

# **B.B.A., GENERAL**

## **SYLLABUS**

**FROM THE ACADEMIC YEAR  
2024 – 2025 ONWARDS**



**MANONMANIAM SUNDARANAR UNIVERSITY,  
TIRUNELVELI - 627012**

**B.B.A., GENERAL**

<b>LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR B.B.A., PROGRAMME</b>	
<b>Programme:</b>	<b>B.B.A., General</b>
<b>Programme Code:</b>	
<b>Duration:</b>	<b>3 years [UG]</b>
<b>Programme Outcomes:</b>	<p><b>PO1: Disciplinary knowledge:</b> Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study</p> <p><b>PO2: Communication Skills:</b> Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.</p> <p><b>PO3: Critical thinking:</b> Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.</p> <p><b>PO4: Problem solving: Capacity</b> to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.</p> <p><b>PO5: Analytical reasoning:</b> Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.</p> <p><b>PO6: Research-related skills:</b> A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesizing and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation</p> <p><b>PO7: Cooperation/Team work:</b> Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common</p>

	<p>cause and work efficiently as a member of a team</p> <p><b>PO8: Scientific reasoning:</b> Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.</p> <p><b>PO9: Reflective thinking:</b> Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.</p> <p><b>PO10 Information/digital literacy:</b> Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.</p> <p><b>PO 11 Self-directed learning:</b> Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.</p> <p><b>PO 12 Multicultural competence:</b> Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.</p> <p><b>PO 13: Moral and ethical awareness/reasoning:</b> Ability to embrace moral/ethical values in conducting one’s life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.</p> <p><b>PO 14: Leadership readiness/qualities:</b> Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.</p> <p><b>PO 15: Lifelong learning:</b> Ability to acquire knowledge and skills, including „learning how to learn“, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.</p>
<p><b>Programme Specific Outcomes:</b></p>	<p><b>PSO1:</b> To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p><b>PSO 2:</b> To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.</p> <p><b>PSO 3:</b> To familiarize students to the concepts and theories</p>

	<p>related to Finance, Investments and Modern Marketing.</p> <p><b>PSO 4:</b> Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p><b>PSO 5:</b> Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.</p>
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	<b>PO 1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>PSO 1</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 2</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO3</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 4</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 5</b>	Y	Y	Y	Y	Y	Y	Y	Y

**3 – Strong, 2- Medium, 1- Low**

<b>SEMESTER I</b>		<b>SUBJECTS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>O</b>	<b>Hrs/week</b>	<b>CREDIT</b>	<b>MAX MARKS</b>		<b>TOTAL</b>
<b>COURSE COMPONENT</b>									<b>CIA</b>	<b>External</b>	
Part I	Paper-I	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-I	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-I	Principles of Management	Y	-	-	-	5	5	25	75	100
	Core Paper-II	Accounting for Managers I	Y	-	-	-	5	5	25	75	100
	Elective Paper-I	Managerial Economics	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course SEC1- Basics of Event Management		Y	-	-	-	2	2	25	75	100
	Foundation Course BBA FC 01- Managerial Communication		Y	-	-	-	2	2	25	75	100
Total							30	23			

SEMESTER II		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXMARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part I	Paper-II	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-II	English	Y	-	-	-	4	3	25	75	100
Part III	Core Paper-III	Organisational Behaviour	Y	-	-	-	5	5	25	75	100
	Core Paper-IV	Accounting for Managers - II	Y	-	-	-	5	5	25	75	100
	Elective -II	Business Regulatory Frame Work	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course SEC2 - Managerial Skill Development		Y	-	-	-	2	1	25	75	100
	Skill Enhancement course SEC3 Business Etiquette and Corporate Grooming		Y	-	-	-	2	1	25	75	100
	Naan Mudhalvan *Substitute Paper: Office Management		Y	-	-	-	2	2			
		Total					30	23			

**Note:**

\* The Naan Mudhalvan subject paper is a must and compulsory for all the students. It is to be noted that in case any student failed / re-appear in the Naan Mudhalvan semester paper in such occasion the student is to write the substitute paper to clear the arrear.

SEMESTER III		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXMARKS		TOTAL
COURSE COMPONENT									INT	EXT	
Part I	Paper–III	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper–III	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper–V	Marketing Management	Y	-	-	-	4	5	25	75	100
	Core Paper–VI	Financial Management	Y	-	-	-	4	5	25	75	100
	Elective –III	Business Statistics	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course SEC 4 Computer Applications in Business (Practical subject)		-	-	Y	-	2	1	50	50	100
	Naan Mudhalvan *Substitute Paper: New Venture Management		Y	-	-	-	2	2	25	75	100
	Environmental Studies		Y	-	-	-	2	2			
	Total						30	24			

**Note:**

\* The Naan Mudhalvan subject paper is a must and compulsory for all the students. It is to be noted that in case any student failed / re-appear in the Naan Mudhalvan semester paper in such occasion the student is to write the substitute paper to clear the arrear.

SEMESTER IV		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXIMA RKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part I	Paper-IV	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-IV	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-VII	Business Environment	Y	-	-	-	4	5	25	75	100
	Core Paper-VIII	Human Resource Management	Y	-	-	-	4	5	25	75	100
	Elective Paper-IV	Operations Research	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course SEC5 Tally (Practical Subject)		-	-	Y	-	2	1	50	50	100
	Naan Mudhalvan *Substitute Paper: Intellectual Property Rights		Y	-	-	-	2	2	25	75	100
	Value Based Education		Y	-	-	-	2	2	25	75	100
Total							30	24			

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
	<b>Principles of Management</b>	Core	Y	-	-	-	5	5	25	75	100	
<b>Learning Objectives</b>												
CLO1	To impart knowledge about evolution of management											
CLO2	To provide understanding on planning process and importance of decision making in organization											
CLO3	To learn the application of principles in organization											
CLO4	To familiarize students about direction and Co-ordination in Business significance of ethics in business and its implications											
CLO5	To study the process of effective controlling in organization											
UNIT	Details							No. of Hours	Learning Objectives			
I	<b>Management:</b> Definition – Importance – Nature and Scope of Management - Principles - Role and Functions of a Manager – Levels of Management – Principles of Scientific Management							15	CLO1			
II	<b>Planning and Decision Making:</b> Meaning - Nature – Importance – Forms – Types – Steps in Planning – Decision –making –Importance - Process of Decision – making – Types of Decision.							15	CLO2			
III	<b>Organizing:</b> Characteristics - Importance - Types of Organizations – Organization Structure – Departmentalization – Difference between centralization and decentralization – Authority, Delegation, Responsibility - Concepts							15	CLO3			
IV	<b>Direction:</b> Nature - Principles- Purpose of direction - Co-ordination – Need - Type - Techniques - Requisites for excellent Co-ordination							15	CLO4			
V	<b>Controlling:</b> Meaning - Principles - Importance - Characteristics – Control Process - Techniques of Control - Types of Control							15	CLO5			
	<b>Total</b>							<b>75</b>				
<b>Course Outcomes</b>												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
<b>CO1</b>	Describe nature, scope, role, levels, functions and approaches of management							PO5				
<b>CO2</b>	Apply planning and decision making in management							PO2, PO5, PO6,PO8				
<b>CO3</b>	Identify organization structure and various organizing techniques							PO1, PO4				
<b>CO4</b>	Understand Direction, Co-ordination							PO2,PO6				
<b>CO5</b>	Control mechanisms and practices of organisation.							PO3, PO8				

<b>Reading list</b>		
1.	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.	
2.	Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.	
3	.Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011	
4	Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India	
5	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.	
<b>Reference Books</b>		
1.	P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017	
2.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.	
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017	
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.	
5.	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015	
<b>Web Resources</b>		
1	<a href="https://www.toolshero.com/management/14-principles-of-management/">https://www.toolshero.com/management/14-principles-of-management/</a>	
2	<a href="https://open.umn.edu/opentextbooks/textbooks/693">https://open.umn.edu/opentextbooks/textbooks/693</a>	
3	<a href="https://open.umn.edu/opentextbooks/textbooks/34">https://open.umn.edu/opentextbooks/textbooks/34</a>	
4	<a href="https://openstax.org/subjects/business">https://openstax.org/subjects/business</a>	
5	<a href="https://blog.hubspot.com/marketing/management-principles">https://blog.hubspot.com/marketing/management-principles</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	L	S	S	S	S	M	S
<b>CO 2</b>	M	S	S	S	M	M	L	S
<b>CO 3</b>	M	S	S	M	S	S	M	S
<b>CO 4</b>	S	M	S	S	S	S	L	S
<b>CO 5</b>	M	S	S	S	S	S	M	S

**S –Strong M-Medium L-Low**

**CO-PO Mapping with program specific outcomes ,**

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
	<b>Accounting for Managers I</b>	Core	Y	-	-	-	5	5	25	75	100	
<b>Learning Objectives</b>												
CLO1	To impart knowledge about basic concepts of accounting its applications											
CLO2	To analyze and interpret financial reports of a company											
CLO3	To understand the gross profit and net profit earned by organization											
CLO4	To foster knowledge on Depreciation of accounts											
CLO5	To understand the procedures of Accounting under Single entry system.											
UNIT	Details							No. of Hours	Learning Objectives			
I	<b>Introduction:</b> Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance							15	CLO1			
II	<b>Subsidiary book</b> – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account							15	CLO2			
III	<b>Preparation of Final Accounts</b> – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.							15	CLO3			
IV	<b>Depreciation</b> - Definition, causes, methods of depreciation (Straight line, written down and Annuity method)							15	CLO4			
V	<b>Single Entry</b> – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method							15	CLO5			
	<b>Total</b>							<b>75</b>				
<b>Course Outcomes</b>												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
<b>CO1</b>	Prepare Journal, ledger, trial balance and cash book							PO2, PO1				
<b>CO2</b>	Classify errors and making rectification entries							PO1				
<b>CO3</b>	Prepare final accounts with adjustments							PO2, PO6				
<b>CO4</b>	To understand depreciation							PO2, PO6				
<b>CO5</b>	Prepare single and double entry system of accounting.							PO6				

<b>Reading List</b>		
1.	Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.	
2.	Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition	
3.	Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition.	
4.	Shukla&Grewal, 2002, Advanced Accounting, Sultan Chand &Sons,New Delhi, 15th edition.	
5.	Tulsian P.C., 2006, Financial Accounting, Pearson Education	
<b>References Books</b>		
1.	Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai	
2.	TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019	
3.	David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017	
4.	M N Arora; Accounting for Management- Himalaya Publications House 2019.	
5.	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.	
6.	T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.	
<b>Web Resources</b>		
1.	<a href="https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf">https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf</a>	
2.	<a href="https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf">https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf</a>	
3.	<a href="https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles">https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles</a>	
4.	<a href="https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system">https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system</a>	
5.	<a href="https://www.profitbooks.net/what-is-depreciation">https://www.profitbooks.net/what-is-depreciation</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	

<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	M	M	M	M	S	L	M
<b>CO 2</b>	S	M	M	M	M	S	L	S
<b>CO 3</b>	S	M	M	M	M	S	L	S
<b>CO 4</b>	S	M	M	M	M	S	L	M
<b>CO 5</b>	S	M	M	M	M	S	L	M

**S-Strong                  M-Medium                  L-Low**

**CO-PO Mapping with program specific outcomes (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
	<b>Managerial Economics</b>	Generic Elective	Y	-	-	-	3	4	25	75	100	
<b>Learning Objectives</b>												
<b>CLO1</b>	To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario											
<b>CLO2</b>	To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.											
<b>CLO3</b>	To Understand the and production factors of the firm											
<b>CLO4</b>	To describe the optimal point of cost analysis											
<b>CLO5</b>	To Provide insights to the various market structures in an economy.											
UNIT	Details							No. of Hours	Learning Objectives			
I	<b>Nature and scope of managerial economics</b> – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics							12	CLO1			
II	<b>Demand analysis</b> – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.							12	CLO2			
III	<b>Production analysis</b> – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale							12	CLO3			
IV	<b>Cost analysis</b> – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.							12	CLO4			
V	<b>Market Analysis</b> - Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly							12	CLO5			
	<b>Total</b>							<b>60</b>				
<b>Course Outcomes</b>												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
<b>CO1</b>	Analyze & apply the various managerial economic concepts in individual & business decisions.							PO2, PO6,PO8				
<b>CO2</b>	Explain demand concepts, underlying theories and identify demand forecasting techniques.							PO6, PO8				
<b>CO3</b>	Employ production, cost and supply analysis for business decision making							PO1, PO2,PO6				
<b>CO4</b>	Identify pricing strategies							PO1, PO2,PO6				
<b>CO5</b>	Classify market structures under competitive scenarios.							PO2, PO6, PO8				

<b>Reading List</b>		
1.	Journal of Economic Literature – American Economic Association	
2.	Arthasastra Indian Journal of Economics & Research	
3.	Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai	
4.	Indian Economic Journal/Sage Publications	
5.	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi	
<b>References Books</b>		
1.	Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019	
2.	Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.	
3.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.	
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.	
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016	
<b>Web Resources</b>		
1	<a href="https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597">https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597</a>	
2	<a href="https://www.intelligenteconomist.com/profit-maximization-rule">https://www.intelligenteconomist.com/profit-maximization-rule</a>	
3	<a href="http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134">http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134</a>	
4	<a href="http://www.simplynotes.in/e-notes/mbabba/managerial-economics/">http://www.simplynotes.in/e-notes/mbabba/managerial-economics/</a>	
5	<a href="https://businessjargons.com/determinants-of-elasticity-of-demand.html">https://businessjargons.com/determinants-of-elasticity-of-demand.html</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	



**Mapping with program outcomes**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>CO1</b>	M	S	M	M	M	S	L	M
<b>CO2</b>	S	L	M	M		S		S
<b>CO3</b>	S	S	M	M	M	S		M
<b>CO4</b>	S	S	M	M		S		M
<b>CO5</b>		S	M	M		S		S

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Basics of Event Management</b>	SEC 1	Y	-	-	-	2	2	25	75	100
<b>Learning Objectives</b>											
CLO1	To know the basic of event management its concepts										
CLO2	To make an event design										
CLO3	To make feasibility analysis for event.										
CLO4	To understand the 5 Ps of Event Marketing										
CLO5	To know the financial aspects of event management and its promotion										
UNIT	Details							No. of Hours	Learning Objectives		
I	<b>Introduction:</b> Event Management – Definition, Need, Importance, Activities.							6	CLO1		
II	<b>Concept and Design of Events:</b> Event Co-ordination, Developing &, Evaluating event concept – Event Design							6	CLO2		
III	<b>Event Feasibility:</b> Resources – Feasibility, SWOT Analysis							6	CLO3		
IV	<b>Event Planning &amp; Promotion</b> – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations							6	CLO4		
V	<b>Event Budget</b> – Financial Analysis – Event Cost – Event Sponsorship							6	CLO5		
	<b>Total</b>							<b>30</b>			
<b>Course Outcomes</b>											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	To understand basics of event management							PO1, PO6			
CO2	To design events							PO5, PO6			
CO3	To study feasibility of organising an event							PO2, PO6			
CO4	To gain Familiarity with marketing & promotion of event							PO6			
CO5	To develop event budget							PO6, PO8			
<b>Reading List</b>											
1.	Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.										
2.	Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009										
3.	Event Management & Public Relations by Savita Mohan - Enkay Publishing House										
4	Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross										
5	Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers										

<b>References Books</b>		
1.	Event Management By Chaudhary, Krishna, Bio-Green Publishers	
2.	Successful Event Management By Anton Shone & Bryn Parry	
3.	Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid	
4.	Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers	
5.	Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik Create Space Independent Publishing Platform, 2015	
<b>Web Resources</b>		
1.	<a href="https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf">https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf</a>	
2	<a href="https://www.inderscience.com/jhome.php?jcode=ijhem">https://www.inderscience.com/jhome.php?jcode=ijhem</a> International Journal of Hospitality & Event Management	
3	<a href="https://www.emeraldgroupublishing.com/journal/ijefm">https://www.emeraldgroupublishing.com/journal/ijefm</a> International Journal of Event and Festival Management	
4	<a href="https://www.eventbrite.com/blog/?s=roundup">https://www.eventbrite.com/blog/?s=roundup</a>	
5	<a href="https://www.eventindustrynews.com/">https://www.eventindustrynews.com/</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

## Mapping with program outcomes

**S-Strong          M-Medium          L-Low**

### **CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	S	S	S	M	S	S	S
<b>CO 2</b>	M	S	S	S	M	S	S	S
<b>CO 3</b>	S	M	S	S	S	S	S	M
<b>CO 4</b>	S	M	S	S	S	S	S	S
<b>CO 5</b>	M	S	S	S	M	S	S	S

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
	<b>Managerial Communication</b>	Core	Y	-	-	-	2	2	25	75	100	
<b>Course Objectives</b>												
CLO1	To educate students role & importance of communication skills											
CLO2	To build their listening, reading, writing & speaking communication skills.											
CLO3	To introduce the modern communication for managers.											
CLO4	To understand the skills required for facing interview											
CLO5	To facilitate the students to understand the concept of Communication.											
UNIT	Details							No. of Hours	Course Objectives			
I	<b>Introduction:</b> Definition – Methods – Types – Principles of effective Communication – Barriers to Communication							6	CLO1			
II	<b>Business Letter</b> – Layout- Kinds of Business Letters, offer, acceptance – Enquiry, replies, Order, Sales, and circulars							6	CLO2			
III	<b>Job Application</b> , Resume writing and interviews - Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language							6	CLO3			
IV	<b>Reports</b> - Communication through Reports – Agenda- Minutes of Meeting							6	CLO4			
V	<b>Modern Forms of Communication:</b> podcasts, Email, virtual meetings – Websites and their use in Business							6	CLO5			
<b>Total</b>							<b>30</b>					
<b>Course Outcomes</b>												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
<b>CO1</b>	Understand communication process and its barriers.							PO1,PO2,PO3,PO4, PO8				
<b>CO2</b>	Develop business letters in different scenarios							PO1,PO2,PO3,PO4, PO5,PO6				
<b>CO3</b>	Develop oral communication skills & conducting interviews							PO2,PO3,PO4,PO5, PO6,PO7				
<b>CO4</b>	Use managerial writing for business communication							PO1,PO2,PO4,PO5, PO6,PO8				
<b>CO5</b>	Identify usage of modern communication tools & its significance for managers							PO3,PO4,PO5,PO6, PO7,PO8				
<b>Reading List</b>												
1.	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008											
2.	Mallika Nawal –Business Communication – CENGAGE											
3.	Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.											
4.	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008											
5.	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.											

<b>References Books</b>		
1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017	
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017	
3.	R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006	
4.	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010	
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015	
<b>Web Resources</b>		
1.	<a href="https://www.managementstudyguide.com/business_communication.html">https://www.managementstudyguide.com/business_communication.html</a>	
2.	<a href="https://studiousguy.com/business-communication/">https://studiousguy.com/business-communication/</a>	
3.	<a href="https://www.oercommons.org/curated-collections/469">https://www.oercommons.org/curated-collections/469</a>	
4.	<a href="https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/">https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/</a>	
5.	<a href="https://open.umn.edu/opentextbooks/textbooks/8">https://open.umn.edu/opentextbooks/textbooks/8</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	S	M	S	M	S	S	S
<b>CO 2</b>	S	S	S	S	S	S	M	M
<b>CO 3</b>	M	S	S	S	S	S	S	M
<b>CO 4</b>	S	S	M	S	S	S	M	S
<b>CO 5</b>	M	M	S	S	S	S	S	S

**S-Strong**

**M-Medium**

**L-Low**

**CO-PO Mapping with program specific outcomes (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
	<b>Organizational Behaviour</b>	Specific Elective	Y	-	-	-	5	5	25	75	100	
<b>Learning Objectives</b>												
CLO1	To have extensive knowledge on OB and the scope of OB.											
CLO2	To create awareness of Individual Behaviour.											
CLO3	To enhance the understanding of Group Behaviour											
CLO4	To know the basics of Organisational Culture and Organisational Structure											
CLO5	To understand Organisational Change, Conflict and Power											
UNIT	Details							No. of Hours	Learning Objectives			
I	<b>Introduction</b> : Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB							15	CLO1			
II	<b>Individual Behaviour:</b> 1. Learning and attitude - Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. 2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor							15	CLO2			
III	<b>Personality and Values</b> : Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; factors affecting perception.							15	CLO3			
IV	<b>Group Behaviour</b> : 1. Groups and Work Teams : Concept : Five Stage model of group development; 2. Leadership : Concept and theories - Styles - Behavioral theories and contingency theories.							15	CLO4			
V	<b>Organisational Culture And Change:</b> - Concept of culture - Forces of change, planned change, Resistance, Steps to overcoming resistance							15	CLO5			
								<b>75</b>				
Course Outcomes	On Completion of the course the students will							Program Outcomes				
CO1	To define Organisational Behaviour, Understand the opportunity through OB.							PO1, PO2, PO6, PO7				
CO2	To apply self-awareness, motivation, leadership and learning theories at workplace.							PO2, PO4, PO5, PO6				
CO3	To analyze the complexities and solutions of group behaviour.							PO1, PO2, PO4, PO5, PO6				
CO4	To impact and bring positive change in the culture of the organisation.							PO2, PO3, PO4, PO5, PO8				
CO5	To create a congenial climate in the organization.							PO1, PO2, PO5, PO6, PO8				



<b>Reading List</b>		
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge , <i>Organizational Behaviour</i> , Pearson Education, 18 <sup>th</sup> Edition, 2022.	
2.	Fred Luthans, <i>Organizational Behaviour</i> , Tata Mc Graw Hill, 2017.	
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, <i>Organizational Behaviour</i> , John Wiley & Sons, 2011	
4.	Louis Bevoc, Allison Shearsett, Rachael Collinson, <i>Organizational Behaviour Reference</i> , Nutri Niche System LLC (28 April 2017)	
5.	Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, <i>Organizational Behaviour: A Skill-Building Approach</i> , SAGE Publications, Inc; 2nd edition (29 November 2018).	
<b>References Books</b>		
1.	Uma Sekaran, <i>Organizational Behaviour Text &amp; cases</i> , 2 <sup>nd</sup> edition, Tata McGraw Hill Publishing CO. Ltd	
2.	Gangadhar Rao, Narayana, V.S.P Rao, <i>Organizational Behaviour</i> 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1 <sup>st</sup> edition	
3.	S.S. Khanka, <i>Organizational Behaviour</i> , S. Chand & Co, New Delhi.	
4.	J. Jayasankar, <i>Organizational Behaviour</i> , Margham Publications, Chennai, 2017.	
5.	John Newstrom, <i>Organizational Behaviour: Huma Behaviour at Work</i> , McGraw Hill Education; 12th edition (1 July 2017)	
<b>Web Resources</b>		
1	<a href="https://www.iedunote.com/organizational-behavior">https://www.iedunote.com/organizational-behavior</a>	
2	<a href="https://www.london.edu/faculty-and-research/organisational-behaviour">https://www.london.edu/faculty-and-research/organisational-behaviour</a>	
3	Journal of Organizational Behavior on JSTOR	
4	International Journal of Organization Theory & Behavior   Emerald Publishing	
5	<a href="https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf">https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

### Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	M	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	M	M	M	S	S	M	S
CO 4	S	S	M	M	S	S	M	M
CO 5	S	S	M	M	S	S	M	M

S-Strong      M-Medium      L-Low

### CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	C a t e g o r y	L	T	P	O	C r e d i t s	I n s t . H o u r s	Marks			
									C I A	E x t e r n a l	T o t a l	
	<b>Accounting for Managers II</b>	Core	Y	-	-	-	5	5	25	75	100	
<b>Learning Objectives</b>												
CLO1	To provide basic understanding of cost concepts and classification.											
CLO2	To develop skills in tools & techniques and critically evaluate decision making in business.											
CLO3	To understand various ratios and cash flow related to finance											
CLO4	To recognize the role of budgets and variance as a tool of planning and control.											
CLO5	To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios											
UNIT	Details							No. of Hours	Learning Objectives			
I	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets							15	CLO1			
II	Management accounting – Meaning, nature, scope and functions, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.							15	CLO2			
III	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover.							15	CLO3			
IV	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget							15	CLO4			
V	Marginal Costing - Definition - Characteristics - Advantages - Demerits - Managerial Applications of Marginal Costing							15	CLO5			
	<b>Total</b>							<b>75</b>				
<b>Course Outcomes</b>												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Interpret cost sheet & write comments.							PO1, PO2, PO4				
CO2	Compare cost, management & financial accounting							PO6				
CO3	Analyze the various ratio and compare it with standards to assess deviations							PO2, PO6				
CO4	Estimate budget and use budgetary control							PO1, PO2, PO8				
CO5	Evaluate marginal costing and its components							PO2, PO6				

<b>Reading List</b>		
1.	Gupta, R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016.	
2.	T. S. and A .Murthy. Management Accounting. Chennai: Margham, 2007.	
3.	Jain S.P and K.L Narang. Advanced Accountancy (Part II). Kalyani, 2007.	
4.	Maheshwari S.N, Advanced Accountancy (PartII). Vikas, 2007.	
5.	Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017.	
<b>References Books</b>		
1.	Dr.K.Ganesan & S. Ushena Begam, Accounting for Managers – Volume II, Charulatha Publications, Chennai	
2.	T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016	
3.	Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015.	
4.	Horngren Sunderu Stratton, Introduction to Management Accounting, Pearson Education,2013.	
5.	Rajiv Kumar Goel & IshaanGoel, Concept Building Approach to Management Accounting ,2019	
6.	Colin Drury, Management and Cost Accounting (with Course Mate and eBook Access), Cengage, 2015.	
<b>Web Resources</b>		
1	<a href="https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/">https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/</a>	
2	<a href="https://efinancemanagement.com/financial-accounting/management-accounting">https://efinancemanagement.com/financial-accounting/management-accounting</a>	
3	<a href="http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859">http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859</a>	
4	<a href="https://www.wallstreetmojo.com/ratio-analysis/">https://www.wallstreetmojo.com/ratio-analysis/</a>	
5	<a href="http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656">http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	

(K5)	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	M	M	M	M	S	L	M
<b>CO 2</b>	S	M	M	M	M	S	L	S
<b>CO 3</b>	S	M	M	M	M	S	L	S
<b>CO 4</b>	S	M	M	M	M	S	L	M
<b>CO 5</b>	S	M	M	M	M	S	L	M

**S-Strong                  M-Medium                  L-Low**

**CO-PO Mapping with program specific outcomes (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>BUSINESS REGULATORY FRAME WORK</b>	Core	Y	-	-	-	3	4	25	75	100
<b>Course Objectives</b>											
CLO1	Explain Indian Contracts Act										
CLO2	Understand Sales of goods act& contract of agency										
CLO3	Understand Indian Companies Act 1956										
CLO4	Understand Consumer Protection Act – RTI										
CLO5	Understand Cyber law										
UNIT	Details							No. of Hours	Learning Objectives		
I	Indian Contracts Act 1872 - Essentials - Offer and Acceptance - Consideration - Capacity of the parties							12	CLO1		
II	Special Contract - Indemnity and Guarantee - Bailment and Pledge							12	CLO2		
III	Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA - Appointment of Directors- Duties-Meeting- Resolutions -Winding up							12	CLO3		
IV	Consumer Protection Act –Definitions (Sec 2) - Consumer protection council (Chapter II, Secs 4 to 8) - Consumer Disputes Redressal Agencies (Chapter III, 9 to 27) - Consumer Disputes Redressal Forum (The District Forum - (Secs. 10 to 15) - Consumer Disputes Redressal Commission (The State Commission - Secs 16 to 19) - National Consumer Disputes Redressal Commission (National Commission - Secs 20 to 23)							12	CLO4		
V	Sale of Goods Act 1930 - Essentials -The Price - Difference between Sale and agreement to sell - Difference between Sale and Hire purchase agreement - Formation of a contract of a sale - kinds of goods - rights of an unpaid seller							12	CLO5		
							<b>60</b>				
Course Outcomes	On Completion of the course the students will							Program Outcomes			
CO1	Explain Indian Contracts Act							PO1,PO3,PO6,PO8			
CO2	Understand Sales of goods act and Contract of Agency							PO1,PO2,PO3,PO4, PO5,PO8			
CO3	Understand Indian Companies Act 1956							PO3,PO4,PO6,PO8			
CO4	Understand Consumer Protection Act – RTI							PO1,PO2,PO3,PO6,			

		PO7,PO8
<b>CO5</b>	Understand Cyber law	PO1,PO3,PO6,PO7, PO8
<b>Reading List</b>		
1	Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications	
2	Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand	
3	N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons	
4	Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni	
5	Business Law (Commercial Law) – Dr. M.R. Sreenivasan	
<b>References Books</b>		
1	Business Regulatory Framework, Sahitya Bhawan Publications. Revised, 2022.	
2	Business Regulatory Framework, <u>Garg K.C., Sareen V.K., Sharma Mukesh, 2013</u>	
3	Business Regulatory Framework, Pearson Education India, 2011	
4	Bare Acts- RTI, Consumer Protection Act	
5	Business Regulatory Framework , <b>Dr. Pawan Kumar Oberoi, Global Academic Publishers &amp; Distributors, 2015</b>	
<b>Web Resources</b>		
1	<a href="https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html">https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html</a>	
2	<a href="http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/">http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/</a>	
3	<a href="https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661">https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661</a>	
4	International Journal of Law (lawjournals.org)	
5	<a href="https://www.himpub.com/BookDetail.aspx?BookId=1936&amp;NB=&amp;Book_TitleM=%20Business%20Regulatory%20Framework">https://www.himpub.com/BookDetail.aspx?BookId=1936&amp;NB=&amp;Book_TitleM=%20Business%20Regulatory%20Framework</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

### Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	S	S	L	S
CO 2	S	M	M	M	S	S	L	S
CO 3	S	M	M	M	S	S	L	S
CO 4	S	M	M	M	S	S	L	S
CO 5	S	M	M	M	S	S	L	S

S-Strong      M-Medium      L-Low

### CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	13	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.6	3.0	3.0



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>MANAGERIAL SKILL DEVELOPMENT</b>	SEC	Y	-	-	-	1	2	25	75	100
<b>Learning Objectives</b>											
CLO1	To improve the self-confidence, groom the personality and build emotional competence										
CLO2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.										
CLO3	To assess the Emotional intelligence										
CLO4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions										
CLO5	To improve professional etiquettes										
UNIT	Details							No. of Hours	Learning Objectives		
I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image.							6	CLO1		
II	Self Esteem: Meaning & Importance, Components of self-esteem							6	CLO2		
III	Building Emotional Competence: Emotional Intelligence — Meaning, Components and Importance							6	CLO3		
IV	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning. Creativity: Definition and nature of creativity, Idea generation and evaluation (Brain Storming), Image generation and evaluation.							6	CLO4		
V	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.							6	CLO5		
<b>Total</b>							<b>30</b>				
<b>Course Outcomes</b>											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Identify the personal qualities that are needed to sustain in the world of work.							PO1, PO2, PO6, PO7			

<b>CO2</b>	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	PO1, PO2, PO5
<b>CO3</b>	Acquire practical management skills that are of immediate use in management or leadership positions.	PO6, PO7
<b>CO4</b>	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	PO1, PO2
<b>CO5</b>	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	PO4
<b>Reading List</b>		
1.	Managerial Skill Articles	
2.	The Management Skills of SALL Managers - SiSAL Journal	
3.	Managerial Skills by Dr.K.Alex S.CHAND	
4.	Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP	
5.	Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV	
<b>References Books</b>		
1.	Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication	
2.	McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.	
3.	Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.	
4.	<u>P. Varshney</u> , <u>A. Dutta</u> , Managerial Skill Development, Alfa Publications, 2012	
5.	EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan	
<b>Web Resources</b>		
1.	<a href="https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63">https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63</a>	
2.	<a href="https://www.academia.edu/4358901/managerial_skill_development_pdf">https://www.academia.edu/4358901/managerial_skill_development_pdf</a>	
3	<a href="https://www.academia.edu/4358901/managerial_skill_development_pdf">https://www.academia.edu/4358901/managerial_skill_development_pdf</a>	
4	<a href="https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf">https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf</a>	
5	<a href="https://www.aisectuniversityjarkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf">https://www.aisectuniversityjarkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks

<b>Methods of Assessment</b>	
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
<b>Application (K3)</b>	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

**S-Strong                  M-Medium                  L-LowM**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):  
Level of Correlation between PSO's and CO's**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	M	S	S	S	M	M	S
<b>CO 2</b>	M	M	S	S	S	S	S	M
<b>CO 3</b>	S	S	S	S	S	S	S	
<b>CO 4</b>	S	S	S	S	S	S	M	S
<b>CO 5</b>	M	M	S	S	S	M	S	S

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Business Etiquette and Corporate Grooming</b>	SEC	Y	-	-	-	1	2	25	75	100
<b>Learning Objectives</b>											
CLO1	To impart knowledge about basic etiquettes in professional conduct										
CLO2	To provide understanding about the workplace courtesy and ethical issues involved										
CLO3	To suggest on guidelines in managing rude and impatient clients										
CLO4	To familiarize students about significance of cultural sensitivity and the relative business attire										
CLO5	To stress on the importance of attire										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Business Etiquette: Introduction-ABCs of etiquette- meeting and greeting scenarios-principles of exceptional work behavior							6	CLO1		
II	Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective							6	CLO2		
III	Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the work place, email etiquette, online chat etiquette guidelines							6	CLO3		
IV	Diversity and Cultural Awareness at Workplace Impact of diversity-Cultural Sensitivity-Taboos and Practices-Inter-Cultural Communication							6	CLO4		
V	Business Attire and Professionalism Businessstyleandprofessionalimage-dresscode-guidelinesforappropriatebusinessattire-groomingfor success.							6	CLO5		
<b>Total</b>							<b>30</b>				
<b>Course Outcomes</b>											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Describe basic concepts of business etiquette and corporate grooming.							PO5, PO6,			
CO2	Outlinetheetiquetteandgroomingstandardsfollowedinbusinessenvironmentand the significance of communication							PO4, PO2, PO5, PO6			
CO3	Create cultural awareness and moral practices in real life workplace scenarios							PO8, PO6			
CO4	Analyze workplace courtesy and resolve ethical issues							PO1, PO3, PO8,			

	with respect to etiquette and grooming for success	PO6
<b>CO5</b>	Apply the professionalism in the workplace considering diversity and courtesy	PO3, PO8, PO6
<b>Reading List</b>		
1.	Journal of Computer Mediated Communication By ICA	
2.	Business and Professional Communication by Sage Journals	
3.	Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse	
4.	Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow	
5.	Shital Kakkar Mehra, "Business Etiquette: A guide for the Indian Professional", HarperCollins Publisher (2012)	
<b>References Books</b>		
1.	Indian Business Etiquette, Raghu Palat, JAICO Publishers	
2.	Nina Kochhar, "At Ease with Etiquette", B. Jain Publisher, 2011	
3.	Nimeran Sahukar, Prem P. Bhalla, "The Book of Etiquette and Manners", Pustak Mahi Publishers, 2004	
4.	Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.	
5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter, McGraw Hill Education	
<b>Web Resources</b>		
1.	<a href="http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf">http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf</a>	
2.	<a href="https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf">https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf</a>	
3.	<a href="https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf">https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf</a>	
4.	<a href="https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm">https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm</a>	
5.	<a href="https://wikieducator.org/Business_etiquette_and_grooming">https://wikieducator.org/Business_etiquette_and_grooming</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**

**Level of Correlation between PSO's and CO's**

<b>CO/PO</b>		<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>		3	3	3	3	3
<b>CO 2</b>		3	3	3	3	3
<b>CO 3</b>		3	3	3	3	3
<b>CO 4</b>		3	3	3	3	3
<b>CO 5</b>		-	3	3	3	3
<b>Weightage</b>		12	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>		2.4	3.0	3.0	3.0	3.0

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	M	S	S	S	M	M	S
<b>CO 2</b>	M	M	S	S	S	M	M	S
<b>CO 3</b>	M	M	S	S	S	M	M	S
<b>CO 4</b>	M	M	S	S	S	S	M	S
<b>CO 5</b>	M	M	M	S	S	S	M	S

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Office Management</b>		Y	-	-	-	2	2	25	75	100
<b>Learning Objectives</b>											
CLO1	Understand the concept of office and qualities of manager										
CLO2	Analyse the office environment										
CLO3	Develop the skills of mail handling.										
CLO4	Organise office form										
CLO5	Describe Office appliance										
UNIT	Details							No. of Hours	Learning Objectives		
I	<b>Office - Meaning and Importance</b> - Functions of Office - Officer Manager - Qualities of a Manager							6	CLO1		
II	<b>Office Environment</b> - Office layout - Objectives - Advantages and Disadvantages							6	CLO2		
III	<b>Mail Handling</b> - Centralized and Decentralized Mail Handling							6	CLO3		
IV	<b>Office forms</b> - Meaning - Type of forms - Objectives and its advantages							6	CLO4		
V	<b>Office Appliances</b> - Meaning - Importance - Factors in Selecting office Machines							6	CLO5		
	<b>Total</b>							<b>30</b>			
<b>Course Outcomes</b>											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
<b>CO1</b>	To understand the concept of office and qualities of manager							PO1, PO6			
<b>CO2</b>	To Analyse the office environment							PO5, PO6			
<b>CO3</b>	To Develop the skills of mail handling.							PO2, PO6			
<b>CO4</b>	To Organise office form							PO6			
<b>CO5</b>	To Describe Office appliance							PO6, PO8			
<b>Reading List</b>											
1.	Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.										
2.	Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009										
3.	Event Management & Public Relations by Savita Mohan - Enkay Publishing House										
4	Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross										
5	Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers										

<b>References Books</b>		
1.	Commercial correspondence and office management - R.S.N. Pillai and Baghavathi	
2.	Office Management - R.K. Chopra	
3.	Office Management - Prasanta K.Ghosh	
4.	Office Organisation and Management - S.P. Arora	
5.	Business Communication (Text, cases and Laboratory Manual) - C.S.C. Krishnamacharyulu and Lalitha Ramakrishnan	
<b>Web Resources</b>		
1.	<a href="https://www.schandpublishing.com/books/higher-education/commerce-management/office-management/9788121922524/">https://www.schandpublishing.com/books/higher-education/commerce-management/office-management/9788121922524/</a>	
2	<a href="http://www.worldcolleges.info/sites/default/files/schoolbooks/Std12-Voc-Office_Management-EM1.pdf">http://www.worldcolleges.info/sites/default/files/schoolbooks/Std12-Voc-Office_Management-EM1.pdf</a>	
3	<a href="https://cuils.cuchd.in/cgi-bin/koha/opac-detail.pl?biblionumber=125675&amp;shelfbrowse_itemnumber=163517">https://cuils.cuchd.in/cgi-bin/koha/opac-detail.pl?biblionumber=125675&amp;shelfbrowse_itemnumber=163517</a>	
4	<a href="https://www.waterstones.com/category/business-finance-law/business/office-and-workplace/office-management">https://www.waterstones.com/category/business-finance-law/business/office-and-workplace/office-management</a>	
5	<a href="https://www.academia.edu/44331654/Book_Office_Management_and_Secretarial_Practice_OMSP_">https://www.academia.edu/44331654/Book_Office_Management_and_Secretarial_Practice_OMSP_</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	



Mapping with program outcomes

**S-Strong      M-Medium      L-Low**

**CO-PO Mapping (Course Articulation Matrix)**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	S	S	S	M	S	S	S
<b>CO 2</b>	M	S	S	S	M	S	S	S
<b>CO 3</b>	S	M	S	S	S	S	S	M
<b>CO 4</b>	S	M	S	S	S	S	S	S
<b>CO 5</b>	M	S	S	S	M	S	S	S

**Level of Correlation between PSO's and CO's**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CI A	External	Total
	<b>MARKETING MANAGEMENT</b>	Core	Y	-	-	-	5	4	25	75	100
<b>Learning Objectives</b>											
CLO1	To understand the marketplace.										
CLO2	To identify the market segmentation and the Product mix										
CLO3	To select the different pricing methods										
CLO4	To know the channels of distribution										
CLO5	To understand the promotion mix										
UNIT	Details							No. of Hours	Learning Objectives		
I	<b>Fundamentals of Marketing</b> –Market - Classification of Market - Role of Marketing - Importance – Modern Marketing - Marketing Functions - Concept of Marketing Mix – Marketing Approaches							12	CLO1		
II	<b>Market Segmentation and product</b> – Need And Basis of Segmentation -Product – Characteristics – Benefits – Classifications – Product Mix-New Product Development Process - Product Life Cycle							12	CLO2		
III	<b>Pricing</b> – Meaning - Objectives - Significance Basic Principles of pricing - Methods of pricing - pricing policies and strategies - pricing process - Factors affecting Pricing Decisions							12	CLO3		
IV	<b>Physical Distribution:</b> Meaning- Importance – Features - Type of channel of distribution - Function of channel members - Factors influencing the channel selection							12	CLO4		
V	<b>Promotion</b> - Promotion mix - Sales Promotion tools - Objectives - Importance - Factors determining promotion mix - Digital Marketing - Application and benefits							12	CLO5		
								<b>60</b>			
Course Outcomes	On Completion of the course the students will							Program Outcomes			
CO1	To list and identify the core concepts of Marketing and its mix.							PO1, PO2, PO3			
CO2	To sketch the market segmentation, nature of product, PLC							PO1, PO2, PO3,PO6, PO8			

<b>CO3</b>	To analyze the appropriate pricing methods	PO1 PO2, PO3, PO4, PO8
<b>CO4</b>	To determine the importance of various channels of distribution	PO1, PO2, PO6
<b>CO5</b>	To assess the applications of digital marketing	PO1, PO2, PO7
<b>Reading List</b>		
1.	Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.	
2.	Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.	
3.	L.Natarajan, Marketing, Margham Publications, 2017.	
4.	J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.	
5.	K Karunakaran, Marketing Management, Himalaya Publishing House, 2017.	
<b>References Books</b>		
1.	C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand & Son 2020	
2.	V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,	
3.	Cranfield, Marketing Management, Palgrave Macmillan.	
4.	Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.	
5.	Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana. 2016	
<b>Web Resources</b>		
1.	<a href="http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf">http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf</a>	
2.	<a href="https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf">https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf</a>	
3.	<a href="https://www.enotesmba.com/2013/01/marketing-management-notes.html">https://www.enotesmba.com/2013/01/marketing-management-notes.html</a>	
4.	Industrial Marketing Management   Journal   ScienceDirect.com by Elsevier	
5.	Journal of Marketing Management   Taylor & Francis Online (tandfonline.com)	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or	

**Mapping with program outcomes**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	M	M
CO 2	S	S	M	S	M	S	M	S
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	M	S	M	M
CO 5	S	S	M	M	M	S	M	S

**S-Strong****M-Medium****L-Low****CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):  
Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	2	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	2	3
Weightage	14	15	15	14	15
Weighted Percentage of Course Contribution to Pos	2.8	3.0	3.0	2.8	3.0

Subject Code	Subject Name	Category	L	T	P	C	Credits	Inst. Hours	Marks			
									CI	External	Total	
	<b>Financial Management</b>	Core	Y	-	-	-	5	4	25	75	100	
<b>Learning Objectives</b>												
CLO1	Understand the basics of finance and roles of finance manager											
CLO2	Evaluate Capital structure											
CLO3	Evaluate Cost of capital											
CLO4	Assess Capital budgeting											
CLO5	Appraise Working Capital											
UNIT	Details							No. of Hours	Learning Objectives			
I	<b>Meaning, objectives and Importance of Finance</b> – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.							12	CLO1			
II	<b>Capital structures planning</b> - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept.							12	CLO2			
III	<b>Cost of capital</b> – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)							12	CLO3			
IV	<b>Capital Budgeting:</b> ARR, Pay back period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.							12	CLO4			
V	<b>Working capital</b> – Components of working capital – operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.							12	C5			
	<b>Total</b>							<b>60</b>				
<b>Course Outcomes</b>												
Course Outcomes	On Completion of this course, the students will							Program Outcomes				
CO1	Understand the basics of finance and roles of finance manager							PO1, PO5, PO6				
CO2	Evaluate Capital structure							PO1, PO2, PO6				
CO3	Evaluate Cost of capital							PO1, PO6				
CO4	Assessing Capital budgeting							PO1, PO6				

<b>CO5</b>	Appraise Working Capital	PO1, PO6
<b>Reading List</b>		
1.	DrKulkarni and Dr. SathyaPrasad, Financial Management, 13 <sup>th</sup> Edition 2011	
2.	Advanced Financial Management kohok, M A, Everest Publishing House	
3.	Financial Management Kishore R M, Taxman Allied Service	
4.	Strategic Financial Management Jakhotiya	
5.	Financial Management & Policy Srivastava, R M Himalaya	
<b>References Books</b>		
1.	Dr. K. Ganesan & S.Ushena Begam, Financial Management, Charulatha Publications , Chennai	
2.	Financial Management - I.M.Pandey, 2009 Vikas Publishing	
3.	Financial Management – PrasannaChandra , 2008, Tata McGraw Hill, New Delhi	
4.	Financial Management – S.N.Maheswari	
5.	Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons	
6.	Financial Management – A. Murthy	
<b>Web Resources</b>		
1.	<a href="https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/">https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/</a>	
2.	<a href="https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf">https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf</a>	
3.	Journal of Financial Management (esciencepress.net)	
4.	Financial Management on JSTOR	
5.	Financial Management Wiley online library	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	M	M	M	M	S	L	M
<b>CO 2</b>	S	S	M	M	M	S	L	S
<b>CO 3</b>	S	S	M	M	M	S	L	S
<b>CO 4</b>	S	S	M	M	M	S	L	M
<b>CO 5</b>	S	S	M	M	M	S	L	M

**S-Strong    M-Medium    L-Low**

**CO-PO Mapping (Course Articulation Matrix)  
Level of Correlation between PSO's and CO's**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	2	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	14	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
	<b>BUSINESS STATISTICS</b>	Generic Elective	Y	-	-	-	3	4	25	75	100	
<b>Learning Objectives</b>												
CLO1	Apply the Statistical Data											
CLO2	Understanding the Measures of Central Tendency in business											
CLO3	Analyze Measures of Variation											
CLO4	Understand Simple Correlation											
CLO5	Testing of hypothesis											
UNIT	Details							No. of Hours	Learning Objectives			
I	<b>Introduction – Meaning and Definition of Statistics</b> – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams-							12	CLO1			
II	<b>Measures of Central Tendency</b> – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.							12	CLO2			
III	<b>Measures of Variation</b> – Standard Deviation – Mean deviation – Quartile deviation							12	CLO3			
IV	<b>Simple Correlation</b> – Scatter Diagram – Karl Pearson's Correlation – Rank Correlation – Regression.							12	CLO4			
V	<b>Testing of hypothesis</b> – Chi-Square test, T Test, F Test, ANOVA.							12	CLO5			
								<b>60</b>				
<b>Course Outcomes</b>												
Course Outcomes	On Completion of the course the students will							Program Outcomes				
<b>CO1</b>	Apply the Statistical Data							PO1,PO2,PO4,PO6				
<b>CO2</b>	Understanding the Measures of Central Tendency in business							PO1,PO2,PO6				
<b>CO3</b>	Analyze Measures of Variation							PO1,PO2,PO6				
<b>CO4</b>	Understand Simple Correlation							PO1,PO2,PO6				
<b>CO5</b>	Testing of hypothesis							PO2,PO8				
<b>Reading List</b>												
1.	P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai,2004.											
2.	S.P. Gupta, Statistical Methods, Sultan Chand & Sons, NewDelhi,2007.											
3.	S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons,											



	NewDelhi,2007.	
4.	J.K. Sharma, Business Statistics, Pearson Education, New Delhi,2007.	
5.	Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill	
<b>References Books</b>		
1.	David M.Levine, David F.Stephan etal. Business Statistics : A first Course, 7 <sup>th</sup> edition	
2.	Dina Nath Pandit, Statistics: A Modern Approach , Hindustan Publishing Corporation	
3.	Hazarika Padmalochan,A textbook of Business Statistics , S.Chand Publications	
4.	Vohra ND, Business Statistics: Text and Problems – With Introduction to Business Analytics, Mc Graw Hill ,2021	
5.	Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics , 12 <sup>th</sup> Media Services, 2017	
<b>Web Resources</b>		
1	<a href="https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/">https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/</a>	
2	<a href="https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf">https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf</a>	
3	<a href="http://www.statisticshowto.com">http://www.statisticshowto.com</a>	
4	<a href="https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/">https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/</a>	
5	<a href="https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/">https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate	

	between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	S	S	M	S	S	S	M	S
<b>CO2</b>	S	S	M	M	M	S	M	S
<b>CO3</b>	S	S	M	M	S	S	M	S
<b>CO4</b>	S	S	M	M	M	S	M	S
<b>CO5</b>	S	S	M	S	S	S	M	S

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Computer Application in Business</b>	SEC	Y	-	Y	-	1	2	50	50	100
<b>Learning Objectives</b>											
CLO1	To build skills in Ms-Word										
CLO2	To build skills in Ms-Excel,										
CLO3	To build skills in Ms- Power Point										
CLO4	To Design a simple database and manage the data in table										
CLO5	To understand the Google form										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check.							6	CLO1		
II	Introduction, Spread sheet application, Tool bars and icons, Spreadsheet-Opening, saving, closing, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Basic formulas, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, subtotals, Charts-Selecting, formatting, labeling, scaling, spell check							6	CLO2		
III	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation-adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Inserting pictures, movies, Adding Effects-Setting animation and transition effects, audio and video.							6	CLO3		
IV	Database introduction - Creating Database - Creating Table - Modifying Data in Table							6	CLO4		
V	Use Google forms to develop & share questionnaire.							6	CLO5		
	<b>Total</b>							<b>30</b>			

## Exercise

### Word:

1. Create table with five columns and six rows. Do the following options using that table: a) Sorting, b) The sum function c)m Merge cell d) Table headings  
Convert Text to a table, Splitting a Table and Table AutoFormat. Show with example.
2. Assuming yourself as the General Manager of a company draft an appointment letter to a candidate short-listed through an interview.
3. Create at least two pages of text with multicolumn layouts like magazines and newspapers. Add the following options:
  - a) Borders and shading for title
  - b) Use WordArt for heading
  - c) Use Text Box

### EXERCISES: Excel

1. Prepare a Mark Sheet of a School for 10 Students with 6 Subjects details and Calculate how many students pass and fail by including one column as result in the mark sheet.
2. Prepare an EMPLOYEE Database of an Organization with the following details: (Atleast 10 Details) Name, Emp Id, Gender, Address, Phone No, E-Mail Id Qualification, Designation, Department, Salary, Year Of Joining And Working Station  
Draw chart to find out the % of Male & Female working (Pie chart)
3. Graphically present the following sales data from ABC Corporation Limited

Zone	Sales in Lakhs			
	1st quarter	2nd quarter	3rd quarter	4th quarter
North	23	26	32	30
South	21	25	30	30
East	24	26	29	27
West	21	26	28	29

### EXERCISES: Power Point

1. Present the agenda of the Annual General Meeting of a company using PowerPoint.
  - a) Set a suitable timing between two slides.
  - b) Use appropriate templates, fonts and styles.
  - c) Store a copy of the presentation as a PowerPoint show (ie., with a pps extension)
  - d) The timing between slides is 30 seconds.
  - e) Use different animation effects for each slide.

Prepare at least seven slides.

2. Design presentation slides for a products of your choice the slides must include name, brand name, type of product, characteristics, special offers, price etc.
  - a) Changing background colour, font colour using wordart.
  - b) Use manual mode for the slide show.
  - c) Use Top-down, Bottom-up, Zoom in and Zoom out effects.

### EXERCISES: Access

- i. Create a table, form and report for the database: "Patient details"
- ii. Fields are: patient, Patient name, Patient age, Patient Gender, Patient address, Patient phone, Patient mobile, Patient email, Doctor detail, Patients reports (At least 10 records should be included).

### Google Form:

1. Create a Quiz using Google form
2. Create a survey using Google form

<b>Course Outcomes</b>		
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>
<b>CO1</b>	Demonstrate hands on experience with Ms-word for business activities	PO1, PO2, PO6, PO7
<b>CO2</b>	Demonstrate hands on experience with Ms-Excel for business activities	PO1, PO2, PO6, PO7
<b>CO3</b>	Demonstrate hands on experience with Ms-power point for business activities	PO1, PO2, PO6, PO7
<b>CO4</b>	Design a simple database and manage the data in table	PO1, PO2, PO6, PO7
<b>CO5</b>	Demonstrate hands on experience with Google forms	PO1, PO2, PO6, PO7
<b>Reading List</b>		
1.	International Journal of Computer Applications in Technology	
2.	International Journal of Computer Applications – IJCA	
3.	P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.	
4.	Computer Application in Business ( Tamil Nadu) by Dr. R.Paramaeswaran	
5.	Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .	
<b>References Books</b>		
1.	P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.	
2.	Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman	
3.	Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.	
4.	Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.	
5.	S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.	
<b>Web Resources</b>		
1.	<a href="https://www.microsoft.com/en-us/microsoft-365/blog/">https://www.microsoft.com/en-us/microsoft-365/blog/</a>	
2	<a href="https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18">https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18</a>	
3	<a href="https://byjus.com/govt-exams/microsoft-word/">https://byjus.com/govt-exams/microsoft-word/</a>	
4	<a href="https://edu.gcfglobal.org/en/google-forms/">https://edu.gcfglobal.org/en/google-forms/</a>	
5	<a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	50 Marks
	Practical Assessment	
	Class Participation	
	Attendance	
<b>External Evaluation</b>	End Semester Examination	50 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	

<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	M	M	M	M	S	M	M
<b>CO 2</b>	S	M	M	M	M	S	S	M
<b>CO 3</b>	M	M	M	S	M	S	M	M
<b>CO 4</b>	S	S	M	M	M	S	S	M
<b>CO 5</b>	S	S	M	S	M	S	S	M

**S-Strong      M-Medium      L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):  
Level of Correlation between PSO's and CO's**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	-	3	3
<b>CO 2</b>	3	3	-	3	3
<b>CO 3</b>	3	3	-	3	3
<b>CO 4</b>	3	3	-	3	3
<b>CO 5</b>	3	3	-	3	3
<b>Weightage</b>	15	15	-	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	-	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
	Entrepreneurial Skill - New Venture Management	SEC	Y	-	-	-	2	2	25	75	100	
<b>Learning Objectives</b>												
CLO1	To learn to generate and evaluate new business ideas											
CLO2	To learn about a business model that generates money											
CLO3	To understand how to find, evaluate and buy a business											
CLO4	To evaluate the feasibility of idea into a Venture											
CLO5	To understand sources who lend for new ventures											
UNIT	Details							No. of Hours	Learning Objectives			
I	<b>Concept of Entrepreneurship</b> – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity							6	CLO1			
II	<b>Developing Successful Business Ideas:</b> Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.							6	CLO2			
III	<b>Feasibility Analysis:</b> Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture’s Financial Strength and Viability							6	CLO3			
IV	<b>Moving from an Idea to a New Venture:</b> Preparing the Proper Ethical and Legal Foundation-Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.							6	CLO4			
V	<b>Financing the New Venture:</b> Financing entrepreneurial ventures - Valuation of a new company - Arrangement of funds - Alternate Source of Funding - Start-ups, MSMEs, any new venture							6	CLO5			
	<b>Total</b>							<b>30</b>				
<b>Course Outcomes</b>												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Understand the concept of entrepreneurship and skill sets of an entrepreneur.							PO2,PO6				
CO2	Assess new venture opportunities & analyze strategic choices in relation to new ventures							PO2, PO6				
CO3	Develop a credible business plan for real life situations.							PO1, PO2, PO5, PO6				
CO4	Coordinate a team to develop and launch and manage the new venture through the effective leadership							PO4, PO5				
CO5	Evaluate different sources for financing new venture							PO2, PO6				
<b>Reading List</b>												
1.	Journal of Business Venturing – Elsevier											
2.	Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald											
3.	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,											
4.	Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book											

	(2008)	
5.	Entrepreneurship ,11 <sup>th</sup> Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill	
<b>References Books</b>		
1.	New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)	
2.	Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.	
3.	Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.	
4.	The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise	
5.	Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication	
<b>Web Resources</b>		
1.	<a href="https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217">https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217</a>	
2.	<a href="https://core.ac.uk/download/pdf/98660713.pdf">https://core.ac.uk/download/pdf/98660713.pdf</a>	
3.	<a href="https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf">https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf</a>	
4.	<a href="https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm">https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm</a>	
5.	<a href="https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786">https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	



## Mapping with program outcome

S-Strong    M-Medium    L-Low

### CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	S	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	S	M	S	S	S	S	S
CO 4	S	S	M	S	S	M	S	S
CO 5	M	S	M	S	M	S	M	M

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
	<b>Business Environment</b>	Core	Y	-	-	-	5	4	25	75	100	
<b>Course Objectives</b>												
CLO1	To impart knowledge on the concept of business environment & its significance											
CLO2	To know the political environmental factors and its impact on business.											
CLO3	To know the Economic environmental factors and its impact on business											
CLO4	To throw light on importance of the types of Social Organization.											
CLO5	To create awareness of industrial-technological advancements.											
UNIT	Details							No. of Hours	Course Objectives			
I	<b>The concept of Business Environment:</b> its nature and significance A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions							12	CLO1			
II	<b>Political Environment:</b> Functions of state, economic roles of government, government and legal environment.							12	CLO2			
III	<b>Economic Environment:</b> Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions							12	CLO3			
IV	<b>Social environment;</b> cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups							12	CLO4			
V	<b>Technology environment – Industry 4.0-Meaning-Features- basic Applications and Uses- Blockchain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics</b>							12	CLO5			
<b>Total</b>							<b>60</b>					
<b>Course Outcomes</b>												
<b>Course Outcomes</b>	On completion of this course, students will;											
<b>CO1</b>	To understand the concepts of Business Environment.							PO1,PO2				
<b>CO2</b>	To apply knowledge in the business and strategic decisions.							PO1, PO2,PO3				
<b>CO3</b>	To analyze the importance of business in various social groups.							PO2,PO4, PO5,PO6, PO8				
<b>CO4</b>	To evaluate the types of economic environment and its impact on business.							PO3,PO4, PO5, PO6				
<b>CO5</b>	To construct and assess the environment for real-time business							PO1,PO2,PO3, PO8				
<b>Reading List</b>												
1.	Sankaran.S (Reprint 2016) Business Environment, Margham Publishing House, hid Revised Edition											
2.	Gupta C B (Reprint 2018) ,Business Environment, Sultan Chand & Sons. Eleventh Revised Edition											

3.	K.Ashwathappa, (Reprint 2016) Essentials of Business Environment, Himalaya Publishing House, 6 <sup>th</sup> Edition, India	
4.	Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana	
<b>References Books</b>		
1.	Business Environment : A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan	
2.	Business Environment <a href="#">Ruchi Goyal</a> Publisher: Neelkanth Publishers Pvt. Ltd.2019	
3.	Business Environment,Fourth Edition,By Pearson	
4.	Business Environment Indian And Global Perspective 3Rd Edition by AHMED, FAISAL ALAM, M. ABSAR, PHI Learning	
<b>Web Resources</b>		
1.	<a href="https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/">https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/</a>	
2.	<a href="https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences">https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences</a>	
3.	Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11 <sup>th</sup> Revised Edition,India.	
4.	<a href="https://pestleanalysis.com/political-factors-affecting-business/">https://pestleanalysis.com/political-factors-affecting-business/</a>	
5.	<a href="https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf">https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	S	M	S	S	M	M	S
<b>CO 2</b>	S	S	M	S	S	M	M	S
<b>CO 3</b>	S	S	M	S	S	M	M	S
<b>CO 4</b>	S	S	M	S	S	M	M	S
<b>CO 5</b>	S	S	M	S	S	M	M	S

**S-Strong**

**M-Medium**

**L-Low**

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	2	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	2	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	14	15	14	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	2.8	3.0	2.8	3	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>HUMAN RESOURCE MANAGEMENT</b>	C o r e	Y	-	-	-	5	4	25	75	100
<b>Learning Objectives</b>											
CLO1	Explain the concepts, functions and process of HRM										
CLO2	Examine the selection and placement process										
CLO3	Evaluate the training and performance										
CLO4	Understand the importance of employee engagement and compensation										
CLO5	Understand the recent trends in HR										
UNIT	Details							No. of Hours	Learning Objectives		
I	<b>Introduction</b> - Characteristics - Functions - Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & procedures-Differences between personnel management and HRM							12	CLO1		
II	<b>Human Resource Planning-</b> Job Evaluation-methods- Job analysis-Job description, Job specification .Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement							12	CLO2		
III	<b>Training and Development,</b> Training Process, Methods, Training Need Assessment , Career Development. Transfer and Promotion.							12	CLO3		
IV	<b>Employee Engagement-</b> Meaning- Importance-evaluation- measuring employee employee engagement- Employee Compensation-components- incentives- benefits- welfare and social security measures							12	CLO4		
V	<b>Human Resource Audit</b> – Nature – Benefits – Scope – Recent trends in HRM: Green HRM &Virtual HRM Practices,							12	CLO5		
							<b>60</b>				
Course Outcomes	On Completion of the course the students will							Program Outcomes			
CO1	Explain the concepts, functions and process of HRM							PO1,PO2,PO4,PO6			
CO2	Examine the selection and placement process							PO1,PO2,PO4,PO6,PO7, PO8			
CO3	Evaluate the training and performance appraisal							PO2,PO 3, PO5,PO6,PO8			
CO4	Understand the employee engagement and compensation							PO1 PO2,PO3,PO4,PO5,PO6			
CO5	Understand the recent trends in HR							PO2,PO3,PO6,PO7, PO8			

<b>Reading List</b>		
1.	Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018	
2.	Steve Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1 <sup>st</sup> Edition, 2017	
3	Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1 <sup>st</sup> Edition, 2018	
4	Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015	
5	Srinivas R Kandula, , Competency Based Human Resource Management, PHI Learning , 1st Edition, 2013	
<b>References Books</b>		
1.	V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3 <sup>rd</sup> Edition ,2010	
2.	K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6 <sup>th</sup> Edition	
3.	Garry Deseler, Human Resource Management, Pearson, 15 <sup>th</sup> Edition, 2017	
4.	L M Prasad , Human Resource Management , Sultan Chand and Sons 3 <sup>rd</sup> Edition , 2014	
5.	Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010	
<b>Web Resources</b>		
1	<a href="https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf">https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf</a>	
2	<a href="http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf">http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf</a>	
3	<a href="https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf">https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf</a>	
4	<a href="https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835">https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835</a>	
5	<a href="http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf">http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems,	

<b>n (K3)</b>	Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	S	M	M	M	S	M	M
<b>CO 2</b>	S	S	M	M	M	S	M	M
<b>CO 3</b>	S	S	M	M	M	S	M	S
<b>CO 4</b>	S	S	M	M	S	S	M	M
<b>CO 5</b>	S	S	M	M	M	S	M	M

**S-Strong      M-Medium      L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):  
Level of Correlation between PSO's and CO's**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	2	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	14	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Operation Research</b>	Generic Elective	Y	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>											
CLO1	Introduction to Operations Research definition and concept Essential features of LPP.										
CLO2	Formulation of Transportation problem and finding an initial basic feasible solution.										
CLO3	Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem.										
CLO4	Analyse Network models and constructing network- critical path, various floats.										
CLO5	Analyse Game Theory and Decision Theory										
UNIT	Details							No. of Hours	Learning Objectives		
I	<b>Introduction - Overview of Operation Research -</b> Nature - Scope and Characteristics of OR - Features of OR - Stages in OR - Limitations of Operational Research							12	CLO1		
II	<b>Linear Programming problem</b> -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.							12	CLO2		
III	<b>Vogel's approximation method to find the optimal solution.</b>							12	CLO3		
IV	<b>Network models</b> -PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT							12	CLO4		
V	<b>Game Theory</b> - Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game. Decision Theory –statement of Baye's theorem application - decision trees.							12	CLO5		
								<b>60</b>			
Course Outcomes	On Completion of the course the students will							Program Outcomes			
CO1	Analyse Linear Programming							PO1,PO2,PO6			
CO2	Analyse Transportation problem							PO1,PO2,PO6			
CO3	Analyse Assignment problem							PO1,PO2,PO6			
CO4	Analyse Network models							PO1,PO2,PO6			



<b>CO5</b>	Analyse Game Theory and Decision Theory	PO1,PO2,PO6
<b>Reading List</b>		
1.	<a href="#">Operational Research   Research.com</a>	
2.	<a href="#">Operations Research   PubsOnLine (informs.org)</a>	
3.	Prabandhan : Journal of Management	
4.	International Journal of Operations research	
5.	DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019	
<b>References Books</b>		
1.	P.R. Vittal& V. Malini, Operative Research – Margham Publications – Chennai – 17.	
2.	P.K. Gupta& Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi	
3.	V.K. Kapoor, Introduction to operational Research – Sultan Chand & sons – New Delhi	
4.	Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi	
5.	P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.	
<b>Web Resources</b>		
1	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf	
2	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf	
3	https://www.onlinemathlearning.com › linear-programming-example	
4	https://www.kellogg.northwestern.edu › weber › Notes_6_Decision_trees	
5	www.pondiuni.edu.in › sites › default › files	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate	

	between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>CO1</b>	S	S	M	M	M	S	M	S
<b>CO2</b>	S	S	M	M	S	S	M	S
<b>CO3</b>	S	S	M	M	S	S	M	S
<b>CO4</b>	S	S	M	M	M	S	M	S
<b>CO5</b>	S	S	M	M	M	S	M	S

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Tally</b>	SEC	Y	-	Y	-	1	2	50	50	100
<b>Learning Objectives</b>											
CLO1	To impart knowledge about basic use of Tally and its functions										
CLO2	To understand the creation of groups and Ledgers										
CLO3	To provide understanding about Data Management in Tally										
CLO4	To understand the process of GST, EPF etc.										
CLO5	To familiarize students about significance of Tally in implications in the Organizations										
UNIT	Details							No. of Hours	Learning Objectives		
I	<b>Basic of Accounting &amp; Fundamentals of Tally.</b> ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.							6	CLO1		
II	<b>Accounting Master in Tally.</b> ERP 9: Groups & Ledgers Creation Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.							6	CLO2		
III	<b>Vouchers Entries &amp; Advance Accounting in Tally.</b> ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.							6	CLO3		
IV	<b>Advance Inventory &amp; Taxes in Tally.</b> ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.							6	CLO4		
V	<b>Technological Advantages,</b> Payroll, Report Generations, Short Keys in Tally. ERP 9							6	CLO5		
	<b>Total</b>							<b>30</b>			
<b>Course Outcomes</b>											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
<b>CO1</b>	To understand about the basic accounting and Tally. ERP 9							PO1			
<b>CO2</b>	Identify the maintained of Ledger and inventory system							PO1, PO2, PO7			
<b>CO3</b>	Creation of various vouchers and bill wise details							PO1, PO4, PO7			
<b>CO4</b>	Understand various taxes returns and filing							PO2, PO6, PO7			
<b>CO5</b>	Relate and infer various reports generated in Tally. ERP 9							PO2, PO7			
<b>Reading List</b>											
1.	Journal of Emerging Technologies and Innovative Research										
2.	Global Journal for Research Analysis										

3.	Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press	
4.	Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017	
5.	Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications	
<b>References Books</b>		
1.	Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015	
2.	Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications	
3.	Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education	
4.	Bimlendu Shekhar, Tally Practical Work Book -1, 2 <sup>nd</sup> Edition	
5.	Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020	
<b>Web Resources</b>		
1.	<a href="https://tallysolutions.com/learning-hub/">https://tallysolutions.com/learning-hub/</a>	
2.	<a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a>	
3.	<a href="https://sscstudy.com/tally-erp-9-book-pdf-free-download/">https://sscstudy.com/tally-erp-9-book-pdf-free-download/</a>	
4.	<a href="https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/">https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/</a>	
5.	<a href="https://www.javatpoint.com/tally">https://www.javatpoint.com/tally</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	50 Marks
	Practical Assessment	
	Class Participation	
	Attendance	
<b>External Evaluation</b>	End Semester Examination	50 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

### Mapping with program outcome

S-Strong      M-Medium      L-Low

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):  
Level of Correlation between PSO's and CO's**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	-	3	3
<b>CO 2</b>	3	3	-	3	3
<b>CO 3</b>	3	3	-	3	3
<b>CO 4</b>	3	3	-	3	3
<b>CO 5</b>	3	3	-	3	3
<b>Weightage</b>	15	15	-	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	-	3.0	3.0

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	M	M	M	M	S	S	M
<b>CO 2</b>	S	M	M	M	M	S	S	S
<b>CO 3</b>	S	M	M	M	M	S	S	S
<b>CO 4</b>	M	M	M	M	M	M	S	M
<b>CO 5</b>	M	S	M	M	S	M	S	M

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
	<b>Intellectual Property Rights</b>	SEC	Y	-	-	-	2	2	25	75	100	
<b>Learning Objectives</b>												
CLO1	To learn aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.											
CLO2	To disseminate knowledge on patents in India and abroad and registration aspects											
CLO3	To evaluate the copyright law											
CLO4	To disseminate knowledge on copy rights and its related rights and registration aspects											
CLO5	To understand about Geographical Indicators											
UNIT	Details							No. of Hours	Learning Objectives			
I	<b>IPR Introduction:</b> and the need for intellectual property right – IPR in India –Different Classifications – Important Principles of IP Management – Commercialization of Intellectual Property Rights by Licensing							6	CLO1			
II	<b>Introduction–Classification–Importance–</b> Types of Patent Applications in India - Patent able Invention– Inventions Not Patentable.							6	CLO2			
III	<b>Introduction–Fundamentals –Concept–</b> Purpose– Functions–Characteristics–Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non- Register Trademarks							6	CLO3			
IV	<b>Introduction to Copyright– Conceptual Basis –</b> Copy Right and Related Rights–Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer –Infringement							6	CLO4			
V	<b>Geographical Indications:</b> Concept, Protection & Significance							6	CLO5			
	<b>Total</b>							<b>30</b>				
<b>Course Outcomes</b>												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Imbibe the knowledge of IPR through various laws							PO1, PO6				
CO2	Apply the knowledge of patents							PO5, PO6				
CO3	Understand the process of acquiring a trademark							PO2, PO6				
CO4	Create an awareness about copyrights							PO6, PO8				
CO5	Understand geographical indicators							PO6, PO8				
<b>Reading List</b>												
1.	Journal of Intellectual Property Rights											
2.	IntellectualPropertyRightsTextandCases: DR.R.Radhakrishnan, DR.S. Balasubramanian											
3.	IntellectualPropertyPatents,TradeMarks, And Copy Rights–RichardStim											

4.	Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley	
5.	Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS	
<b>References Books</b>		
1.	Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing	
2.	Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis	
3.	Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House	
4.	Introduction To Intellectual Property Rights by Chawkam H.S, Oxford &Ibh	
5.	Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain	
<b>Web Resources</b>		
1.	<a href="https://nptel.ac.in/courses/110/105/110105139/">https://nptel.ac.in/courses/110/105/110105139/</a>	
2.	<a href="https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf">https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf</a>	
3.	<a href="https://ipindia.gov.in/">https://ipindia.gov.in/</a>	
4.	<a href="https://www.tutorialspoint.com/explain-the-intellectual-property-rights">https://www.tutorialspoint.com/explain-the-intellectual-property-rights</a>	
5.	<a href="https://www.icsi.edu/media/webmodules/FINAL_IPR&amp;LP_BOOK_10022020.pdf">https://www.icsi.edu/media/webmodules/FINAL_IPR&amp;LP_BOOK_10022020.p df</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
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## Mapping with program outcome

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**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):  
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<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	M	M	S	M	M	M	M
<b>CO 2</b>	M	S	M	M	S	M	S	M
<b>CO 3</b>	M	S	S	S	M	S	S	M
<b>CO 4</b>	M	M	M	M	M	M	M	M
<b>CO 5</b>	M	M	M	M	S	M	S	M



## INSTITUTIONAL TRAINING \*

### **Curricular note on Skill enhancing core paper with External evaluation for the award of 2 Credits**

**Aims:** The purpose of this skill enhancing (Training) core paper is to bridge the theoretical fundamentals with that of actual practice and to inculcate a spirit of inquiry & research rigor to investigate the nuances that go into the working of industry at large. Apart from adapting as team-worker, students are expected to gather, filter the required information and report the dynamics of the chosen industry in a standardized format.

**Process:** Colleges may institute MoU/Collaborative initiative with firms in their locality to get the consent and to make the training more purposeful. Every student, individually or in a group not exceeding three, shall undergo a four-week [a minimum of twenty working days] training in any organization [size, type and location to be specified by the respective college] of his/her choice during the vacation between fourth and fifth semester. In case of insufficient vacation, college level adjustments can be made to facilitate the students on training.

Prior permission may be obtained from the organization in advance by the students concerned and information shall be passed onto the colleges thus enabling the training supervision by the concerned faculties authorized by the college.

Weekly postal or electronic reporting should be obtained to ensure coherent and comprehensive training during the training period. A final report [Institutional Training Record – ITR] containing the introduction of the industry, the profile of the company and a valid conclusion indicating the benefits of the training shall be given not exceeding 30 [A4] pages [in a spiral- bound form/pre-printed record designed for this purpose].

**Reporting Proforma:** The profile of the company may include the organization-chart, people involved in key-positions, year of establishment and growth pattern (for at least five years), the products dealt and market to which it caters to, sales turn-over, market share [for last three years], competitors' details, number of employees and their brief profile, share capital&

Share holding pattern, market capitalization (in case of listed public company), group companies, if any, awards & recognitions (if any received), litigations, if any involved and so on.

**Outcome:** External evaluation by the concerned training supervisor along with External Examiner shall be appointed by the controller of Examinations of M.S University made during the end of the fifth semester for award of two credits and report the same to the university.