning and Importance. Dimensions of Business Environment – Political, Economic, Social, Legal, Natural and Technological Environment.		
UNIT V : GOVERNMENT AND BUSINESS		15
Meaning and Importance. Impact of Government policy on business and industry with reference to liberalization, privatization and globalization.		
LECTURE	TUTORIAL	PRACTICAL
60	15	0
TOTAL		
75		
Text Book		
1. Dr. Aswathappa: Essentials of Business Environment, HPH.		
REFERENCE		
1. Francis Cherrunilam : Business Environment, HPH. 2. Muniraju S.K. Podder – Business Organisation & Environment , VBH 3. Vivek Mittal, – Business Environment, Excel Books, New Delhi. 4. Raj Agarwal – Business Environment, Excel Books, New Delhi. 5. K. Venkataramana, Business Environment, SHB Publishers. 6. Dr. Alice Mani: Business Organization & Environment, SBH.		

Table 1: Mapping COs with Pos

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

COURSE CODE	XBA504	L	T	P	C
COURSE NAME	ENTREPRENEURSHIP DEVELOPMENT	3	0	0	3
PREREQUISITES	NIL	L	T	P	H
C:P:A	3:0:0	3	0	0	3

COURSE OUTCOMES

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

SYLLABUS

UNIT	CONTENT	Hours Allotted						
I	ENTREPRENEURSHIP - AN INTRODUCTION Meaning - Origin of the term - Definition - Application of the terms to Business - Characteristics of an Entrepreneur - Need, Role and Importance of Entrepreneurship - Scope of Entrepreneurial Development - Limitations.	07						
II	CHARACTERISTICS OF AN ENTREPRENEUR Introduction - Characteristics features of successful Indian Entrepreneurs - Differences between an Entrepreneur and a Manager - Difference between an Entrepreneur and an Intrapreneur - Relationship between the terms Entrepreneur, Entrepreneurial and Entrepreneurship - Difference between a Scientist, Inventor and Entrepreneur - Relationship between Entrepreneur and Enterprise - Difference between Entrepreneur and Enterprise - Difference between a Self-employed person and Entrepreneur - Common Myths on Entrepreneur	08						
III	CLASSIFICATION OF ENTREPRENEURS 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 - Family Atmosphere - Categories of Internal factors - External Factors - Political Environment - Social and Cultural Environment - Economic Environment - Legal Environment - Lay Off, Retrenchment and Closure - Technological Environment - Government and Non Government Policies, programmes and incentives - Barriers to Entrepreneurship	10						
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.	10						
	<table> <tr> <th>Lecture</th><th>Tutorial</th><th>Total</th></tr> <tr> <td>45Hours</td><td>0 Hours</td><td>45Hours</td></tr> </table>	Lecture	Tutorial	Total	45Hours	0 Hours	45Hours	45
Lecture	Tutorial	Total						
45Hours	0 Hours	45Hours						

Text Book

Jayashree Suresh, Entrepreneurial Development, Margham Publications.

Reference Books

- 1.Essentials of Entrepreneurship and Small Business Management (6th Edition) by Norman M. Scarborough (Paperback - Jan 13, 2010)
2. Entrepreneurship and Small Business Management, Student Edition by Glencoe McGraw-

Hill (Hardcover - Feb 24, 2005)

3. Vasant Desai, Dynamics of Entrepreneurship Development, Star Publication, New Delhi.

Table 1: Mapping COs with POs

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

COURSE CODE		XBA505A	L	T	P	C
COURSE NAME		ORGANIZATIONAL DEVELOPMENT	3	0	0	3
PREREQUISITE:		Nil	L	T	P	H
C:P:A		3 : 0 : 0	3	0	0	3
COURSE OUTCOMES			Domain		Level	
CO1	<i>Define</i> the different models of OD		Cognitive		Remembering	
CO2	<i>Explain</i> the various OD intervention techniques		Cognitive		Understanding	
CO3	<i>Explain</i> the various Comprehensive OD intervention techniques		Cognitive		Understanding	
CO4	<i>Outline</i> the process of OD		Cognitive		Understanding	
CO5	<i>Demonstrate</i> group dynamics and effective team work.		Cognitive		Understanding	
UNIT I INTRODUCTION						9
OD – Meaning – Definitions – History – Values, Assumptions and Beliefs in OD – Foundations of OD – Models – Kurt Lewin Three-stage model of the change Process – The Burke- Litwin Model of Organizational change .						
UNIT II - OD INTERVENTION TECHNIQUES						9
OD Interventions – Classifying the major families of OD – Techniques & Exercises used in Team Building – Role-Analysis Technique – Force-Field Analysis – Visioning – Constructive Interventions – Inter group Team – Building Interventions .						
UNIT III COMPREHENSIVE OD INTERVENTIONS						9
Comprehensive OD Interventions – Search Conferences & future Search Conferences – Beckhard’s Confrontation Model – Grid OD – Schein’s Cultural Analysis – Large-scale Change and High-Performance Systems – Trans organizational Development .						

UNIT IV OD PROCESS			9
Managing the OD Process – Diagnosis – Marvin Weisbord's Six-Box Model – Action Component – The Program Management Component - Phases of OD Program – A model for managing Change – Pitfalls & Remedy – Creating Parallel Learning Structures.			
UNIT V FUTURE OF OD			9
The Role of Power & Politics in the Practice of OD – Positive Development in Research on OD – Assessing the effects of OD - OD's Future.			
LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45
TEXT BOOKS			
Organizational Development – Wendell L. French, Cecil H. Bell, Jr. and Veena Vohra, Pearson Education Inc., 2010, ISBN: 978-0130093745			
Organizational Development – French & Bell, Prentice-Hall of India Private Limited, 2011, ISBN: 978-8177582311			
http://otgo.tehran.ir/Portals/0/pdf/organization%20development%20and%20change.pdf			
REFERENCES			
Organizational Development and HRD – Macmillan, New Delhi, 2010,ISBN: 978-0071331760			
Best Practices in OD and Change - Bennis Warren, Tata Mc Graw Hill,ISBN: 978-04706604557			

COURSE CODE	XBA505B	L	T	P	C
COURSE NAME	RETAIL MARKETING	3	0	0	3
PREREQUISITES	NIL	L	T	P	H
C:P:A	3:0:0	3	0	0	3

COURSE OUTCOMES

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

SYLLABUS

UNIT	CONTENT	Hours Allotted
I	INTRODUCTION TO RETAIL Meaning – Functions and Characteristics of a Retailer – Reasons for studying. Retailing – Marketing - Retailer Equation – Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing.	07
II	RETAIL MODEL AND THEORIES OF RETAIL DEVELOPMENT Retail Model and Theories of Retail Development – Life cycle and phases in growth of retail markets – Business models in retail – other Retail models.	08
III	STRATEGIC PLANNING IN RETAILING Strategic Planning in Retailing: Situation Analysis – Objectives	10

	Identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process		
IV	RETAIL IN INDIA Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.		10
V	GLOBAL RETAIL MARKETS Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors influencing the success of a global retailing strategy.		10
LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45

Text Book

Dr.L.Natarajan, Retail Management, Margham Publication.

Reference Books

Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill – 2nd edition, 2004

Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India, 8th Edition, 2002.

James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005

Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition, 2004

Table 1: Mapping COs with POs

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

VI Semester

COURSE CODE	XBA601	L	T	P	C
COURSE NAME	PROJECT MANAGEMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 3	3	0	0	3
COURSE OUTCOMES		Domain		Level	

CO1	<i>Identify</i> the importance Project Management	Cognitive	Remembering
CO2	<i>Identify</i> Project Planning and Strategic	Cognitive	Understanding
CO3	<i>Describe</i> Network Concept and PERT concepts	Cognitive	Understanding
CO4	<i>Describe</i> the financial support for project management	Cognitive	Understanding
CO5	<i>State</i> the project implementation and management	Cognitive	Understanding
UNIT I: INTRODUCTION TO PROJECT MANAGEMENT			09
Aims and Objectives, Introduction, Specification of Project, Definition of Project Management, Essentials of a Good Project, Functional Aspects of Project Management , Systems Approach to Project Management - Project Life Cycle : Introduction, Phases of Project Life Cycle, Project Cycle Management, The Traditional Constraints, Project Control Variables, Project Environment			
UNIT II: PROJECT PLANNING			09
Aims and Objectives, Introduction, Strategic Planning for Projects, Dimensions of Strategic Planning , Characteristics of Dimensions, Project Planning Process, Managing the Planning Process			
UNIT III: NETWORKS AND PROJECT EVALUATION REVIEW TECHNIQUE (PERT)			09
Introduction, Network Concept, Concept of Event, Definition of Activity, Dummy Activity, Numbering of Events, Controlling, Rules for Drawing a Network, Master Network, Advantages of Network Planning ,PERT Terminology and Conventions, Implementing PERT			
UNIT IV: PROJECT FINANCING			09
Aims and Objectives, Introduction - Project Finance, Means of Financing, Debt-equity Ratio, Debt, Equity Share, Different Sources Falling under 'Equity and Preference Share Capital			
UNIT V: PROJECT IMPLEMENTATION			09
Aims and Objectives, Introduction, Project Implementation Stages , Initiation, Planning and Design, Production or Execution, Closing and Maintenance, Bottle Necks in Project Implementation, External Factors, Internal Factors , Guidelines for Effective Implementation, Management Techniques for Project Management, Plan, Programme, Project, Issues in Strategy Implementation			
LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45

TEXT BOOK

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

REFERENCE

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

Table 1: Mapping of COs with Pos

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

Total	10		10		4		3	3	5
Scaled	2	0	2	0	1	0	1	1	1

1-5 →1, 6-10 →2, 11-15 →3

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

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

TEXT BOOK

International Business and Environment, Dr.S.Sankaran ,Margham Publications

REFERENCE

- 1.Francis Cherunilam: 'International Business' (EEE), PHI – New Delhi – 2004 (Chapters 5,9,20,24 & 26)
2. International Business – By Rakesh Mohan Joshi, Oxford University Press, Chennai.
3. International Business – By Donald A Ball and others, India Edition, TATA Mcgraw Hill.
4. International Business – S. Shajahan, Macmillan India Ltd., Chennai. 5. International Business – Justin Paul, PHI Learning Pvt.Ltd. New Delhi.

Table 1: Mapping of COs with Pos

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

1-5 →1, 6-10 →2, 11-15 →3

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

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

Purchase Decision Process - Consumer Decision Making - Models of consumer behavior - Consumer involvement Purchase and Post Purchase Processes - Organizational Consumer Behaviour.

UNIT V: Consumerism **8**

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

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45

TEXT BOOKS

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

REFERENCES

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

Mapping COs with POs

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

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

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

COURSE OUTCOMES

Cos	Outcome	Domain	Level
CO1	<i>Understand</i> the concept of Entrepreneurship	Cognitive	Understanding

Hill (Hardcover - Feb 24, 2005)

3. Vasant Desai, Dynamics of Entrepreneurship Development, Star Publication, New Delhi.

Mapping COs with POs

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

0 – No relation

1- Low relation

2- Medium relation

3 – High relation

COURSE CODE	XBA601	L	T	P	C
COURSE NAME	EMPLOYABILITY AND CORPORATE SKILLS	3	1	0	4
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	1	0	4
COURSE OUTCOMES		Domain	Level		
CO1	Learn the group discussion techniques	Cognitive	Understanding		
CO2	Learn the interview skills	Cognitive	Understanding		
CO3	Identify the time management techniques	Cognitive	Understanding		
CO4	Learn how to manage and overcome stress	Cognitive	Understanding		
CO5	Demonstrated decision making and negotiation skills	Cognitive	Understanding		
UNIT I GROUP DISCUSSION					12
Group Discussion – Communication skills in Group Discussion, Structure of GD, GD process, successful GD techniques, skills bought out in GD – leadership and co-ordination					
UNIT II: INTERVIEW SKILLS					12
Interview skills – Types of interview, preparation for interview, mock interview					
UNIT III: TIME MANAGEMENT					12
Time management and effective planning – identifying barriers to effective time management, prudent time management techniques, relationship between time management and stress management.					
UNIT IV: STRESS MANAGEMENT					12
Stress management – causes and effect, coping strategies – simple physical exercises, simple Yoga and Meditation techniques, Relaxation techniques, stress and faith healing, positive forces of nature, relaxation by silence and music.					
UNIT V: DECISION MAKING AND NEGOTIATION					12

Decision making and Negotiation skills, People skills, Team work, development of leadership qualities.

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	15	0	60

TEXT BOOK

Business Communication – R.K.Madhukar, Vikas Publications.

REFERENCE BOOK

Control Your Stress & Manage Your Time! – Georgias P. Piperopoulos

COURSE CODE	XBA602	L	T	P	C
COURSE NAME	BUSINESS PLAN	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3

COURSE OUTCOMES

		Domain	Level
CO1	<i>Explain</i> the business environment and idea generation	Cognitive	Understanding
CO2	<i>Outline</i> the marketing feasibility.	Cognitive	Understanding
CO3	<i>Build</i> the Feasibility plan	Cognitive	Applying
CO4	<i>Construction</i> of Business Plan	Cognitive	Applying
CO5	<i>Explain</i> the Project appraisal	Cognitive	Understanding

UNIT I-BUSINESS IDEA

9

Scanning of Environment- Evaluation of factors – Sensing Opportunities – harnessing different sources of knowledge and information- **Generation of Ideas.** - Difference between 'Basic Ideas' and post scanning ideas- **Identification of Business Opportunities.**

UNIT II-MARKETING FEASIBILITY

9

Market survey & Assessment – Demand, Supply and Nature of Competition- **Cost and Price of Products - Project Innovation and Changes. Feasibility Study** – Identification of applicable Entrepreneurial Opportunities. Selection of an Enterprise - **Identification of product or service** - identifying problems and opportunities- Defining Business Idea.

UNIT III- FEASIBILITY PLAN

9

Data collection for setting up small ventures -Preparing to set up a smallscale enterprise- Assessing Opportunities Financial, Economic Feasibilities, Technical, Legal, managerial, Locational and Other Feasibilities- **Preliminary screening and preparation of detailed feasibility plan. main features of feasibility plan.**

UNIT IV-BUSINESS PLANNING

8

Importance, Levels, Purpose - **steps in Business Planning-** Elements/ Components of a Business Plan- **Planning location of the industry:** factors for reckoning-Sourcing process: **Raw materials, machineries and equipments-** Infrastructure: land & Building - water & Power. Planning production-**Pricing –paying back loans and profit generation.**

UNIT V-PROJECT REPORT

10

Importance - uses– Characteristics of a Project Report- Basic elements of a Project Report- **Preparation of Project Report- Project Appraisal.**

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45

TEXT BOOKS

1. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi. 2013

REFERENCES

Gupta C.B. & Khanka. S.S, “Entrepreneurship and small business management”, 5th edition , sultan chand & sons, 2014

Jayshree Suresh, “Entrepreneurial Development”, Margham Publishers, Chennai, 2011.

E-REFERENCES

Jeff Cornwall, “Entrepreneurship -- From Idea to Launch”, Udemy online Education,
<https://www.udemy.com/entrepreneurship-from-idea-to-launch/>

Table 1: Mapping of COs with POs

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

COURSE CODE	XBA603A	L	T	P	C
COURSE NAME	INDUSTRIAL RELATIONS AND LABOUR WELFARE	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	4
COURSE OUTCOMES		Domain	Level		
CO1	Learn the basic concepts of Industrial relations	Cognitive	Understanding		
CO2	Understand how to prevent industrial dispute	Cognitive	Understanding		
CO3	Understand the concept of collective bargaining	Cognitive	Understanding		
CO4	Learn the grievance redressal procedure and disciplinary procedure	Cognitive	Understanding		
CO5	Understand the various welfare measures & employee health and safety.	Cognitive	Understanding		
UNIT I INDUSTRIAL RELATIONS					07
Concept – Approach to Industrial Relations – Industrial Relations problems in the Public Sector – Trade Unions – Objectives – Functions – Problems – Types					
UNIT II INDUSTRIAL DISPUTES					10
Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace – Government Machinery – Conciliation – Arbitration – Adjudication					
UNIT III COLLECTIVE BARGAINING					08
Concept - Functions - Types of Collective bargaining – Process of Collective bargaining					
UNIT IV DISCIPLINE AND GRIEVANCE					10
Grievance – Causes – Redressal Procedure – Discipline – Types - Disciplinary Procedure and Policies					
UNIT V INDUSTRIAL WELFARE AND SAFETY					10
Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Statutory Welfare Measures – Industrial Safety - Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene - Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counseling – Statutory Provisions					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	0	0		45	
TEXT BOOKS					
1. Saxena.R.K, Zubiulla and Aruna Rani, Employee Relationship Management, Kalyani Publishers, Bangalore. 2. Mamoria C.B. and Sathish Mamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2007.					
REFERENCES					
1.Ratna Sen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd., New Delhi, 2007. 2. C.S.Venkata Ratnam, Globalisation and Labour Management Relations, Response Books, 2007. 3. Srivastava, Industrial Relations and Labour laws, Vikas, 2007. 4. P.N.Singh, Neeraj Kumar. Employee relations Management. Pearson. 2011. 5. P.R.N Sinha, Indu Bala Sinha, Seema Priyardarshini Shekhar. Industrial Relations, Trade Unions and Labour Legislation. Pearson. 2004					

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

SYLLABUS

UNIT	CONTENT		Hours Allotted
I	Introduction Expected utility, prospect theory and mental accounting; conventional finance and challenges to market efficiency;		9
II	Information Processing: Bayesian Decision Making, heuristics and biases, overconfidence and emotion; financial decision-making stemming from psychology;		10
III	Behavior and decisions Behavioral explanations of observed behavioral anomalies; Aggregate stock market puzzles; and retirement and pensions.		10
IV	Emotions and forecasting Forecasting Biases, consensus forecasting, Emotion and Neuroscience in investment decisions and risk taking		8
V	Herdvs Individualism Group Behavior: Conformism, herding, fatal attractions Investing Styles and Behavioral Finance		7
LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45
Text Book Prasanna Chandra, Behavioural finance- TMH publication			
Reference 1. William Forbes, Behavioral finance, Wiley student edition 2. M.M.Sulphey, Behavioral Finance. 3. Richard Deaves, Lucy Ackert-Behavioral Finance, Psychology, decision making			

COURSE CODE	XBA604A	L	T	P	C
COURSE NAME	ADVERTISING AND SALES PROMOTION	3	0	0	3
PREREQUISITES	NIL	L	T	P	H
C:P:A	3: 0 :0	3	0	0	3

COURSE OUTCOMES

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

SYLLABUS

UNIT	CONTENT	Hours Allotted
I	Introduction Meaning – Importance – Objectives – Forms of media – Press – Newspaper – Trade Journal _ Magazines – Outdoor advertising – Poster – Banners – Neon signs – Publicity literature booklets – folders – House organs – Direct mail advertising – cinema and theatre programme – Radio and Television advertising – Exhibition – Trade fair transportation advertising.	08
II	Advertising Advertising budget - Advertising appeals – Advertising objectives – Social effects of Advertising – Advertising copy – Objectives – Essentials – Types – Elements of copy writing – Headlines body copy _ Illustration of Catch phrases and slogans – Identification marks – Advertisement Ethics	10
III	Advertising Layout Advertising layout – functions – Design of layout – typography printing process – Lithography – Printing Plates and reproduction paper & Cloth _ Size of advertising – repeat Advertising – Advertising campaign – Steps in campaign planning	10
IV	Sales promotion Meaning – Methods – Promotional strategy – Marketing communications and persuasion – Promotional instruments –Advertising – Difference between salesmanship and sales promotion – Techniques of sales promotion – Consumer and dealers promotion.	10
V	After Sales Service After sales services – Packing guarantee – Sales Territory –Sales quota - Buying motive – Consumer Psychology – Characteristics ofCustomers.	07
	Lecture 45Hours	Tutorial 0 Hours
	Total 45 Hours	

Text Book

1. Advertising Management - S.A. Chunawalla

Reference

2. Advertising - Bolen J.H 3. Advertising and Sales Management - Sontakk C.N. 4. Salesmanship and Advertising - Davar S.K. 5. Sales forecasting key to integrated Management - Neelamegam

Mapping COs with POs

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

COURSE CODE	XBA604B	L	T	P	C
COURSE NAME	SUPPLY CHAIN MANAGEMNT	3	0	0	3
PREREQUISITES	NIL	L	T	P	H
C:P:A	3: 0 :0	3	0	0	3

COURSE OUTCOMES

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

SYLLABUS

UNIT	CONTENT	Hours Allotted
I	SUPPLY CHAIN MANAGEMENT SCM – Definition – objectives – Evolution - need-Issues involved in developing SCM Framework-Types. SCM activities – constituents in organisation.	9
II	SUPPLY CHAIN INTREGRATION	9

	Supply chain Integration – Stages - Barriers to internal integration - Achieving Excellence in SCM-Dimensions of Supply Chain Excellence-Forces influencing SCE Emotions, Physical and Financial Supply Chains-Check list for Excellence.							
III	PURCHASING AND SUPPLY MANAGEMENT Purchasing and Supply Management – Introduction – importance – Objectives - purchasing process - purchasing & other functions - Purchasing and integrated logistics interfaces - Types of purchases-Purchasing partnerships - Materials sourcing - Just-in-time purchasing.	9						
IV	OUTSOURCING IN SUPPLY CHAIN MANAGEMENT Outsourcing in SCM - Meaning – need - outsourcing risks - outsourcing process outsourcing in SCM - New opportunities in SCM outsourcing - Myths of SCM outsourcing.	9						
V	PERFORMANCE MEASUREMENT IN SUPPLY CHAIN MANAGEMENT Performance Measurement in SCM-Meaning - Advantages of performance measures - The benefits of performance measurement - Measuring SCM - Supplier performance measurement - Parameters choosing suppliers.	9						
		<table> <tr> <td>Lecture</td><td>Tutorial</td><td>Total</td></tr> <tr> <td>45Hours</td><td>0 Hours</td><td>45 Hours</td></tr> </table>	Lecture	Tutorial	Total	45Hours	0 Hours	45 Hours
Lecture	Tutorial	Total						
45Hours	0 Hours	45 Hours						

Text Book

1. Natarajan L., “Logistics and Supply Chain Management” Margham Publications, Chennai

Reference

Sarika Kulkarni : Supply Chain Management, Tata Mc- Ashok Sharma McGraw Hill Publishing Co Ltd., New Delhi, 2004

Mapping COs with POs

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